

Interview with Craig Duswalt January 23, 2012

Success Profiles Radio with Brian K Wright



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My guest on Success Profiles Radio January 23, 2012 is RockStar Marketing Expert Craig Duswalt. We will discuss his days managing musical group Air Supply and being Axl Rose's personal manager. We will also talk about how he builds and brands businesses for very little money, and much more!

Brian: Hello and welcome to Success Profiles radio. I am your host Brian K. Wright and it's an absolute pleasure to be with you here today. I'm honored that you chose to spend part of your day with me here and I know this is going to be an absolutely fantastic show. I'll be introducing my guest shortly and I promise this will be a fun and informative hour. It's going to be great. I do want to take a minute or two to share some things I've been learning and thinking about lately. I'll do this every week.

One of my favorite books I've ever read is called *The Secret* by Rhonda Byrne. It came out a few years ago and it's about the Law of Attraction. Basically the premise behind the Law of Attraction is that like attracts like. We tend to attract things in our life that we think about. If we believe great things will happen to us, then eventually that will have to happen. If we think bad things will keep happening to us, then that is what we attract. There's a process the author spends time talking about and it involves asking, believing and receiving. In other words, knowing what you want, knowing and believing that it will manifest itself for you, then being open to letting it happen for you. Of course none of that is possible unless you're willing to take massive action to move your dreams and aspirations in the right direction.

With all of this in mind, I want to introduce my guest who is known to take lots of massive action to accomplish great things. Before I forget let me give you the call in number in case you'd like to call in and participate in today's discussion. That number is 866-404-6519. My guest this week is Craig Duswalt. Before I bring him on let me tell you a little bit about him. Craig Duswalt is the creator of the *RockStar System For Success - How to Achieve RockStar Status in Your Industry*. His background includes touring with Guns N Roses as Axl Rose's personal manager and Air Supply as the band's personal assistant. When Craig speaks to audiences he shares numerous stories of his days with Guns N Roses and Air Supply and behind-the-scene encounters with some of the biggest names in entertainment, people like Bono, U2, Metallica, Queen, Curt Cobain, Steven Tyler, Liz Taylor, Liza Minnelli, George Michael, David Bowie, Robert Plant, Elton John and so many more. There are way too many to even list right now. Craig is also an award winning copywriter working as a creative director for a Los Angeles based ad agency until opening up his own award winning ad agency.

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Craig has combined his background in both music and marketing and is now a professional speaker and author, promoting his RockStar System For Success all over the country, teaching entrepreneurs, small businesses, home-based businesses and self-employed people how to promote themselves and their business by thinking outside the box at his 4-day RockStar marketing boot camps which he holds twice a year in Los Angeles. Craig are you there?

Craig: I couldn't have said all that better myself Brian.

Brian: Thank you. I appreciate that. You've got a very impressive background and that's one of the reasons I wanted to bring you on. I believe you will add a lot of value for our audience today.

Craig: Let's hope so.

Brian: That's a pretty extensive biography. I definitely want to explore that. Tell us a little about your background and how this even got started. Where did you start and how did you get to all of that?

Craig: It's interesting. I went to college and was trying to be a zoology major in college because I loved animals and thought I wanted to be a zoologist. I found out in the first semester that wasn't going to pay the bills. So I switched over to a business major and got a marketing degree from college. While I was in college I took a lot of theater courses and I became an actor. I was in a lot of college plays and musicals. After college I decided I wanted to become an actor and I wanted to at least stay in that field. I got a job at the Westbury Music Fair in Long Island, New York. It was a 3000 seat in the round theater and I got a job there figuring if I at least stay in the theater business and meet some people I might be able to become an actor that way.

It was really funny one of the first shows that came in there right after I graduated college was *The Sound of Music* with Theodore Bikel and Roberta Peters, two old-timers. Somehow I ended up in the show. I played a Nazi soldier. Not that that was so great or anything but I was on stage with Theodore Bikel and Roberta Peters. We did *The Sound of Music* for two weeks. I was in my realm. I got an Equity card because of that show because it was an Equity play and everything was great because I was doing something in the field that I wanted to pursue.

But what happened was the next week after that, Air Supply came into town and they did two shows, a Friday night and a Saturday night. The Friday night show I actually worked. Saturday night I was not scheduled to work. So Friday night I worked the show and I was backstage. My job was to get them drinks, make sure they're happy, bring them towels on stage, take them to and from the sound check to the hotel, that kind of stuff. I was a gopher. The second night I was not scheduled to work but my mom wanted to go see Air Supply because she liked them. She asked if I could take her to the show so I took my mom and her friend to the show and while they were in the audience I went backstage again and just hung out. Since I worked there they let me backstage. Once again, though I wasn't working that night, I got drinks for them because I had formed some sort of acquaintance with the band.

That night some big man comes up to me and says, "Were you the guy working here last night?" And I said, "Yes, I was." He asked, "How much do you make a week here?" I said, "About \$150 a week. Why?" He asked, "How would you like to quadruple that?" So many things went through my mind like what does he want me to do for \$600 a week? But I said yes and to make a long story short the next day there was a limousine waiting for me at my house, took me to the airport and put me in a Lear jet to Wallingford Connecticut and I toured with Air Supply for six years. It was pretty incredible. I teach now in my RockStar marketing boot camps always do your best just in case someone is watching. With the internet and the very fast world, people are watching all the time. So you've always got to be positive, have high energy, a positive attitude. That's the way I've become very successful as a speaker in a very short period of time because I show up, I'm very excited to be there, I have a passion for everything that I do. And it all started with my days with Air Supply.

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Then I got a job with Guns N Roses because the security guard for Air Supply somehow became the manager of Guns N Roses. When he was looking for someone to take care of Axl he thought of me because Axl needed someone with a positive outlook because Axl had issues, let's just say. I was with Guns N Roses for a while. That's how it all started.

Brian: Wow, that's fantastic. Showing up is really half the battle and showing up on time and even early.

Craig: It's huge. You know I do these RockStar marketing boot camps every March and September in Los Angeles. The last couple I've had I've been kind of lax a little on when people come back in the room from the break and we don't start exactly on time and it just sets people up for failure. So I've made a conscious effort and for the next boot camp two months from now we're really going to stick to being on time. It's going to be very organized. I always tell people to get rid of the clutter in your life. It starts with that. You were right. Get there on time; get there early. Be prepared, be present whenever you're there.

Brian: Exactly. I remember my high school band teacher would always say, "If you're early, you're on time; if you're on time, you're late." I've never forgotten that.

Craig: I love that. That's great.

Brian: I've never ever forgotten that. I'm chronically early for everything.

Craig: I wouldn't say I'm chronically early. But I do show up and I'm at least on time. I've gotten to the point now, because we have three young kids, we have to be early for their football games, golf matches and all that stuff. If you're not early, you are late. So I try to get there early. It's mostly being present too. Not just being present, being there. Like *The Secret* you talked about, just being able to accept the Law of Attraction. Be there, be present.

Brian: Be in the moment, know what you want and go for it. A lot of people don't know what they want which is a total shame. You don't get *where* you want if you don't know *what* you want. The fact that you brought up Axl Rose is very interesting to me. We've talked about this. My favorite artist is Elton John. I remember watching the Freddie Mercury tribute concert on television after he passed away. There was an all star tribute to Freddie Mercury.

Craig: I was there man.

Brian: You were there?!

Craig: I was there.

Brian: Elton John and Axl Rose performed *The Show Must Go On*, which is one of my favorite Queen songs. I thought this was a really interesting song choice for the two of them. So you were there? You were probably backstage, weren't you? Were you with Axl at that time?

Craig: I was backstage. I hung out with Elton John. He was one of my favorites. And Axl's too. He loves Elton John. So I had met Elton John at the MTV Awards prior to that. Axl and Elton did *November Rain* together at the MTV Awards once. I think they actually performed *Bohemian Rhapsody* at the Freddie Mercury tribute. That was just an incredible day. I always tell people when I'm onstage, "it was the greatest day of my life" and then I correct myself, as a speaker, for effect, and say, "actually it was the fifth best day of my life because I got married, then I had three kids, and then that". I'm a huge Queen fan. They are my favorite band of all time. That event, no one had any egos that day, everyone was taking pictures of everybody, it was a family that day. It was really, really cool. I got to become good friends with Brian May, the guitarist for Queen, and we're good friends to this day.

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Brian: I'll tell you what. Freddie Mercury held command of his audience like no performer I have ever seen in my life. It's just phenomenal. If you've not seen Queen perform live, and I've never seen them perform live, but I love YouTube. Live Aid was I think their pinnacle moment.

Craig: You know in the industry that is touted in the inner circles, those I toured with for ten years, people say that Queen's performance at Live Aid is the best live performance in the history of the world.

Brian: Absolutely. And if you've not seen that, you should. If you ever go on to YouTube search for 'Queen Live Aid performance' and it's broken up into four or five different videos. (Link to Part 1: http://www.youtube.com/watch?v=IDckgX3oU_w) Their part of the show was 22 minutes and it was absolutely fantastic!

Craig: For Freddie Mercury, for anyone, to be able to command 80,000 to 100,000 people – even the back row was dancing.

Brian: You used your experiences to create your RockStar System For Success. Can you tell us a little bit about that?

Craig: I can. I just want to say your lead in song, *Jane*, is my favorite song of all time?

Brian: Is it really?

Craig: I love that song.

Brian: That's great because when I put the show together they asked me to put together three song choices and they used the two that I picked. So I was really happy.

Craig: That's great. So I worked at an advertising agency in Los Angeles after touring with Guns N Roses. I was the creative director for an advertising agency in Los Angeles and was making very good money and doing very, very well in the advertising marketing world. Then my wife, Natasha, was diagnosed with Hodgkin's lymphoma cancer. She's totally fine now, totally in remission for five years. So we're very, very happy.

But back in 2006 I had worked for an ad agency but decided to open my own advertising agency and at the same time my wife opened up her own modeling agency. So back in 2006 we both owned businesses but were going really, really crazy because both of us were working on our own businesses so we never saw each other and it was just horrible.

So I decided to give up Green Room Design and Advertising because I saw the writing on the wall that the internet was taking over advertising and the advertising world was totally changing. But the modeling world was doing very well. So we focused on Peak Models and Talents, the modeling agency, but then she got cancer. You start going down that dark, horrible road, like what if she doesn't make it and it was just an awful time. I didn't have a passion for the modeling agency. I was helping with the marketing but it wasn't my passion.

I went to lunch with a friend of mine and I accidentally walked into a room where a seminar was taking place and it was talking about how to become a speaker. That day in 2006 I decided that's what I'm going to do. I'm going to be a speaker. I had an acting background, was doing marketing and was used to doing presentations and I'd done some speaking on the side. I really embraced this thing and I wrote these four books in nine weeks and I really jumped in head first. I became America's Shoestring Budget Coach but then I went to a mastermind group. I believe you need to have a mastermind group and you need a mentor, someone to show you what you can't see which is right in front of you. I'm this marketing expert; I'm the guy people pay to do \$10,000 ads but I couldn't see what was obvious for myself because I was too close to it. So I became America's Shoestring Budget Coach and I was going to save people a ton of money on marketing and advertising. I went to a mastermind group and

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everyone said that sounds great and everything but why are you not incorporating music in your brand? Now I look back on in like duh! That would be obvious. So I did that and came up with the RockStar System For Success - How to Achieve RockStar Status in Your Industry. Three and a half years later I do these large boot camps every March and September and I speak almost every week somewhere in America simply because I came up with a brand that I believed in and was me because I have such a rock star background. Now I know I'm not a rock star but I teach people how to become rock stars. It's very, very powerful.

Brian: That's great. How do you stand out from the competition? I don't know if there's any competition in what you're really doing now but certainly with the ad agency and modeling I'm sure there's a lot of competition.

Craig: As a speaker, there is a ton of competition. There are so many marketing speakers out there. It's all in the brand. That's what I teach in my boot camps. There are so many people who call themselves a life coach. That's fine and dandy but you need to tell people what kind of life coach you are or what your background is so I'll know if I can work with someone like you. You've got to be more specific.

That's what I did. Instead of just being America's Shoe String Budget Coach and I was teaching people about marketing, which is what everyone does, I put the word Rock Star in front of marketing and now all of a sudden it's very specific because most people want to be rock stars in their industry. It's just a metaphor of what it is to be the best in your industry. As soon as I did that I stood out from the competition. When I give speeches I don't just do what everyone else does and get up on stage and just talk. I use video, I use music, obviously, and I have a lot of fun with the crowd. I play Name That Tune with the great where they guess the song and the name of the band and it gives everyone so much more energy that now their brains are wide open to learn.

So everyone wants me on their stage because I bring a lot of energy to the event and a lot of music and fun. But at the same time they're walking out with a lot of content. Everyone who's seen me has said I've got to have you on my stage. My best marketing is going out there and speaking. Everyone markets on the internet, and don't get me wrong, you have to market on the internet; but you also have to go and show up and do something so people can see what you can do so they can then hire you as well.

Standing out for me is literally showing up and being different from everyone. I studied speakers and what they do and I tried to do everything totally different from what they did. That's Rock Star marketing – do things totally different than everyone else does.

Brian: That's actually a really smart principle. You touched on something I want to go to. As a speaker you went to the marketers and learned how to market your business. A lot of people might intuitively think if I want to be a successful speaker I should study other speakers. But there's the stuff behind the stuff. They became successful for a reason. Figuring out what those reasons are really is the core of how to become successful. Sounds like you went the right way and studied marketers.

Craig: I still believe that you have to model other successful businesses as well. So I'm not saying you shouldn't look at other successful people in your industry. In fact I do that. I've seen Brian Tracy, Brendon Burchard, James Malinchak, Tom Antion, all these other people. I went to their type of seminars, T. Harv Eker's, Peak Potentials, all those. I look at how it's done there and I model after that but then I make it my own. As soon as you make it your own then you have a passion for it.

When I was starting out I was America's Shoe String Budget Coach because I thought and I was told you have to dress in a suit and tie, you have to go up on stage and do these certain things. I felt so uncomfortable on stage. As soon as I switched over to Rock Star marketing and I was able to dress the way I dress every day when I go out and be in the ripped jeans and the rock and roll shirts and the wild jacket, I felt more comfortable in my body and I was able to exude more passion on stage because I was just being me. You know I come from an acting background and they always say you

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can give the same exact monologue to two different actors and they'll do it two totally different ways – even if you give them the same direction. That's what you have to do. You have to find out who you are as a speaker, model somebody else, but then find out who you are and make sure you have passion when you're doing what you're doing. That's exactly what I did.

It's so easy to do and so many people try to make it so much harder than it really is. They try to think too deep. This isn't the Rocket Science System for Success; it's the Rock Star System. Just get up there and be yourself.

Brian: It is entirely possible to over think something. Sometimes when you start over thinking something you become paralyzed and then you do nothing at all.

Craig: That's the biggest thing that I'm up against. I had a long time ago some coaching clients that it took two years for them to come up with their logo because they wanted the logo perfect. I'm like are you serious? Stop with the logo. Who cares about the logo? Just get out there and do something and you'll probably change the logo when you find out what people really want.

Brian: You can spend so much time being what most people like to call a perfectionist and in the true sense of the word there's no such thing. Only one actually walked on water, right?

Craig: That's right, my friend. I tried to be a perfectionist. But it just wasn't working for me.

Brian: I understand. I battle against that too. Let me ask you something. You used to be the shoe string budget buy and now you've got a very successful brand as a Rock Star. Why do you think that title was so key to your self promotion? I know you touched on that a bit.

Craig: It's because that's who I was. My background was touring with Guns N Roses and Air Supply and all of a sudden I'm America's Shoe String Budget coach? It didn't make any sense. I'm trying to save people money yet I lived like a rock star. I tell people you have to do what's in your background. Everyone says well I don't have an exciting background like you do. You toured with Guns N Roses. I never toured with Guns N Roses. Then I bring up this. There's a company called Fiskar Scissors. Brian would you and I agree that scissors are a pretty boring product?

Brian: Sure.

Craig: But they found a way to make their product exciting. They have a community of people called Fiskateers that love Fiskar Scissors. They have these conventions and trade shows about Fiskar Scissors and they're all called Fiskateers. All of a sudden this boring little product is an exciting thing for people to use Fiskar Scissors. So there's always something in anyone's background that makes them stand out from everyone else.

Brian: It's just a matter of finding that very interesting story that's inherent. Sometimes you have to look outside yourself and talk to other people. You mentioned having a mentor and that's very important. A lot of people are talking about a program you do, how to write a book in 30 days. There was a period of time when you wrote four books in nine weeks, is that correct?

Craig: That is correct my friend.

Brian: How did you do that?

Craig: I have no idea. No, I'm only kidding.

Brian: That's a really insane pace.

Craig: It is an insane pace. The story goes like this. I went to that seminar I was talking about to become a speaker and I decided that day I was going to become a speaker and write these books. I

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had so much knowledge in my head already about the industry, about marketing, coming from a marketing background, being a creative director, having my own ad agency. So everything was already in my head. I teach people to write what you know. If you write what you know it's going to be much easier because you don't have to do much research on it and I already knew this stuff.

So I was writing this 300-400 page marketing book. I wanted to write the Bible of marketing. I wanted to write an unbelievably great marketing book. But over a six year period I had written maybe twenty pages and I might be exaggerating. It might have been 10-12 pages. So I went to this seminar and James Malinchak was holding up this small book, maybe 64 pages. He said here's my new book. I thought wow. All these people are so excited because he has this new book and it's a tiny little book.

A light bulb went off in my head. I don't have to write a big book. I'll just write smaller books. Chapter 1 was something like marketing your small business on a shoe string budget. I had another chapter called creating wealth on a shoe string budget. I had outsourcing your life on a shoe string budget, outsourcing your business on a shoe string budget and others. I took each chapter and made them their own book. So I wrote four 96-page books instead of writing a 300-page book. I cut out all the fat and made them tips book. If you follow all these tips then you will be marketing your business on a shoe string budget. You're going to save a ton of money yet still get the word out that you exist and that you're an expert and celebrity in your field.

So I wrote those four books in nine weeks and then every seminar I went to people asked me how the heck did you write four books in nine weeks? All I did was write down what I did and I tailored it into a 30-day program. Since I wrote four books in nine weeks I was easily able to show them how to write one book in 30 days. Literally day one all you do is come up with the name of the book. That's all you do for day one. Day two you come up with the subtitle. Day three you come up with the chapter names. It's become such a great system because I take the overwhelm away of writing a book. Most people don't know where to start. I have a system that shows people how to do this.

In the last two years 133, maybe more, people have written books using this. And these are non-authors. Now I teach people how to write a book in 30 days and how to self-publish it. I have a system that is a 3-CD set and a 117-page action guide that actually walks people through this. I truly believe that every business owner, every entrepreneur, anyone that needs to promote their business or themselves, they have to write a book. It's the most important thing. If they do that they all of a sudden, immediately, become an expert and celebrity in their field because their picture or their name is on the front of a book cover.

Brian: That is an absolutely phenomenal idea. I agree with you. If you're going to have a business you need to find a way to write a book. A lot of people think oh I can't write, I failed English, that's such a big, daunting task. But you really break it down in your system.

Craig: I go over all the myths about writing in my boot camp. First of all, you do not have to be a great writer to write a book. In fact the best writers, I'm talking about fiction books not novels, just speak what you know. When I was a copywriter, for example, the best copy sounded like, not perfect English, but the way we speak. That's what I was good at, writing that kind of copy where it sounded like I was speaking to them. That's what advertisers want. They want to feel like I'm being spoken to. I was really good at that. I am not an English major. I'm pretty good at English but certainly not a well established writer. But I'm able to write books because I'm just really speaking from my heart. I'm speaking what I know and putting it in words.

That's the best way to write. Most people just get so overwhelmed that like you said everyone thinks that to be a writer of a book you have to know perfect English, perfect grammar, perfect punctuation. First of all you can get other people to do that. That's called an editor. You write the book and have an editor edit the book and make it look pretty. Or if you don't want to write the book at all, give them the name of the book, the subtitle of the book, the chapter names and some bullet points of the things you want to talk about in your book and then give it to a ghost writer and let them write the book. They won't take any credit for the book and you'll get full credit. Tons of people do that as well.

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Brian: That's awesome. Something else I've occasionally suggested also is if you want to write a book and have all this knowledge in your head, talk it out and record it and have someone transcribe the mess. Then you can organize it.

Craig: Right. We do that as well. I tell people carry a tape recorder wherever you go because I come up with the best ideas for my books in the car, driving around town, and in the shower. So I always have a recorder because you're not allowed to write down and text while you're driving. That's not a good idea.

Brian: The book that I wrote is also a 96-page book so I know exactly what you're talking about. I basically did the same thing. It's called *Student Leadership Strategies: 21 Easy Ways to Become A Center of Influence In Your Group*. It's for the younger crowd too. I think that leadership is very important which is why I decided to put that book together. Your books are small, my book is small. Relatively speaking it doesn't cost a whole lot to produce. I heard once that you do something that actually a lot of people consider pretty radical. You hand out your books instead of business cards.

Craig: I do. Once again, stand out from your competition. So all these networking events we go to where people just hand out cards – everyone is doing that. So I decided to hand out books. I'll stand in the corner of an event and when someone comes up and asks for my card I say I don't have cards but here take my book. What happens is someone close to that hears and comes over and says you're handing out books; what is that? I say it's my book; would you like one? Everyone wants a book. So I give out all these books and all of a sudden I have a crowd of about 20 people around me because I'm giving out books. Then they ask why is it called Rock Star System for Success, which is what I want them to ask. And I say well I toured with Guns N Roses and was Axl's personal manager and Air Supply before that and then I came up with this thing and now I am a motivational speaker and give boot camps every March and September in Los Angeles.

Now they're going home and signing up for my boot camp. The law of reciprocity is I've done something for them, I've given them a book, a gift. They're so blown away that I actually handed out a free book they go online to see who this guy is that's handing out free books at a networking event. They want to see what else he does and they see I put on these events and then they sign up for my event. It's a great way to stand out from the competition. Don't do things that other people do *and* get people to learn more about you. The book is really what the Rock Star System is and people want to know more. This was the gist of it but he has a four and a half day boot camp and this book is only 96-pages. He must be teaching something else as well, and that is true. The book is the precursor for the boot camps.

Brian: That's an incredible story and it makes a lot of sense. If you're a writer or a speaker you're going to hand out a sample of what you do. Musicians hand out samples of their CDs when they're just starting out; comedians hand out sample of their comedy routines. You don't see Paul McCartney handing out a business card.

Craig: I've never seen Axl Rose hand out a business card and say hey we're having a concert at the Forum down the street. Do you want to go? That's never happened.

Brian: What exactly did publishing these books do for your speaking business? I'm sure it had an awful lot to do with your success?

Craig: The first book I wrote was called *Marketing Your Business on a Shoe String Budget*. I literally had the book in my hand for two days and we put up a website, marketingyoursmallbusiness.com I think it was, or shoestringbudget.com. I forget what it was it was so long ago. I put this website up and two days after the website was up, two days after the book was in my hand, a casting director from Los Angeles called me up and said, "Hi. Is this Craig Duswalt?" And I said, "Yes." She said, "Rumor has it you're an expert on marketing your business on a shoe string budget. Are you?" And I said, "Where did you hear that?" She said, "I just went to your website and apparently you just wrote a book on that." I said, "Yes, I am. I am an expert on marketing your business on a shoe string budget."

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She was a casting director for a reality television show and they brought me in for a screen test literally that afternoon. She said, "We want you to come in for a screen test. We think you might be right for a new reality TV show we're doing." To make a long story short I was one of two finalists for my own TV show and I lost out to Bill Rancic. He won season one I believe of *Apprentice*. The lesson I learned was just by writing my first book, *Marketing Your Business on a Shoe String Budget*, I almost got my own reality TV show, called *We Mean Business*. People went into a small business every week and they tried to fix the business and I would have been the marketing guy. But Bill Rancic won. The fact that I almost got it simply because I wrote a book really wakened me up to as soon as you write a book, self-publish it and get it out, that's how you become a Rock Star.

Brian: It sounds like a lot of this happened pretty quickly because you had a system in place to facilitate your success. You've come up with what you call The 7 Rock Star Rules, right?

Craig: I have more of them now, something like 4,872. I'm kidding. Would you like to hear what they are?

Brian: Yes.

Craig: I'll whip through them quickly. It's funny now at CNN there's a big article on the first rule. The **1st rule** is to become successful immediately is to get rid of the clutter. Everyone always talks about this; it's not like I've come up with anything new here. Most rock stars that I know, in fact I'd say *all* rock stars that I know are very, very organized. People think they're wild and crazy, which they are, don't get me wrong; but they are very organized, know exactly what's going on, they know their mission statement. Their houses are immaculate. They probably have someone clean it for them. But you have to work in a space that's not crowded and not cluttered otherwise your mind cannot be from clutter as well. You have to remove the clutter and CNN just did a whole article today confirming that. Everyone talks about it but no one does it. So the first thing you have to do to become successful is have your office cleaned, your house cleaned, your basement cleaned, and your head cleaned, just get rid of all the crap. Now your mind is ready to embrace other things. As soon as you do that it's amazing what happens.

Number 2 is stop procrastinating. I always say the average human lives to about 78 years old. So subtract your age now from that and that's about how many years you have left on this planet. I started doing that and I got really depressed really fast and I said wow I've only got a couple of years left. I'd better do something. Procrastination is just a horrible thing. People need to just take action, do stuff, stop putting it off. I have so many people coming to my March boot camp, something like 472, and I'm starting to get a couple of emails from people who signed up six months ago. Now they are all of a sudden saying things like oh Craig what's the next one? I can't really make March. I kind of got busy. They've been planning for six months and all of a sudden they're procrastinating, putting it off until September. And they just keep putting it off, putting it off, putting it off. You've just got to take action now and commit. Also like showing up.

Number 3 is bring music into your life. Obviously I teach the Rock Star System. My wife and I listen to our favorite music every morning and when we do that it puts us in a great mood for the day. It's amazing how music can change your state of being. If you play your favorite song it will put you into a great state immediately.

Number 4 is FOCUS: **F**ollow **O**ne **C**ourse **U**ntil **S**uccessful. I have so many coaching clients and the first question I ask people is what do you want to do? What do you want to be when you grow up? And they say I currently do this, I want to do this, I should be doing this, but I have a passion for this. They all want to do a million things. But if you just do one thing and do it really, really well and focus on it, you'll be very successful. That's what I did. All I do now is Rock Star Marketing. I don't veer off in any other way any more.

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Number 5 is go and tell no man. How many times have you come up with the greatest idea in the world and you've told your mother, your father, your sister, your brother, your aunt or your uncle, and they've said oh it's already been done before or you can't do that or come on there's no way you'll be able to pull that off, you don't have enough money, etc. Then this passionate idea that you had just gets knocked down little by little by little and then you don't do it. So I always say go and tell no man. Do it, research it yourself, make sure it's a viable service or product and then go for it.

Number 6 is do something. Then tell everyone how you did it. This is like a coaching program. I always say do something, like I wrote four books in nine weeks, and then I told everyone how I did it, which is my coaching program.

Number 7 is schedule it. Schedule it means simply say you're going to put on a seminar or say you're going to have a book done at a certain time, give yourself a deadline and tell the world that it will be done on this date so you'll feel like an idiot if you don't get it done because everyone's waiting for it. For example, my first boot camp that I did I told everybody that I would have these products done by the boot camp and I didn't even have the products done a month before the boot camp. But I said I can't go to this boot camp without these products. So I had to sit down, my wife took the kids out of town for a couple of days, and I sat down in the room and I cranked out these products. Because I knew I had told the world that they'd be there in three weeks so I had to get them done. So schedule everything and tell everyone about it.

Brian: That reminds me of when I was getting my book done. I had told a few people. I had gone to a James Malinchak conference and told a few people my book would be done before his next event which was only three months down the road. I knew that as that deadline was coming I was calculating how much time the printer was going to need. I started editing and spent a whole week just editing. I would do an edit of the entire book every other day. So I went through four complete edits and by the time it was done there were still a handful of mistakes. But you know what? Done is better than perfect. That speaks to the procrastination thing you spoke about. Get it done and you can fix it later if you decide to redo it or have a second edition of the book. But done is better than perfect.

Craig: Not even in the same ballpark as perfect. You are so, so right. That's the problem with a lot of people. They try to make it perfect. First of all I've known tons of books, published books, where there's an error or two or three. That's just life. James Malinchak told a story. He had a book once where they left off a whole sentence. In all the years he had never heard back from anyone saying, "You know in your book page 27..." No one cares. They just read on and it's fine. If people can start understanding that they will be willing to just let it go.

Brian: Let's switch gears just a little bit and talk about joint ventures. I know in the world of rock and roll they use joint ventures all the times. Tours are sponsored. People bring companies together to reach an audience. How do joint ventures work for you in your career?

Craig: When I first started they were working very well. But now I've gotten to the point where I'm so focused on my Rock Star brand I'm limited in my joint ventures. I do have sponsors for my events and you need that. People do want to joint venture with me but I'm very careful of who I joint venture with because everyone now wants to be on my stage or promoting my stuff. But I can't fit everyone in. If you have a mission statement and a vision of exactly who you want to be then when someone wants to joint venture with you on a project you'll know yes or no immediately whether that fits into what you want to do.

Rock stars do joint ventures all the time; they do duets. The best joint venture I ever saw was Bing Crosby and David Bowie. Two people from two totally different worlds got together and sang *Drummer Boy* one year for a Christmas album or something. I can just imagine the marketing people saying you know David Bowie needs more fans, Bing Crosby needs more fans, let's cross-promote. We'll get these two totally different genres together. It was genius. Now they both tapped into each other's database. That's the object here. Tap into someone else's database who is in the same ballpark of what you do. If it aligns with what you do, then yes, joint venture with them, have an affiliate program.

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We teach all about affiliate programs and marketing in the boot camps, signing up for a bunch of affiliates and then recommending them to other people. That's how you start in the info marketing world, internet marketing. It's very powerful and it's the *make money while you sleep* program.

Brian: When you talk about Bing Crosby and David Bowie, I see that video at Christmas and wonder how did these two get together? It's a little bit like when Michael Jackson was working on his *Thriller* album and he was working on *Beat It*. He got Eddie Van Halen to play the guitar solo. A lot of the Eddie Van Halen people were thinking what, why?! Two completely different fields of music and that cross-promotion was absolutely brilliant.

We just have a few minutes left. I know you focus on helping entrepreneurs, home-based businesses, self-employed people, small businesses market their business. In this economy it seems like it's really difficult to come up with a lot of money to put your budget together and advertise. What exactly do you do to help them advertise with very little money? I know you talked about the shoe string budget concept.

Craig: Yes, I use the shoe string budget concept but incorporate it into my Rock Star world too. Things are going on right now where people need to save money. This is a really long answer but I'll give you the really short version because I know we're short on time. It's basically all about social networking. People have to go on Facebook and use it as a business tool. They have to go on Twitter, YouTube, they need to do video. I go on chat rooms and talk about the Kansas City Chiefs and Guns N Roses and Air Supply and interact with like-minded people. Then you get to be friends with people, they come to trust you and then eventually ask what do you do now. I tell them I teach these Rock Star boot camps every March and September in Los Angeles and they sign up because we trust each other, we formed a relationship. So use social networking for business. Most people are so afraid to do that because they think things are going to be stolen. You've got to be careful but you've got to use social networking. It is not going away.

Brian: You have a huge event coming to Los Angeles. Your Rock Star Marketing boot camp where you teach all of these principles and much more in a four day span. Tell us a little bit about that.

Craig: It's four and a half days now. It starts Wednesday night, all day Thursday, all day Friday, all day Saturday and Sunday through the afternoon. It's at the Sheraton Gateway LAX in Los Angeles. It's called the Rock Star Marketing Boot Camp. We have an unbelievable lineup this year. If you want to find out more information go to www.CraigDuswalt.com or www.RockStarMarketingBootCamp.com and if you sign up and put the word Rock Star in the coupon code they'll save \$500. Instead of \$997 a person it will be \$497 per person if they enter the word Rock Star in the coupon code.

Brian: Craig, I have so enjoyed having you on Success Profiles Radio this week. We've learned a lot, told a lot of great stories. Check out Craig's event. It will be a fantastic event.

Craig: You'll be there, right Brian?

Brian: Yes, I will be there.

Craig: Alright!

Brian: I plan on being there. I have to experience it. Thank you so much Craig for being on our show and thank all of you for listening to Success Profiles Radio. I'm your host Brian K Wright. Until next week please join us again on Monday at 6 pm EST. Have a fantastic week and go get it! You know what you need to do. Just go get it! Don't let life stop you.