## Godfather of mRNA Vaccines Prescribes How To End Pandemic Quickly

**BEST BUSINESS PODCAST** with Robert Malone





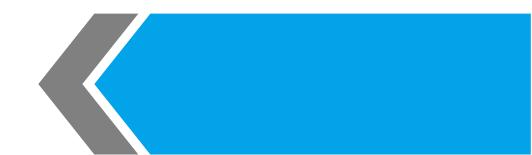
This interview workbook features Dr. Robert Malone, a renowned figure in the medical field, discussing his insights on the global response to the COVID-19 pandemic, the intricacies of vaccines, alternative treatments, and the complex pharmaceutical industry.

Understanding this information is imperative due to the ongoing pandemic situation and it equips readers with a broader outlook on the global health crisis.

The exercise-based approach in this workbook will help the readers to reflect on the key points covered in the interview, understand their implications, and apply the knowledge in real-world situations.

## \_\_\_\_\_ ¶¶ \_\_\_\_\_

"Time has proven that statements from powerful health organizations can often be wrong."



## **REFLECTION/PERSONAL ANALYSIS**

• What is the primary focus of Dr. Malone's interview?

• Why did Dr. Malone emphasize the significance of dissecting different treatment protocols for immunocompromised individuals in this current health crisis?

• Explain the intricacies regarding the Emergency Use Authorization (EUA) for vaccines.

• Identify the impact of dynamic public health policies in controlling the COVID-19 pandemic.

• How does US scientific recommendations influence global COVID-19 policies?

## **REFLECTION/PERSONAL ANALYSIS**

• Discuss some instances where erroneous public health information led to policy reevaluations.

• Can pharmaceutical companies be held liable for the harmful effects of vaccines during outbreaks? Justify your response.

• Analyze how vaccine protection serves individuals at risk.

• How does the licensing process of vaccines work in the US?

• Discuss the technological advancements behind genetic vaccines and gene therapy.



## **REFLECTION/PERSONAL ANALYSIS**

- What factors determine whether a vaccine is "fully ready" for human use?
- Why is it important to scrutinize public health statements from powerful health organizations?
- How could misinformation from trusted health organizations potentially impact Public Health on a global scale?
- Delineate your understanding of the current vaccine scenario in the US.
- Critically analyze the statement: "Time has proven that statements from powerful health organizations can be often wrong."
- Relate how this interview has impacted your understanding of the global response to the COVID-19 pandemic.

## SITUATIONAL AWARENESS

Write a short review of the potential benefits and drawbacks of the information discussed in the interview, and its relevance to public health.

Highlight your understanding of the conspiracy theories against government therapeutics.

### LISTING/ENUMERATION ACTIVITY Key Takeaways

List some potential consequences of suppression of early therapeutics.

- 1.
- 2.
- 3.

Construct two follow-up questions you would ask Dr. Malone if you had the opportunity.

1.

2.

3.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.

Key Takeaways



## DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

*Daryl Urbanski* is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How? Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.



These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



## **SUGGESTED TOPICS:**

## 8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- 3. Marketing Strategy

- 4. Market Intelligence
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence



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with Daryl Urbanski on using automation to grow your business





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## Who is Daryl Urbanski?

Daryl Urbanski	Back (1) +1 (289) 700-1345			
ave I ever helped you in any way? How? Can you please share? I'm	Text Message Today 8:44 AM	<ul> <li>✓ Q. Search</li> <li>✓ Ye-hoshua Mumba ► Daryl Urbanski Just now • ♥</li> </ul>		
urious to know what and who's out there. The more specific you are the etter.	Really appreciated your speech and table topic			
Like 📕 Comment A Share	today.	Hey Daryl Urbanski, I just wanted to take a moment to appreciate you and express my gratitude for your life. Thank you for your selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesome Thanksgiving! All the best and thanks again.		
Varena Dee, Ismail Abdallah and 5 others	Hello Daryl, this is			
Sentifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful.xo	Indraneel.			
Unlike · Reply · O 1 · 7 hrs	Love the sincerity and			
Tom McGuire You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!	raw energy.			
Like · Reply · 6 hrs	But, mostly importantly I love the undying passion you have for the			
Rukstar Lorde You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.				
Like · Reply · 5 hrs	betterment everyone.			
Amie Loxton Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.		📫 Like 💭 Comment		
Like · Reply · 4 hrs	I find it inspiring and is	<b>O D D D D D D D D D D</b>		
Ben Bush We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.	quintessential for all humans.	🙆 Daryl Urbanski		
Like · Reply · 3 hrs		Write a comment		
Varena Dee I just started paying attention to your postings and the one that aught my attention was if you gave someone \$1,000 how would they make it grow First time I became interested in your posting have a lovely day	Text Message			
Like · Reply · 3 hrs	C Text Message			

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			.390	64	\$190,206.66	-\$12,916.95	\$177,289.71	
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		Sent 🕑	:475	129	\$421,429.41	-\$30,063.00	\$391,366.41	
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## Young Entrepreneur Award



## Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

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## **Case Study**

## Turning \$50,000 USD into \$212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

#### **Objectives**

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

#### What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

### Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

## Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Week of May 30Week of June 6Week of June 13Week of June 20Week of June 27Week of July 4Week of July 11Week of July 18Week of July 25Week of Aug 1Week of Aug 25Week of Aug 15Week of Aug 29Week of Sept 5Week of Sept 12Week of Sept 19Week of Oct 3Week of Oct 10Week of Oct 17	EVG \$127	MTD	YTD	ES-EVG	MTD	YTD
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Week of June 20 Week of July 27 Week of July 4 Week of July 11 Week of July 18 Week of July 25 Week of Aug 1 Week of Aug 20 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of July 4 Week of July 4 Week of July 11 Week of July 18 Week of July 25 Week of Aug 1 Week of Aug 25 Week of Aug 22 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,496
Week of July 4 Week of July 11 Week of July 18 Week of July 25 Week of Aug 1 Week of Aug 15 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,754
Week of July 11 Week of July 18 Week of July 25 Week of Aug 1 Week of Aug 8 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,026
Week of July 18 Week of July 25 Week of Aug 1 Week of Aug 8 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,549
Week of July 25 Week of Aug 1 Week of Aug 8 Week of Aug 15 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,815
Week of Aug 1 Week of Aug 8 Week of Aug 15 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,297
Week of Aug 8 Week of Aug 15 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,297
Week of Aug 15 Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,494
Week of Aug 22 Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$1,542	\$5,497	\$49,409	so	\$197	\$48,494
Week of Aug 29 Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,494
Week of Sept 5 Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,494
Week of Sept 12 Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,666
Week of Sept 19 Week of Sept 26 Week of Oct 3 Week of Oct 10	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,127
Week of Sept 26 Week of Oct 3 Week of Oct 10	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,776
Week of Oct 3 Week of Oct 10	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,973
Week of Oct 10	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,370
	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,370
Week of Oct 17	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,764
	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,318
TOTAL	\$156,165			\$56,318		
		ital:	\$212,484			



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## CASE STUDY

## Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

#### **Objectives**

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

#### What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

• Doubled the ad spending using the profit from the week before.

#### Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

#### Why it was smart to work with us

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

◆ Listen to Daryl's interview with Kent Martin about how they grew the business: <u>https://members.bestbusinesscoach.ca/inside-a-7-</u> <u>million-dollar-automated-funnel-building-up-to-over-300000-</u> <u>facebook-followers-from-scratch-with-kent-martin-2/</u>.



#### Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



## O Daryl Urbanski

#1 Bestselling Business Author, Business Coach, Entrepreneur, & Student Of Life...

#### YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire business owners. How? You'll do better when you know better.

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