



# Unleashing The HyperNova Effect

*Discover the Six Hidden Money Triggers*

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# UNLEASHING THE HYPERNOVA EFFECT

**DISCOVER THE  
SIX HIDDEN MONEY TRIGGERS  
THAT WILL CATAPULT YOU TO  
MORE REVENUE IN THE NEXT YEAR  
THAN YOU'VE MADE IN THE LAST 10 YEARS**

## **Ready to HyperNova?**

If you want revenue to stay stable and continue to grow and grow, keep reading.

If you are an ambitious person, if you have big goals and you have amazing qualities and assets and skills, but you just haven't been able to get everything to click yet, keep reading.

If you know you're 80% of the way there, maybe even 99% of the way there and you just need a few little tweaks to get to the next level, keep reading.

And if you are really doing well, you have good momentum, things are moving along in your business and you just want to catapult even faster, doubling, tripling, quadrupling your income in the next 12 months, then you're definitely going to want to keep reading.

# WHAT IS THE HYPERNOVA EFFECT?

As an entrepreneur, you might have this happen once in your lifetime - if you're lucky twice – a time when everything seems to click and you're totally on fire. Money is flying into your bank account. Opportunities are coming left and right. Publishers are calling.

Bigger stages are asking you to speak. Your audience is growing exponentially. More and more people know about you.

The people who used to be your heroes, who you looked up to, those people are now becoming your peers. They're even becoming the people that want you to coach them. They're asking you for advice.

## ***This is HyperNova.***

When you go HyperNova, you're able to generate more revenue in a single year than you've earned in the last 10 years.

A supernova is what happens when a star dies. There's a big explosion. It happens once in our galaxy about every 10 years and the brightness of a supernova shines as brightly as our entire galaxy.

This is the brightest thing you could possibly imagine. And a HyperNova is essentially a supernova on steroids. It's a supernova times 10, or maybe even times a hundred. And they happen once every million or billion years.

I want you to go HyperNova.

## **Now is the Right Time**

This is the time for you to go HyperNova in your business because we're at this very interesting time in the world for a variety of reasons.

One of them is because we have a merging of science and spirituality. We're seeing how there's a connection between the two.

More people are learning about things like quantum physics. We're taking the science of business growth, the science of marketing, and making money and, when we meld that with the science of spirituality, we can create HyperNova results.

Another thing to consider is that right now the world is kind of a crazy place.

There's a lot of uncertainty in the world. When you're a leader, when you help people transform their lives, if you can be the leader who provides certainty while the world is uncertain, this is a huge opportunity for you.

The world needs you to step up as a leader. And if you're willing to do that, if you're willing to do the things inside this book, you can go HyperNova. You can totally do it.

The other reason now is the right time to decide to go HyperNova is because most likely you have amazing assets. You are a gold mine that just needs to be unlocked.

Our most valuable assets are essentially ourselves. That's our wisdom, our personality, our vibration. Your number one asset is you. The number two and three assets are our time and our relationships. If you're like most of the individuals who reach out to me, you are actually very, very wealthy when it comes to those three things.

Maybe you haven't unlocked the wealth when it comes to those three things because everything has to be moving in the right order, but you have all the assets.

I'm here to help you put them in the right order.

Imagine you are a Ferrari. You are the fastest car. You are a super frigging machine that's capable of going over 200 miles an hour.

However, you're a Ferrari stuck in neutral.

You're a Ferrari but, no matter how hard you push on the gas, you're not able to go as fast as you want. Oftentimes, all it takes is someone like myself to come along and tweak the engine a little bit and, all of a sudden, boom you're off and running.

Or sometimes it might be someone like myself to say something like, you know what? You just need some gas. We just need to fill you up with gas and then you're going to go.

There's a good chance you actually are that Ferrari. We just need to unlock what you need to go as fast as you want. You're so much closer than you think you might be.

# THE 4 STAGES OF HYPERNOVA

There are four stages of going HyperNova. That's the 'what'. This is our roadmap to get started and then the 'how' are the six HyperNova triggers.

The four stages of HyperNova are Decision, Ignition, Liberation, and Illumination.

**Decision.** The first step to going HyperNova and making what you've made in the last 10 years in this next year, is just deciding you're going to do it.

Think back about the biggest goal you've ever accomplished. Compare that one with other goals that haven't happened even if you've written them down and put them on your vision board. The difference between those two, most likely, is with the ones that you accomplished, you decided you were going to make it happen. That's always the first step.

**Ignition.** Once we Decide, then we Ignite. This is when we show up in the world. This is when we know what we're going focus on. We start taking action and bring an offer to the marketplace. Consider this your Coming Out party. You're coming out as that new best version of yourself. The supernova and the HyperNova begin with the death of a star. Within this HyperNova experience, there's a rebirth. This is that rebirth period. When you first start showing up into the world.

**Liberation.** In this stage, we liberate your value. We liberate your assets. All these assets that have been hidden within you. This is when we put the gas in the Ferrari and let it go 200 miles an hour. This isn't about creating new assets or searching for assets. The assets are there. The wealth is there. All the revenue you want to make, it is already there within you. We just have to liberate it.

**Illumination.** In the fourth stage, we are experiencing the HyperNova effect and everything is flowing. We are shining so brightly we attract all these opportunities and the money flows to us. This is final step. HyperNova is the brightest shining thing you could possibly imagine. That's the illumination stage.

# THE FOREST AND THE MAGNIFYING GLASS

Imagine two things: a magnifying glass and a forest.

When you first pick up a magnifying glass and look through it, it doesn't really do anything. You first have to focus on something. Once we decide what we're going to focus on, and have something worthwhile to focus on, we put the magnifying glass close to it. In our metaphor here, we put it on the leaves or the tree trunks or whatever. First, we have to focus. We have to know exactly what we want. We have to know why we want it. This is the **Decision** process.

Then we use the sun's energy, which is like our life force or our power, and we use this. We focus the magnifying glass onto something worthwhile and then it **ignites**.

Then, little by little, we have the **Liberation**. Slowly, the ignition, that little flame, becomes bigger and bigger flames.

Before we know it, it's become the most gnarly forest fire you can possibly imagine. We are **illuminating**.

When we reach that final Illumination stage, it seems like there's a lot of randomness to what's happening. At the beginning, it's very laser-like focused, but then serendipitous things start happening outside of the focused area, just like a forest fire spreads from one area to another.

# HOW TO TRIGGER THE HYPERNOVA EFFECT IN YOUR LIFE

There are six triggers to start the HyperNova Effect in your life.

## Trigger #1: Clarity

You have to know what you want and why you want it. Then later we also have to believe it's possible to happen.

*“The reason there’s not enough millionaires is because most people don’t have enough reasons to become a millionaire.”*

*-- Success philosopher Jim Rohn*

The truth of the matter is if you have not yet reached the income level that you want to reach, it's because you don't have enough clarity yet on exactly what you're looking to create and why you're looking to create it.

This is especially true if you are a really ambitious person. Because making millions and millions of dollars is kind of irrational. Most people do not need millions and millions of dollars in order to live an okay life. What happens oftentimes is coaches reach a couple hundred thousand dollars a year in revenue and then spend years stuck at that level. A big reason why they're stuck at that level is because deep down, they don't really want to make a million dollars. They don't really want to do the things that are necessary to make a million dollars. And the reason why they don't is because they don't really have a good enough reason to make a million dollars.

Clarity is knowing what you want, why you want it, and then believing it's possible.

# RED FLAG WARNING

*Do not be a victim of what's known as goal hijacking. When you work through the Clarity exercise, you want it to be clear for you and only for you. Do not be following somebody else's dream. I see this all the time in the coaching space. When people see somebody else having a \$10 million business or they see somebody else doing \$5 million a year or whatever, and they think that they need to do the same thing. They need to build that kind of business. Or they think that they have to write a New York Times best seller and they don't even like to write. Do not let anybody else hijack your goals. Decide what you want to do and focus on that.*

Clarity is knowing what you want, why you want it, and then believing it's possible. The believing it's possible is the way to make the clarity work.

## Trigger #2: Synergy

Many people might also call this trigger Alignment. In the first trigger, Clarity, we developed a clear outcome we're looking to create. There needs to be alignment between that outcome we're looking to create AND our actual marketing and business growth strategy, the actions we're taking and our skills and strength. AND all of that needs to be lined up with our ideal audience.

Having all of these things synergistically lined up in order is how you go HyperNova.

We need to know what we want, why we want it, how we're going to get there, and who we're going to be helping.

How we're going to get there, the mechanism, the strategy, has to be something that we are excited about, that we know we can execute. That is synergy.

**Tip to get started with synergy:** Take stock of: What are the business and growth strategies that excite you? These are things that you like doing and you're able to do on a regular basis. For example, do you like to write? Do you like to do webinars? Do you like to do challenges? Do you like to do launches? Do you like to do things on video?



Those are the things we want to focus on, because, practically, if you're not excited about doing it, it's going to be hard for you to sustain the energy you're going to need. We're talking about generating 10 years' worth of income in one year. We need to consistently engage for 10 to 12 months out of the year to hit those amazing numbers. It's a long process.

Now the caveat here is the strategy you're talking about or that you like doing, it needs to line up with how your ideal people like to consume content. If you like to write and the people that you're trying to sell stuff to just want to watch videos, there's a misalignment and it's not going to work. But that's cool. There are audiences out there that like to read, and we can find them. This is not a deal breaker, but these are things to keep in mind.

# WHAT ABOUT WHEN YOU HAVE TO DO WHAT YOU DON'T WANT TO DO?

*The nuance is sometimes the thing that you need to do to get to the next level might not be the thing you're really excited about doing in the moment.*

*Let's look at a couple of examples.*

*There are these amazing stories of, for example, a 40-year-old mother who lifts up a car to save her baby who is trapped under the car. Someone who has superhuman strength for a time. This lady doesn't wake up in the morning wishing that she could pick up a car. She's not excited about picking a car up. But, in that moment, lifting up that car was the thing she needed to do. You could call the word "excitement" because it was what she most wanted to do. In that moment, it was an aligned action for her.*

*Let's say you know someone whose doctor tells them they're a Type 2 Diabetic and they need to start eating better and working out on a regular basis. For this person, they need to figure out a way to get themselves to a point where they want to take those actions. It's not going to be hard for most people who get that message from their doctor. Most people say, "Well, you know what? I want to live and working out is the way to do it. So, I'm not excited about working out, but I'm going to do it anyways." It still becomes an aligned action.*

*When you decide to go HyperNova, it's not all going to be ice cream and puppies. Sometimes we do need to be doing things that are not really our favorite thing in the world to do. There's an art to getting those things lined up, to getting us excited about it.*

One of my super friends and clients, Selena Soo, is a really great example of somebody who's gone HyperNova. She did about \$300,000 the prior year when we first met her. A couple years later, she did multiple seven figures in revenue. She did that by doing a big affiliate launch. That was her mechanism for going HyperNova.

In her specific case, there are two things she liked doing that she's really good at. She's really good at webinars. At the time, she did not love doing face-to-camera videos, but she loved doing PowerPoint webinar presentations, and she's amazing at that. And the other thing that she's really good at...she's amazing at connecting with people and building relationships. She leaned on those two superpowers during her launch. She did three or four live webinars and she spent a lot of time recruiting affiliates. She was able to do a great job of that because she liked doing it. She ended up getting her first multi-seven-figure launch. She had something like 120 affiliates. Which may seem crazy because she's an introverted type person but she was able to do it because she actually does like making those connections.

That's an example of someone whose actions were aligned and she was able to use those to go HyperNova.

If you don't have this alignment, you're not going to be able to go HyperNova. You're not going to be able to stay energized. The universe pays attention to these types of things. The universe knows when you're aligned with something, when your energy is in the right place.

It just happens. Has it ever happened to you where maybe you see a strategy you know is working? Like a certain webinar strategy or a certain launch strategy or whatever. And you logically see that it's working and you can see how people are doing it.

Or maybe your coach tells you to do something. Either way, you think, "Oh, I can never do that. There's no way I could do that."

Often, that's misalignment.

We have to have synergy. There's an art and science of finding the right strategies that work for you and that you're able to execute.

## Trigger #3: Relevancy

Now we're getting more into my field, into the field of marketing and business growth. If you get this then your HyperNova dreams are most likely going to come true.

Relevancy is having the **right offer** at the **right time** for the **right person** with the **right language or premise**.

If you have the right offer at the right time, and you are the right person at the right time, then you can create exponential business growth.

The trick here is, obviously, it's not exactly easy. You can have a good offer, but to have a game-changing offer that's going to catapult you to multiple seven figures takes both art and science.

Let's break it down. This is getting into the more hardcore marketing and business growth.

There are three parts to this:

- Relevant positioning
- Relevant offer
- Relevant premise

**Relevant positioning.** You need to be the right person at the right time. We each have a different role to play. If you can show up as the right person at the right time to your audience, you can fly. You can go HyperNova.

I'm a little nervous about this but I'm going to give you a political example. I typically am politically agnostic, and this is just such a good example that I cannot help myself.

Here's a political example:

There's a guy who you might know, his name is Joe Biden, President of the United States. You might be aware that Joe Biden, I believe, ran for president for the first time in 1988. And I think he ran three times before he became president. So, there were three times when he was not the right guy at the right time, but the fourth time, through a variety of circumstances, he ended up becoming President of the United States.

I'm going to keep things as politically agnostic as I possibly can.

I think most people, whether you're a Democrat or Republican or any spectrum of that, most people would agree, or appreciate, that the main reason why Joe Biden became President was because he was not Donald Trump. He just happened to be the perfect person who was not Donald Trump at the perfect time. And that allowed him to become President.

Let me stay political for a minute. Look at Donald Trump. You might be aware Donald Trump himself was considering running for President since the nineties, maybe even since the eighties. If it wasn't for things like television and social media in 2016, Donald Trump would not have been able to become President of the United States. The reason why Donald Trump didn't become President in 2002 is because there was no Twitter. The circumstances had to be there.

Okay. Enough politics.

Going HyperNova takes the right person at the right time. You need to have the right positioning to your audience at the right time. The good thing about this is because of how fragmented people's attentions are, and because of how many different social media platforms there are, it is actually very doable to reach your specific target market and show up as a micro celebrity, as that right person at the right time.

We all need to think about what exactly our positioning is. And it has to relate to the next thing, which is having the right offer.

**Relevant Offer.** When we're talking about the right offer, we need to be presenting people with a timely opportunity. It's got to come across as new and different than what people have seen before. To go HyperNova you need a timely opportunity. You can do really well by just having a good offer. Have good positioning and a good offer? You can make half a million dollars this year. But we're talking about exponential growth when you go HyperNova.

Let's look at a couple of examples.

First, let's look at short-term opportunities. I'm not saying to do this, but just so you understand the point, people who specialize in certain social media platforms can do really, really well in the short term. A couple years ago, if you were an Instagram expert and you were like, "Hey, I'm going to show you how to build a following of 10,000 plus people on Instagram," you would be in a really good position. Because it was the new thing.

Now these days some people are positioning themselves as TikTok experts. "Hey, there's a secret way." "TikTok's the hot new thing." It's new. It's the unknown. So, if you have the secret on how to get 10,000 followers on TikTok and you can actually deliver, people are going to pay attention to you. It's a timely opportunity. Same thing with crypto consultants. It's a timely opportunity.

We have to be that right person with the right opportunity. That's the relevant offer.

**Relevant Premise.** The third part of relevancy is having the right premise or having the right big idea. In order to go HyperNova, we typically need to have a premise or an idea that catches fire. This is directly related to our opportunity, our offer. They essentially go together.

I'll give you a couple examples.

*First, from a guy I used to work with, my good friend Ryan Leveck.*

*When Ryan did his first really successful launch, he did a \$3.5 million launch selling his Ask Method master course. This was back in 2016. This was basically asking people questions and getting them to figure out what they want. This was a new thing. It's a lot more common these days. The marketing was centered around the idea if you can ask people what they want, you can know what they want even better than they know it themselves. He was able to use that idea, that premise, to have a really, really successful launch.*

*Right around that same time, another excellent premise was from a guy by the name of Stu McLaren. Stu had an amazing HyperNova experience. Memberships. When he burst onto the scene in 2016, his whole thing, his idea, his premise was the recurring revolution. His idea was that the world is switching to a membership site model, a recurring income model. And he gave all these examples of Netflix putting Blockbuster out of business. He talked about the Dollar Shave Club, which is a recurring membership site, getting sold for like a billion dollars. He talked about how Microsoft switched to a recurring membership model. Therefore, right now is the time for you to switch to a membership site model and get in on this recurring revolution.*

*And, of course, his offer was how to build a membership site. It was the right offer at the right time. And he was the right person at the right time. In part because he was an affiliate manager for Michael Hyatt before that. He also was one of the founders of Wishlist, the software. So, he had this amazing positioning as, "I am the membership guy." Everything lined up and he literally went from zero as a personal brand to probably \$4 or \$5 million in a 12-month period because he had all of these things lined up.*

This is the part that's a little bit difficult to nail. This is a dense topic. I have done a two-day training just on this, this idea of the big idea. But one of our hacks is this idea of **emerging trends**.

This is one way to help uncover your big idea. Think about a trend that's going on in the world, typically something negative. Or something negative and then you also want to think about something positive, like a positive trend going on in the world. And then you want to have your offer and your idea be the intersection of those two points.

*One of my super clients, Louisa Zhou, she does a great job with this. She has a program called Employee to Entrepreneur, which shows corporate professionals how to quit their corporate jobs and become coaches and consultants. She launched this business back in, I think, probably, 2014, 2015. She would talk about these two trends. One of them was this negative trend of jobs getting outsourced. You're going to be out of work in five years if you don't change things if you have a corporate job. All jobs are going overseas, also the rise of the freelancer economy, things like that. That was the negative trend.*

*The positive trend she talked about was this idea that it was the rise of the consulting industry. Talking about how the consultant coaching industry is this \$2 billion industry that's growing and growing. Don't you want to get a piece of that? Therefore, right now is the perfect time to quit your job and go from employee to entrepreneur.*

In the beginning of this book, I talk about the HyperNova effect and I talked about the positive trend that's happening with the merging of spirituality and science. And then the negative thing I talked about is how there's this uncertainty going on in the world, and that if you can provide certainty in a world of uncertainty, this is an opportunity for you to go HyperNova.

Think about these positive and negative trends.

This trigger of Relevancy - having the right offer at the right time for the right person, and you being the right person – get this and you can get hockey stick growth. If you're aligned, if you have clarity and you're focused, you can get some great results. But if you want to go HyperNova and generate hundreds of thousands, even millions of dollars, in a short period of time, this is the secret sauce on how to do it.

## Trigger #4: Receptivity

Receptivity is the art of receiving. When it comes to using these six triggers and going HyperNova, we're talking about the whole idea here. When we can combine the science of money-making, the science of business growth, with spirituality, higher forces, this is the key to going HyperNova.

What we're talking about here is that to go HyperNova, you must be open to receiving, not just gobs and gobs and gobs of money, but also help and support from other people. This is getting more into the spirituality, more into the woo aspects of it, but this is super-duper important.

If you're not so much on the woo side, if you're not quite into these types of things, it's all good. We'll cover a few practical things to think about too.

The idea here is that our capacity to receive is directly proportional to how much money ends up in our bank account.

Read that again. Our capacity to receive is directly proportional to the amount of money that ends up in our bank account.

As my friend and client, Patty Lena, likes to say, you don't have a selling problem, you have a receiving problem. We need to increase our financial thermostat. We need to open ourselves up to being able to receive larger and larger sums of money.

Many of us are energetically out of balance.

One of the laws of the universe is the law of cause and effect. For every positive, there's a negative, for every negative there's a positive. Without darkness there is no light, without heaven there is no hell.

Most likely you're the kind of person who gives, gives, gives, gives, gives, gives, gives in a huge proportion, a lot more than you're receiving.

Do you ever feel like you're just giving, giving, giving, but you're not receiving as much?

There's an art for you to get more in balance.

One thing we need to do is we need to get better at asking.

Here are two tips. First, start asking for what you want on a regular basis. Ask and you shall receive. Most of us are afraid to ask for what we want for irrational reasons.

A great example is if you are a coach, expert, if you work with clients, often people feel uncomfortable asking for referrals. This is irrational.

Here's why. When somebody asks you for a referral, when someone says, "I'm looking for X, Y, Z person, who do you know who might fit that description?" If you're like me, which I'm guessing we're similar, you're super excited, if you know you can help that person, to say, "Oh yes, for sure. I'll introduce you to this person, this person, this person." Most people are really excited about giving referrals, because they get a lot out of that. If you are a giver, you get a lot out of giving.

So that's one example of being irrational and not asking for what we want.

When we get in the habit of asking for what we want, good things are going to happen.

When it comes to generating more revenue, there's an energetic component, there's a mindset component to this. But when we get better at asking for the sum of money we want, then we're going to get that sum of money. So, the second tip is we need to start asking for more money. Oftentimes, if you're selling, if you have a relatively higher end offer for, let's just say it's \$5,000, there's a good chance your ability to get \$10,000, \$15,000 for that same offer is in direct proportion to your ability to ask for and receive that much money. It takes some work to upgrade our receiving mindset. Get in the habit of asking for more.

My number one super tactic for getting better at receiving and feeling abundant is something I call Abundance Algorithms. These are systems you can do on a regular basis to increase your vibration, to get into a vibration of abundance and of feeling good, because we attract what we are. When we feel abundance, we cannot help but attract abundance.

This is what I personally do. It's very simple but it will be a game changer for you if you apply it. The idea of algorithms is from a great book by B.J. Fogg called Tiny Habits. He talks about how you can engineer your behavior to create any habit you want. There are three parts of a habit. There's motivation, ability, and prompt.

I want to focus on prompts. The idea here is often people don't execute a habit because they need something to remind them to do it. We don't do things because we forget to do them. The super ninja trick for installing abundance habits is using **Abundance Algorithms**.



It's simply coming up with things that you do on a regular basis and then tying an abundance process to them. Anything we can do to feel positivity, to feel abundance, to feel gratitude, to feel what B.J. Fogg calls shine celebration, to feel all these types of things will increase our vibration and make it possible for us to receive more money. That is the whole premise. And the more we can do these things on a regular basis, the more our vibration increases.

Think about things that happen on a regular basis in your life. These are your prompts. For example, when you wake up in the morning, after you brush your teeth, you put your toothbrush down. You can tie a new thought or habit to putting your toothbrush down.

Here are four algorithms that I do, and I encourage you to do these and add your own.

Every time I wash my hands after using the restroom, I will think of things that I'm grateful for. That usually takes about 30 seconds. I typically think about three to five things I'm grateful for and I do this many times throughout the day. That's an abundance algorithm.

Another one is when I wake up in the morning, I think about how I want to feel that day, which will typically be, "I want to feel abundant prosperity" or "I want to feel abundance" or "I want to feel ready to receive." My prompt or cue is when I wake up, I will get into the feeling of how I want to feel that day. And then I'll typically say to myself, "Today is going to be a receiving day." That's an algorithm setting the stage for my day.

We can't get too much gratitude so the third algorithm I use is whenever I'm waiting for something. Like if I'm waiting at a stop light or when I'm in an elevator, I'm not really doing anything, I'll use that as another cue to think of things I'm grateful for. So, when I'm waiting, I think of something I'm grateful for.

There's more I do but I'm just giving you a couple of examples. So, one last example. Back to the restroom, another algorithm is that after I flush the toilet, I'll say the words "It's easy for me to receive." This helps the vibration.

I encourage you to experiment with those if you're so inspired.

The overall idea is: think about things that are happening on a regular basis and put in **Abundance Algorithms**, these mental processes. It's going to get you in the practice of receiving more, and receiving more and more abundance.

## Trigger #5: Certainty

Trigger number five is Certainty. This is the liberation point we covered earlier. This is when you really step into your power. This is when you decide you're no longer going to be *getting ready* to be a badass. You're not going to *get ready* to build the business of your dreams.

This is the moment where you decide **you have arrived and you're going to act accordingly**. This is, in a lot of ways, the ultimate trigger because you're already there. You are that Ferrari. This is when you decide you're going to flip the switch and you're going to go 200 miles an hour. Some of us, for whatever reason, we're not ready to flip the switch yet. And when it comes to Certainty, it's about being certain about yourself and what you're doing. And this is how you become that unstoppable HyperNova.

A big part of this is that you really don't give an F what other people think.

You just go for it.

To go HyperNova, you are going to be more visible than you've ever been before.

You're going to have another level of responsibility you haven't gotten to before. Criticism is a certainty. When you're certain about the messaging you're putting out into the world, there's this idea that you attract the ingredient you're willing to repel. By definition, the farther you go up, the more haters you get. We have to be willing to move forward in spite of that.

There are also other things that make us uncomfortable that you're going to have to be willing to deal with. There are levels of risk involved in going HyperNova that most people are not willing to deal with. For example, putting out a new offer that could fail is risky.

For some people, the thing they need to do to get to the next level in their business is invest a lot more money in something. It could be in advertising. It might be in a coach. It could be going to an event. It could be all sorts of different things, but you have to be willing to deal with discomfort and move forward in spite of it. When you have certainty in what you're doing and why you're doing it, you're able to get there.

When it comes to Certainty, you need the champion's mindset. If you want to go HyperNova, you've got to be playing to win. Not just to get into the top 10.

This is true for any sport but I'm a big fan of golf. I watch a lot of golf. If you look at the best golfers in the world, if you look at the top 100 golfers in the world, the technical difference between the 100th best golfer in the world and the three to five best golfers in the world, it's micromillimeters. The difference in technical skill is hardly anything.

But there is a certain percentage of people who just play to win. They're able to deal with the discomfort of being the person leading the tournament, for example, because they have Certainty. If you get into the top 10 of a golf tournament, you make a lot of money. Someone who gets fifth place in a golf tournament, their check might be half a million dollars. And the person who gets fourth place, let's say \$300,000. There are a lot of golfers who, when it gets towards the end of the tournament and they're in fifth place, they'd rather just stay in fifth place and get that half million dollars, than take the risk that it would take to possibly win the tournament. Because that risk could bounce them out of the top 10.

We have to have Certainty to go HyperNova. Without this, we can't do it.

*A great example of this is one of my super clients, Lisa Johnson. You may know Lisa, she has a great program called One To Many. When we first started working together, her biggest launch did about \$350,000 in revenue. And then about a year later, she did a \$3.5 million launch. And what she says about how she was able to do that, a big part was having that certainty mindset, where she just decided she was going to go for it. And she wasn't going to give an F about what other people thought.*

This is one of those simple, but not easy, type of things. Once you flip that switch, an entire new world is going to open up for you.

## **Trigger #6: Necessity**

Trigger number six is Necessity. To go HyperNova, you need to be willing to do what is necessary, always. Once we have that momentum, we have that position, we have an offer that's working, things are lined up. It's about having hyper-focused tunnel vision and doing the right actions, focusing on whatever is necessary to grow our business and drive revenue.

*"The difference between successful people and really successful people is that really successful people say 'no' to almost everything." -- Warren Buffet*

Saying no to anything and everything that does not relate to you hitting your goals. This requires making some difficult decisions. Necessity might also include things like firing team members, for example. When you get a download or information that this person needs to go, the HyperNova just cuts the cord.

There's an element of ruthlessness when it comes to doing what is necessary. It's about being ruthlessly focused on your goals. Necessity oftentimes is doing that risky thing you need to do to get to the next level. It might be calling this person, it might be rounding up a certain level of affiliates. It might be asking for a bigger amount of money, the biggest amount of money you've ever asked for in your life. It's about doing what's necessary. Once you're aligned, these things that might have sounded difficult for you, they become easier. They're easier because you're in that flow.

One of my favorite quotes, “you think you're at a nine, but you're really at a two”

This is always true, no matter how successful you are. It's about being that nine. It's about going further, pushing further on a regular basis. Doing what is necessary on a regular basis.

Here's another secret: People who generate huge amounts of money in a short period of time, they obsess about the numbers.

They obsess about what they need to do to hit their revenue goals.

For example, a really good friend and a mentor of mine, Jesse Elder, taught me this process called the Money Map. Let's say your goal is to make a \$100,000 next month. At the beginning of the month, you write down how much money you have coming in. Let's say you have \$60,000 coming in from payments you know are coming. Therefore, the gap is \$40,000. That means we need to make \$10,000 a week, in four weeks, to hit our goal. \$40,000 in extra revenue to hit our goal.

The first week, we don't generate any extra revenue, so that means we have three weeks to generate \$40,000. So we update the Money Map to \$13,300 a week. The person who goes HyperNova obsesses about these numbers. Let's say your goal is to hit \$30,000 next month. And there's five days left and you're at \$22,000. The person who goes HyperNova, they're going to do whatever it takes to close the gap, to get that extra \$8,000.

When you're in this position, you'll know what to do, the universe will tell you, and you're going to reach a level of urgency you haven't had before. To go HyperNova, we're not just doing this once a month. We're sustaining this on a regular basis. This is an example of the difference between, maybe, where you're at and the results you've been getting, and someone who's performing at the highest level.

My friend and someone who I used to work with, Ryan Levesque, is a poster child for Necessity. To give you an idea...that \$3.5 billion launch ended up being one of the big catalysts for him growing an eight figure business. When he decided to get the next level, he decided he needed to do this really, really big launch. One of the things he did was offer a \$100,000 first place prize for whoever won the affiliate launch. That allowed him to get some of the biggest affiliates to promote him.

That's what was necessary. That's what he did.

If he didn't have the gumption to offer that prize, he wouldn't have had that successful launch, because he wouldn't have got the partners that he got.

Ryan is more of an introvert. He's not much for wining and dining and schmoozing but he knew what he needed to do. In January of that year, when we were mapping out our battle plan for this, we were masterminding what affiliates we were going to talk to. The launch was in July and we talked about who Ryan was going to reach out to and who I was going to reach out to.

And then Ryan spent a lot of time wining and dining affiliates. This is not something he was really excited about doing, but it was necessary. That's why he did it. That's what allowed him to have that successful launch. It allowed him to go HyperNova and build an eight-figure business.

We need to do what's necessary to go HyperNova.

## **Trigger #7: Serendipity**

The seventh trigger is serendipity. Essentially, this is the secret trigger. If you've seen the movie, The Fifth Element, you know about the elements. The four elements are fire, water, earth and air. And the fifth element is love. This trigger is like that. The idea here is that once we line up the first six triggers, we activate the Serendipity switch.

Once everything is lined up, the universe takes notice and true magic happens. This is where opportunities and revenue come out of the blue and you become a true money magnet. This is one of those unwritten secrets about how people go HyperNova and generate in one year what they've done in the previous 10 years.

When we activate the Serendipity trigger, the magic happens.

Think about it as a combination lock with six numbers. The idea is once you have the six numbers lined up, then, bam, you unlock. The serendipity switch gets activated. Magic happens.

The key is we have to have the six triggers lined up.

*One of my favorite examples of this is, one of my super clients, Isa Herrera. She had an ambitious goal. We started working together and when we first met, she did about \$100,000 dollars. That's what she had done the previous year. And about two years later, she ended up doing seven figures. But what happened with her was there was about a month left in the year. I think she was about \$50,000 short of her goal in early December. And she had just done a launch. She didn't know what else she could do to generate another \$50,000.*

*Long story short, she ended up magically signing up some extra clients. And she had this other promotion she wasn't thinking about.*

It was right around December 20th, she calls me up or sent me a message. She said "Oh, we just hit seven figures." I'm getting emotional thinking about her right now, because that was one of those things where I felt, "I know the universe will have her back" and that's how she was able to do it.

This is the kind of thing that happens when we have everything lined up.

Inside this book, you got the four stages: Decision, Ignition, Liberation, and Illumination. You got the forest fire metaphor where the magnifying glass starts a forest fire. You got the six HyperNova triggers of Clarity, Synergy, Relevancy, Receptivity, Certainty, Necessity. And you got the bonus trigger, number seven, which is Serendipity. When you get all these triggers lined up, you can generate more revenue in one year than you have in the previous 10 years. You can go HyperNova.

**“What would it be like if...”**

Let's do that exercise. Let's play the game. What would it be like if in a year from now, you actually generate more revenue than you have in the previous 10 years? What if you were able to do that? How would your life be different?

What would a day in the life of you be? How would you show up in the world? What would happen? What are the experiences you could have that you are not able to have right now? I do want you to think about that because obviously the more we can have that picture, the easier it's going to be for us to transition that back to where we are now and make the future happen.

I know you might want to go a little bit deeper on this. And, if that's true for you, then I invite you to get in touch with me by emailing me at [ron@ronreich.com](mailto:ron@ronreich.com) or send me a message on Facebook.

Until then.

Let's #GoHyperNova!

Talk soon,

Ron