

Lunch Money Tips

Lessons I learned from millionaires, at lunch.



Capturing the spirit of innovation was just the beginning.

These gurus gave me a map to buried treasure. Now I'm following that path.

It Started When I Jumped Into Stocks

Back in 2006, I jumped into the stock market bound to figure it out. I started watching CNBC all the time.

I got lucky and doubled my money in 6 months. So I started selling off my stocks to buy information/training so I could eliminate luck from the equation. I went on to double my money every year for 4+ years in a row.

It's all John's fault!

John Childers, in 2007 told me:

"If you don't change your direction, you're bound to end up where you're headed."

Do you like where you're headed?

He also told me to brand MyName.com & WhatIDo.com.



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When I started sitting down with these millionaires...

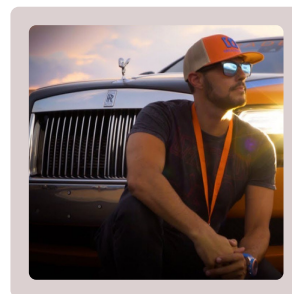
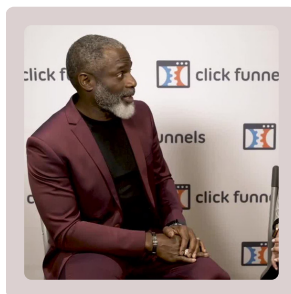
I was hoping to discover some new ideas or tips on how to get ahead.

What I got, was priceless.

Some had general advice while others got specific.

These are my top tips.

Making sense of it all is a courtesy from your truly.



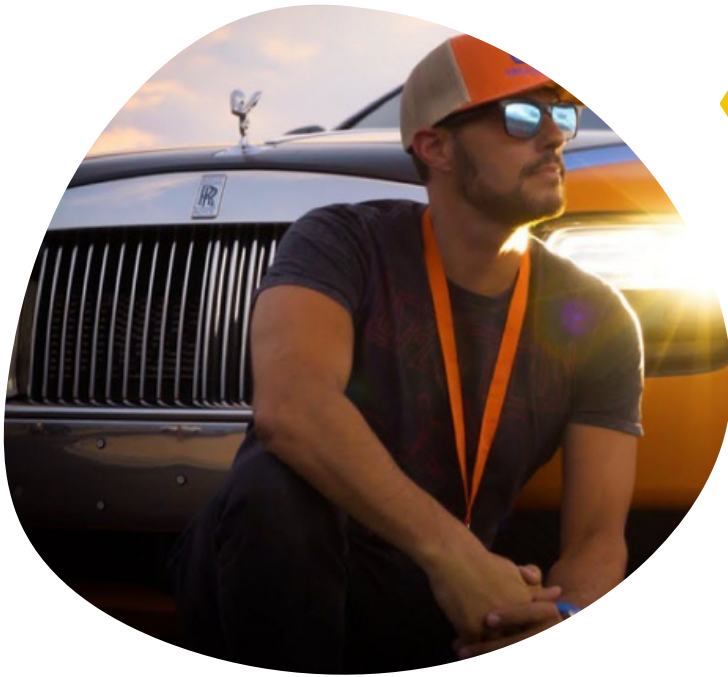
"A" List Top Tips

1. A Web Savvy Forward Thinker
2. A Passionate Businessman & Trader
3. A Real Estate Tycoon
4. A Instagram Business Hustler



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CHRIS RECORD

Web Savvy Forward Thinker Co-Founder of Lifepreneur

First met in 2008

This was before Chris had made his 1st 250K/year. We were starting our R.E. training (he was like 6 months ahead of me). I watched him go from the back of the class to the front. He was always a year or more ahead of his audience even as he moved into tech & social media.

"Success leaves clues,"

"but so does failure."

"Take massive action!"

Had a beer that 1st time in 2008

Our friend Ryan, whom I had just met, slipped me a fake \$100 bill w/his website on it. LOL.

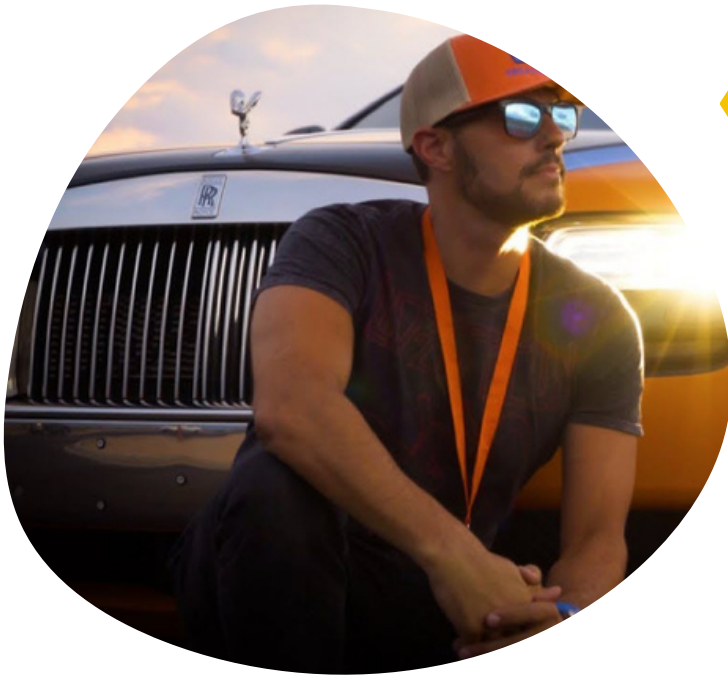
Years later I'd end up working closely with Brian Cain, a former employee of his at IMB. He's awesome too.

Chris saw I had a website and thought I was hip, for like 5 minutes. Back then, he was telling me about Mashable before it was cool. Always forward thinking.



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CHRIS RECORD

Web Savvy Forward Thinker Co-Founder of Lifepreneur

Shot-gun ads approach

- Start w/10 audiences.
- Turn 7+ off within 3 days.
- Tweak just the headline and wait 3 days.
- Repeat until you see improvement.
- Do the same for the subhead, body copy, CTA & thumbnail.
- Now start introducing more/different audiences.
- Monitor ad performance.

Facebook Re-Targeting Pixels
Ensure you have a re-targeting pixels on all your pages. Track and separate your visitors from your buyers as you build 2 lists.

Facebook Ads 101

Use a **Conversion Campaign Adset** = Target Placement (desktop, mobile, target market, interests, and placement).

Ads = Title, Headline, Subhead, Text, and Thumbnails.

Find the general audience first. Then fine-tune the ad. Afterwards, revisit the ad performance for each audience until you have a winning ad. Then potentially test audiences again, tweak and scale it.

Retarget your visitors & make look-a-like audiences of your buyers.



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MYRON GOLDEN

Passionate Businessman and Wise Trader

First Met in 2014

I remember him limping around the room from what seemed like war-wound, but you dare not ask.

His presence commanded attention and we hung on his every word. He was like the most important man in the room and he knew it.

"Life will give you what you'll fight for, or what you're willing to accept."

Much Respect For This Man!

Found out he likes to eat healthy. He prays before meals and instead of talking about chart patterns we chatted it up about internet marketing. LOL. But wait, there's more... He's got a book too.

"Your job was not created to pay you what your worth. It's meant to pay what the job is worth. The only person who will pay you what your worth is you."



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MYRON GOLDEN

Passionate Businessman and Wise Trader

Use Candlesticks & Volume

- Price Up & Volume Up = Continues Up
- Price Down & Volume Down = Continues Down
- Price Up & Volume Down = Could Turn Around?
- Price Down & Volume Up = Could Turn Around?

You don't need real-time stock quotes unless you're doing options or like day-trading or something. Regular traders can just use some free app like bigcharts.com like I did, for example when I was trading at my desk over my lunch-hour at work.

I like to hunt for momentum and automate my exits.

Avg. Bull Market Lasts 2-5 years.
Avg. Bear Market Lasts 6-8 months.

Emotional investors get in too late & stay too long.

IMHO - Swing Trading is a great place to start. I would add that you use technical analysis to "time" your entries & a trailing stop or stop loss to get out on "time."



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CHRIS WILSON

Real Estate Tycoon

Seriously. When you think of a Real Estate Millionaire from Texas? That's Chris. Except I don't think he's from TX.

First Met in 2009 but this snap was 2015

Originally, I took his Lease Options class when he was teaching for Nouveau Riche University. The pic above was when we caught up in 2015 as he was teaching R.E. strategies for Renatus.

I still remember hanging out at the nice house near Auburn, CA. We were all hanging out after a long day of training. Had a nice steak dinner. Chris was the type to sip whiskey/scotch and smoke a cigar. - When in Rome, right?

Real Estate Expert

Yeah. This guy strolls into town and then proceeds to tell you all about the laws governing your deals.

I still remember, they were all watching the Conner McGregor fight on my phone cause the home owner couldn't get the PPV on satilite.



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CHRIS WILSON

Real Estate Tycoon

4 Types of Real Estate Deals

- Fix & Flip / Rehabbing
- Wholesales
- Lease Options
- Buy & Holds

If you're an R.E. professional and want to learn more about wholesaling or other R.E. strategies, contact Renatus.

Wholesale Example

Wholesaling property is the art of finding equity for sale and passing that to another R.E. investor for a fee. It works well when you know some fix & flippers.

- Buy below market value range.
- Must increase the value beyond what is reasonable or it will be considered an illegal flip!
- Rule of thumb is 10+% improvement.
- You can only get paid if it's under contract. Otherwise, it's an illegal flip too.

2 more worth mentioning are Lending & Notes. However, these involve deeds or trusts, and usually intel more risk.



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**BEN
O'BERG**

Instagram Business Hustler Founder & CEO of Millionaire Mafia

I knew that Instagram business profiles were built differently from personal profiles. You don't see businesses following a bunch of people, right?

I used to tell people that if they wanted free advice, then they should search YT. But if they wanted the best IG training, they found it.

First Met in 2019

Just before New Years 2018, I bought the best IG business course available. Then I bought mentorship from the top dog and took massive action.

I built my little business profile from 0-180K followers in 11 months! Not long afterward, Ben came out with an updated version of his training and brought me on as one of the on-boarding coaches.

This snap was from a small event held in my house in early 2019.



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- 2017 was all about DM's**
- 2018 was about PowerLikes**
- 2019 was about Engagement**
- 2020 was about influencers**
- 2021 was about User Experience**

Following a direct link & engaging on it is a sure way to get shadowbanned. So your DM groups could be very powerful if everyone in the group was informed on how to use them.

Unfortunately, someone usually ruins the group by inviting an outsider who then breaks the rules.

502 Method

5 Accounts x 10 Comments / Day
Pic 5 authority accounts in your niche.
Pic 10 highly active commenters for the day on each of those accounts.
Then pic a past post (not the most recent) and comment on it. So you will need to comment on 10 commenters' of 5 accounts, about 50 per day.

I highly recommend you quickly find IG educated folks and form a DM group. Built mine with students when we all had 10K followers. Everyone in the group a year later had 150K+



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I hope this short cheat sheet has been helpful to you. It wasn't meant to be extensive training, but an introduction to the guru's or the lessons they passed on. I know it's not the same as talking to them yourself, but then, maybe you can do that and tell me about it?

To get the inside scoop on digital marketing, investing and crypto mining, visit my site at ChrisDaniel.com

So what was your best spent money?

Let me know as "sword sharpens sword", right?

- To your success -



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