

MODULE 1

TIME AND LOTS OF NUMBERS



In This Lesson

2nd order consequences

The #1 reason why people fail

The marshmallow test

The AIA way

The power of time



Time

Humans have such a horrible understanding of and relationship with time.

Every single goal, achievement or anything worth having can only be achieved with time.

This is something most people struggle to understand. This causes instant failure because people want to achieve things without the #1 most important ingredient.

Without time, it will fail.



Time

The biggest mistake people make in business is short term thinking.

Short term thinking is seeking instant gratification. “I want to have a better today at the cost of tomorrow.”

Short term thinking is THE reason why many people have never achieved anything great. If you have, it took a long time and a lot of hard work.

Greatness can never be achieved with short term thinking.



Short Term Thinking

How do you identify short term thinking?

Rule of thumb: if something is awesome today, then it's bad for you in the long term and it's short term thinking.

- Eating pizza, burgers, and ice cream
- Playing video games and watching Netflix
- Drinking and smoking
- Sleeping till noon
- Spend money instead of investing in your business

All of these are “I want to have a better today at the cost of tomorrow.”

But all of these short term decisions have amplified and catastrophic consequences.



Today

Eat pizza, burgers
and ice cream

Tomorrow

Heart disease and
premature death



Today

Play video games
and watch Netflix

Tomorrow

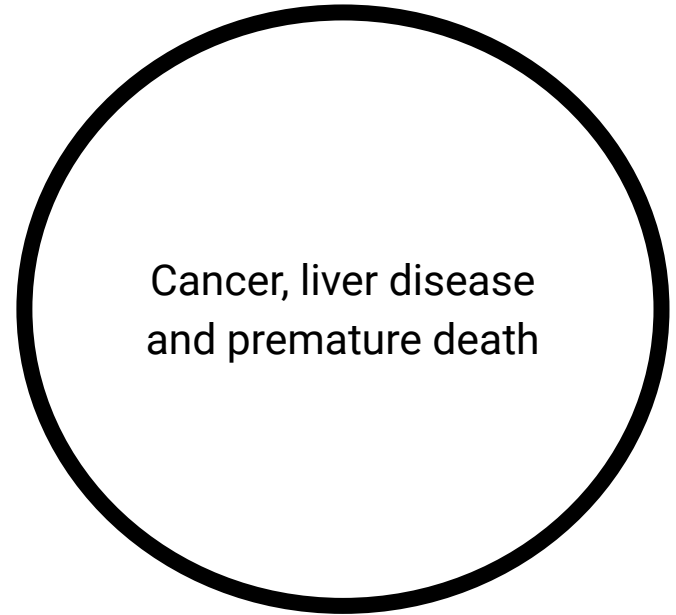
Degenerate and
waste precious time



Today



Tomorrow



Today



Sleep till noon

Tomorrow



Wasting your life away



Today

Spend money and
not invest it

Tomorrow

Broke life



Short Term Thinking

None of this is groundbreaking information. Then why do people make these bad decisions?

Because people are constantly seeking instant gratification and want everything NOW NOW NOW.

It's because they don't understand time and the effects of their decisions when time happens.

Social media is the ultimate training for instant gratification. It's not harmless like you think it is.



A topographic map of the world, showing landmasses in various shades of green, brown, and tan, and oceans in dark blue. The map is centered on the Atlantic Ocean. The title "THE INVERSE" is written in large, white, bold, sans-serif capital letters across the center of the map, over the Atlantic Ocean and parts of North and South America.

THE INVERSE

Long Term Thinking

The inverse of short term thinking is long term thinking. How do you identify long term thinking?

Rule of thumb: if something sucks today, then it's good for you in the long term and it's long term thinking.

- Eating salads and healthy food
- Reading a book
- Waking up at 5am
- Investing in your business

These decisions are the best decision human beings can make.



Today

Eat salads and
healthy food.

Tomorrow

Healthy energized life.
More years and more time.



Today

Reading a book.

Tomorrow

Knowledge and education.
Whatever you want.



Today

Go to the gym and
exercise.

Tomorrow

Healthy fit body.
No disease.
Longer life.



Today

Wake up at 5am

Tomorrow

More time to achieve
your goals.



Today

Invest in your
publishing business.

Tomorrow

Wealth and an amazing life.



Long Term Thinking

Why do people not make these good decisions?

Because people don't want to delay gratification. Everything you've ever wanted in life is all a battle of instant gratification vs delayed gratification.

How you get to the other side and achieve a big goal is by constantly delaying your want to mess everything up and give in. Delay, delay, delay ...

Once you can learn to enjoy long term thinking and delayed gratification, you have the most powerful weapon in the world.

You must experience the effects of thinking term decisions first to be able to enjoy it. And really feel the pain of short term thinking to be able to hate it.



Long Term Thinking

Time is the one variable in business and in life that no one understands, yet it is the variable that has the most profound effect on success or any outcome.

You must make time your friend and not your enemy.

Short-term decisions x time = very bad

Long-term decisions x time = very good

Your life is the sum total of all the decisions you make.

You always have the option between short-term and long-term.







2nd Order Consequences

Actions create reactions which create reactions which create reactions and it grows exponentially.

This reaction chain goes so far that you and I can't even comprehend it and it's relationship. That's why we say the decision to purchase this course can change your entire existence.

People only think about 1st order consequences. Example: purchasing a new TV using credit debt.

- 1st order consequence: Pay interest. "I'll just make some interest payments."
- 2nd order: Use the TV. Now wasting time and money.
- 3rd order: Watch the news, feeding your brain garbage. Getting dumber.
- 4th order: News gives you negative thoughts and gives you a cynical view of the world
- 5th order: Making short term decisions is now your standard mode of operation

Spiraling out of control is caused by profound spikes of good in a dark time. Instead of confronting yourself and facing the truth.





“Shift from instant gratification and short-term thinking to delayed gratification and long-term thinking and it’ll change your life completely.”

You’re going to have a better life so make this a priority.

#1 Cause Of Failure

People take their short-term thinking and need for instant gratification to business as well.

They want instant business results... which don't exist. And they'll be impatient and constantly seeking results until they get it, it's the same behavior they have everywhere else in life.

Inability to think long term is the #1 cause of failure in business. Both new people starting out, successful entrepreneurs and big billion dollar companies.



#1 Cause Of Failure

People's inability to think long term with money is the worst of them all because everyone is trained to work by the hour and get paid instantly for their work. That's just not how you build wealth.

Hence, people call courses about how to make money, scams.

When you have to pay someone to do work and not get paid instantly = ultimate scam. These people can't think properly.

Do you know what's the best long-term decision that yields time and 2nd order consequences as a weapon to achieve your goals and make a lot of money?



EDUCATION



EDUCATION

**Educated = Better decisions =
[Make more money] = Better
life = More fun**



When it comes to publishing, how do I apply what you just told me?



Bring long-term thinking to your publishing business.



MONEY & NUMBERS



Time & Numbers

Publishing is an amazing business to get into, but
Publishing is simply NOT a get rich quick scheme.

Publishing is a long-term sustainable source of income that
thrives on time and numbers. We are building a real
business.

The people who understand this will have success with
ease. People who don't understand this will fail.



Why We Publish The Way We Do



Why We Publish The Way We Do

From our 3 years of publishing and 100+ books of testing, this is what we have learned produces the most income.

“This” being the AIA way.



The AIA Way

- 30,000 words long. About 150 pages. The sweet spot. 30k is quite uncommon in the non-fiction self publishing space.
- We've experimented with 5k, 10k, 15k, 20k, 25k, 30k and 50k.
- Longer books:
 - Solve your reader's problem better
 - DON't die off
 - Priced higher
 - More sought after
- This is especially apparent on Audible where 1 credit = 1 audiobook in the entire store.
- And...



A close-up photograph of a hand sorting through a large number of bright green peas on a white surface. The peas are scattered across the frame, and a hand is visible on the right side, with fingers carefully examining and moving the peas. The lighting is bright, highlighting the texture and color of the peas.

Focus on Quality & Attention to Detail

Focus On Quality

Focus on every step in the publishing process. Don't overlook a single step.

Become great at following in the footsteps of others and doing what works.

1% here, 1% there, 1% here, 1% there... will add up. The devil is in the details.

Never take any shortcuts. It will backfire.

Keep the main thing the main thing.

Long story short, just do what we say and follow the course.



Knowing Your Numbers. How To Get To \$10k/Month.



ROAD

TO

10K!



EPISODE

#1



**ROAD
TO 10K!**

EPISODE #2

ROAD TO 10K!



EPISODE #3

ac>X *INCOME REPORT*



ROAD TO 10K WINNER!



Payment Advice

1 Woodlodge Park
Newark, NJ 07102

audible
an amazon company

Payment Date	Payment Currency	Payment Amount	Payment Ref ID
May 1, 2019	USD	14,104.30	

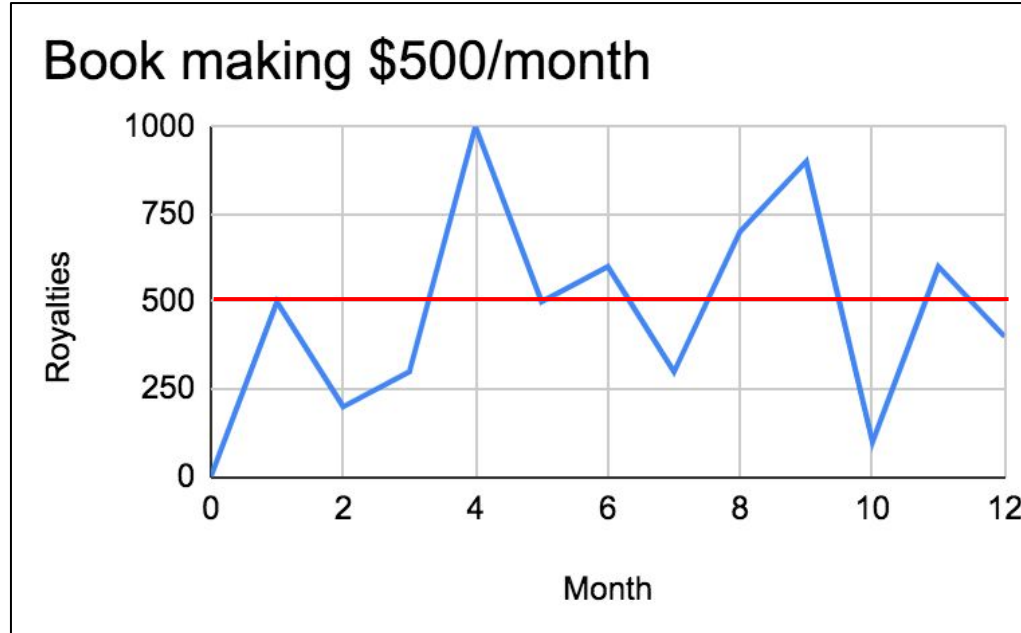
Invoice Date	Gross Amount	Discount	Tax Amount	Paid Amount
May 1, 2019	14,104.30	0.00	0.00	14,104.30

Supplier Invoice
May 1, 2019

The numbers we are about to use are extremely conservative.



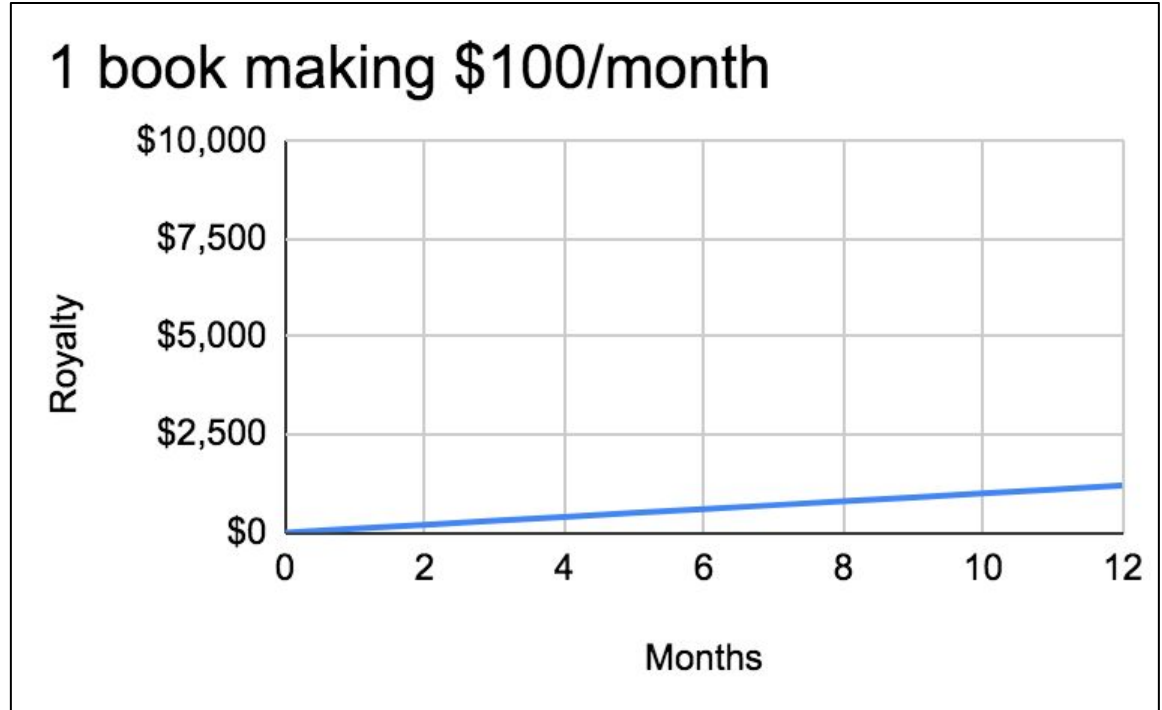
Before We Get Started



**\$500/month
average**



Months	Royalties
0	\$0
1	\$100
2	200
3	300
4	400
5	500
6	600
7	700
8	800
9	900
10	1000
11	1100
12	1200



Months	Royalties
0	\$0
1	300
2	600
3	900
4	1200
5	1500
6	1800
7	2100
8	2400
9	2700
10	3000
11	3300
12	3600



Months	Royalties
0	\$0
1	1000
2	2000
3	3000
4	4000
5	5000
6	6000
7	7000
8	8000
9	9000
10	10000
11	11000
12	12000



Months	Royalties
0	\$0
1	\$10,000
2	20000
3	30000
4	40000
5	50000
6	60000
7	70000
8	80000
9	90000
10	100000
11	110000
12	120000



The more books we have, the more we can make.

Compounding effect. Compounding is the ability of an asset to generate earnings, which are then reinvested in order to generate their own earnings. In other words, compounding refers to generating earnings from previous earnings.



Months	Royalties
0	\$0
1	500
2	1000
3	1500
4	2000
5	2500
6	3000
7	3500
8	4000
9	4500
10	5000
11	5500
12	6000



Months	Royalties
0	\$0
1	1500
2	3000
3	4500
4	6000
5	7500
6	9000
7	10500
8	12000
9	13500
10	15000
11	16500
12	18000



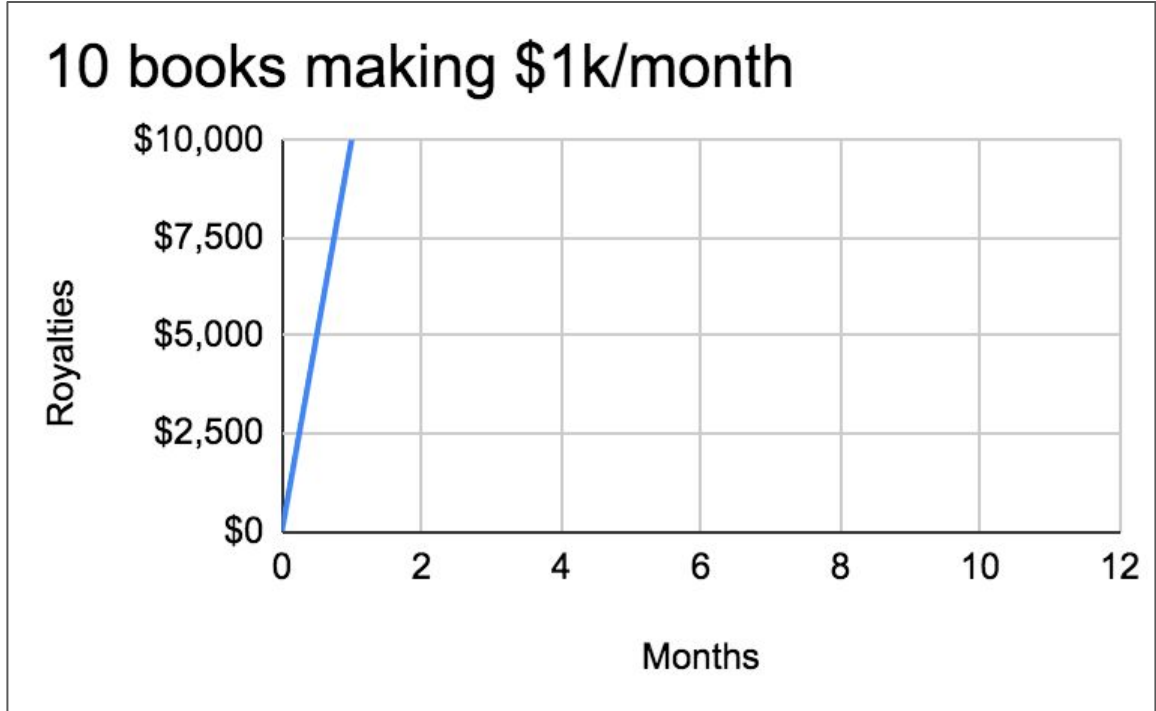
Months	Royalties
0	\$0
1	5000
2	10000
3	15000
4	20000
5	25000
6	30000
7	35000
8	40000
9	45000
10	50000
11	55000
12	60000



Months	Royalties
0	\$0
1	10000
2	20000
3	30000
4	40000
5	50000
6	60000
7	70000
8	80000
9	90000
10	100000
11	110000
12	120000



Months	Royalties
0	\$0
1	10000
2	20000
3	30000
4	40000
5	50000
6	60000
7	70000
8	80000
9	90000
10	100000
11	110000
12	120000



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Activity Summary Report acx

Bianchi Riccardo -

Report Type	Period	Beginning Balance	Current Period	Ending Balance	Amount Due
Digital Unit Sales Royalty	Aug-19		\$5,139.01	\$5,139.01	\$5,139.01
Bounty	Aug-19			\$0.00	\$0.00
Digital On-Demand Royalty	N/A			\$0.00	\$0.00
Withholding Tax				0%	
Grand Total		\$0.00	\$5,139.01	\$5,139.01	\$5,139.01



Riccardo Bianchi

· 10 mins

Hi Rasmus Mikkelsen I didn't received my september report yet bu in august I mad more than 5k with those 3 books using the amz ads too.

Like



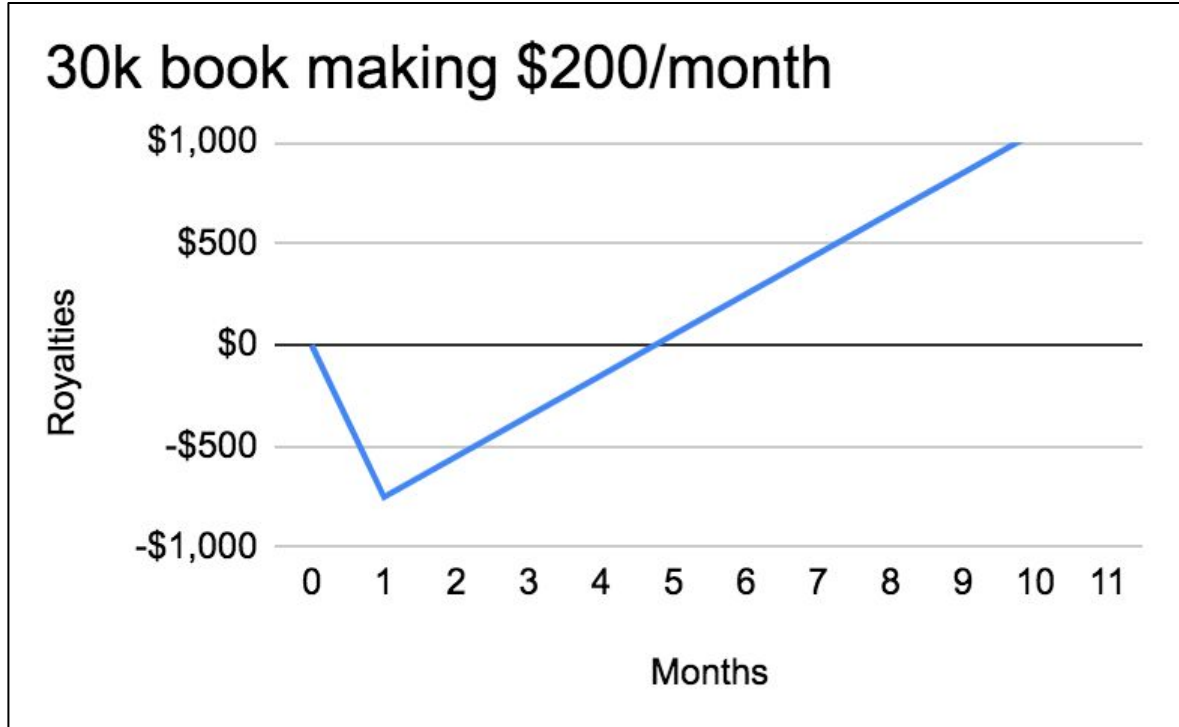
Clearly, our goal should be to make as much as we can from each book.

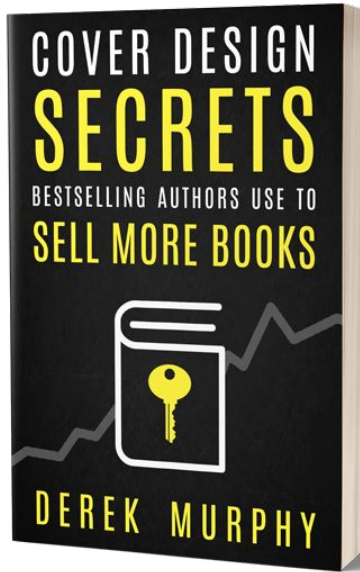


Months	Royalties
0	\$0
1	-\$250
2	-150
3	-50
4	50
5	150
6	250
7	350
8	450
9	550
10	650
11	750
12	\$850

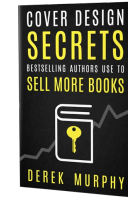


Months	Royalties
0	\$0
1	-\$750
2	-550
3	-350
4	-150
5	50
6	250
7	450
8	650
9	850
10	1050
11	1250
12	\$1450





- 1 writer
- Focused and attention to detail
- Super high quality
- Will get stronger over time



- More work, more money
- Less attention to detail
- Isn't solving problems
- Will die out in year 2



Why We Make Longer Books

We publish longer books because longer books make more money.
Invest more into your books. It'll be worth it... TRUST US.



Now onto the final and most important part of this lesson.



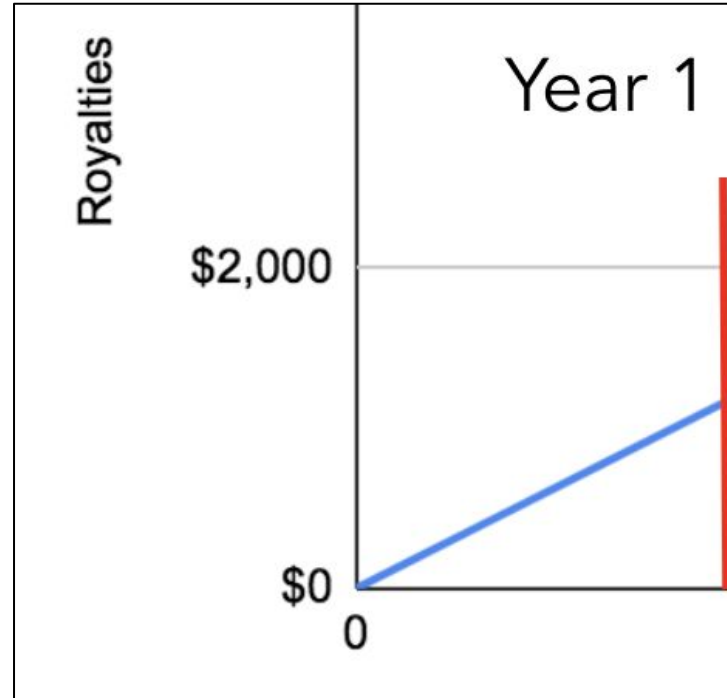
The Power Of Time



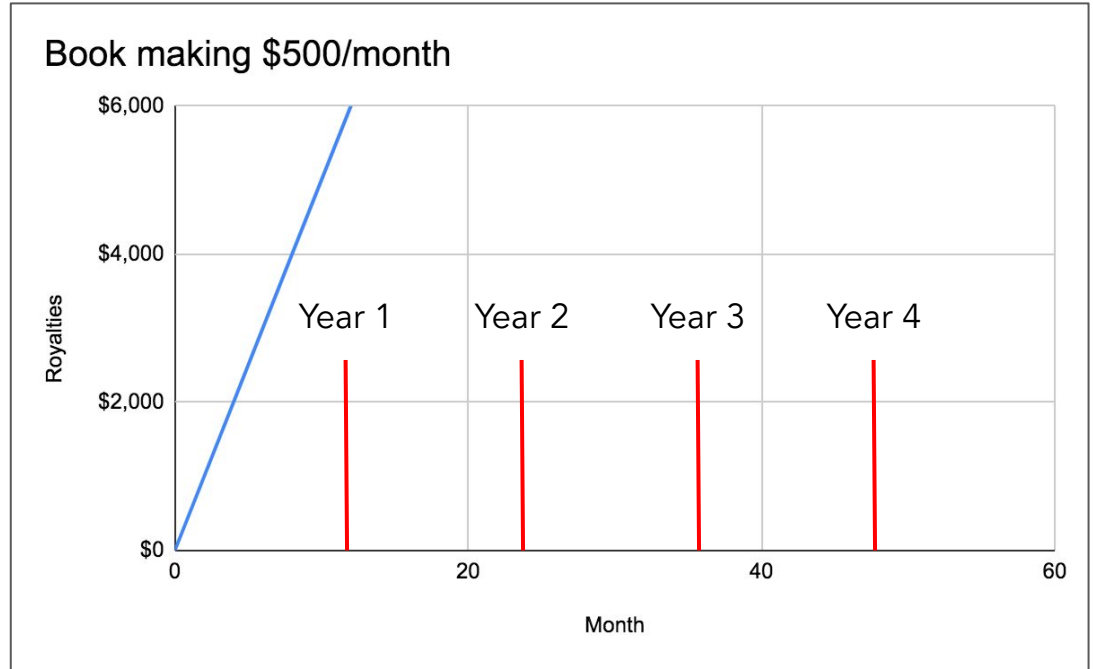
Month	Royalties
0	\$0
4	400
8	800
Year 1	1200
16	1600
20	2000
Year 2	2400
28	2800
32	3200
Year 3	3600
40	4000
44	4400
Year 4	4800
52	5200
56	5600
Year 5	6000



Month	Royalties
0	\$0
4	400
8	800
Year 1	1200
16	1600
20	2000
Year 2	2400
28	2800
32	3200
Year 3	3600
40	4000
44	4400
Year 4	4800
52	5200
56	5600
Year 5	6000



Month	Royalties
0	\$0
4	2000
8	4000
Year 1	6000
16	8000
20	10000
Year 2	12000
28	14000
32	16000
Year 3	18000
40	20000
44	22000
Year 4	24000
52	26000
56	28000
Year 5	30000



Power Of Time

You must have a profound understanding and awareness that all the money you want to make from publishing will come in the future.

Just be patient.

Long-term thinking is the recipe for domination. Understand this, and nothing else matter.

We are saying this because we see it all the time where someone will come in, try to get rich quick (without even putting in the work), doesn't get rich quick, then leaves and says "publishing doesn't work.. It's just sad.



Power Of Time

If you just do as little as make your money back in 1 year... it's all worth it.

Have some perspective.

You won't get rich or change your life with 1 book.

These strategies won't have massive life changing impacts with just one book.

But when you have 10 books? Now we're talking.

This is quite obvious, but still needs to be stated.





The only way to lose is not publishing books...

Power Of Time

Be a 1%er

Go look at mikkelsentwins.com/results

