



THE NUCLEAR EFFECT

The 6 Pillars of Building
a 7+ Figure Online Business

S C O T T O L D F O R D



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For all the Entrepreneurs who are pursuing the path of their destiny, for I wish you a path of momentum, success and fulfillment.

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INTRODUCTION

You are probably reading this book for the same reasons why I wrote it. And that is because of a powerful, innate desire to turn your vision into reality, to experience greater freedom in life, and because you *really* want to figure out how the heck to make this whole online business thing more successful. (With “success” here meaning *your* definition(s) and measure(s) of the word.)

In my twenty -plus years as an entrepreneur, The Nuclear Effect is the most powerful amplifier of success, freedom, abundance, and impact I have ever seen. It has reliably grown so many businesses that have learned and implemented it that I’ve lost count, and because of that, I deeply believe sharing it with more entrepreneurs through writing this book will satisfy that innate desire for me (and will help you satisfy yours if you make a serious commitment to making the concepts taught here work for your business).

And while businesses have been growing by activating The Nuclear Effect for a *long* time, it wasn’t until 2017 that I truly began to understand and articulate exactly what was happening. As my understanding of this business phenomenon grew, I became better at guiding other entrepreneurs to be able to unleash The Nuclear Effect in their businesses as well.

The Nuclear Effect got its name because its impact on a business is similar to that of one of the most powerful forces known to mankind: the nuclear chain reaction. A nuclear chain reaction is when the initial nuclear reaction produces particles called neutrons. When these particles then harness some of the initial reaction’s energy to set off their own subsequent nuclear reactions, the possibility for a (potentially endless) series of self -sustaining reactions is created. This nuclear chain reaction ultimately is responsible for exponentially increasing the amount of energy created and released from the initial effort. In fact, a nuclear chain reaction releases several million times more energy than *any* chemical reaction in history.

When The Nuclear Effect is harnessed by a business, six pillars arise to support it:

- Your Marketing creates a consistent, predictable flow of qualified leads for your business (without *you* personally needing to hustle to generate them). Leveraged, and often automated, generation of *quality* leads is the first element needed to unleash The Nuclear Effect.
- Your Sales become much easier to successfully close. The Nuclear Effect helps cement premium positioning in the market and bestows significant authority to your brand in the eyes of your potential clients.
- Your Product offerings become integrated and aligned in a way that allows for you to continue serving clients for longer periods of time and at higher levels of value.
- Your Operations become smoother, more efficient, and your business becomes more able to successfully run itself.
- Your Finances become more predictable and allow you to make sound planning and investment decisions (instead of always having to make financial decisions based on the realities of your short -term cash flow).
- Your Mindset becomes your greatest asset. Your ability to maintain composure and to make effective decisions during stressful times and high -pressure situations (and there will be plenty of both) is *the* thing that separates people who can only earn temporary success versus those who can truly sustain their success throughout their entrepreneurial career.

The bulk of this book will dive into each of these Six Pillars of business individually to show how to optimize each of them within your company. By the end, you will have the total blueprint for upgrading the operating system your business runs on, allowing you more profit and a more effective business.

When I first discovered that every part of a business can be defined by the Six Pillars, it blew my mind. Since then, I've shared this concept with hundreds of thousands of entrepreneurs, and time and time again, when it's used inside of a business, it has a powerful effect.

As you go through each Pillar, it will become clear how intimately all six are reliant upon one another and how *only* when all of them are truly working together and serving to strengthen the whole does The Nuclear Effect fully get activated.

This book is my mind's download after helping build dozens upon dozens of multiple seven-figure businesses that are oriented around creating profit, value, and impact in the market while allowing an entrepreneur to not lose their mind or sanity and giving them the ability to do what they love the most: create.

Truly, I *wish* someone had given me this earlier in my entrepreneurial career, and although there is a certain grizzled pride in having earned a lot of this the hard way, now more than ever, I believe in the value of collapsing time and leveraging the experience of others to accelerate *your* growth.

And while this book can help, there is no Easy button in business. Your business has to successfully create, market, sell, and then deliver *real* value in greater frequency, magnitude, and scale if you want to grow.

I've spent over twenty years—since I was seven years old, selling eggs from my parents' acreage—with many failures and successes, figuring out what is inside of this book.

Activating The Nuclear Effect will equip you with the ability to thrive in all phases of your business, but it is going to take focus, grit, and a commitment to play the long game. My intention in writing this book is to share everything I know about what The Nuclear Effect is, how to activate it to power your business's growth, and how to sustain that success over time.

My hope is to make a meaningful contribution to the happiness and success you experience on your entrepreneurial journey. It can be trying, difficult, and oftentimes lonely to pursue this path, but we keep pursuing it. It's in our blood. We are here to do something significant. It just happens that having a profitable business is *our* best path to making good on the potential we have within us.

I believe my mission and purpose for being on this planet is to help evolve who we are: *Homo sapiens*. Today, that means solving the problems of the entrepreneur so that entrepreneurs can solve the problems of the world. I've found that the more entrepreneurs are able to live in abundance, the more entrepreneurs who are successful, and the more who can live to find their truest why and go after it, the better our world can be. As a collective on this planet, we need us, and it requires that people like you stop playing small.

I'm excited to contribute to you succeeding in an entirely new life. And I am excited to have that potential you have inside you to go nuclear and do

something truly great, important, and valuable for yourself, others, and the world as a whole.

WILL THE NUCLEAR EFFECT WORK FOR YOU? (AKA IS THIS WORTH YOUR TIME?)

The Nuclear Effect is something I've seen (and helped facilitate in creating) in many different sorts of industries, niches, and business models.

The Six Pillars are overwhelmingly the same across different industries. And whether you're B2B or B2C, really, you're *always* operating H2H, meaning Human to Human.

A common Mindset trap is to believe that your business or your industry is wildly different and distinct from others. That belief is a trap because it closes you off from gaining insight or wisdom from anything outside of that predefined box your business exists in.

This book *can* serve as an operating manual for how to build a business that is scalable, sustainable, and ultimately sellable, but only if you're open to seeing how the lessons apply for your company.

The avatar I'm writing this book to is an entrepreneur who runs an online business that sells some form of coaching, consulting, training, information, expertise, and/or live events.

I've operated businesses in so many different types of industries, online and offline; however, I believe one of the largest markets is one that operates online and that betters the transformation and ability to level up the consciousness of human beings.

So while this book was written with this type of entrepreneur in mind, know that the core principles and actionable advice here apply universally to business and have been implemented in every niche, geographic region, and language on earth. No special snowflake syndrome here, friend.

WHY YOU SHOULD LISTEN TO THIS

One of my favorite quotes is from Todd Herman, who has become a significant mentor, client, and friend: “If you want something, go get it. If you want something faster, go get it with a great mentor.”

Success is often mainly about getting clear on *exactly* what you want and then creating the environment that will produce those outcomes. And that means you need to be incredibly intentional about the kinds of advice, direction, and mentorship you open yourself up to.

When I was seven, my dad brought home laying hens. I thought this was silly; we would need more. We would sell neighbors to our neighbors. By nine, I had over 100 chickens, until I realized they couldn't lay golden eggs. Further, without great optimization, we could only make around \$10,000 per year, way too much work for that.

By the time I was eleven, I was working in the online realm as a programmer, using community forums to connect with others.

By the time I was thirteen, I was working with people across the world and was getting paid hundreds of dollars per hour for the work I was doing. Further, I was employing people across the world because I was a terrible programmer and was much better at marketing what I did.

By the time I was sixteen, I had my first office and my first mentor, and overnight, I went from an obese kid no one wanted to talk to and made fun of to winning a ton of awards and recognition in my small province of Newfoundland in Canada.

By the time I was nineteen, I expanded my businesses, had investments in various niches—including fitness, health, Software -As -A -Service —and was fully invested in a new type of technology for automobiles. Further, I helped others market their services, businesses, and everything in between. At one point, I had a physical office with almost twenty people.

By the time I was twenty -one , I was nearly \$1,000,000 in debt. That happened quick, right? That's the fun thing about entrepreneurship, you can be up and then down, real quick. Maybe even faster than a casino—I'm up on roulette by \$34,000 even though I only played three times.

When I was twenty -two , I sold my business for \$1 and allowed them to take

over my debt payments. On paper, I was acquired, but in reality, I just got myself a nice job. Further, I liquidated my other businesses and investments for pennies on the dollar.

Eleven months later, my business partner stole from me and had terrible business ethics (along with a terrible culture) and I decided that I wasn't going to peak at nineteen. I had less than \$3,000 in my bank account and no available credit. I sold everything I owned and had three months of expenses in money, assuming I used my air -mile points for gas and groceries.

In 2013, I started a new agency. We did \$1 million in sales within a year.

In 2014, I launched my first podcast and started my first entry into the entire online business world by building an audience. Further, around this time, I started talking about my story of debt (even if it wasn't paid off by a mile).

In 2015, I moved to Toronto, Canada, and launched my first online program, teaching online marketing—something I did since I was a kid. It was a MAJOR success even if my audience was less than 5,000 people online. In 2016, it generated millions of dollars—life started to go upward, I was able to pay off the debt I needed to—until I got an unexpected tax bill that was multiple six figures. In 2017, it did much better, and I was generating between \$300,000 and \$500,000 per month.

Now, there were a lot of things in between. A lot of trauma, a lot of really bad times, and a lot of really good times. But what happened next was the turning point.

See, there will come a time in every entrepreneur's life, when they hit the self -actualization phase. This is where money is no longer a threat. This is where you can do almost anything. This is where you get to decide, "What do I want to do?"

See, I've always been REALLY good at being able to allow someone to see their best self. I've also been a really good marketer and exceptional at sales. Not because I'm good at lying or manipulation. Rather, I'm really good at understanding human beings.

I think it was all the books I read when I was a teenager. (I only learned how to read when I was eleven, so after that, I read A LOT.) But when it came to

everything else? Operations, team, client delivery, finances. I SUCKED. I mean, I really, really, really, really was bad.

So I have this business; it's doing really well. But I don't feel fulfilled. And because the business didn't have all of the pillars set up correctly, I decided I didn't want to do it anymore. I wanted to take some time off. I wanted to travel the world. I wanted to explore myself. I wanted to go on the next great adventure. So, I let go of my team. I went nomadic.

And off I went. Only to meet my (now) wife three weeks later. The universe had other plans for me. And the plans it had were a lot less about doing less. And rather spending my time going inwards so I could externally create the success needed to fuel my mission, passion, and destiny in life, of helping humans evolve. All of this is still in the making.

However, today, living in Venice Beach, married to the girl I could only dream about when I was growing up. I'm able to invest, mentor, and advise various successful businesses and have a platform where I get to directly impact with what I teach to hundreds of thousands of people.

I'm far from the most successful person on the planet—and don't wish to possess that title, however, something that I realized about seven years ago. I have a unique way of seeing the world and synthesizing information so that someone like you is able to understand it in an easy way. I also feel like it's my obligation as I discover the easier way.

After building businesses, selling them, blowing them up, going a million dollars in debt, being hundreds of thousands in tax debt, being sued, all while making tens of millions of dollars before I was twenty-nine, I've got more than enough experience to help you to get to a point of living your best life.

A life where you don't have to work more than twenty hours a week. A life where you can travel the world whenever you want. A life where you can do really cool things that really light you up. A life where you have all your needs (and wants) met so you can accomplish your purpose on the planet. A life where you can do what you want, when you want, because you want to.

As you go through this book, I'm certain you'll see concepts, methods, and ideas that have been passed down from mentors of mine. I don't claim to know a lot. Rather, it's my ability to be a scientist, experiment with different concepts, and

then tell others which ones worked (or didn't). The best artists steal (and still credit).

Let's dive in.

CHAPTER 1

STARTING IN A WEIRD PLACE

If you're reading this book and you're generating over \$10,000 per month in revenue, you can skip this part. If you're generating under \$10,000, here's what I can tell you. The Relevancy of this book is mixed. I don't want to guide you down a false road.

I say that because this book takes you through a process for upgrading every major Pillar of your business, but when you're under \$10,000 per month, the absolute priority is upgrading your Marketing Pillar and your Sales Pillar. And usually this is an urgent, consistent source of pressure felt month after month just to keep the lights on.

If this is you right now, the thing you need more than anything is momentum. And while the Marketing and Sales sections of this book will definitely be valuable for you, the content of this book is largely built around what is going to create long-term, sustainable success.

But I wanted to include a special section specifically for those who need to generate an inflow of cash quickly—for those who need to create the breathing room necessary to truly begin building a long-term strategy for their business (as opposed to being continuously stuck in a short-term scarcity loop).

These are the *exact* steps I took to generate the cash I needed to begin pulling myself out of significant debt (I was \$1,000,000 in debt by the time I was twenty-one years old) and to give myself the ability to invest in the right team, tools, and mentorship that has brought me to where I am today.

I reached out to every even remotely viable contact I had in email, LinkedIn, and Facebook with the intention of setting up a meeting with them.

Honestly, at the time, I didn't care who they were. I knew about the network effect and that even if that person wasn't someone that I could serve, they almost certainly knew at least one person that would be a good fit.

In total, over 200 meetings were set. I would do whatever worked for the other person. Lunch or coffee or Skype or a phone call. Whatever it took to get into a direct conversation with people, I was down for.

Once we were in conversation, I followed a simple five - step process:

1. I asked them about where they were and where they wanted to go.
2. I would help them clarify and understand the gap between the two better.
3. I showed them the possibility of a better future.
4. I showed them how I could help make that possibility a reality.
5. I told them about my situation at the time and why I was motivated to help them.

People hired me for anywhere from one - month - to twelve - month - long contracts. The total contracts' value was around \$250,000 within sixty days. **I built a lean team of contractors and fulfilled on what I promised.** That was how I began to slowly climb out of the significant debt that had been built.

But back in 2012–2013 when that happened, I was essentially starting over completely from scratch, and I was *very* far behind the eight ball, so to speak. The mantra that spread among my team of contractors was, “We get shit done.” And getting shit done consumed *my* life.

I worked eighteen hours each day for *months* to fulfill on *my* promises as well as to best position myself to being able to continue reducing the debt, but working that much is unsustainable. I don't recommend this path to *anyone* , save for maybe people who are in a similar situation as I was in and need to generate a *lot* of cash quickly, even if it means paying for it with all of your time and energy for a bit afterward.

However, don't forget: business is simple. Do what others aren't willing to do if you want to change your situation.

Here's the thing: the much more sustainable thing to do is build a profitable *business* that offers a valuable product that can be successfully delivered *without NEEDING* you to be the one who has to run, manage, or operate your business (including being the person who *has* to deliver and fulfill on the business's promise to your paying clients).

So if you don't have a *validated* product yet, the Product Pillar chapter is going to change the game for you.

Once you're clear on exactly **who** you want to serve, and you're clear on exactly **what** you want to offer them (aka your product), but you are regularly having months with collected revenues under \$10,000, here is what I recommend you do to break that barrier (and start building some real momentum):

1. Forget about a funnel or going one to many right now. Your job is to create connections and make offers. As you'll see later in this book, Intimacy is *the* thing that gets money to exchange hands. Which brings us to number two: what you must do to make the right connections and make Relevant offers to them.
2. Find exactly who you believe you can serve best, the people who would benefit most from your unique, unfair advantage. Your path right now is to prove that you can get a consistent flow of people to trust that you can deliver the results they want and to choose to do business with you.
3. Start building a strong network (and an even stronger inner tribe). Host group lunches with people who are local to you. Build a Facebook group that anyone in the world can join and contribute to. Even if you're relatively early on in your journey of building expertise and achieving mastery, you can *always* be a connector for other people and always be looking to add value.
4. Commit to creating content. I've found that the more consistent you are, the better your content gets. And even if you need to exhibit a bit of courage, share it consistently too. Even if no one is listening right now, it's okay. Challenge yourself to write at least 1,000 words per day and/or record one video per day. You want to build the habit of being more of a producer than you are a consumer. And besides, you need to get good anyways.
5. Stop boxing yourself in to what you *think* you *have* to sell or offer in order to generate revenue. Meaning that if you can help solve a problem or fill a gap for someone, but it isn't the thing you want to sell, I encourage you to consider making custom offers to people while you're looking to start really

getting off the ground. It might be a little bit painful and less efficient, but the money will give you momentum, and then the momentum can give you *a lot* more money made in a much more painless way.

6. Hire someone as SOON as you can. Most entrepreneurs early in their business won't pull the trigger on hiring until things are really starting to hurt. The thing is, no matter how much you think you're #hustling every day like Rick Ross, humans typically max out at about eight hours of productivity per day. And sure, you can really go for it for a while (like I did a few years ago), but it *will* catch up with you sooner or later. You need sleep and relaxation and a whole lot of other things in life if you're going to be able to bring your best self to work each day. Anything less is simply robbing your business, your clients, and yourself of what *could* be if you chose to take care of yourself better, not to mention, you deserve it. There is nothing as powerful as adding more minds, perspectives, time, and energy that gets invested into your business by a collective team. Growing the team at 1MT has been one of the greatest joys of my life and has only inspired me to take even better care of myself (so that I can show up that much more powerfully for the team, our clients, and everyone who follows my content).
7. Be intentional about the relationships you want to build and deepen. Find out what is Relevant to them and engage them on it. Support them on their mission and toward their goals. Do easy extra steps, like sending them something physical in the mail or using the network you're building from #3 to make potentially valuable introductions for them.
8. Take a deep breath and remember this perspective: you are in the top 97 percent of wealth in the world, and relatively speaking, your problems aren't *that* big. People far less intelligent, capable, and gritty than you have achieved the kinds of things that you are aiming at. Stay focused, stay positive, and follow solid advice. (Your gut usually knows what is worth pursuing and what isn't.) You'll get there. Hopefully, I can help you get there faster.
9. Find three to five people who are in the same place as you are in business, find three to five people who are a step or two *ahead* of where you are now, and find three to five people who are a step or two *behind* where you are now. To really move forward fast, it is powerful to have this unique combination of perspectives available to you. Here, you have successful examples to follow, a crew of comrades supporting each other as you face similar challenges, and you have a couple people who you can support or mentor a bit to help them grow. There is a hidden benefit to that last part.

- Teaching something to others will help solidify your mastery of the subject and will hold you to a higher standard to live in consistent alignment with the good advice you give to others. When you have all three of these positive influences, you almost inevitably start accelerating your growth.
10. Stop following so many people. This goes back to producing more and consuming less. You'll have better results going *deeper* in listening to a small handful of people who you *know* can help light the way toward the goal(s) you want to achieve. Consciously choose a couple people who you believe are *best - suited* to help you reach your *current* goals and commit to implementing what you learn. Have high standards and have a dutiful attitude toward executing the strategy you decide upon. All other content is just noise. Every other business activity is just a distraction.
 11. Focus on the next ninety days and forget everything else. Your purpose for now is to create enough momentum to begin taking long -term views and planning to *make your impact* . Don't go for the moonshot now. For the time being, go for what can create momentum and money.
 12. Go the extra mile. Most people don't (which is why it stands out so much). Make that your default intention behind anything you do for your audience, your prospects, and your clients.
 13. Focus on playing your game and giving your best each day. Most of what you see online are lies, so don't fall into the vicious trap of comparison because *that* game is completely rigged against you.
 14. Seriously, you don't need a marketing funnel right now. Nail down being Relevant to the *right* people. By the time you *know* that you're able to reliably get the *right* people to understand who you are, what you do, and agree to pay you to do it for them, then you know creating your funnel and becoming omnipresent to a bunch of the *right* people is going to bring you serious results and momentum.
 15. Be diligent about delegating. Figure out the lowest value things you do regularly and give them to an employee or a VA or to a low -cost system of some sort. You want to be lean with cash, but you *need* to use a lot of discretion when it comes to your time and your energy. Create a regular habit of freeing up bits of time and energy for yourself and commit to reinvesting it into the *highest value* things that you can do. This one practice will change your life.

If you're not yet consistently clearing the \$10,000 per month revenue mark, focus all of your energy in execution on the steps above.

And when you're not out there building momentum, the rest of this book can help you get a clear vision of where you want to ultimately drive your business toward. There definitely are some major growth headaches you can save yourself from when you build your business with intention from the ground up. I want to leave you with one little piece of advice.

If you're generating less than \$10,000 per month, know that the ability to have a multimillion-dollar business shortly is completely possible. I've seen it time and time again.

In this book, I share the Six Pillars. The more you know these pillars, the better choices you can make. Having a successful business and being a successful entrepreneur is mostly about making good choices over and over in succession. The more you say yes and no to the right things, the faster you gain the momentum to have a successful business.

Let's introduce you to the foundation: the major Six Pillars that your business is built on.

To access the resources for this chapter, visit:
www.thenucleareffect.com/resources/ .

CHAPTER 2

THE SIX PILLARS OF A MULTIMILLION-DOLLAR BUSINESS

If you are going to grow your business, it is important that you expand out from a stable base and foundation. There are way too many unknown risks and unforeseen potential pitfalls in the game of business to gamble on growth before you're ready for it. In fact, if you don't have the proper foundation, then growth is only going to make your existing problems *even worse* .

If you scale a business without the right foundation, you're going to scale a broken system, which will always, at some point fail. You'll either run out of time, money, or have so many customer problems that new customers won't want to work with you. There will be more fires to put out, more extreme feast and famine cycles, and you'll be hustling harder because *you need to create even more cash each month* to keep your growing business operating.

Essentially, if you currently have a company that more resembles a hamster wheel than it does a real business, then the main thing that happens when you grow that company is that you're simply going to end up with a bigger, more exhausting hamster wheel (that also *carries much more risk* due to the higher stakes).

If you scale a loss, you'll only lose more. And that means, sometimes, you'll need to pivot, pivot, and pivot until you lock it in.

It is honestly *never* too early in a business to get a *clear picture* of how you want

your business to be this time next year (or next quarter or what it needs to look like in order to be able to sell it). And no matter how big your business is or how much previous success you've enjoyed, there is *always another level* in this game—whether it's the next revenue goal or if it's upgrading your relationship to the business so that it better serves you and your life. There is *always* value in spending time to get clear on precisely where you want to get to.

MINDSET SHIFT

If you are not clear and able to articulate *exactly* what you want, how do you expect to get *exactly* what you want most?

Set your target, decide that you will make it your reality, and then make it real through your commitment in action over time.

These chapters covering each of the Six Pillars are set up partially as a narrative for showing how these Pillars *can* work together so well that they set off The Nuclear Effect and partially as a playbook for things that you can implement into each of the different Pillars in your business. Even if you aren't quite ready for some of these plays, reading them can give you a clearer view into what you eventually may *want* these parts of your business to look like.

Similarly, if you are *already* doing some of these plays, reading them may show you some insight into some nuance or distinction or better articulation of *why* it works well so you can create better processes, better communication, and leading in demonstrating to your team that you can *always* be on the lookout for ways to potentially improve upon what you're already doing.

I believe that a business is just a set of systems, the Six Pillars are just the six systems that are present inside of your business. The more they truly act like systems, the easier it is to grow and scale and bring yourself further and further out of the business.

Build these systems into your business. Revisit them and upgrade them regularly. Get clear on where you want to go and move toward them with intent. Invest your energy to make your vision come alive as the Six Pillars begin powerfully working together and activating The Nuclear Effect in your business.

One of the best things you can do for your business is to take a deep, honest look

at each of the Six Pillars in your business on a regular basis **and** log the results each time so you can look back on it over time. This will show you opportunities, risks, and patterns that need your attention if you want your business to thrive. It is a difficult exercise, but it is an incredibly powerful mirror that will show you paths to success.

We have a **free** tool for entrepreneurs where you can fill out a Six Pillars assessment as often as you would like to keep a running log and record of your business's growth and evolution. I recommend doing it monthly; however, if your business isn't stable, weekly is something I did for years. The thing is: you can't solve the problems you don't know about, and once you do, everything changes.

Further, bringing this and using it inside of your company with your team members is a game changer. If you have your entire team sharing *their* biggest issues and challenges, and you solve those problems as a team, not only will it allow you to cover more ground, but it will allow you to be united.

Remember, you only have forty hours a week, at maximum. However, if you have a ten -person team, you have 400 hours a week. (It might also be interesting for you to fill out the assessment once now and then once again after reading the Pillar sections and implementing some things.) Bottom line: without actual implementation, all of this will remain merely theoretical.

While it's nice to learn stuff, it will die with you if you don't find a way to express, share, or create it in reality into your business. As mentioned in the opening introduction, if you want something, then go get it. And if you want something faster, go get it with a mentor who is familiar with the path that leads to the thing(s) you want.

The following chapters outline and detail some of the exact things I recommend when mentoring an entrepreneur to help improve in each of these Six Pillars. Whether you are looking to get off the hamster wheel, or you're in a place where you are ready to sustainably scale your business, I hope there is plenty in these chapters to help you clarify your vision and achieve your goals.

On the next few pages, you'll see a quick preview of what each Pillar chapter holds, and then we'll get you right into the Marketing Pillar to teach you about The Relevancy, Omnipresence and Intimacy Marketing & Sales Method—what I

believe is the most powerful way to build a multimillion -dollar business.

To access the resources for this chapter, visit:
www.thenucleareffect.com/resources/ .

CHAPTER 3

THE SIX PILLARS EXPLAINED

PILLAR 1: MARKETING AND LEAD GENERATION

Successful marketing that consistently generates qualified leads is the lifeblood of your business. It's a massive part of what The Nuclear Effect is, and without it, you'll always come up short (while adding a lot of stress).

Unfortunately, many entrepreneurs choose hustling as their main marketing strategy. Either that or they rely on unpredictable lead sources, like organic social media, networking, referrals, or various outbound sales efforts. Or if you have some type of marketing that works, you rely on a single source of new potential business—that's a huge no -no .

Someday, it will go away. Relying on those is a surefire recipe for either burning out or for being forever trapped on the unpredictable revenue rollercoaster (or both). The *only* way off of that emotionally abusive ride is to install an automated, predictable, and scalable source of new quality leads.

In the Marketing Pillar, I will give you an in -depth look at The Relevancy, Omnipresence and Intimacy Marketing & Sales Method. This is the revolutionary marketing methodology that's been developing over my now twenty years as an entrepreneur. At this point, I've spent millions of dollars of my company's money as well as millions more of my client companies' money in ad spend to fully understand and perfect this powerful method.

The Relevancy, Omnipresence and Intimacy Marketing & Sales Method will