



The Six Figure Mentors & Digital Experts Academy



7 Part Video Training Series Transcript



Brought to you by: **GREG FIONA**
The Laptop Lifestyle Experts

Your Lifestyle - Our Business

Welcome! We're excited to have you here and we're pretty sure you're going to like what you're about to discover. In this video, you're going to hear about us as individuals - who we are, how we got our start online, and how we can help you create your digital lifestyle!

Enjoy...

The Six Figure Mentors & Digital Experts Academy 7 Part Video Training Series Transcript - Day 1

Stuart Ross: All right. Welcome to the video series. We're extremely excited to be doing this for you.

Now in this first video, really all we want to do is let you know a little bit more about who we are, what we do, what we're about, why we do what we do and give you a better understanding of why we have students flying in from all over the world to come and meet with us, and some of our coaches and mentors, because, you know what we're doing is unique.

It's fair to say, I don't think there is a community, an academy or school or college or university that teaches what we teach, and we're very proud of that fact.

What we wanted to do in this video series is really put some meat on the bone as they say. It's not just about digital a life. It doesn't just happen. You don't just suddenly start making money on the internet and quitting your job.

There are a few things that you need to learn and it's a bit of a journey. That's what we want to go through with you in this video series.

We want to share a little more about that journey and what it takes because if you're someone who's serious about creating a life of freedom and flexibility, this digital life that we speak of, then **it's going to take time. It's going to take energy. It's going to take effort**, but one of the things we know is, we've truly cracked what it takes for any individual who's serious about achieving this to **put in the hard work and get that end result**.

So, Jay let's start off with your story. You've been online now successfully for what ten years?

Jay Kubassek: It's been ten years this month that I've been online. It'll be ten years in June that I last worked a job so to speak. Even though this is a job, it doesn't feel like a job. It doesn't really feel like work. This is a passion you know?

I just didn't feel like I had the options I wanted. I didn't have a decent education. I couldn't really get the type of job that would pay me the kind of money I wanted.

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I remember thinking to myself: if I keep doing this, I'm just going to be like everyone else in forty years. My body will be broken. I'll have nothing to show for and I'm not going to live for retirement.

There just has to be a different way and my circumstances were such, as I was new in the U.S., so I didn't have any credit. I had no job history. I had no work experience. I grew up on a farm up in Canada. The best job I could get was selling mufflers at a Midas shop and then eventually I moved into like management there but that wasn't a dream job or a dream career.

I wasn't happy inside even though it was a good job and I think if you have a job that pays the bills, you should be thankful for that but to a lot of people, that's just not enough.

To me, something was missing inside and I wasn't happy. I thought that being an entrepreneur and being successful, making a lot of money would make me happy and I later found out that there's more to it than just that.

But there was no career path for people like me. The doors just weren't open and available to me, like most people, so I made the decision finally. It was March of 2004 that I made the decision that I will create my own path.

You know I always visualize the corporate ladder being this kind of linear path that everyone is supposed to go down or go up and I felt like the people above me were kicking me in the teeth and the people below me were like pulling on my legs.

I was competing against everyone else for these blue-collar jobs and I thought well maybe I just need to go to school and get an education.

That's the real reason why I started my first path, so I could stop working, get an MBA, and get a real job.

Ten years later, I still don't have the MBA, but I think I have the dream job and it's been a real journey through this and it's no different with you.

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Through this journey, through this process, what we've done is we've started to teach what it is we do and I think that's the key. You will find in this video series that what we teach is really what we do, so it's more like coaching and mentorship than it is just teaching concepts that are unproven or untested or untried.

Now this is what we do and our students essentially are like micro-franchises of us. They are clones of us and it's a passion we have, to assist and empower people. That's really what drove me to make the change and I'm so glad I did. I am so glad I did because my life just has not been the same. I'm incredibly grateful. It's partially about timing but I mean now it's so rewarding to be able to help people and help empower them.

Stuart Ross: I mean for me, I remember just this constant feeling of just not being satisfied. The crazy thing is I had a fairly normal upbringing, went to a good school or a reasonable school anyway. I went to college. I ended up dropping out of college and went into real estate. I got my first job. Surrounded myself by good people. You know they were good at what they did. They were mentors to me in my job.

I had good training with the companies I was working for but after about eight years, it was about seven years of doing that job, I just realized that this was never going to be fulfilling for me. I was **waking up not wanting to go to work** and I realized that when you're **working 70 hours** a week like I was, that's not a really a path that I wanted to continue.

Every single day waking up thinking I don't want to be doing this. You know the long hours, the commuting.

So, for me, I always had a burning desire right from a young age to be successful and I always was prepared to work to get it but the realisation for me was really in 2006 for the first time when I looked around me at my boss.

I looked around me at the people that owned the business and I thought you know what? **That's not the future I want** even if it was my own business, even if you know I worked my way to the top as a senior partner or director.

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They weren't living a life that I thought would ever give me anything that I really, truly desired.

So, when I started my first business, I won't go into too much detail ... but I managed to effortlessly run it into the ground within about six months. It involved cold calling and selling and it was dealing with local businesses.

The experience that really taught me was that you know it wasn't just about chasing the money because that opportunity I realised could have worked out. As I started to get a little bit of success in that business, I realized that you know what? The money really could be here if I continue this road but again, I felt less fulfilled and less than satisfied than I did in my job because I just hated cold calling so much. I hated having to commute to small business owners and sit with them for hours on end trying to convince them to invest. It was a local marketing business.

So, for me, it was like I realised fortunately for me about 26 years old, that I needed to really think about what I wanted because if I just kept winging it, if I just kept making decisions on the fly, I would probably just be doing what I see so many people doing.

It's just staying on this hamster wheel.

When I first came across just the idea of being able to make money online, making money in my sleep as they often say, I was just kind of intrigued. Sceptical but I was intrigued. It wasn't until I really started to dig deeper.

At the end of 2007, I started to realize that do you know what? There are a lot of people making money on the internet.

Back then the thing that I remember thinking is that I am going to have to learn some skill sets that are going to be completely out of my comfort zone. I was as close to what you could call a technophobe. All I really used a computer for was sending emails so when I first started thinking about setting up an online business, I was learning about why you would need a website, why you would need to do various things and I started to go down that path of really learning some of these skill sets.

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Do you know what? I persevered. I learned a few of these skills. I started to really get some results but going to what I was saying.

What excites me so much now, we're in 2014, is that the technology hurdles I had to persevere through, that steep learning curve that I had to go through, are no longer a barrier and you know, as you know, **we invest a lot of money in our tools and our technology to make them user friendly and easy** ... you know there is apps you can use on your phones now to be productive and work with your business.

You can log onto your computer these days and use things like fully automated auto responders to communicate with your customers but anyone can learn this stuff and they can learn it quickly.

That's what excites me so much and what you're going to hear us talking about a lot through is what we call a **digital business system**.

What Jay and I have been obsessed with, absolutely obsessed with over the last couple of years is creating something that we know is like a franchise like **system that anybody can operate to start profiting on the internet**.

Now what We're going to be doing through these videos is really showing you what we do just like what Jay said, what we do, how we operate our business, what it is that we do that makes us money, how we earn money online. Some of the tactical things, some of the sort of things that we have been able to create that get rid of any technology problems, hurdles, barriers and we want to see through your very own eyes that this is something that you could do.

Jay Kubassek: That's a really great point and a thought just crossed my mind when you were saying that. It's the tools that you already have!

Chances are you already have a smart phone, you already have a computer. It doesn't even have to be a laptop. It could be a desktop computer like this or really any decent computer and access to the internet.

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What Stuart's referring to is that you know the tools and the technology that exists today that didn't even exist 6 or 8 or 10 years ago when I started, they have eliminated so many of the barriers and the variables that normally in the past prevented every day people from becoming entrepreneurs.

I don't know if I can over-emphasise how incredible that is because now for the first time, **individuals who've never in the past stood a chance of success as an entrepreneur, can legitimately be up and running with a business virtually turn key with these new technologies.**

I mean just think just a few years ago, Facebook, Twitter, YouTube, Google - I remember when Google was just a start up, right? Yahoo. I remember eBay.

Now there's a whole economy - unlike brick and mortar storefronts and you know Main Street and Broad Street and High Street where you have got the brick and mortar establishments and the traditional factories and all of that infrastructure - this is all virtual.

It's all up there and it's a flat world again because **it's all accessible to everyone.**

It doesn't matter where you live. You could be in South Africa, South America, Europe, North America, Mexico. It doesn't matter where you are.

The restrictions and the prohibitive cost of starting a business has been eliminated to a certain degree and that's where our system comes in is because we've pieced together these things you already have and the life experience that you already have and you apply it like a pattern to a puzzle you're building.

We'll give you the pattern to put the pieces together.

I think back to what really, really motivated me. I said before I wanted the education. I wanted to get an education because I thought that is what was going to give me the access point to the life that I wanted and what I realized, to have the life that I want, to get that education, I needed money.

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I know a lot of times we don't want to talk about money. There are negative connotations around money. I grew up in a culture where money was a big thing. Money was evil. It's the root of all evil. There's a **lot of negative associations around money**.

So, I had to overcome that, as I realized money was really what was preventing from having these options.

I said to myself at the time, I was 27 years old, I said, "I'm going to put a million dollars in the bank and then I am going to figure out what I want do with my life when money is no longer this constant nagging problem of lack, limitation, poverty". Not that it was poverty but a poverty mentality. Just not having enough. Not having options. Working 5 1/2, 6 days a week.

In 2007, once I'd achieved that goal by my 30th birthday, making money and being successful as an entrepreneur, I wasn't really any happier than I was selling mufflers. That's when I personally began to start teaching other people what to do, other people how to do what I was doing and since then, I mean life just can't be better. It just keeps getting better and better because it's my calling. I feel like it's my calling.

Why does that matter to you?

We're two really passionate guys who've made a lot of money in the past.

We did really well for ourselves and both of us ... and Stuart, you can hear it from his own mouth ... became disenchanted with just the money and competing with everybody else out there.

That's why I believe what we have here with Digital Experts Academy and our re-seller program, our business system, Six Figure Mentors, is so unique because our passion is your success.

Our passion is your success and it's directly tied to our student's success.

As you go through this video series, you will see that for yourself.

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Stuart Ross: Yeah, and I think to wrap this up, you're here, I believe for a reason. Maybe it's just a burning desire. Maybe it's necessity?

What I will tell you however is that we really are going to show you how we can provide you everything you need to create the lifestyle of freedom and flexibility in this digital economy.

Now like we've said many times before, it's going to take work, it's going to take effort. You've just seen we have students who are investing in their education, learning new skills, and being trained in some of the latest updates they need to understand

To create this success, **give this opportunity solid thought over the next few days.**

Open your mind.

Take the blinkers off.

Don't judge.

Go through each of these videos with an open mind because, our promise is to you is, we'll show you what's possible when you take action on the stuff we can provide you, to actually create everything we're talking about right now.

All I ask is you keep an open mind, enjoy the videos. We're certainly going to enjoy shooting them for you and we look forward to seeing you in the next video.

Jay Kubassek: We'll see you there.