

# The 5 Million Dollar Ideas

## The 5 Lessons I've Learned from Robert G. Allen

By Patric Chan

Note: This is the transcript of the video I've recorded so the grammar may not be accurate. If you like to watch the video instead, just go to:

<http://www.patricchan.name/the-secrets-to-become-a-millionaire>

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Hi, my name is Patric Chan. For the past years, I've gotten to know Robert Allen as a wonderful friend, an amazing mentor and business partner.

I've been fortunate to learn from him indirectly and directly – and now, I'd like to share with you the 5 of the best money-making ideas I've gained from Robert G Allen, the New York Times bestselling author of One Minute Millionaire, Creating Wealth, Nothing Down, Multiple Streams Of Income and many more.

He has also appeared on hundreds of programs including Good Morning America, Larry King and been featured in such national publications as The Wall Street Journal, Newsweek, Barron's, Money Magazine, Redbook, and Reader's Digest.

Not only is he living proof of this opportunity, he has **been teaching about financial wealth for the past 30 years with thousands of**

**millionaires around the world** who attribute their success to his systems and strategies.

As a matter of fact, these are the ideas that have influenced the way I make money and create massive wealth.

Here they are...

## **Secret #1: The Millionaire Mindset**

Do you have the kind of mindset that will attract millions into your life?

You see, a “millionaire mindset” is not something that you can learn by just reading a book, although there are a lot of books on that topic.

However, a lot of people just don't realize the importance of it...

This is something that I picked up and learned to appreciate only after many conversations with Robert Allen and listening to his audio courses.

*You have to learn to think big.* This means aiming for a bigger goal than you originally planned.

Here is an example of a strategy to think big:

Suppose your goal is to make \$100,000.

In order to change your mindset and have a paradigm shift, add another zero at the end of that number. Now your target is to make \$1,000,000.

By just doing that you will see that the result is exponential. You'll start to think of ways to do things ten times bigger and better!

Subconsciously, you know that your goal is to make \$100,000 but you're putting the effort to make \$1,000,000 -- In the end you may not make \$1,000,000 (a million) but \$100,000.00 would have become a piece of cake. And you know that if you continue to work at it, \$1,000,000 is not impossible either.

So don't limit yourself. Not all millionaires are born with their fortunes as a birthright. The rest had to start from somewhere with nothing but a dream and this desire to be more than they can be.

**Just add another 0 to your financial goal.**

## **Secret #2: The Power Of Networking**

This is something that you might have read about in books or heard from friends and at seminars...

**Money or wealth is created when you have a strong network.**

This is your support system from where you draw the ideas, resources, contacts, etc to create your wealth empire.

Just go ahead and try this: Just pick up the phone and call your contacts.

You don't have to call everyone at once -- all you have to do is call one person a day. And in 30 days, you would have called 30 people.

At the end of the 30 days, if you're looking for opportunities, you will see more opportunities coming in. If you're running a business, you'll see your business take a giant leap of improvement.

These 30 people will somehow help you create more opportunities or grow your business.

Imagine if you were to continue doing that for 60-90 days...  
Just imagine how far you'll go from there.

The thing is, everyone is equipped with his or her own unique skills, contacts, resources, knowledge, etc and each can offer a unique contribution towards a greater cause.

*If you had kept quiet, you will never know that somebody you already know can help you achieve your goal.*

But by contacting them and letting them know what you are up to, you'll find that the resources you need are already at your disposal!

So, you'll never know.

Just pick up the phone and start calling people, even if it's just to keep in touch. You'll be surprised to hear someone at the other end of the line say, "Hey, I can help you with that. Let's get together and talk about this further."

**Build your network.**

## **Secret #3: Master Persuasion**

Robert Allen has taught many secrets to persuasion in his books, courses and seminars -- This is a key ingredient in success.

If you want to become successful, you're going to need other people to help you, **you'll need to persuade them to help you achieve what you want to achieve.**

Contrary to popular belief, the art of persuasion applies to everything in life, from getting a bank loan, renting an apartment, getting a bargain on sales and most importantly, getting people to buy from you.

Even when you are just sharing a story with friends, persuasion also comes in. It's what makes your story come alive, but that's a different thing.

One of the key persuasion secrets is the technique of scarcity and limitation. I know this work amazingly well because I've applied this technique to my business and saw a dramatic improvement.

Here's how it works...

When you offer a program, include some sort of limitation or scarcity element to your offer. You have to tell them that if they want to take up your offer, they must take action now, otherwise it won't be available to them anymore. This is very, very powerful.

When you dangle a very tempting offer in front of people and tell them that it will never be available to them again if they don't reach out and grab it right then and there, it's a very powerful trigger.

Of course, you must remain your integrity when applying this technique – it has to be truly limited.

For scarcity, you can learn more about it in a book called Influence but Robert Cialdini.

However, do note that when you're reading a book, things don't get embedded into your mind as effectively.

Because it's different when you attend a seminar or listen to audio courses because it's as if someone is there teaching you.

That's a different experience. The learning experience is different.

**Persuade others by limiting your offer.**

## **Secret #4: Write A Book**

I've actually written my book before I understood how powerful this is.

If you write a really good book that sells, you can make a lot of money and of course, that's a good thing.

For instance, Robert Allen sold millions of copies of his books. Wouldn't you want to do the same thing as well?

But the *best part is*, you also get to pass your message to other people and they in return, pass your message on to more people.

If your book transforms someone's life, he could recommend that book to his children, friends, family and relatives.

**You'll get to touch and change so many lives from that one book.**

Even if your book is not life transforming, but just a little book that makes people feel good, and put a smile on their face, that's good enough.

Of course, there's also a financial aspect to it where it helps you build your business and generate more income - you write a book that touches people and they pay you to read what you have to share.

I can honestly tell you that it's very rewarding to write a book and it can be very profitable as well.

With that combination, it automatically inspires you want to help more people!

One of the key principles of success is being able to give... when you're able to help people, the money will automatically find its way to you!

It's about adding more value to people's lives and in return, you generate more profit for helping.

Over time, this cycle becomes bigger and bigger as you write more books and become more successful.

**Write a book to create wealth.**

## **Secret #5: Become An Infopreneur**

This "million dollar secret" literally changed my life. Info-preneuring is the kind of business that I'm running today.

Well, basically it's by becoming an information marketer -- marketing info-products instead of selling something tangible like a furniture, pen, computers and so on.

But with this kind of awesome business, you don't only sell to the people in your area or country!

You sell it worldwide through the internet where there are millions of people who can be your customers!

That's exactly what I'm doing every day... I'm selling information products on the internet.

This is something that you'll definitely want to explore because it's an opportunity that is available to everyone at a very, very affordable cost.

You can become an information marketer because it's very similar writing a book. The different is, info-preneuring can be much more lucrative compared to selling books.

A book retails for \$20 - \$30 in a bookstore but an information product can be sold for \$500 or \$1,000!

For instance, it's quite common to sell seminars or recordings of seminars at a higher price because there is so much more value in them compared to a book, you'd have probably purchased DVD courses selling for hundreds of dollars.

It's also extra rewarding compared to a book because when your customers consume your information products, **they get better results.**

You can include more details, tools and step-by-step instructions in information products so that it becomes a SYSTEM to help your customers.

This means it is easier for them to achieve success in the shortest time compared to them reading a book. When it comes to a conventional book, there is only so many pages of instructions you can give them.

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These are the 5 secrets I've learned and impacted my life – I hope you'll start to use at least one of them.

You'll never know where it'll lead you, but my guts feeling tells me that it'll surely create much more wealth into your life than you've ever experienced before.

If you ever got the chance to learn from Robert Allen one day (in the past, he used to do seminars for USD \$5,000 a seat), take advantage of that. It could change your life – the turning point for you to become an enlightened millionaire.

Yours truly,

**- Patric Chan**

Best-Selling Author

<http://patricchan.name>

P.S: If you feel that this transcript can help anyone, you have my permission to share this freely.

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