



TRANSCRIPT

00:00

I've spent the last two years researching and interviewing some of the most successful online entrepreneurs in the world as they built their own expert businesses. Now I'm building an agency that helps skilled professionals like you and me do the same, build a business around their expertise that delivers wealth, impact, and legacy. The real question is this: How can we build six, seven, or even eight figure expert businesses while still employed without spending all our money or becoming a stranger to our families? This show is here to give you the answers. Join me on this journey and learn how to start, succeed and scale your own expert business. My name is David Ziemicki, welcome to the build your expert business show!

00:38

All right, let's get it going. Welcome. If you're a skilled professional in business, design, technology or any kind of professional field, if you've struggled to get to the levels of wealth, impact, and legacy that you know you can achieve, you're in the right place. Over the first couple episodes of this show, I'm going to show you three secrets of the expert business model that unlocked the path to wealth, impact, and legacy. So think about your current state. Are you a recognized influencer or leader in your industry? When you speak to people,

listen, do you have a platform that reaches beyond the company that you work for out into the broader industry that you're a part of? Are you chained to a desk? Can you do whatever you want? Can you work or live wherever you want? Don't worry, you're not alone. 99% of people, even highly successful people can't answer yes to all of those questions, but you have seen some people like that, right?

01:29

The brand names in your industry, those that have built their own businesses, how did they do that? Well, I'm going to show you. It's basically us versus them. The corporate world tries to extract every working hour an ounce of knowledge out of you that they can at the lowest cost possible. As a skilled professional, you may be even lucky enough to be making a hundred thousand \$200,000 a year, but only if you're chained to a successful company, but you are loaning your expertise. You're not owning your expertise in the financial services industry. Once you to think that the only way to a financial freedom or secure retirement or education for your kids or you know health care in old age is to penny pinch and save for 60 years before you even reach any of that why? It's because they want to use your money to make more money for themselves.

02:13

Here's the good news. There is a new path and destination by leveraging your expertise, expanding your influence and building a business, financial security and lasting impact are within your reach and over the course of the next few episodes of the show, I'm going to show you exactly how my goal is to show you that building an expert business is the key to wealth, impact and legacy. And if the only way to build a truly successful expert business is to follow a proven blueprint. So again, welcome everybody. My name is David Ziembicki in my career, I've sold or delivered over \$200 million worth of consulting services and have trained or mentored thousands of skilled professionals and consultants. I spent the last 13 years as a top performer at Microsoft and seven more years with other leading technology and professional services firms. I've helped leaders in skilled professionals and companies, large and small, leverage the power of technology and automation to dramatically improve their results.

03:07

I've worked with hundreds of customers from Solo entrepreneurs and startups all the way up to fortune 500 companies and large three letter government agencies. My superpower is helping leaders build the processes, technologies, and teams that supercharge their business growth. For the second act of my career, I wanted to find a win win path where I could help people reach their goals and in so doing reach my own. So how did I discover the path that I'm about to

lay out for you? Well, I've been a successful high technology consultant for over 20 years. As I just mentioned, I wanted to work and travel less so that I could spend more time with my family. I wanted to break free from the corporate world or at least establish a path where I could exit the corporate world at a certain point in time when I was ready.

03:47

I wanted the freedom to retire whenever I wanted to and wherever I wanted to. I want total financial security for myself and my family. Even if I got hit by a bus or something crazy happen. Um, you know, I just wanted to have that nest egg and that, um, you know, that asset there that I could take advantage of. So how did I discover the path that I'm about to lay out for you? Well, as I mentioned, I've been a successful high technology consultant for over 20 years. Um, you know, made it to very high income levels and all the, you know, the benefits and so forth that come along with that. But I wanted to work and travel less so that I could spend more time with my family. I wanted to break free from the corporate world or at least establish a path and a roadmap to a day when I could eventually move out of the corporate world.

04:28

And move into more of a, you know, a personal business that I could run and operate and grow at my own pace. I wanted the freedom to retire, you know, quote unquote retire. Don't think I'll ever actually retire. But when I have the ability to do so, you know, whenever I want to and to wherever I want to with my family. Basically I want total financial security and lifestyle freedom. It was any of that sound familiar. I mean that's obviously something that most of us would be after in one form or another. Now if you're listening to this show, I can almost guarantee you that at some point in time you've gone to Google and typed in something like passive income online business, uh, work from home or any of the related search terms like that. And like me, I'm sure you got pulled into this vortex of, you know, all kinds of gurus and get rich quick schemes that pop up.

05:15

It sound great but only really make money for the guru and not for you. I have explored all of these, so I call it information overload. Um, so, you know, when I started as like ebooks looked like a short thing, right? Just write a whole bunch of stuff, putting it in pdf, put it up on Amazon, thousands of people are going to buy it for a couple of bucks a pop, and then you're making tons of money, you know, then podcasting started to take off. So I started a podcast a couple of years ago. Then membership sites started to crop up. Like, would it be cool if you're in an online business to get recurring revenue and not just have somebody come in and pay you and then they're gone, but get

somebody to pay in 20, 50, \$100 a month for some kind of membership program. That sounds great.

05:51

You know, from a recurring revenue perspective, you know, then Youtube was big live coaching, um, live video, you know, all kinds of stuff. I was a poster child for Shiny Object Syndrome. At each step though, I paid thousands of dollars for courses and programs to learn all of that stuff. And after two years, huge costs and no real revenue or business to show for it. I felt terrible because I was missing family time of time with friends, giving up hobbies. I felt even worse about the situation because my dad worked all the time when I was a kid and I was, and when I was growing up and now I was doing the exact same thing. Even though I had a four and five year old son, I felt like I was going to down a path that was going to make things worse, not better. And then I hit a point of burnout.

06:35

I mean, I never thought that would happen. I mean I've been the type that can work 80 90 hours a week, you know, wake up at four o'clock in the mornings. They have laid, you know, whatever it takes to get the job done. But basically every day I was waking up at four o'clock in the morning, go into bed late, you know, there were basically no more hours in the day, no matter how productive I was to get all the things done that I needed to in my demanding corporate job at Microsoft and to be able to build my own expert business. On the side. So over the couple of years, this led to some health problems and a trip to the Er and a whole bunch of other challenges.

07:11

So eventually I hit a wall and I had to make a choice. Should I completely changed my approach? Should I give up with the dream of having an expert business and should I just stay in my corporate career for the next 10 15 or 20 years until, you know, I secured to the retirement and the the financial freedom that I wanted. Well, luckily I had just started interviewing 20 other very successful online entrepreneurs, all of them that were making six, seven or even eight figures of revenue. And I started asking myself and them, what are they doing that I'm not? So after my health scare, I went back through all of my research and interviews with successful online entrepreneurs, an expert business owners, all of them that have come through their struggles and gone on to success, landed on a very similar business model. And it's what I call it, the expert business model.

08:00

Once I saw that pattern, I reverse engineered how each of them had gotten there. That's when I realized that the expert business model is one of the most profitable and achievable paths to the wealth and

lifestyle goals that all of us have. This is a new opportunity that's only become widely available in the last five to 10 years. It's the opportunity to take your skills or expertise, package it up into products or services and then automate and scale the marketing, sales and delivery of those services, but without having to learn how to do all of that stuff yourself. So if you're like me finding out that there is a path and a blueprint and towards building my own six, seven or even eight figure business someday built around the skills and expertise that I already have without having to learn a huge amount of marketing technology or sales related stuff, that's a very eyeopening and potentially life changing moment that could change the direction that you take your career and your professional life often to the future.

08:55

That's the thing that I am 100% focused on right now is figuring that out, building out those tools and systems and teams and helping other people do the same. In the next episode, we're going to start digging into some of the details. I want to show you what I call the profit pyramid or what your income potential looks like at the different phases of the path that I'm going to tell you about from where he may be today. Just maybe just employed to maybe you're at the level like I am or you have a very successful career and you've moved up that pyramid a little bit, but what I'm going to show you is that that corporate path tops out at a certain point, no matter how good you are and at the only path or getting to seven and eight figure types of of income and wealth is through the expert business model. So we're going to dig into that a little bit more detail in the next episode and I hope you join me.

09:41

Hey, thanks for joining me on the build your expert business show. Please be sure to subscribe, rate, and review this podcast. The key to building your own expert business is following a proven blueprint. After two years, \$50,000 of research and working with over 20 successful expert business owners, I've created what I believe to be the most valuable resource that I possibly could for you, the exact blueprint for how to build your own expert business. To learn more, head over to [expert business blueprint.com](https://expertbusinessblueprint.com).



Not sure how to start? Follow these simple steps to start the journey to your own expert business:

Step 1: Get the roadmap: [Expert Business Roadmap](#)

Step 2: Start your blueprint: [Expert Business Blueprint](#)

Step 3: Join our community: [Build Your Expert Business](#)

Step 4: Check out our free content: [Blog](#) | [Podcast](#) | [Videos](#)

Step 5: Schedule a free strategy session: [Book your free strategy session](#)

