

THE COMMON PATH TO UNCOMMON SUCCESS

A Road Map to Financial Freedom and Fulfillment

JOHN LEE DUMAS

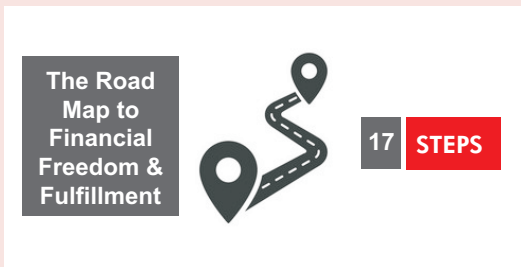
JOHN LEE DUMAS is a podcaster, entrepreneur, and trainer. His award-winning podcast, *Entrepreneurs on Fire*, launched in 2012, and has now grown into a media empire which includes *Podcaster's Paradise*, the world's largest podcasting community, online courses, masterminds, and three journals, *The Freedom Journal*, *The Mastery Journal*, and *The Podcast Journal*. Prior to launching his podcast, John Lee Dumas was a commercial property broker, sold financial services, and served as a captain in the United States Army. He is a graduate of Providence College.

The website for the Entrepreneurs On Fire podcast is at: www.eofire.com.

ISBN 978-1-77687-046-2

MAIN IDEA

After interviewing more than 2,500 successful entrepreneurs for his podcast, John Lee Dumas came to the conclusion there is a common path all those who achieve uncommon success follow. Specifically, he came up with a 17-step road map they all tend to follow.



1	Identify your big idea	7	Plan your content production	13	Diversify revenue streams
2	Find your ideal niche	8	Create the content you need	14	Increase your traffic
3	Create your avatar	9	Launch	15	Build a team and systems
4	Choose your platform	10	Find avatar's biggest struggle	16	Create affiliate partnerships
5	Find your mentor	11	Validate & craft your solution	17	Keep the money you make
6	Join (or create) a mastermind	12	Build your funnel	The Road Map	

What's notable about this road map is its simplicity and directness. Most gurus have a vested interest in trying to complicate this, because they want to sell you their training courses and such. The reality is if you provide the best solution to a common but real problem, you can and will achieve uncommon success. You will achieve financial freedom and personal fulfillment.

"Looking back, Entrepreneurs on Fire was a success because it provided the best solution to a real problem. We get over one million listens each month, and have generated more than eighty-five million total downloads to date. Was Entrepreneurs on Fire for everyone? Absolutely not. However, Entrepreneurs on Fire filled a void that existed in the marketplace and I've created financial freedom and fulfillment as a result. Uncommon success is achievable, and the path is a common one. How can I be so confident you'll achieve uncommon success? I've walked this path since 2012. After thirty-two years of financial struggle and lack of fulfillment, I found the common path and have never looked back."

– John Lee Dumas

- 1. Identify your big idea** – Something which is a mix of your passions and expertise. Page 2
- 2. Discover your niche** – Identify an underserved niche, and then fill that void. Page 2
- 3. Create your avatar** – A good avatar will keep you on the right path as you move forward. Page 3
- 4. Choose your platform** – Master how you will share your message with the world. Page 3
- 5. Find your mentor** – Identify someone who is already where you want to be one year from now. . . Page 3
- 6. Join (or create) a mastermind** – Change the way you think for the better. Page 4
- 7. Plan your content production** – Have a plan for how you will generate ongoing content. Page 4
- 8. Create the content you need** – Be consistent about your content creation. Page 4
- 9. Launch** – Send your material out into the world before you feel ready. Page 5
- 10. Pinpoint your avatar's biggest struggle** – That's where the greatest opportunity lies. Page 5
- 11. Validate and craft your solution** – Get people to vote with their wallets before you build. Page 5
- 12. Build your funnel** – Provide free value to build trust, and then progress to an offer. Page 6
- 13. Diversify your revenue streams** – Find other areas where you can add value and do that. Page 6
- 14. Increase your traffic** – Collaborate with other content creators in your niche. Page 7
- 15. Build a team and systems** – Teach people how to do your most time consuming tasks Page 7
- 16. Create affiliate partnerships** – Partner with others to deliver more solutions. Page 7
- 17. Keep the money you make** – Always live beneath your means so you have a financial buffer. . . Page 8