

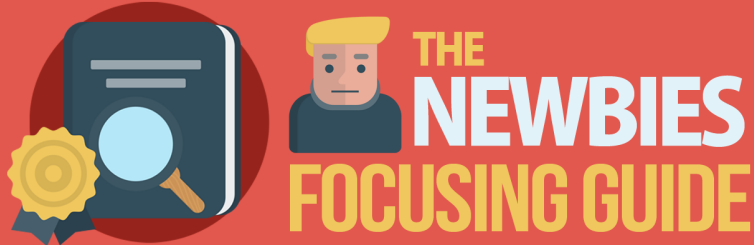


THE

NEWBIES

FOCUSING GUIDE





### **My Unfair Advantage**

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





- Omar: Ladies and Gentlemen, welcome to another episode of My Unfair Advantage. Omar Martin here along with my beautiful wife...
- Melinda: Melinda Martin.
- Omar: And as she stretches to reach her microphone, I'm going to start talking about focus. I've got to be honest, I suck at focusing. I suck at focusing on a daily basis because I have ADHD. What happens is I can't keep my mind on one thing for a very long time and if I get interrupted, that's it. Catching back up to where I was before is like 15 minutes. It's one of the things that Melinda loves about me.
- Melinda: Yes.
- Omar: It's one of the things that attracted you to marry me. It's how easily distracted I am.
- Melinda: Yeah. Sure.
- Omar: Describe what it is like working with someone that's so easily distracted as me?
- Melinda: Frustrating.
- Omar: Why is it frustrating?
- Melinda: Because in my mind, I know I do it to you all the time. I constantly jump in while you're in a middle of something and it's crazy because I realized what I'm doing as I'm doing it, and then I was like, "Oh it's too late to hold back." It sucks for me but it's frustrating because my mind works totally different. It's like, "Why can't your mind work just like mine? What do you mean? That's so simple. Why can't you do 50 things at once?"
- Omar: Our analogy is different, I think. Females have more gray matter and more defined corpus callosum in the brain and this is a fact, this is biology. Regardless of how many genders they keep making up, the biology and the DNA stays the same, and that is that women have these different capacities in their brain that man just don't.
- Women tend to be ambidextrous as well, it's because they're in better communication between their left and right brains. Not brains as in that you have two, but rather the left hemisphere and the right hemisphere of your brain. With me, I don't even think the two are connected at all, I think that there's just a gap between the two because it's different.

Melinda: I probably would agree.

Omar: Yes, it's difficult for me to focus. The topic of today is not necessarily on the daily focusing and the task focusing as much as it is, what to focus on specifically when you're a newbie.

Here's the thing, I still have problems with focusing and I don't consider myself a newbie. I've been doing this for 10 years, we've built a multi-million dollar business, and we make seven figures a year, we employed lots of people. One can argue that I built a pretty successful thing here out of this internet marketing thing. I've done it with this terrible affliction of not being able to focus.

What happened to me when I first started online is that I like to plan and I think that that's one of the issues that creates so many distractions. It opens a door, not having a set plan and I don't mean just for the day, I mean for the week, for the month, for the year. If you don't have goals yourself, if you have something you're working towards it, if you don't benchmarks, if you don't have tasks, what ends up happening is you become reactive.

There are two different ways to run your business and it is a business regardless of whether or not you have 1,000 subscribers, or 1 subscriber, or 0 subscribers. Whether or not you have 10 products, 100 of products, or 0 products, if you're working online, you need to think of everything as a business. You need to look at it as a business. It's not going to treat you like a business owner if you treat it like a hobby.

The biggest challenge that I think faces people that are starting to build their business online, is they're very easily distracted because it's a very, very dynamic industry and niche, space. Internet marketing, there are being launched every single day, a dozen of things. There are so many shiny things for you to click on. There are so many distractions. It just happens constantly and it is even compounded further if you didn't have a task that you were already trying to focus on.

If I sit down at the computer with zero intention, I guarantee you, I'm going end up doing something I'm not supposed to be doing. I'm going to end up watching videos on YouTube. I'm going to end up wasting time on freaking Facebook. I'm going to just end up wasting a whole bunch of time. That's one thing, wasting your time is nothing, but what happens in many people when they're starting, you waste your time if you don't have a plan or set course of action that you want to take today when you sit in front of your computer.



Now that you're going to waste your time, you're going to end up wasting money because what happens is you start becoming reactive. You start running a reactive business. You react to what you see in your inbox every day. You sit down. You start by checking email and what happens in your email. There are 50 freaking emails from different marketers that you're subscribed to. You start clicking on, and you start opening them, and you do it all under the guise of you know, I'm studying marketing. No you're not! Bullshit. You're going to click something, you're going to buy it. And then you got to start yet another project that you don't finish and tomorrow, it happens all over again when you sit in your computer without plan.

One of the things that is important is for you to create a plan. I think in the process of creating a plan, the thing that inhibits the creation process is people are at stalemate when they first start out. They are like "Okay, what do I do? Do I create products? Do I do affiliate marketing?" It's that Catch-22 that people struggle with and I'm going to answer that for you right now. Create a product.

Create a product because that is the gateway. You can go ahead and try to start affiliate marketing but you know what's going to happen? You're going to need traffic. So then you're going to have to start learning how to create traffic, and you're going to start learning buy traffic, then you're going to start learning how to drive traffic. You decided to get into affiliate marketing to get to the money quicker but it's going to take you longer to learn all that stuff because you have to drive the traffic. You can create a product and launch it and in the process have a list of people that bought it. Those people become the ones that you market to. They become your traffic for affiliate marketing.

Affiliate marketing, and building a list, and email marketing, these are things that happen as a byproduct of creating and launching your own products. If you set out to just create the byproduct, in my opinion, you have a longer, more stressful path ahead of you.

You know what, you end up having to create products anyway because you have to build a list, so you create products. You modify products for lead magnets. You have to create bonuses in order to compete in affiliate marketing so you end up creating process. You literally got into affiliate marketing so you don't have to create products but it's essentially what you need to do to succeed in affiliate marketing.

I'm going to tell you go ahead and avoid the Catch-22 and if you are struggling, if you're deciding, "Which direction do I go in? I'm reacting to my inbox. Omar's right, I'm on so many list, I need to create a plan but what

should that plan consist of? Should it consist of me promoting products or should it consist of me creating products?”

I would say creating products. Once you decide you’re going to create a product, create that plan and create that schedule. When I started taking my business seriously, I put up a whiteboard. Do you remember the whiteboard I had? Do you remember the original office that I made out of the guest room in the other house?

Melinda: Yes.

Omar: Okay. I had that whiteboard to the left.

Melinda: You mean the broken whiteboard? It had a crack.

Omar: Had a crack in it. Yeah, probably. I was piecing together the business out of what I could find. I found my monitor in it.

Melinda: I think you found that at some salvation thing.

Omar: It was a used whiteboard. It had a crack in it but I was using that to plan. Putting up that whiteboard gave my business or my hobby a more official kind of, I don’t know, it just felt more like a business when I put up my whiteboard. A simple action like that, just hanging up a whiteboard and I had my own little business area. I had my desk, I had my stuff in.

I started creating a schedule for myself and my schedule was daily actions. I knew every single day, my company had to have departments even though I was the only person in my company, I had to have a research and development department, I had to have marketing department, I had to have customer service department, and I had to work actively in each one of those departments. Since I was the only employee, I was worrying for each one of those.

But I dedicated time to each of those things from the very beginning and I set goals for myself for each of those departments. I set goals to teach myself how to develop products. I have to research how to draw traffic, how to market, how to do customer service, all that stuff. I had to learn it all, I had to learn about using help desks. I had to learn what are the help desks to use. I just spent time watching videos, reading blog posts, and learning about help desks. I had to spend time installing the help desk, doing all of these things that have to do with the customer service department.

I basically had to schedule the time to do each of the things in my business and by doing that, I was creating a routine and I was following a schedule, I

was actually running a business. For a very, very long time I would come home from work tired, exhausted. After working a 10 hour day as a sales manager in a pest control company. I would come home. I'd sit down on my computer and I would react to the things I saw in my inbox and I would still call myself an internet marketer.

I was not really getting anywhere, I was buying a lot of shit, I was clogging up my hard drive, but I really wasn't getting anywhere. I realized that I was very good at my day job. I was very good for working for somebody else and doing things for them. At my day job, I had a planner. I had a calendar on my desk. It's like a desktop calendar. I would write down the things and I will write out what will I have to do today, this week, important meetings. I had everything scheduled right on my desk. I wasn't doing that for my own business but I was doing that for somebody else's business.

I was working harder and I was much more organized and I'm much more committed and dedicated to the company that I was working for that didn't give a crap about me because by the way, that company will fire you in a heartbeat, you are a number to them.

For my own business, I was slacking. I was afraid to surf on Facebook or to do things that could get me into trouble at work. I was afraid because they could track your history on the computer. I was afraid to do that at work but I don't give a shit about doing it and wasting time on my own company. I eventually had to make a shift. I realized okay, if I'm going to be successful here, I have to focus on what I'm doing for my company at home and I have to create a schedule and I have to create a plan. If you haven't done that yet, you're just spinning your wheels, you're just continuing to perpetuate the problem.

I don't care if you've been doing this for one month, or you've been doing it for one year. If you don't have that daily routine, that daily schedule, if you're still working a day job, I guarantee you that your boss has criteria. If you've been working at your day job for anytime at all, you have a routine. You have things that are expected of you. Your boss or your direct supervisor has laid out what they expect of you. We expect you to be at your desk at this time. We expect you to have this done by this time. We expect you to hand in this report. There is no job on the phase of the planet that doesn't expect you to report them and tell them what you've done, to hold you accountable because they are paying you.

Are you holding yourself accountable though for your business? I wasn't. I wasn't holding myself accountable for my own business. What are the kinds of things that we can do to increase focus and to hold ourselves



accountable? I'm going to recommend three. These are three that I thought of here.

First one is actually getting an accountability partner. Finding someone that is doing the same thing as you, or that's in the process of building a business, or that maybe is interested in it, or maybe a little bit ahead of you and maybe building a relationship with them, sharing your goals with them and having them share their goals with you.

Short term goals so that you can hold each other accountable, maybe have a scheduled call, maybe work on Skype together. This is something that I used to do quite a bit. I would have my Skype open and I would be on an active call with somebody like Chris Meinarie or somebody like that. We would both be working. I'm typing. I'm working on my website. He's working on his thing.

Every once a while, I'll be like, "Hey man, quick question." He'll be like, "Hey, what's up?" It's just done. We're just holding ourselves accountable. We're there. Every once in awhile I'm like, "Hey man, what are doing?" He's like, "Oh I'm reading about such and such, I'm trying to figure out how to do blah, blah, blah." We just talk. It's almost like if you're at a workplace and you've got a buddy sitting next to you at his desk and every once in awhile, while you're working, you're turning and you ask questions, you have a conversation, you talk to somebody. That's accountability. It's having somebody that you're working with.

I'm going to tell you something, building a business from home by yourself at night after work is a lonely thing, I know. I experienced that, so do my wife. My wife experienced it because while I was working by myself in the room trying to build a business, she's going to bed by herself. It was definitely something that required a plan and required accountability.

You can actually get someone that will partner with you on a project. Maybe you guys split up tasks, they do some things, you do some things and that's how arrive at the launch. It doesn't necessarily have to be someone that you're financially partnered with. It could be someone that you just resonate with, that your friend and that's you guys hold each other accountable.

This is number two. Another thing that helps is when you use some sort of tool. There are a lot of tools out there for organization. Melinda's an expert to those. Her favorite is...

Melinda: Asana.

Omar: Yes, she uses Asana. She forces everybody in our company to use Asana. She's very good at Asana. Unfortunately, I believe that Asana has added too



many bells and whistles. When it was nice and simple, just outline style with a little date and time set, I thought it used to be great.

Melinda: Because our mind works differently.

Omar: Yeah. Now they got so much going on that's just like, "Oh goodness." Every time they add a new feature, a new thing, Melinda is like, "Oh my god. We can do this now, we can do that." The point is whether you use Asana, or you use Trello, or you use whatever, use something.

Asana is free, actually. I think up to a certain amount of users, it's free. You can actually create task for yourself, set deadlines for yourself, put notes on there, upload files, and literally manage the entire project right inside of Asana. You can add people to your Asana task so that they get notified as well when things are due. If you outsource things, it's a great way to manage a project than hold yourself accountable.

Here's the thing, when I say hold yourself accountable, I mean create a plan, list the things that are required for you to hit your goal and then create a task for each one of those things inside of the management tool like Asana. Then just create the task, put a deadline on that task. Once you put a date and time when task is due, reminders are going to start showing up in your inbox.

If you don't hit the due date that you set for yourself, what's important is that you stopped and looked back at what went wrong. What caused me to miss this deadline? Did I miss the deadline because maybe I did a poor job of planning this out and I simply did not give myself enough time to complete it? So was it planning issue? Or was the problem that I just didn't do the work?

In any case, what you need to do is review your progress and reset that deadline. Reset that deadline. Make it more specific. Make it measurable. Make it realistic,. Make it so that it's attainable. The mistake that I see a lot of people make is number one, they don't have a plan, they don't have any kind of accountability partner and number three, they're not keeping track of their progress using any kind of a tool. They say, "Omar, I've got a Google Drive doc and I've got a list of things that I'm working on." Or "Yeah, Omar, I got a little piece of paper, I keep a notebook."

Yeah, but you know what that little piece of paper doesn't send you reminders, doesn't send you alerts, doesn't allow you to put notes, it doesn't allow you to add files to it, it doesn't allow you to actually manage the project. It's just a little piece of paper that you ignore. I have people that say they create a little post-it note and they stick it to their monitor and that's how they hold themselves accountable. Bullshit. That's not how you're going to build a

six figure or seven figure companies. You need to have processes in place and you need to use tools to help you focus.

You know what something that I use and really, really helped me? I used Melinda. I used my family to serve as a way to hold me accountable and the way that I did that was I created rewards for myself and I shared..

Melinda: Benchmarks.

Omar: I shared things with Melinda. She didn't necessarily understand how or what I was creating or I was going about but I said to her things like, "Hey look, this Friday, I need to be done with this, that and the other thing." I'll put it on the board. I'll have some sort of a reward and say, "If I can complete it by then, we're going to go out for a movie, or we're going to go for ice cream, or we're going to do this or whatever."

By me doing that, I created two things. I set in motion two things. Number one, I set in motion a promise and when here's a promise, I don't want to let her down. Because I don't want to let her down, because there was a promise attached to that task now, I'm going to work harder getting it. I'm going to figure out a way to do it.

But the other thing that is also attached now to this task is the accountability. She did check up on me. She wants to go out for ice cream or in the movies so she's going to come on, if I said on Friday, she's going to check on Thursday. She's going, "Hey where you at with that? Should I make plans for tomorrow or are you going to screw this up?" I'm sure I didn't get right all the time but if I missed it, it was a lot harder for me to miss something than if I was kicking a can for myself.

Basically, putting yourself out there is going to hold yourself accountable. I learned this lesson when Marshall Sylver was helping me quit smoking. He said, "Omar, you want to quit smoking? Post right now on Facebook that anytime anybody catches you smoking, you'll give them \$1,000 on the spot." Do you remember me doing it?

Melinda: Uh-hm.

Omar: I had to do that.

Melinda: What did I tell you?

Omar: You said if you catch me...

Melinda: I was going to take out \$1,000 from our bank account.

Omar: Even at home. That was holding myself accountable. That was going to hit the pocketbook too. I remember Melinda saying, “You better not get caught. You better not have to pay anybody \$1,000 for catching you smoking.” The point that I’m making is, maybe in your particular case you’re not in a financial position to put yourself out there, but I don’t know that I particularly was in it. I don’t think anybody’s ever in a financial position to throw away \$1,000. But for me, doing things like that are a method of holding myself accountable and a way that forces me to focus on what I should be doing.

In summary, as a newer person, avoid the Catch-22. Should I create a product? Just start by creating products but do more. Create a plan for creating that and launching that product. Hold yourself accountable. Create a schedule on yourself on a daily basis. Consider getting an accountability partner to keep you on track and to help you put back in place when you derail yourself.

Consider using tools, even free tools that are project management tools that have built-in reminders and things like that. Be resourceful. You don’t have to spend money to set an alarm on your phone and make sure you’re focusing on stuff. Reward yourself and reward your family members when you hit certain goals. You’ll see how attaching that commitment to a task is going to help you keep you more focused.

I hope that this little discussion on remaining focused in the process of building your business has helped you. I know that this little things, as insignificant as they might be right now, these are the things that made a huge difference in my own business and conversely in my entire life. Thank you very much for watching this and I look forward to seeing you in the next MUA video. Take care guys.

Melinda: Bye.



*To Your Success,*



*Omar & Melinda Martin*