

Alex Mendossian Interview



Alex: Hello and welcome. My name is Alex Mendossian, from productivetoday.com. That website I just gave you is a function of **Building Social Equity** and it is very specific to what we're going to be talking about today, because the gentleman I'm interviewing, you're already familiar with. He's Garrett Pierson, and he has taught me a lot; I have taught him a lot. We've built social equity together, for each other, and now we can have this interview. Hopefully, he will build enough social equity; in fact, I will say that both of us can build enough social equity for you to say yes to the course **Building Social Equity 2.0**.

I personally have three goals. The first is for you to accept the truth that building social equity is the single most important thing in marketing in business going, in the 21st Century. That's goal number one. Goal number two is for you to dialog with us, mentally and with the written word. I want you to dialog by writing notes. You can't dialog by verbally repeating what we say, or to respond to what we say, but you can with your keypad or with a pen or pencil, by dialoging upon what we're saying. If we say something or something jars your memory, or you want to take a note, please do so. Get it in front of you because pale ink, whether it's on a web page, or on a pad, is better than a photographic memory. The second part is dialog.

The third is I'm going to do everything in my power to motivate, influence, and persuade you to say yes to **Building Social Equity 2.0**, persuade you to continue education with Garrett, as I have. You are the option one people. The option two people have already said yes. They already have the social equity necessary to say yes to Garrett. Isn't that interesting? You're option one. You're a cut above everyone else, but you're not just there yet, and that's why we're doing this call because in the next 45 minutes, you will be hearing and experiencing Garrett and I doing what it takes to build enough social equity for you to come to that boiling point of 212 degrees Fahrenheit and one more degree gets you steamed, which for you is "Yes, I want to build social equity 2.0. I want to get the course, and move onward and upward."

Those are the three goals for today. The first is for you to be accepting of the truth. What you're going to be hearing is the truth, and we'll be as transparent as humanly possible. Next, is the dialog with us. Please take notes, and we hope that your pen runs out of ink, or you get writer's cramp if you're typing; that's a good thing. The third is continuing education. We want you. We want to make that perfectly clear. We want you to say yes to **Building Social Equity 2.0**. That is the continuing education Garrett has put together, painstakingly. You'll hear the story about it, and you are the option one people. Because you chose, and made a decision to

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choose option one, you are here listening to this, and we are going to build social equity, more enough with you so that you say yes.

Option two people have already said yes. We had enough with them. They said yes. They're going to get this call, so if you're listening as an option two person, you said yes, you're listening to it so you see what we do with others who weren't where you were, and maybe you can give us feedback to tell us what we did so right and so perfectly with you, for you to say yes; not needing to hear this to say yes to Garrett.

I think the three goals are clear, and we'll dive straight into the story of how this call came to be. Garrett Pierson, I want to welcome you so everyone gets to hear because you're going to be the social equity builder of the day today, because you're the purpose of this call. Garrett, welcome to the call.

Garrett: Thank you, Alex. Thanks for that introduction and I'm excited to teach people what it takes to be successful online, and how to build social equity. We'll get into that.

Alex: How this training came to be is that Garrett was a student of mine in one of my courses, and then became a student of mine in another one of my courses, and then came to two reunions of mine, which is the physical event after the virtual event. Garrett came to two of those courses, and I found what Garrett does best is building social equity, through search engine, social media, and also; Garrett and I resonated in our core values together.

He's a family guy, so am I. He's an entrepreneur, so am I, and there are other core values we share, so we had an initial bond. You know how that feels, don't you, when you see a man or woman in business and you can resonate with them and you get what they stand for. We developed a relationship.

I'm writing a book called *Leading from Behind* and I wanted more social equity and a platform before I even went to the publisher. My literary agent is the same as Jack Canfield's literary agent, and the literary agent of many best sellers, but she can't do anything about my platform. But, she can do something if I have social equity, and that's what I hired Garrett to do.

I had him start building this social equity for me, so he started as a student of mine and now I'm a student of his. That is going to continue, hopefully, for life. We are mutual students of each other because we have different areas of expertise. My expertise is what I'm doing right now. It's what I love doing best and what I'm best at. His is building social equity, and that's why his job is to tell you of what he's done and why this is so important into the future of the 21st Century. That's my side of the story of how we began. Garrett, why don't you give your side?

Garrett: It's amazing how you look up to some people and I always had in my mind, as almost – not a dream, and I don't want this to sound weird, but I wanted to meet Alex Mendossian someday and I wanted to become his student. Again, we've used that word a lot and we're going to use it a lot throughout this interview, but I wanted to build social equity. I wanted to build a relationship of trust with Alex Mendossian so that in return I could build up my brand and

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my business, and for Alex, help him build up his business. That's exactly what we've done, together.

I've met him two times now, in person. It's been an awesome experience to talk with you, Alex, and to do our semi-monthly phone calls when we do talk with each other, and consult with each other. We've just built a relationship and again, that's what building social equity is; building those relationships of trust.

We're going to get more into some in-depth questions so Alex, that's kind of my background and I've loved the relationship. We're helping each other out, and that's what it's all about.

Alex: If you are listening now and you're on your web browser, and you're looking and listening to this, you see three important words that say "add to cart". Because you are part of the option one group, because the option two people already said yes to the continuing education, **Building Social Equity 2.0**, my job is to get you to click "add to cart" and to come onboard. That is my job. Why? My job is to build social equity with you, and once you know what this material is and you live into it, then you and I can do business together a lot faster, easier, and better. I don't have a self-serving interest to get you to say yes. I'm not getting an affiliate commission if you add it to the cart. Is that true, Garrett? I'm not getting an affiliate commission, yes, or yes?

Garrett: Exactly, you're not.

Alex: Okay, so I have nothing to gain financially. I have everything to gain socially because if you know what's in that course, then you will be pre-educated, and I don't have to do that, and Garrett has already done that. That's why, as the option one people, you will get an additional reward; you're getting a discount for saying yes and getting this far. You're at the intermediary point, and I want you to see what we're doing, not only so you know what we're doing with you, because this is transparency as I mentioned.

That's the first goal we have for you to accept that truth, but for you to do it in your own business, for you to do exactly what we're doing right now, in your own business, and let that be the first and best tip I offer you. Do what we're doing. Option two people already said yes. They're a smaller cluster. Option one, that's you, you get a discount by adding it to cart. Do it in your own business exactly this way, where you build social equity through a teleseminar, webcast, or some other intimate setting like this, a lot less expensive than a physical event, and then you will get more yes's.

Let's dive straight in. Again, my job is to get you to add "click to cart". That is my sole purpose today, right here, right now. I think that should be perfectly clear. In fact, I'm not going to hide it, I'm going to flaunt it so you know that is my job and I'm going to do everything I think I can because I want you to get access to this info so that once you approach me in the future, if you do, then I know you are Social Equity 2.0. You are educated in that field and I don't have worry about you now knowing some of the things that Garrett teaches because I live into them, daily.

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So, the first question Garrett, is why is building social equity so important during these days of email fatigue?

Garrett: I'm so glad you started with that question, Alex, because more than ever these days, email marketing or people getting emails is just becoming more, and more ineffective. It's not necessarily because of us as marketers or promoters. It's because consumers and subscribers are so much smarter than they used to be and they can sense when we're just pitching products and when we're really sending them quality content.

The problem is consumers and subscribers to email lists are getting pitched too much, and they're getting pitched products, and people aren't sending that valuable content that they used to. Essentially, they're burned out with receiving emails. Again, it's not that email marketing is dead; it's just that it is not as effective as it once was. As promoters and marketers, which most people listening to this probably are, we need to change the way we're thinking. That's the very reason why I created **Building Social Equity 2.0**, because of this very problem with the way that promoters and marketers are trying to market. This is just a different way to look at different channels online to market our product.

Alex: What is social equity? We've been talking about it for about 10 minutes. What is it, by definition?

Garrett: I've got two separate definitions I want to teach, but before I get into that I want to paint a picture. There are 1,440 minutes in each day. All of us as human beings, we have 1,440 minutes each day. Here is the question. What if there was a system and a process that could teach you to market online, for 59 minutes a day, 59 minutes out of those 1,440 minutes, which leaves you with 1,381 more minutes of a full day. What if I could teach you, in those 59 minutes, exactly what you need to do to build these relationships of trust, and you do that by delivering valuable and fresh content for your target market, through submitting this content to the worldwide web, via social channels, so that your target market can find your content? That's very important.

Going one step further, the very detailed definition of what building social equity is, and especially what the program is, building social equity is a proven system that teaches us how to drive targeted traffic to your website or your business, via Web 2.0 properties or social media sites, and the search engines? That's why I call it "SEO meets social media". That's my definition of what building social equity is.

It's so important that people understand it's building those relationships of trust, but building it in a different way. We don't have time to meet everybody but we have all these valuable tools which the worldwide web provides for us. Again, I use the keyword "valuable content" that people are going to read and are going to find, and that's what building social equity is. Using these social media tools, and the search engines – a lot of people don't even realize that Google is a social tool. People go there to search and find stuff that other people have written.

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Alex: Let me tell you something about Google, just for a second. I want to say this, so that if I offend anyone it was Alex offending them and it wasn't Garrett. The offensive part of it is not something that is going to offend you personally. It's just going to be possibly offending you mentally because of what you think Google is. I'm going to make this statement flat out. Google is not a search engine. Google is not a search engine. That's the label we have given Google. Google is a content provider. It's also a tools provider, and it just happens to serve that content when you search. Its secondary reason for being in existence is search engine. That's the primary reason we use it, but that is its secondary reason. Why? Because you don't make money through search, but you do make money if your primary reason is providing content and tools that you can make money from, whether that's AdWords, AdSense or any of the other tools they make available, or serving ads in particular.

Google is not a search engine. That is my statement. It is a content provider. I didn't talk to Garrett about saying this, but I wanted to say something that could be both a declarative and innovative statement that could be argued about, so that we get some buzz from this call. Garrett, what is your impression of what I just said to you? Do you agree, disagree, or somewhere in between?

Garrett: I totally agree because people use Google for mainly two reasons, mostly one but there are two reasons. They use Google because they have a problem and they need a solution. They go to Google to search a keyword, put a keyword or key phrase in there, and they search to find content as you just said. The other reason they go there is maybe for entertainment, but their main reason is they're going there because they have a problem and they need a solution.

For example, I have a problem with my toilet. I go to Google and search for "plumbers in Ogden, Utah". That's where I live, and I'm going there because I have a problem and I need a solution. Google is allowing me to find content, find a plumber, and by doing that the plumber and I have created social equity. We build a relationship, and that plumber is going to come over and fix my problem and give me a solution. I totally agree with you, Alex.

Alex: In moving forward and looking at what Google is; Google is a social equity builder, probably the most successful on Earth. Would you agree?

Garrett: Yes, for sure.

Alex: I do, too. Yahoo is a social equity builder. YouTube is a social equity builder. Okay, the third question is how do you build social equity online or offline, and how do you do that on a step-by-step basis? Can you give us some steps? There are a lot of learners right now. They're more patient than the "why" learner or the "what" learner. We've already handled both of you. If you want to know why, you got that; that was the first question. If you want to know what it is, you just got that. The how-to person, they're a little more patient. You know who you are if you're listening right now. You're probably smiling. Give us the step-by-step process of building social equity. Really, I want to know what's in the course, in a step-by-step process,

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like an overall view so that the option one people who are listening as they're fingers are moving towards the mouse and wanting to click on that "add to cart" to get their discount, they really need this to know that their investment will be worthwhile.

Garrett: Great, I will give six steps. These steps are going to be based on what I teach in my course, but before I get to those steps, I want to give some examples of search engine optimization, using the search engines which really are essentially social media, as we've already talked about, and some other social media and Web 2.0 properties.

When I say Web 2.0, I mean a way that a certain website gives us to socially interact, more of a one-on-one. It's not even one-on-one, which is a Web 1.0, but Web 2.0 where we can communicate with multiple amounts of people. Some of those obvious sites are Facebook and Twitter and there is tons of buzz around Facebook and Twitter. Have you ever heard about or used sites such as HubPages, StumbleUpon, Zimbio.com, Gather.com, Squidoo, WordPress.com, Scribd.com, eZine Articles, Technorati, Weblee, PRWeb, and tons of others; I could just keep going down the court of what I teach in the course. Have you ever heard of some of those? What these are, they're social media Web 2.0 properties where we can create user-generated content, and these websites make it very easy for us to submit this user-generated content, which is that valuable content that I talked about before, where we can submit our valuable content to these sites very easily. These sites are authority sites. All of these sites that I just mentioned are in between 1 and 1,000 in the Alexa rankings.

Alexa.com is a traffic ranking website. Google.com is number one, and Yahoo or YouTube and some of those are number two, and number three. Facebook is up there. All of these websites I just mentioned are authority websites which means they get tons of traffic, and this is where people gather socially. If that's where people are gathering, then that's where we want to submit our content, and where we want to be found.

Getting into the six steps of what I teach in **Building Social Equity 2.0**. first of all, the number one thing, and the most important thing, and this is what people always either skip on or don't do correctly; tip number one is keyword research. People need to spend the correct amount of time doing keyword research. In my course I teach that they need to spend at least two or three days, 59 minutes a day. Why not an hour? If I said an hour, you probably wouldn't do it, so I need you to do it for 59 minutes, at least two to three days, spending about 3 hours of your time, researching and finding those keywords that people are searching for. Let me say that again; finding keywords that people are searching for.

To do that, I have a very simple process and a bonus tool that I give to all the **Building Social Equity 2.0** students. They get it for free. It's a keyword research tool that is so simple to use, and I show them exactly how to use it. It will drill down to find the keywords that your target market is searching for. If you're not writing content and creating content and submitting them to these various channels or Web 2.0 properties, then if you're not using the right keywords, your target market or the people you're trying to get to come to your website or buy your

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products or services are not going to find you. That's step one. Alex, do you have anything on step one?

Alex: No, keep going.

Garrett: Okay, step two is once you've drilled down and found your top 10 or 20 keywords, you need to drill down further and find your top 3 keywords. I've done this exercise with Alex, and we've come up with some keywords that we are going to be targeting over the next year or so, to build that social equity for his new book. We've already started the process, years in advance, and he's just going to totally rock when people –

Alex: Let me tell everyone – if you're listening right now, everyone is always one person at a time, so let me tell you as you're listening. A spectacular achievement is always preceded by unspectacular planning. What does that mean? That means the planning part isn't fun for a lot of people. It is for me. I love spectacular achievement. Even though that achievement can be a moment in time, it could be a standing ovation. It could be an extra zero in my net worth. Whatever it is, it could be a smile from my kids. Whatever that spectacular achievement is, it's always preceded by unspectacular planning. I didn't say that. Robert Schuler said that and what you can see in thinking about your spectacular achievement – that's what most people focus on. "I want to have this great achievement." What is the evolution that got you there? What is the preparation that got you there? I can tell you flat out; it's unspectacular.

If you're an author of a book, I think it would be spectacular if you went into a publisher, if you're going traditional publishing, and you said, "I want you to type into Google this sentence," or "these keywords that make sense" and then you let them sit back and look at the result. At your presentation, when you're presenting the book, how are they going to pop up on the first three or four pages of Google – Garrett, I'll just ask you to give your keyword phrase, just so people can check out that you not only walk your walk, and talk your talk, but you eat your own cooking, you drink your own Kool-Aid. Stand by for that. Imagine having me walk into a New York publisher and say, "Before I tell you what I'm about to do, let me show you the platform I already have. Go into Google..." would you agree that's a pretty good social equity branding platform?

Garrett: Yes

Alex: "Well go into Google and type in this keyword phrase. This keyword phrase is the key to my book, actually. It is the driving force and I show up on the first four pages of Google, not the first four results," which could be anywhere from 40 to 50 results, possibly more. Imagine if that happened; that's what we're talking about here, the preparation that it takes to have a spectacular achievement in the future, and building social equity is a process and an evolution. This second step of what it takes, the keywords, people ignore this. They want the result after this, but this is what creates the result.

If you're not going to research keywords, I do not want you to click "add to cart" because you will fail and you will blame Garrett for it, or me. Don't click it. In fact, stop listening right now. I'm

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not challenging you. I'm telling you flat out; stop listening if you are not going to research keywords, or if you don't have someone who can do that for you. I would just as soon, if you have someone on your team, give them access to the course so they can at least look at the keyword section. I don't think Garrett will have a problem with that if they're on your team, and learn how to do the keyword part of it. Garrett, is that okay? If someone is on their team they can look at the keyword section, at least?

Garrett: For sure, yes.

Alex: If you don't want to do it, that's fine; let someone else do it for you, someone who plays at the things you have to work at. Keyword research is critical. That is preparation. It's unspectacular, but it leads to spectacular achievement, just like this right now. Garrett, what sequence of words could we type into Google for you to come up?

Garrett: The keyword or key phrase would be "SEO Mentor" and obviously, that's what I am. I'm an SEO mentor so I went for that keyword. I dominate the first three pages. There are a couple of rankings in there that aren't mine, but essentially, the first three to four pages, almost every ranking is mine, due to building social equity and exactly what I teach.

Alex: What is so cool about this, is this didn't happen overnight, but once it happens, you can maintain it. It's tough to take you down. Is that true?

Garrett: Very true. These ranking have been up for over a year and a half. They stay consistent. You can't say that for every keyword that you're going to go for, but for some of those longer-tail, not so competitive keywords, you can dominate for a long time.

Alex: Let's keep going with the how-to. We talked about the first tip and the second tip. Just keep going strong because I got into a segway they I thought was important; you have to be embracing keywords. That's the DNA, the genetic code of search, and that is what you have to focus on, what would someone be looking for and typing in to find you? If you don't have the answer to that question, then there is no way you can build social equity, if you don't have your point A.

Garrett: Staying on step two for a moment, the problem that I find with a lot of my students and clients is they think they know what people are searching for. I can guarantee you right now, you do not know what the long tail, and all those keywords and key phrases that people are searching for; you do not know what is getting the most traffic and what you should focus on. Just keep that in mind.

Step three, once you have your keywords and at least your top 3 keywords, now you need to do a bit more research. You need to find out what people are talking about around those keywords. I said before, people go online and use search engines and use social media sites for two reasons. Number one again, they have a problem and they need a solution. You need to research around the keywords that you've chosen. You need to research the problem that

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people are having. That could be as simple as they are researching what it is that you offer. That could be the simple problem.

Another example is let's go back to the plumber example. If a good plumber in Ogden, Utah was building social equity online, he would do his keyword research and he would write articles around the problems that people are having. A problem could be "my kid flushed down some socks in the toilet. What do I do next?" That is the problem. You write your article around that problem. What you're doing is giving people valuable content. I've said that many times. You're giving people valuable content.

Tip three is you need to do your research and start off by writing two to three articles that focus on that one keyword or key phrase. Alex, you and I have done this. I gave you this task and we came up with the keywords and I said, "Alex, go and write three articles that focus on the keyword."

Alex: I did that.

Garrett: You did that and you followed my steps exactly. Before you start writing your articles, in each article, the keyword or key phrase that you are focusing on, needs to be in your title. It needs to be in your first paragraph. It needs to be in the body of the article, and it needs to be in the last paragraph. The keyword needs to be in your article at least 2-3% of the total of words. For example, if you have a 300 word article, and you choose 2%, then your keyword or key phrase should be used at least 6 times. This means in the content you're writing, your keyword needs to be found in there, in a 300 word article, at least 6 times. It's very important that it's in the title. Your first paragraph, body, and last paragraph.

You're hopefully writing valuable content and those keywords are flowing within the article. You're writing so that when people are reading your article, the problem or keyword that they searched is coming up, but you're also serving another purpose, which is search engine optimization. The search engines and social media sites need to find that keyword a certain amount of times to make it relevant. That's tip number three. Alex, I don't know if I explained that well enough. Do you have any questions or do you think somebody might have a question about what I just said?

Alex: What you say now can only make people who are listening dangerous. What you need to do, if you're hearing what you like to hear, there is a guarantee attached to this continuing education. Get in there, read it, consume it, experience it, and learn what to do with your keywords. Simply click "add to cart" and you see "add to cart" underneath what you're hearing right now, somewhere on this web page. You're seeing "add to cart". Click on that. You will get an additional discount because you're an option one person.

The people who didn't go into option one or option two, they are not listening to this. People who did get option two went ahead without the need of this call, but I want them to hear it anyway. They already had what we're talking about, the social equity with Garrett to say yes up

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front. There are a fewer of those than option one people. There are fewer option two, but we did something right with them. We connected with them. We resonated with them and they resonated with us.

As option one people, and this is during the buying process which we'll talk about, because Garrett is building social equity just through the buying process of this continuing education course. This is a launch. This is his first launch and I've worked with him, and he's worked with others in getting the best ideas for a world-class launch, which I think this is. He's doing it methodically, and it's working.

If you're part of this option one group, you're in the middle. You're driving the golf ball, but it's in mid air right now. You haven't gotten the hole-in-one yet. Those are the option two people. You're somewhere in the air. You're either going to land on the green with Garrett, or you're going to land somewhere else. If it lands far enough away, you're not going to keep wanting to play, so we're hoping to be aiming you right at the green, near the whole, hopefully inside so you say yes. That would be simply clicking "add to cart" and getting a discount.

I don't know if you like my metaphors or not. I do know that they make a lot of sense to me. Garrett, you can stop me any time along the way, but I believe people are right now, in the air, wondering yes or no. If it's a yes, "add to cart". If it's a no, then you can hang up or continue to listen, but do not try this by yourself at home alone. If you do it the wrong way, it's a total disaster, just like giving a child a match. If I give my kids a match, they can light a candle or they can burn down the house. It's not the match's fault. It's not even the child's fault many times. That's the result you can get.

We're giving you enough to burn down your house, but to know how to light the candle and create light, that involves getting **Building Social Equity 2.0**. That means by clicking "add to cart" and seeing your discount. Garrett, that is what I wanted to say. Do you want to add anything more to that before we continue?

Garrett: Yeah, just so people understand what the course is, we'll continue with the steps, but the course itself is video step-by-step. It's me telling you exactly what to do and there is a lot of marketing out there, and a lot of products out there that you've probably bought where all you get is the "why". They don't show you the "how". Exactly what I give you in the videos is step-by-step; I tell you why you should do it, and I also tell you how to do it. That is how I was taught growing up. My mom and dad were the best mom and dad, ever. They would get mad at me, but yet they would tell me why I shouldn't be doing something so that's how I learned and that's how I teach. I tell you, in this case, why you should be doing something and then like my parents, once they told me why, they also taught me how.

That's what these step-by-step videos are, going back to what I call my "social content writing" module. I show you step-by-step how and why you should be writing the articles the way that I just taught.

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So, step number four, now that your articles have been written and you've written them socially and how I teach, now it's time to submit these articles to areas on the web that have authority and social capabilities. Some of them I already mentioned, like HubPages, Gather.com, Squidoo, and WordPress.com. You can also submit your content to Facebook and there are tons of modules I have with step-by-step, exactly how to sign up for these social sites, how to optimize these social sites, how to optimize your profiles, and how to submit the content, the correct way, and how to link back and forth between these social media sites to help drive more traffic to your website, your company, or wherever you're offering your products.

Here is the best part about this part of the process. If you write your articles correctly, and submit them correctly, people are going to find them. If you've written them correctly, you're not selling people right away. You're giving them the problem and the solution, and then you're giving them a way to find even more of a solution by buying your product or service. Essentially you are "pre-selling" or "pre-promoting" them so they can build a relationship with you before you even give them a sales pitch. That is so powerful. That is step number four.

Step number five is once your articles have been submitted and now it's time to be social with people, joining groups, making friends, giving advice, sending messages, starting conversations. Just become involved in the social communities that I will have you become a part of. This is going to drive more traffic to the articles and the valuable content you create, and people are going to start voting for you and becoming your friend, and this is where building the relationship really comes from. It starts by writing the articles, writing them correctly, and then becoming social in these communities.

The last step that I want to talk about is more of an idea and something that I've seen in my own life, and my students and clients. That is being consistent, on a daily basis. If you're being consistent with what I teach in the course, then you're going to be able to get the results that you deserve and get that targeted traffic to your website. You're going to start building those relationships which in return is going to bring more money to your bottom line, and more profit to your business. That profit is going to stay there for years to come because you've built relationships of trust with your customers and the visitors that are reading your content. Be consistent, that's step number six. Be consistent with what I teach. I lay out the course so you have to be successful if you follow it.

Alex: Here is what I do to be consistent. I sat aside 30 minutes a day, for 30 days to study this. That's what I sat aside. If you don't have 30 minutes, set aside 10. If you don't have 10, set aside 5 minutes. If you don't have 5 minutes, set aside 1 minute to at least read the first module, or the second module, or however many modules that you would like to read in that 1 minute. Just have the course **Building Social Equity 2.0** at the top of your mind.

I have a good friend who is in the Transformational Leadership Council with me, who knows John Wooden, actually. His name is Lee Brower. Lee was in the movie *The Secret*. He's a dear friend of mine. He lives in Utah like you. You probably don't live too far from each other. What Lee told me was amazing. He said, "Alex, I've read the Good Book for many years," the

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Good Book being the Bible. Again, it doesn't matter about your personal or spiritual persuasion, this is a very important statement that I'm about to make. It could be the Koran, the Talmud, or any spiritual text. It could be the *Course of Miracles*, let's just call it a book that is very important to you. It could be *How to Win Friends and Influence People*. It could be any book.

Lee told me, "My goal has been to read the Good Book every single day, and I stopped reading it. I wanted to, but I stopped reading the Bible daily." I said, "What did you do?" He tells this story a lot. He said, "I was talking to John Wooden, who is the winningest basketball coach of all times." He won college basketball national championships in a row, will never be duplicated, for UCLA. They called him the Wizard. He was good at what he did, but he was also good at the fundamentals. When he saw Lewis Alcindor who became Kareem Abdul Jabbar dunk a basketball, he said, "That's great son, now let me see fifty layups, because that's what is going to win basketball games."

When he saw some of the best basketball players on Earth come through his program, he used to tell him, "It comes down to shoes and socks. It's what is going to touching the wood on the floor. The hardwood floor, you touch it with shoes and socks. If you have the wrong socks and the wrong shoes, you get blisters, can't jump, can't run, can't turn, can't pivot, so shoes and socks gentleman."

Vince Lombardi would take a championship team with the Green Bay Packers, and each time he would start a season he would say, "Gentlemen, this is a football." That's the level of fundamentals that you want and so going back to the Wooden story, John Wooden told Lee Brower "to read the Bible every single day, consistently," and you can fill in the book that is most important to you. He said, "Lee, can you read a word a day?" Lee says yeah, I can open up the book and read a word. A lack of consistency is not a lack of time, or a lack of motivation. It's a lack of expectation. In fact, it's unmet expectation and thwarted intentions of what you think you need to do. Lee said, "Yeah, I can read a word." Then John said, "Can you read a sentence?" Lee said, yeah. The smile started appearing on his face. "Can you read a page?" Lee said, "Yeah, if I read a word, I'll probably read a page." I don't know how long it will take to read a page in the Bible or any other book, but I know it will take about 5 minutes or less in most cases.

Consistency means if you can't give 30 minutes a day, give 20; if you can't give 20, give 10; if you can't give 10, give 5; if you can't give 5, give 1 minute just to read the table of contents and keep **Building Social Equity 2.0** in your heart and at the top of your mind. That is what consistency means to me. Garrett, does it mean the same thing to you, or something different.

Garrett: That was a great example. That's the biggest piece to this puzzle. You can understand search engine optimization, you can understand social media, and read every book on it, but if you're not consistently creating valuable content and submitting it correctly, you won't be successful, or you will fail a lot until you realize you need to be consistent.

Alex: I'm going to write that down, outline what I just said because I never said it in that way before. It worked for me, so if you're listening and if that piece I just said about reading a word,

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then a sentence, then a page, if that means something to you then I think you will solve a lot of problems that you may be facing right now with overwhelm. Choose your courses and be consistent with them. **Building Social Equity 2.0**, if you click on “add to cart” and get your discount, that’s one for the option one’s. You will see that even if you have a minute a day for this until you can build more time into it, just read the table of contents and the overview. See what is in there, so it keeps it in your consciousness. That is it. That’s what is so important.

Go over the six steps again, Garrett, and then we’ll move on to the next part.

Garrett: Okay, number one is the most important to me which is keyword research. Number two is researching your keywords and step three is writing two to three articles that focus on that keyword or key phrase. Make sure you are writing your articles correctly, with at least 2-3% keyword density, meaning you are putting your keyword in your articles correctly. Step number four is make sure you articles are ready and ready to submit and submit them to the social media web 2.0 properties that I suggest. I’ve given some examples of those, and I go through those in-depth, in all the step-by-step videos. Step number five, once your articles have been submitted, now start being social within those social communities. Step six is to be consistent. That’s so important. Those are the steps, Alex.

Alex: Alright, what if as a listener you say yes to this training right now? Right here, right now, you “add to cart” and you get the discount as an option one person. As an option two, if you’re listening, you’ve already said yes. You know what I’m talking about, but what if as a listener, you said yes to this training right now? Garrett, what would their lives look like if they followed your six steps you just went over, in the next 30 days, in the next 90 days? How about in the next 3 years; play it out with me, with this what if question.

Garrett: The next couple of days, or the next week, if someone said yes to this course and they really wanted to start building social equity and start getting ranked in the search engines and in these social sites, and really start building relationships, in the first week they’re going to start getting an outline of what it is they’re going to be doing, and hopefully, they’ll be excited to start creating content for their target market.

In the next 30 days, they’re going to hopefully be seeing some results and they’re going to start getting ranked for their keywords if they’ve chosen their keywords correctly. They’re going to start being social and building relationships with people that probably they would have never met in just the offline, regular, direct mail marketing. They’re going to be meeting people all around the world.

The next 90 days, they’re going to start definitely seeing more and more sales and more and more targeted traffic to their website. In the next 3 years, you can guarantee, if you’re building social equity correctly, you will have made relationships with people and friendships, and hopefully a lot of extra money because of these relationships. An example of that is it didn’t take me 3 years, but I built a relationship because of my social equity expertise, with Alex. That’s a relationship that is going to really be a part of my life, and my entrepreneurship, and it’s

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going to benefit me. Hopefully in return, I'm going to benefit Alex. That's kind of an overview of what they can expect in that timeframe.

Alex: What a what if comes to, because just to give you a tip if you're listening, I teach "Teleseminar Secrets", and I'll tell you why I'm doing this for Garrett at this time, which is the absolute – personally – worst time for me to do it. It's the biggest inconvenience for me to do it, yet I'm doing it wholeheartedly, joyfully, delightedly, for one specific reason. I'll tell you that in just a moment, but what I know in dealing with a teleseminar-oriented training, and I've blogged about this before on my blog, there are four basic questions you want to ask in a specific order.

Why is this topic so important? What is this topic? How does this topic work on a step-by-step basis? What if the listener, the viewer, the reader took advantage of this topic? What would their life look like in 30 days, 90 days, and 3 years? I turned my annual income into a monthly income in less than 3 years. I'm not saying you can do it. I'll be clear about that again, and again. But, I am going to say I did it and I can show you what I've done and I'm telling you what I've done. These little things that make a big difference, I say often that I turned an annual income into an hourly income in 5 years. I did. I didn't do it every hour, but I did it 16 times in that fifth year, what I did as an annual income in 2001 I did 16 times in 2006, in an hour. How did I do that; I did it utilizing these principles, such as why is it important, what is it, how do you do it, and what if you did this, what would your life look like. Four basic questions. That's a tip within this course, that hopefully you will click on the "add to cart" button to get your discount. What if you did that? We just covered that. How does it work? We covered that. What is it? We covered that, and why is this important, we covered that as well.

In the process of moving forward, know that we have been, in building social equity with you, we have been eating our own cooking along the way. The reason this is so inconvenient for me personally, and I'm not saying it because I want something back from Garrett; he knows I've already told him this is the most inconvenient time for me to do it because my "Teleseminar Secrets" launch is during the month of November. However, what happens is when you have social equity with someone, that person has priority. That person has a place in your heart, in your mind, in your business, for you to say yes to.

In fact, the people I have social equity with, people like Jack Canfield, Lisa Nichols, and other people that you may or may not know, I'll walk up and say, "Greg Link," someone who also lives in Utah near you and helped build the Dr. Stephen Covey line of books, *Seven Habits of Highly Effective People*, *First Things First*, and all those other excellent books, he was the guy behind the guy. He was the leader from behind, which is the title of my upcoming book. I could ask them this question and they will say yes. Here is the question.

Listen to this social equity you must have. I have said this. Let's say Jack Canfield because you probably know Jack if you've been around the last few years. I say, "Jack, I'm going to ask you a question, and I want you to say yes before I ask it." That's the question I ask them, and it could be dealing with a family question, could be a personal question, could be a professional question, but I have so much social equity with him and he has so much with me, that he knows

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it's in his best interest to say yes, and in mine. Imagine asking a person a question; how many people can you do that with?

Garrett, I think I have that with you. If I came up and said, "Garrett, I'm going to ask you a question and before I ask it, I want you to say yes," what would you say?

Garrett: I'd say okay.

Alex: Of course, why wouldn't you, because you know my best interest and yours is in that question. Of course, this is just having fun, but it's demonstrating the power of social equity because I bet you there are a lot of people who love you who wouldn't say yes to that question.

I'm not saying you, in general, if you're listening. I'm just saying you as in generalized you. There are a lot of people who love me who wouldn't say yes to that question. My mom is one of them. I do have social equity with her, but she just says, "Tell me, what is it you're scheming up now." I have a different relationship with her.

The point of this is it is not convenient for me to do this now, but it is my duty to do it. I must do it. It's my duty for you listening, and it's my duty to my friendship with Garrett. It has nothing to do with status, or with being a student or a teacher. It has everything to do with social equity. Garrett knows this. I'm not saying this for his benefit. I've told him this, before this call. I said, "Garrett, it's only meaningful when it's inconvenient," which it is to me, and with pleasure we lay this down and we have this call. If you come back and listen to the recording, please do. Remember this section; who are you willing to be inconvenienced by? Who are you willing to do something for when it's not convenient? Those are the people you have the most social equity with.

When your students are willing to do that, when your customers and clients are willing to do that, that's when you have a world-class company. It is not convenient for people to say "add to cart". that's not convenient. It's going to take some physical equity, as in dollars, out of your pocket in exchange for social equity. I think you must do it, and you should do it, but that's I think. It's not what you think. It's what you think that is going to get you to do it or not. "Add to cart" is going to be strictly up to you as an option one person.

Because you're an option one'er, you're getting a discount. Option two, you've already said yes. You've already said yes, and maybe this will just make that yes stick because I could guarantee you, you haven't gone back every single day. In fact, I can practically guarantee if you said yes to this, you're not consistently consuming this material. Let this call be a reminder and a stick strategy, which I teach with Joe Polish, a good friend and colleague, making the sale, making the decision stick, and make this a stick strategy for that, if you're an option two person who said yes.

We'll talk about option one, option two in a moment, but the fact that this is not convenient for me, has nothing to do with Garrett. It has everything to do with me. I have a launch happening, and it's happened every year for the past 5 years, and you probably heard about it. Maybe

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you're involved in it, "Teleseminar Secrets". I'm going to do everything I can for Garrett to be involved with it after his launch, but the key is to know that when you say yes, it's not out friendship or even love. It's out of having enough social equity to say yes.

When you have that equity, what does equity mean? It means equal. It means something that is building and has value for you. Garrett's relationship to me has enough value because this call was supposed to happen, for me, at another time, but it didn't because something happened with Garrett's family. Is that true, Garrett?

Garrett: Yes, it is.

Alex: This call was scheduled at another time which was less more convenient for me to do, but as it moved into the future it became less convenient. I still said yes because of the level of social equity he has for me, and I have for him. He's helping me build my book, so of course, there is a quid pro quo in everything that we do, I believe. Understand two things; how many people could you walk up to and say, "I want you to say yes before I ask you the question"? How many people could you say that to? The second thing is how many times have you done something for someone that is extremely inconvenient for you? Garrett, you know I'm not saying this to make you feel guilty, right, but just to prove a point?

Garrett: Yes, I know.

Alex: I want to make sure that's clear, because those who don't know me may be judging me right now. Go ahead and judge me. I'm just saying that is a point I'm making which is how many times have you been inconvenience and you did it anyway? Pay attention to who you did that for. Those are the people who have enough social equity with you for you to say yes. I have news for you; even if you're guilty for saying no, that's still part of social equity. Even if you do it and you feel good about it, and you're not doing it out of guilt or shame, that's still social equity. Social equity has no judgment value. You either have it or you don't; it's a yes or no.

It's binary. It's a 1 or a 0. You have 1, you have social equity, if you have 0, you don't. End of story. You like that analogy? That's a little bit techy, but it's cool, right? I like that one. I'm going to write that one down too; 1 or 0. I'm actually writing it down. It's true, there is no in between. It's like this Yoda thing. There is no try, it's do or do not.

If you have done it for someone else, anything, and it's been inconvenient for you, if you've done it out of guilt, so what. That person has social equity with you. Why is that important to you? Go back to them, because chances are you have social equity with them. The tragedy is if you don't because now you're really doing something wrong. Now you really need this course as a personal development course, and not as a marketing course. You really need to understand what social equity is because it is alive and well, whether you ignore it or not. It is here. Those who align with it are winning. Those who are not aligning with it are losing, period.

Let's move on to the roadblocks. Do you want to add or subtract anything to what I just said?

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Garrett: No, that was awesome. I do want to add one thing. When you talked about personal development, everybody that gets my course, whether they choose option one or option two, they get my book *What Success Takes* shipped directly to their house. It's a perfect companion to my course, because in my book, *What Success Takes*, I go over being consistent, being social. I have a whole chapter in my book called "Building Social Equity" so I just wanted to throw that in there. It's a great companion to the study course.

Alex: That is absolutely a great plus to what I just said. It's important for people to hear. Speaking of which, anyone listening, if you're listening now and you've made it this far, you're going to have roadblocks and they're specific roadblocks. I like to look at roadblocks like doors. Every door, typically, has a lock on it. Every lock has a way to unlock it. Let's say it needs a key, one of those old-fashioned keys. What are the three juiciest roadblocks, or doors that are locked, that are getting in the way to the secret hallway that leads to the passageway to wealth and riches as it relates to social equity? Give me three juicy roadblocks that we can identify right here, right now.

Garrett: I actually wrote an article for one of the top search engine optimization blogs out there, *Search Engine Journal.com*. This article I wrote got a ton of buzz. It's because of the title, and I titled it "The Top 10 Reasons Your SEO Sucks". Again, the title by itself got a lot of buzz, but in that, I gave the top ten reasons, which are really some roadblocks that people will run into with my **Building Social Equity 2.0**. The top three juiciest of those top ten, I would believe one of those would be that people spend way too much time and way too much money on lots of courses that they either never read or they try and read all of them, and they never implement any of it. The first roadblock is you're going to buy my course, and you're also going to buy ten other courses and then you're never going to complete one of them. That's the first roadblock.

Another obstacle that I believe people have, and one of the biggest ones, is going back to the keyword research. They don't spend enough time on the keyword research and they don't research their target market enough. The obstacle they find is they're not getting the traffic they should be because of failing to do the correct keyword research and research of their target market.

The third one out of those top ten, I would have to say, is probably if I had to choose, the biggest mistake is they create content. They're writing their articles, but they only create it once or twice. This goes back to the consistency. They create a couple of articles, submit them and then they expect to get tons of traffic. How the search engines work and how these social sites work is you need to create fresh content so the roadblock that people come into is they submit a couple of articles, and then they quit. You're not going to be successful and this is going to be a huge obstacle in your way to driving targeted traffic, not creating enough fresh and unique, valuable content. Those would be the top three, Alex.

Alex: Then every roadblock, every door that has a lock, that also has a key associated with it, although they're different keys, they can be opened easily and lead into the passageway to

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wealth and riches. Door number one, that roadblock, state it and then give me the strategy that is the key that opens it.

Garrett: It would be easy to say just buy my course.

Alex: I think that's the ring that has all the little keys on it, right?

Garrett: Exactly, but the first road block I talked about, buying too many courses and not implementing any of them or trying to implement all of them, obviously, the strategy to dissolve this is stay focused. You're going to be inundated with tons of opportunities to learn. Pick one, two, or three of those opportunities and stick with those. Don't get sidetracked with all the other stuff. It's just going to be minutiae that are going to throw you off, and you're not going to be consistent. That would be the first, stay focused.

The second roadblock I talked about, with keyword research and researching your target market, this one is simple; just do it. The Nike quote, "Just do it". Spend time, take that time whether it's like Alex said, that one minute a day, or what I teach, 59 minutes a day. Follow my course, and I have a whole module on keyword research and researching your market. I give you tools and exactly what you need to do. The strategy to dissolve that obstacle would be to just simply take the time to do it.

The third one was creating new content. This is one that you can outsource. If you have somebody in your company or your business, or somebody that you trust, in some ways they can create content for you, and you need to then grab that content that they've created for you, whether you pay them for that, or they just do it for you. Take that content and then "spin" it a little bit so it is your own.

That is sometimes what I teach. I have a whole module in the **Building Social Equity 2.0** course, on outsourcing and how to do it correctly. Again, because being social, there are some things you can outsource, and a lot of things you can't because you can't outsource being friends and building relationships. Alex can't outsource being my friend and building a relationship with me to one of his assistants. To get over that last roadblock of creating content, you can have other people create your content. Just be careful while you're doing it.

Alex: The first physical action that I would like you to take, as a result of listening right now, as an option one person; option two people, you know who you are. You've already purchased the course. If you see "add to cart" somewhere don't click it. You already have done that. Go and start watching and consuming the videos. The option one people, I want you to click "add to cart" and make a decision. You're either going to "add to cart" now, and get it, or you're going to move off this page and not get it.

The greatest thing you can do for yourself is to make a decision. A decision means to cut off other opportunities. There is no maybe, not "not now". It's either yes, now or no, now. Yes now doesn't mean yes later. You know that. It doesn't mean that. It could be yes later, but the decision I want you to make is yes, now. If it's no now, that's a decision that is yours to make

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and that's fine too, but make it. Make a declarative statement, no now. In the future I would have Garrett have a button for no, so that people could make a decision. I think as marketers, we let people off the hook. Be definitive; be decisive, because that's what makes a world-class entrepreneur. That's what makes a world-class business person.

Warren Buffett says no 1,000 times and then he pounces on the one yes. That's why he is successful. To every yes you say, you're saying no to something else. Say yes to this course, and then you'll be saying no to others, automatically. If you say yes to this and to others, you're saying no to this one. Why? You're going to be overwhelmed, and you've probably done that. I'm not asking you to get hope. I'm trying to do my best to get you to get confident in that this is the decision. You are here for a specific reason. You are here because you had to hear this. You have listened this far for a specific reason. The action I want you to take is make a decision, either you're going to click on "add to cart" and get your discount, or you're going to say no, I don't want this. It's not for me. Don't tell yourself it's not the right time. No, I don't want this right now; that is an authentic statement.

The reason I say that is if you live your life that way, with your family and other parts of your business, people are going to predict about you more. They know what you stand for because you're decisive. Make that decision; yes or no is fine by us. Of course, yes is more fine by us because Garrett gets to continue to teach you, but no is good too. We know we have someone who is decisive. I love having students who have said no to me. They're decisive. If they come on later, I know that I have a jewel. They are decisive. I don't like indecision. That leads to refunds, to headache, to help desk issues. Maybe, really is not something that is supportive. Garrett, would you agree?

Garrett: Yes, very much so.

Alex: I'm doing this for you, buddy, because I want to be the bad guy. I want to be the bad guy. I want to be the guy where they say, "He's a little heavy on this whole yes/no." Garrett isn't going to take the heat. Give me the heat. I have a course called "Give Me the Heat". Don't buy the course "Give Me the Heat" but the heat is not on Garrett; his job is to teach. That's how I'm serving him because he has social equity with me.

This is a good call, actually. I love this so far. Let's end it, because we've talked about why it's important, what it is, how to build it, what if you did – what would your life look like, three specific roadblocks which are doors that have locks on them, and then three specific strategies to unlock the locks to those doors to open it up. The physical action for the first one is to "add to cart" or just to leave.

If you are listening and haven't gotten the course, you are what is called option one. If you have the course and you're listening, you're option two. Garrett, let's end this by talking about how you polarized your student body. Option two people have purchased it. Option one have made a small commitment but haven't purchased it. There are the other people who are not even

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here and are not listening. Give us three minutes on how you set this launch up and why you did it this way.

Garrett: That is a great question and actually, I didn't know you were going to be asking this question. It is such a great question because I set this launch up this way, having an option one and an option two because of my own personal desires. I believe people are sick and tired of those long sales letter copies. For those who chose option one and option two, you saw a video of me shortly explaining what the options were on **Building Social Equity.com**. I chose option one so you could learn a little bit more about building social equity and get this interview, and the six other interviews with people you are going to be listening to down the road, like Martin Wales, Dave Lakhani, Justin Brooke, Mari Smith, and Joel Calm. You're going to be able to listen to those, so I wanted an option where people could opt in, get that 7-day email series and where they could also get a discount for taking the action of choosing option one.

I added option two because what most people do is they just want to see the price. They want to see how much is this course going to be, so option two is I wanted to give that kind of person the option to just buy the course now. On the option two page, I give them an idea of what the course is and I give them the opportunity to buy right then.

How I set this launch up, there is not a lot of sales copy. It's mostly video, which I believe is very social. You get to know me, and see me, and I get to tell you a little bit about what **Building Social Equity** is, and then you get to make a decision between option one and option two. I've never really seen it done this way, and it's a way that I believe if people are like me, in the way that they don't have a lot of time, don't want to read a lot of stuff, and they just want to find out the price, and they want to learn a bit more, and learn from some authorities like Alex Mendossian, and Joel Calm and Dave Lakhani and others, that's why I put it together this way.

Alex: You did a great job. It is going to evolve from this point forward, and it is succeeding. It's been a privilege and an honor to be in your presence today, and I look forward to learning from you more. I know you've already done and will continue to build my social equity with the publishing community, and with leadership, with the forthcoming book *Leading from Behind*. My "Teleseminar Secrets" course, I hope I see you at the reunion this year. You're an alumnus so you get to come back again, and again. I do hope that as a faculty member in any of the courses moving forward, the people get to hear from what you have to say because you really know what you're doing.

If you doubt that, just go to Google and type in "SEO Mentor" which is a keyword phrase, and watch what comes up. You will see Garrett all over. That's a good one. Garrett Pierson is an SEO mentor. That's what he does. He's my SEO Mentor. As a result he's gotten the results on Google and that's what he's doing. He is teaching you to do what he has done himself, and that is what a great teacher does. They study it, learn it, then they teach it. If they do those three steps, the fourth step, if they're lucky, mastery will find them and will bestow itself upon them.

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I hope you enjoyed this call. I hope you enjoyed this training, and I hope you can appreciate what my role is and what Garrett's role is. My role was not to be the bad guy. My goal was to be the guide from the side to support the sage from the stage. Garrett is the sage from the stage today. My job is guide from the side, and sometimes guides will have possibly a little aggressive motivation value of saying, "Do this, say yes or no. Do that, click 'add to cart' or leave, keep listening or hang up now." That's what the job is for the guide from the side. His or her job is to polarize the audience so they become more decisive. That's been my role, and that's a role I'm being transparent on because you've experienced it.

The three goals in starting this call at the very beginning was transparency, telling the truth so you can accept it because when you hear the truth you accept it easier, and nothing is as persuasive as the truth. That's what we've been doing, telling the truth. What a concept. The second is dialog. I hope we've been dialoging with you. You can't talk back to us on the call, but you can certainly ask questions between now and later. Those are ways to creatively avoid the inevitable, which is getting the course. That's what a question is many times, more clarity. How much more clarity do you need? Go back and listen to this call. I wouldn't litter the help desk that Garrett may have, just with questions we may have already answered. That is to bring your confidence level up. That's not Garrett's job. You take responsibility for your own confidence to say yes or no, and then make it Garrett's responsibility to answer any questions about the course after you have it. Our job in dialoging with you is not for you to ask more questions. We hope to have answered all the questions. Our job is for you to have dialoged and to have written down the points we've made along the way. Also for you to do this; monologue is not as powerful as dialog. If you want a trialog and go tell others, then be our guest. We'd love that because that will build social equity for us and for you.

By the way, I'm not making one penny by doing this call, this is not an affiliate call for me. Garrett, is that true?

Garrett: Yes

Alex: I'm going to put him on the spot. Why am I doing this call?

Garrett: Well, we have a relationship, and you've said this in the call. We've got social equity together, and you're doing this at a very inconvenient time but you're doing it because of this relationship we have together.

Alex: Do you think you'd do it for me, too?

Garrett: For sure.

Alex: Okay, that's why we're doing it. That was the second goal, the dialog thing. The first was transparency. The third is continuing education, and that's where we are right now. Make a decision, yes or no. If it's yes, you're going to click on "add to cart". If it's no, you're going to leave us. That's it. As an option one person, thanks for taking the option one. At least you're

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more decisive than the people who didn't. I thank you for joining us. I hope our paths cross again soon. Garrett, you have the final word. Take it away.

Garrett: Thank you very much Alex. I do appreciate your time. Thank all those who have listened to this, who have taken action to at least learn more about building social equity. Hopefully, our paths will cross, whether it's you purchasing the course by clicking "add to cart" or whether you look me up on Facebook or Twitter. You can always do that by just twitter.com/garrettpierson and let's talk. Let's communicate and let's build social equity together.

Alex: Onward and upward we go. Good luck to you. Good sales, and again, I hope our paths cross often. Bye-bye.