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## Do For One What You Wish You Could Do For Many

Hey, what's up? It's Matt and I've taken a quick moment here in between recording some videos from We just did a huge affiliate promo with something like 72, 73 buyers and I'm recording some personalized videos for about 20 of those buyers and totally at random, actually I think I went through like just in order of when they purchased and I'm recording these personalized videos, they're only about a minute, minute and a half each.

And I'm reminded of this principle that I learned from Andy Stanley years ago of, "Do for one what you wish you could do for many." And I want you to apply this in your business. I first heard this from him and the context was he had two people that worked for him and both of them needed like new paper cutters. And apparently these, you know, the kind where you like chomped down on the paper.

Apparently these paper cutters are like \$200-\$300...I don't know why a paper cutter would be that much, but that's not the point. And he bought one for one of the ladies but not for the other. And somebody asked him like, "Why would you do that? You know, that's not fair, that's not what's fair."

We try to do what's fair and we think, well, if we can't do it for everyone, we should do it for no one. And that's not the way it is. He said, "Well, I'm going to do for one what I wish I could do for many." You know, the reality is you can't - If you have a team of 300 people - you can't do lunch with one on one with everybody every week. I mean statistically, if you do lunch five days a week, it will take you 60 weeks to do lunch with everybody.

Maybe that's not practical.

Maybe you invest in 10 or 20 people, not to "wax religious" here, as Michael Hyatt would say. But, Jesus set a pretty good example when he invested heavily in 12 people. That was it. He invested heavily in 12 people in those 12 people went on to do amazing things. Right? And so any Stanley says do for one what you could do for many.

And that's why I'm recording 20 videos. I might record 18, I might record 25. We'll see. I've got a time limit, but I'm taking a quick break here to do this and I'm going to record as many as I can. I'm going to email those to the people in the time that I can.

Why would I do that for 20 people? When I can't do it for all 70 something? Well, the reason is simple: I can lower my return rate with those 20 people. I can invest in those 20 people. I can make those 20 people feel spectacularly special. I can take those 20 people and learn something from them because I asked them to reply and share a little bit that helps me promote better so that next time it's 90 or 100 and I learn every time I do these. So it helps me in that regard. What I'm doing for one I wish I could

do for many.

So my encouragement to you is find those things where maybe you've held back and said, "I can't do that for everyone. I'm going to do for one what I wish I could do for many." I don't know. I know one thing that we used to do that we've recently stopped doing because it's literally can't do it for anybody at this point. We just don't have the manpower, we need to get the manpower though. That's one of the lessons we need to get the manpower to make this happen.

I used to send personalized emails, two every single person who subscribed to my email list. That's crazy. We had in the past seven days, we've had almost a thousand people subscribing. We can't do that. But I can have somebody on my team pick 10 or 20. Yeah, we have the automation.

That's the great thing about autoresponders, right? We have the automation. If you're on my email list and you should be, you'll sign up.

You'll see the automation where I send an email and it asked you to respond and tell me more about yourself and I get tons of replies and I read every single one of those. So much of the content that I do on my videos and my podcast and my blog is from those responses. That's where like half of my content comes from, probably more than half.

The thing is I can't send them personalized emails to every single person, but I can send it to five people, 10 people a week. And It helps me and I

have a better connection with at least a small group of people. So do for one what you wish you could do for many.

I hope that helps you out and I will see you in the next episode.

**NEXT STEP:** Make sure to [register for my free masterclass](#) on exploding your online business with affiliate marketing. It's called, "How I Currently Make \$3,874 a Week Without Creating a Single Product...And How You Can Ethically Steal My Exact Playbook to Do The Same Thing!" (Long title...great results!)