



Hello, Michael Cheney here and welcome to the millionaire accelerator in this special training, I'm going to share with you 11 strategies, which accelerated me to millionaire status in record time. Now I highly recommend that you grab a pen and paper right now, and you're probably going to want to watch this training multiple times.

Are you ready? Let's go. The best kept secret of all internet millionaires is the fact that the technology and the online tactics are not what makes all the money and whilst I'm sharing all of those tactics with you inside the Millionaires Club, what really makes the biggest difference is what I'm sharing with you in this training, which are the real world business entrepreneurship and personal development strategies, which will accelerate you to that millionaire status.

And you can use these in any area of business, any niche and for any topic whatsoever. So with no further ado, let's dive right in the first one is a for action. You must take action. One of the biggest mistakes I see people making, whether it's an online business or an offline business is not taking action. I take more action than practically anybody else in my peer group, people are constantly asking me, how are you able to do this so quick?

I've only got one product out. You've got 10 hours in the same time. How are you able to do that? Well, it's all about taking action, not overthinking things. It's better to have something imperfect and ready rather than perfect and never ready.

So you've got to get out of this idea of doubting yourself, doubting your capacity, doubting things that you create, and instead unlock what I call this in a winner. So rather than having that outer doubter, uh, drive your business forward and drive your decisions, you need to unleash that inner winner.

You need to have that belief to take action. Now, quite often, I will do things and I'll take so much action. I just make a bunch of mistakes and that's fine because that's how you learn. If you're scared of making mistakes and you don't step forward, you don't put your head above the parapet. You're never going to make mistakes, and you're never going to get those lessons.

And the lessons are what accelerate you to the money. So the number one strategy to start us off is to take action. If you ever have an idea, if you've got a concept that you want to do, something that you want to start in business, you just need to get on and do it. Take action and worry about afterwards. Tweak afterwards. Perfect it. Afterwards C is for cash. Now, of course, this makes sense. If you're going to become a millionaire, you got to look after your cash and you need cash to begin with.

You're not going to be able to grow a seven figure business without some capital behind you. Now, whether you've got that already, whether you want to use credit cards, whether you want to start saving up, whether you want to sell some of your assets, if you have assets, whether you want to work over time, take a second job, a third job, whatever it needs, you're going to need a few thousand dollars.

If you're going to grow a business, that's making a million dollars. It's just a fact of life. If you don't have that money available, your growth is going to be very slow because you're not going to be able to learn from other people. You're not going to be able to use things that take that give you shortcuts like software. You're not gonna be able to outsource and get other people to do the grunt work.

You're just going to be stuck at the coalface, doing it all yourself. So it's important. You have cash available that you can use for this. Now, not only do you need to have some cash available, you also need to manage your cash. And one of the things that I did from a very early age in my career as an entrepreneur, before I became a millionaire is tracking cash, having a simple spreadsheet, or even just a written document where you write down everything that's going out of your business every day and everything that's coming in.

So you just have two columns. This is what I spent today. And this is what came in. Now, when you first start, it's going to be pretty demoralizing. It could even say that you could even say it's depressing because it's all going to be going out. Spent money on this.

I spent money on software. I spent money on training. I spent money on coaching. I spent money on traveling to an event. It's all going out the way, but you need to monitor it. Don't get into the habit of just thinking, Oh, well, it's fine. As long as I don't go over my bank balance. As long as I don't max out, my credit card is fine.

I want you to track that cash. Count the cash. If you get into a habit of counting the cash on a daily basis, it will set you up for a millionaire status down the line because you'll be tracking everything. So literally every day, I want you to look back at what you've spent in the business. This is not for personal, or you can do it. You can do it as a separate activity for your personal expenses and your personal income.

But I'm talking about this from a business point of view, track, everything that goes out and everything that comes in. So you can see exactly where you're at. This enables you, particularly when you start getting money coming in to spot trends. So you can see, okay, we're growing the number of, uh, you know, a number of sales coming in is actually increasing.

The costs are going down or adversely costs are really ramping up, but sales seem to be stagnant. And obviously that gives you a warning light, okay? Track this, monitor it. If you're not doing this on a daily basis, like I do, you're just going to lose. You're going to lose it. You're not going to know where you're at. You're straightening deck chairs on the Titanic, right? You need

to know exactly where you're going and that you're on course. Okay. So very, very important that you do that.

So C is for cash next. The next C is for coach. I only made a big breakthrough online. Once I got a coach. It's the simple fact, Kay. I spent two years trying to do internet marketing, trying to make money. I made zero, a big fat goose egg after two years, it's only once I got a coach and actually learned from somebody direct one-on-one in-person on the phone, that I was able to actually make progress.

Somebody that had already been there and done it. Somebody that had the t-shirt, somebody that had got what I was trying to get. Somebody that had been where I was trying to get to. When you get a coach, it gives you focus. It gives you that accountability. You get a system that works and you have somebody on your team, F a S T K, write that down. Fast, focus, accountability, a system that works and somebody on your team, somebody fighting your corner.

Now I do have a coaching program. It's very expensive. If you want to work with me, one-on-one I also have small group coaching for those that can't afford the one-on-one, where I still able to help you. And we jump on live calls, interactive calls. If you're interested in that, it's an application only process, and you can go and apply <https://www.michaelcheney.com/beast>

It's called the moneymaking beasts coaching program, and you can apply@[michaelcheney.com](mailto:michaelcheney.com) forward slash beast. After you've applied, you need to book a call with my director of coaching Richie, who will jump on a call with you. And we'll see if there's a good fit. Now, when I say, if there's a good fit, I mean that honestly and transparently, we turn people away all the time.

Even people are trying to throw money at us. We turned down tens of thousands of dollars worth of coaching clients every single month, because there's not a good fit. If there is a good fit, I E your working, you can take advice. You're coachable, you've got ideas. You're ready to rock and roll.

Then the chances are, we'll be able to accept you in, but it is application. So go to Michael chatty.com forward slash beast. Now, if I don't coach you, somebody needs to coach you. I've got a culture. I've actually got two coaches. I have a coach. And in St. Martin, I have a coach outside of internet marketing.

Who's operating at very, very high level. This guy's generating \$25,000 a day in his business, a day, \$25,000 a day. That's my coach. I have a coach. Michael Jordan had a coach tiger woods had a coach. You need a coach of his, not me. It needs to be somebody else at case. So that's why I'm putting it in there. Very, very important. And as it was a major factor in my journey to millionaire status E is for earnings.

Okay. You've got to make sure, obviously that you're tracking the cash, as we mentioned before, but you also need to keep an eye on earnings. What's actually coming into your business and putting that foremost. You need to think about right now, if you're just starting out or you've not made money online, what is that first sale? Where is it coming from? Okay. People get a line.

They're like, yeah, I'm going to start making money online to start earning money online, doing what? Selling what? Like they've got no idea. I want you to focus on that first sale. Okay. Always be earning, always be selling. What is that first sale? Is it going to be an affiliate product? Is it going to be your own product? What are you going to sell? If it's your own product, what are you going to promote? If it's somebody else's what area of internet marketing or what niche generally, is it going to be in?

Do you know that niche? Is there a hungry crowd there? Do they want this? Is this something that's already selling in another capacity? Is there a big market? There are Facebook groups around this. Have you got a list for this? Can you create a freebie for them? You've got to focus on the money and on earnings.

Where is that earning comp coming from? Where's that initial sale coming from? I always make sure I've got tons of things in the hopper, multiple live events coming up down the line, multiple online events, multiple programs, recurring programs, training programs, coaching different

levels. You never need, you should never stop. You should never reach the end of what you're coaching and what you're providing you. There's always going to be new value that you can share. Those are always going to be new opportunities. You can give to people.

The more that you can do that. And the more consistent you can be. And the more offers that you have, the more you will earn. And this is all central to making that progression to millionaire status. You can't get to millionaire status. If you just have one offer or one funnel, you need to have a constant process of developing these.

As soon as you've got one and it's working get onto the next one, never turn off an income stream. By the way, if you've got an income stream, it's making okay money, but you don't like it. And you've got excited by something else, which is what entrepreneurs do all the time. Don't turn it off, leave it, try and get out of the box that it's put you in, try and outsource it. Get somebody else to do it for you, or put videos in there to try and do the training.

If you've been doing it, in-person try and get yourself out of that and leverage what you built up. So you can then use your time and resources to focus on the next income stream that you add. Never take away, always just add, add one in constraint after the other, that is going to improve your earnings. Next L is for learnings. This is one of those that people like, ah, yeah, I get it, but they don't do it right? You need to be setting time aside every single day to be learning something new in your business.

I do this all the time. I've made this a habit it's what's helped me become a millionaire. And a multimillionaire is setting time aside every day to learn new skills that are going to help me get to my desired outcome, whether that's new technologies, new marketing strategies, new platforms, new ways of doing things.

New traffic methods, new ways of selling new ways of writing copy, uh, new ways of creating products, new ways of shooting videos. You name it. There's always things out there that you can learn and you should be learning something new. Every single day. I would make a habit of reading a book, trying to read at least one book per month on a success on sales strategies on marketing to beef up. If you want to get what other people haven't got, you need to do what

other people are not doing or not prepared to do most people. When they get home from work, eat food, watch TV, go to bed. You can't do that millionaires. Don't do that. Millionaires cut down TV millionaires, get up earlier millionaires, stay up later, work weekends and work on themselves. You've got to get into this habit of working more on yourself than you do on your business.

Get out of this idea of fighting fires and stop arm. I'm stuck trying to code something. I'm trying to work out how WordPress works. You do need to do that initially. You're you've got the hat on. When you start in business of doing everything, I've got the, the accountancy hat. I've got the sales hat. I've got the technical hat.

You've got all of these, but you need to get out of those positions as soon as possible and work on the business. Where is it going? What is the strategy? What are the goals? What's the direction? How can you improve this? How can you get staff? How can you leverage what you've already built? What can you outsource? What should you be doing? There's a very famous phrase from a book called the E-Myth by Michael Gerber. And it's the following. You should only do what only you can do, right?

A million people in this world can create WordPress blogs. A million people can create YouTube videos can create sales at a site. You should be only doing what only you can do. What is your core skill? You need a skill to become a millionaire. Now you might think I'm dumb. I'm not skilled. I'm just starting out. I don't know what I'm doing.

Pick an area and learn about it. Spend time learning, beefing up your skill, and you'll quickly learn more and know more than anybody else. And that will position you. Your money is in direct correlation to the level of skill you have in one particular area. Next art is for relaxation. Now you might think as a millionaire or a multimillionaire, do they even relax? Yes. The more time you spend out away from your business within reason, the more productive and effective you will be.

Now, this one took me a long time to realize I was like a slave to the grindstone for a years and years. Not taking time off hustling, grinding, workaholic, loving it. It's bad. It's a bad, bad thing to

do because you basically end up with a blunt ax. You need to take time out to sharpen the ax or go and invest money and buy a sharper ax. Don't just keep chopping away and wondering why you're not getting anywhere.

Take time out to recover and recuperate and relax. Now I don't mean going a walk, taking a walk and brainstorming, okay, this is what I'm going to do. I don't mean sitting on the sofa and mapping out a ton of mind maps about how you're gonna make a million dollars. I mean, literally relax, do whatever it is you do for fun. Whether it is watch TV, go for a walk, take the dog for walks, spend time with your family.

Uh, you know, whatever they, whatever it is, your hobby set, time aside each day to do a little bit of that. Okay? It's about balance. Not today, not hours and hours and not just 10 minutes, a good chunk, half an hour to an hour, a day, relaxation switch off it replenishes you you're better. And you work more effectively after you've done that.

This is a kickback critical. And a lot of people miss this because they think millionaire status and, uh, is really all about working hard and grinding and never stopping. It's not true. Okay? The, a lot of the billionaires in this world get up three hours before their work day starts. Not because they're working three hours before their Workday starts because they're doing other things.

They're relaxing, they're meditating. They're getting exercise. They're looking after their body, looking after their mind, they're replenishing their spirit and their soul.

They're doing things to make their engine as effective as possibly as possible. This thing here, you, you are the golden goose in your business. So if you're, you know, unhealthy, if you're not getting exercise, if you're not chilling out, if you're stressed all the time, what's the point in making a million dollars. If you're going to keel over age 40 or 50 or 60, right? You've got to look after the golden goose.

You are the golden goose that it can lay all these golden eggs. You've got to nurture that. Kate. You've got to nurture that relaxed. Take that time out. Very, very important. Okay. R is for the S

the R is for relaxation. A's for attention now, not just your attention away. Your attention goes all up. That is very, very important. So people get distracted all the time. Particularly online there, they've got a project and I are, this is getting boring.

Now it's getting a little bit difficult. I'm going to go and work on my other projects. I have all these different projects going on. They don't get any of them finished and they wonder why they're not making any money. One thing at a time until completion. One thing at a time until completion. One thing at a time until completion.

I've said that three times, because this is probably the most, uh, popular mistake that I see people making. Don't try and do things in parallel. Doesn't work one thing at a time until completion and then move on. So give your attention fully to what you are currently working on and get it done.

Don't be distracted by Facebook, by news, by, by drama, by naysayers, by negative people, give your attention to what is going to get you your desired outcome. Now, the other thing about attention that's very, very important is you will not make any money in any area of business, in any niche, unless you get attention.

That's what marketing is about. Getting attention. It's the old formula that aid a formula, a I D a get attention, evoke interest, create desire, and get somebody to take action. If you don't have that attention at first, the rest of it just doesn't work. Nobody's watching you, nobody's listening. Nobody's reading your stuff.

You need to learn how to get attention. Using things like curiosity, powerful headlines, not specific numbered lists, things that make people think, Oh, wow. I've got to find that. I've got to read that. I've got to discover what that is. You need to become a master of getting attention with controversy.

With funny statements, with open-ended questions, learn copywriting inside and out. Study masters. When you find yourself reading a sales letter, every single word that's got your

attention. What have they done there? How's it worked okay. You need to be switched on to this.

No attention, no money. Okay. Next C is for targets. You're not going to get anywhere in business. Unless you set targets. You need to have key targets that you're aiming for, that you want to hit in a year, five years, 10 years. By the time you retire 10 years, 20 years from now, where do you want to be?

And you need to be specific and you need to be, um, date, put a date on these targets. I want to, uh, have \$10 million in the bank. By the time I am 50 years, for example, specific dated, okay, measurable. These are the targets that you need to have. Then you can work backwards and say, let's just say, that's what would be a retirement goal. But let's just say, or it could be a retirement goal. Let's say you you're saying, okay, this year, I want to make a \$50,000 online.

Great. So that's your target for this year? So let's now roll that back. So that's about \$4,000 a month. So that equates to at what? 1300, a hundred dollars. And just doing the math \$1,300 a day, right? Are you going to need 30? Right. \$1,300 a day. That's what you're going to need. Okay. So you roll these back, you get these targets and then goes back to what I was saying earlier about tracking the cash.

This is not just a pie in the sky. Most people start with a millionaire dream. They don't map this out. Like, Oh yeah, I want to be a millionaire. How are you going to do it? What are the numbers? How much do you need to make everyday by when, how many years have you got to do this? What is that reverse? Plying means. And once you've got this, when you work backwards, how much do you need to need to earn every month?

How far off that target are you at the moment? What are your costs eating into that? Are you 50% cost? Therefore you've got to make twice as much. And so on. You need to get this level of detail for your targets. That's the only way you're going to be able to measure if you're on track or off track. Oh, is for outlook again. I know I'm saying with each of these, you're not going to get anywhere, but that's why they are.

They're 11. There they'd be the 11 most important tactics for becoming a millionaire. They're all essential. Always for outlook. You must have, I have a positive Bulletproof outlook in way succeed. You are going to get knocked down. You're going to get smacked down. I've lost everything multiple times.

Most multi-millionaires at millionaires have, okay. It's what makes us who we are. And by the way, the most valuable thing that you get from this, when you, when it happens for you is not the money. It's the person that you've had to become in order to generate and attract that money. Because if you want to get more, you need to become more.

Okay? You need to give more. You need to give more value. You need to learn more. You need to work more. You need to be smarter. You need to be focused more. You need to set big goals and so on, right? So you've got to make sure that you have an outlook that will never quit. Start small. Think big don't quit. Okay.

That's my kind of mantra. Start small. Think big don't quit. You're only ever going to fail at this. If you quit, if you don't quit, you've not failed. Nobody could come at you and say, Oh, you failed. I've not quit yet. My friend. So now I have not failed. Okay. Now of course, if you're constantly failing and you're looking at your targets and you're way, way off, and you're going in the whole month after month, year after year, then you're going to have to adjust course.

Okay. That's why I've got you to track that stuff. And that's why you need to look at those things. But as long as you're growing, okay, as long as the business is growing costs are going down or, and sales are going up or cost is staying the same and sales are going up. Then you are succeeding, okay? And eventually you will break through to the level that you need to achieve your desired outcome. So that outlook is critical.

As say, you will have bad days. You'll have down days, you'll have down months. You'll face periods where you think you can't go on where everything, everything is against you. Your outlook is critical. You, it will build over time, but it needs to be solid. From the beginning. You need to have belief and faith in yourself that you need to generate that confidence. Confidence. As my coach is always telling me, confidence, confidence comes from previous successes.

You might say, I've not made any money online. I've not made any money. My business doesn't matter. You've done something that you can be confident about. You've had a success. Maybe you're a successful parent. Maybe you're a successful student or a successful employee or a successful, um, you know, lawn mower of lawns or some the something right. You can look back and say, yeah, I'm gonna draw confidence from that. I'm going to use that to go forward.

And when you're generating sales, when you're getting people to part with their money to buy from you, whether it's your product or somebody else's, you're transferring that energy. You're transferring that confidence. You're basically saying, I am confident in this. Give your confidence in this too, in the form of money and a transaction is made. Okay. So confidence is very, very important in this. And it's closely, closely linked to your outlook.

Again, if you're lacking in confidence, I recommend you get a coach. As I said before, a very, very important to help you do this. The are last R is for repetition. Okay? Repetition, what you do every day will shape your income. Okay? What you do everyday will shape your income. Most people will jump online and they'll go through phases. They'll spend a week where they're really busy.

They'll do a bunch of stuff, and then they don't get results and they'll quit, or they'll do it for three months and an archive. It's not quite working and they walk away and it's like that guy that's digging in the goldmine, right? Ah, nothing's here, I've done this huge towers is nothing here. And he walks away and the gold was about this far behind the wall, but he's given up and now dig. He started digging another tunnel.

Even though this one's already got rails in, it's got lighting and he was all almost there. You got to be consistent. You've got to be consistent. You need to know what to do, and you need to do it every single day without fail. And don't stop because that is what it takes to break through. Most people can't do that. One do that don't want to do that would rather watch Netflix would rather eat food, would draw the line on the lie, on the couch. If you do that, you do the right stuff and you do it consistently.

Day after day, repetition, repetition, repetition, you will break through. Okay, there you go. That is the millionaire accelerator. I swear to you, there's over 20 years of experience in this short presentation. If you apply just one of these things, you can take your business to the next level.

And if you apply all of them, you will definitely experience an amazing amount of success with your business. So, as I said earlier, I recommend you watch this again. Take notes, make these strategies part of your daily routine, bed them into your habits, into your routine, into what you do consistently day after day.

As I said at the start, the nuts and bolts of what to do on internet marketing, how to do this, how to do a link, how to get traffic, all of that. You can find inside the millionaires club and inside. So my coaching program at the moneymaking beasts, this stuff, this is the secret sauce that people don't know even talk about. Nobody really is teaching this stuff. You have it now use it and you will get great results. I look forward to hearing your success story all the best.