

# Rewiring Business Systems Through Mindset and Perception

**BEST BUSINESS PODCAST**  
with Anders Hansen



**BestBusinessCoach<sup>®</sup>**  
"Your Success Is My Success" - Daryl Urbanski



**This workbook distills the episode's core teachings into a focused self-reflection and awareness guide.**

You'll explore the illusions of Hustle, Luck, Fear, Lack, and Knowledge and how each can subtly distort your decision-making, emotional state, and long-term trajectory.

---

“ ”

---

*The biggest illusions are not the ones created on stage, they're the ones we create in our own minds.*

**Anders Hansen**





## REFLECTION/PERSONAL ANALYSIS

- How has the belief “I must work harder than everyone else” influenced your decisions or lifestyle?
- Describe a time when increasing effort did not improve your results. What might have been missing?
- When you see someone else succeed, what is your first internal explanation—skill, luck, timing, or something else?
- What fear currently has the greatest influence over a goal you want to pursue?

## REFLECTION/PERSONAL ANALYSIS

- In what area of your life do you feel you “don’t have enough” (time, money, experience, support)?
- How has believing in lack limited your willingness to act?
- What is one concept you intellectually understand but consistently fail to apply?
- How often do you set goals that truly stretch you beyond what feels comfortable?





## REFLECTION/PERSONAL ANALYSIS

- What emotional state do you most frequently operate from pressure, ambition, doubt, inspiration?
- What belief about yourself most directly shapes your current level of success?
- How aligned do your daily actions feel with your long-term vision?
- On a scale of 1–10, how responsible do you feel for your current results—and why?



## SITUATIONAL AWARENESS

If you removed the belief that success depends on external luck, how would your strategy change this month?

If fear were no longer a factor, what immediate action would you take toward your biggest goal?

## LISTING/ENUMERATION ACTIVITY

### Key Takeaways

List three current goals that feel exciting but intimidating.

- 
- 
- 

List three recurring thoughts that may be reinforcing one of the Five Illusions.

- 
- 
- 

List three daily actions that would better align your mindset with the person capable of achieving your C Goal.

- 
- 
- 

***Use these takeaways to guide your approach to supporting hormonal health and building sustainable recovery habits.***

Key  
Takeaways



# DARYL URBANSKI

FOUNDER | PRESIDENT OF [BESTBUSINESSCOACH.CA](http://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.



**BestBusinessCoach<sup>®</sup>**  
"Your Success Is My Success" - Daryl Urbanski



# 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



## FEATURED ON



The **enchantingLawyer**™

with  
Daryl Urbanski on using  
automation to grow your business



Listen on  
**Spotify** Podcasts



# Who is Daryl Urbanski?

**Daryl Urbanski**  
13 hrs · [Share](#)

Have I ever helped you in any way? How? Can you please share? I'm curious to know what and who's out there. The more specific you are the better.

[Like](#) [Comment](#) [Share](#)

Varena Dee, Ismail Abdallah and 5 others

Jennifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful xo  
Unlike · Reply · 1 · 7 hrs

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!!!!  
Like · Reply · 6 hrs

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

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 · Reply · 4 hrs

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.  
Like · Reply · 3 hrs

Varena Dee I just started paying attention to your postings and the one that caught 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...  
Like · Reply · 3 hrs

"Your Success Is My Success" - Daryl Urbanski

**Text Message**  
Today 8:44 AM

Really appreciated your speech and table topic today.

Hello Daryl, this is Indraneel.

Love the sincerity and raw energy.

But, mostly importantly I love the undying passion you have for the betterment everyone.

I find it inspiring and is quintessential for all humans.

Ye-hoshua Mumba ► Daryl Urbanski  
Just now · [Share](#)

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.

[Like](#) [Comment](#)

**Daryl Urbanski**

[Write a comment...](#) [Post](#)

**Eram Saeed** Online

lients	Num Credits	Sales	Credits & Returns	Monthly Total - Collected
558	39	\$87,811.00	-\$4,210.00	\$83,601.00
673	70	\$268,462.75	-\$11,046.00	\$257,416.75
390	64	\$190,206.66	-\$12,916.95	\$177,289.71
646	67	\$230,864.49	-\$9,930.50	\$220,933.99
871	64	\$118,693.18	-\$8,863.99	\$109,829.19
806	38	\$116,709.21	-\$5,642.00	\$111,067.21
069	24	\$149,608.56	-\$6,471.00	\$143,137.56
572	83	\$224,886.21	-\$13,710.00	\$211,176.21
286	137	\$329,688.79	-\$25,535.25	\$304,153.54
475	129	\$421,429.41	-\$30,063.00	\$391,366.41
489	95	\$232,004.55	-\$18,441.50	\$213,563.05
307	67	\$212,497.70	-\$14,737.98	\$197,759.72
		\$1682,862.51		<b>\$2,421,294.34</b>
				2015 Total: \$1,642,000.00
				Increase of: <b>\$578,425.67</b> 23.89%

ok gotta go meditate now  
catch u later

sooooo appreciate you my friend. this is my dream come true....building a profitable list  
thank you!

Type a message here

[Photo](#) [Video](#) [Message](#) [Location](#) [Profile](#)

www.BestBusinessCoach.ca

Today

Oh, I just realized it was thanksgiving and I never said thank you to you.

Thank you dear Daryl for being my mentor, coach, teacher, advisor, boss 😊 and a great friend. You are an angel of a person God sent my way & after my Allah, parents & teachers, I owe my professional success to you & only you! 🙏 I wish & pray you get happiness, peace, prosperity, wealth with health and a life partner as pure and loving as you are 😊 You're the best! Good Morning!

Messages Avriel Details

<https://youtu.be/wU0PYcCsL6o>

Thank you for everything.

Today 8:40 AM

You're an amazing man.

Good morning

(^\_^-)

That's a really nice thing to hear.

What makes you say that?

Thank you.

Delivered

iMessage

Like Comment Share

9:54 AM 69% Fido

Search Who Can See This?

Ben Simkin 9 mins · Brisbane, Australia ·

Daryl Urbanski is that guy whose IQ is through the roof but just quietly and unassumingly is achieving massive results and making the biggest difference in his clients lives

Like Comment Share

5:38 AM 84% Fido

Search

Daryl Urbanski Yesterday at 1:39 PM ·

Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

Write a comment... Post

Amazon Bestsellers

Our most popular products based on sales. Updated hourly.

Any Department

Kindle Store

Kindle eBooks

Business & Investing

Marketing & Sales

Advertising

Consumer Behaviour

Marketing

Public Relations

Sales & Selling

Livres français

Best Sellers in Marketing & Sales

Top 100 Paid Top 100 Free

1.  ✓

Ancient Secrets Of Lead Generation by Daryl Urbanski Kindle Edition Free

- Best Selling Author
- International Speaker
- Proven Track Record
- Clients Currently Paying \$50k-\$150k + % Royalty

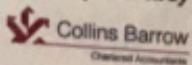
## Young Entrepreneur Award



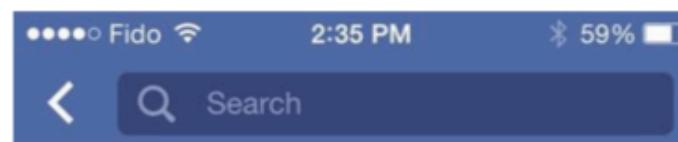
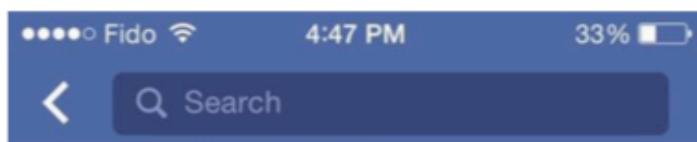
### **Daryl Urbanski BestBusinessCoach.ca**

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'.

*Award sponsored by*







Scott Bradley likes this.

**Scott Bradley**  
Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.

Just now · Like · Reply

**Daryl Urbanski**  
Thank you for your kind words.. Much appreciated. (^\_^)

What makes you say this tho?  
14 minutes ago · Like · Reply

**Luis Rivera**  
Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)

**Messages**

the same way.

I don't know what to do

Do it for them. I'm going to come back down and see the process through myself.

Today 9:12 PM

You are a great son

**Text Message** **Send**

# 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.

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



**Otto Ruebsamen** Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

**Love** · Reply · 15w



↳ Daryl Urbanski replied · 2 Replies



**Darren Veerapa** Niiiiiiice!!!

**Love** · Reply · See Translation · 15w



**Ed O'Keefe** This is a great post Daryl Urbanski!!! Amazing work

**Love** · Reply · 15w



↳ Daryl Urbanski replied · 1 Reply

Amazon.ca Best Sellers: The most popular items in Marketing & Sales

Author Central · Amazon.com: Kindle · Inbox (58534/822...) · Amazon.ca Best Sel... · Ancient Secrets Of ... · Time Saving Secret... · SMART Goals - Th... · PageRank: click... · www.amazon.ca/Best-Sellers-Kindle-Store-Marketing- · author central amazon · Most Visited · My LS App · LS CanadianKiosk · The Club · User home | Clic... · 4 How to Create a ... · Marketing & Sal... · Jits · MMA Mastery Adv. · Hello, Sign In · Your Account · Cart · Wish List · Bookmarks

Shop by Department · Search · Kindle Store · Go · Hello, Sign In · Your Account · Cart · Wish List · Bookmarks

Kindle Store · Buy A Kindle · Free Kindle Reading Apps · Kindle Books · French eBooks · Kindle Singles · Accessories · Manage Your Kindle · Kindle Support

## Amazon Bestsellers

Our most popular products based on sales. Updated hourly.

Any Department · Best Sellers in Marketing & Sales · Top 100 Paid · Top 100 Free

1. DARYL URBANSKI Ancient Secrets Of Lead Generation · Make Money With YouTube - How I Made \$1,107.00 From 4-Minute YouTube Videos · How to Build Brand Awareness With Specialty Advertising and Promotional Items: A Step by Step Guide · 5 STEPS TO WINNING WITH kdp Select · HOW TO GENERATE LEADS FOR YOUR BUSINESS · The 7 DEADLY SINS OF ADVERTISING and HOW TO AVOID THEM

2. DARYL URBANSKI Ancient Secrets Of Lead Generation: Y... by Daryl Urbanski · Kindle Edition · Free

3. Meir Liraz · How to Build Brand Awareness With Specialty Advertising and Promotional Items: A Step by Step Guide · Email Marketing Blueprint - ... Kindle Edition · CDN\$ 3.09

4. JEFF BENNINGTON · 5 STEPS TO WINNING WITH kdp Select · Christian Blaha · HOW TO GENERATE LEADS FOR YOUR BUSINESS · The 7 DEADLY SINS OF ADVERTISING and HOW TO AVOID THEM

5. Meir Liraz · How to Build Brand Awareness With Specialty Advertising and Promotional Items: A Step by Step Guide · Email Marketing Blueprint - ... Kindle Edition · CDN\$ 3.09

6. Meir Liraz · Email Marketing Blueprint - ... Learn SEO in 2013... Kindle Edition · CDN\$ 5.18

More to Explore in Marketing & Sales · Hot New Releases · See More

Email Marketing Blueprint - ... Kindle Edition · CDN\$ 3.09

SEO 2013. Learn SEO in 2013... Kindle Edition · CDN\$ 5.18

Secrets of the Six-Figure A... Kindle Edition · CDN\$ 4.99



Daryl Urbanski

August 15, 2015 ·

...

Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

Tag Photo

Add Location

Edit

55

20 Comments

Like

Comment

Share

[View 9 more comments](#)



John Mignano cheers Daryl Urbanski

[Like](#) · [Reply](#) · 2y



Sam Buckley Well done Daryl!!



[Write a comment...](#)



# 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.

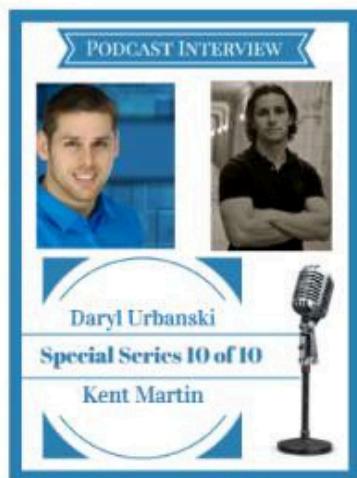
## Results

- 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: <https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/>.



### **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...



#### Goals:

- 1) \$6.5MM in revenue from automated online sales and conversion strategies (Stretch Goal of \$10MM)
- 2) Build a Lead Generation Machine For Sales Team  
- steady flow of quality leads with sufficient volume
- 3) Improved web presence / front end website(s)



[Join Our Mission](#)



**BestBusinessCoach**

"Your Success Is My Success" - Daryl Urbanski



For more helpful articles, visit our website.

[www.bestbusinesscoach.ca](http://www.bestbusinesscoach.ca)

You can also follow us on:



**Best Business Podcast**



**Daryl Urbanski**



**Best Business Coach**



**@skillsforsuccess**



**@darylurbanski**