

Fridays With Doria - Tony Nash

<https://www.booktopia.com.au/>

Tony's Story

- He didn't have an MBA, he struggled in school, has been bankrupt, and found out that he has lived with ADHD all of his life, so if he can be successful in business, so can you
- Booktopia started on \$10 a day
- He was in internet marketing, recruitment
- He realized that he could start his own website
- The growth of his company started off slowly but grew exponentially
- The company was listed on the stock exchange in Australia
- Initially, all of their orders went through another company
- Then they started delivering on their own orders
- His company grew substantially and then the board that was running the company, told him he was being let go
- He told a story of when Robert Kiyosaki went through a difficult time and Robert asked himself what would Bucky say. He came to the conclusion that Bucky would say "The reason this happened is because you are playing too small, it's now up to you to play a bigger game".
- Tony realized he needed to play a bigger game
- When he was let go, he was bombarded by reach outs asking if he was okay

- He understood that he could choose to be better or he could choose to be bitter
- He regrouped with his advisors and although there was a lot of uncertainty about it, he was certain he needed to take it to the shareholders of Booktopic. When he did that, the chairman and the director realized that the board didn't have the numbers to fire him.
- In the end, the entire board resigned
- He is recruiting for a new chair and new board members
- Now Booktopia turns over 240 million a year and has 300 employees and has donated about 5 million dollars supporting literacy
- Tony shared that if knowledge and skills are not automatic, then they are not available to you

Money & You

- Money & You helped him to learn how to get out of his own way
- During part of his first workshop, something came up about integrity, so he looked up the definition of the word integrity and he realized that he didn't understand what it meant
- He was playing a game and someone asked him not to be on his team. He later told him he didn't want to be on his team because he didn't have any integrity.
- Tony wanted to have integrity, so he started to search about what integrity looks like and observe examples of it in the world
- After doing this work, he began getting feedback from others saying "you have such great integrity"

- He loved attending Money & You because he could test the things he was learning

How to develop compassion for yourself

- Ask yourself “is being hard on myself serving me?”
- Realize there is no such things as failure, there is only learning experiences
- Find ways to go easier on yourself
- When you are challenging yourself, you will bump up against other people’s belief systems and turbulence but remember that all of the best things are on the other side of the turbulence

What authors do not understand about promoting their books

- There is a lot more responsibility on the author than ever before
- You need to have your own social platform, and followers, especially when you are a subject matter expert
- Tony met the guys from Amazon and Book depository - they are of the opinion that more is more - they don’t care if they have too many books on their sites but people don’t want to have that much choice, they want to know that it’s quality material
- Most authors use to Booktopica affiliate program and provide a link on their website to Booktopia

Online marketing today

- In the beginning, it was Google ads and email marketing but now there are so many other ways to market

- Google ads are 40% of the traffic, organic is 30% - he's been making sure he has a site that ranks high on Google for years
- They did all marketing in house
- For every dollar that they spend, they decided that they must get \$10 in revenue
- Everything they have done has been profitable
- What's the point of being busy and making no sales?
- He built the company on digital marketing
- As a good entrepreneur, you need to hand over the reins and make sure other people are doing what you used to do, otherwise, you will never scale

----- Chat -----

00:32:31 Connie Benjamin: <https://www.booktopia.com.au/>

00:42:47 Dame Doria (DC) Cordova: playing too small!

00:51:05 Hope: we were listening intently

00:51:11 Dr. Wright- Wright Place Studios: If it's not automatic, it is not available to you

00:51:20 JOY Megas: Mastery in a new market

00:51:20 Connie Benjamin: You can choose to be better or you can choose to be bitter - it's up to me

00:51:20 Es Chandra: "Not to play the small game, it's time to play the big game"

00:51:35 Dr. Wright- Wright Place Studios: He was right in wanting to step to a different position even though the board wanted him to stay

00:51:45 KimLe- Master Heart Healer: Play a bigger GAME!!!! 00:51:50 Philbert: Big game
00:51:53 Connie Benjamin: In the end, all of them resigned 00:52:00 Barbie Layton: His story is epic!
00:52:29 Orna: Sometimes success grows bit by bit!
00:52:31 Barbie Layton: I also appreciate that he has humble beginnings and took losses and turned them into wins.

00:53:12 Orna: Really fabulous Doria. It's great to see you.

00:53:38 Michele A. Wilson: Tackle different mountains along the way.

00:54:06 Es Chandra: Hi everyone following Doria's advice this is my advertising agency in Australia, please check it out: [https:// www.glideagency.com/](https://www.glideagency.com/) We are looking to build partnerships in the US!

00:55:16 Al Chan Malaysia: I am Al Chan from Malaysia +60123267689(WhatsApp) Talent scout for acting in TVC/ movies/ short films/infomercials/photoshoots corporate videos. Let's get connected

<https://www.facebook.com/AL.Chan.39> or AL Chan talent scout or LinkedIn: <https://www.linkedin.com/in/al-chan-talent-scout-23ba891b1>



Also into export of Commodities like palm oil products etc

00:56:25 Susan Meredith: MentaMorph Money is a financial education game and workshops to practice financial decisionmaking, the "Candy Crush for financial education." We provide a chance to play the game for one hour every first Wed and third Thurs. Email

susan@mentamorph.com for details. Check out the website for more info.

00:56:31 Connie Benjamin: <https://MoneyandYou.com> will be back LIVE to San Diego Nov. 2 - 5, 2022

We have an awesome Affiliate program if you wish to create another Income Generating Activity or to create being in the event, please contact Doria:

info@moneyandyou.com or text her office: 1 619 224 8880 - thank YOU! Would love you there!

Always looking for JV partners to collaborate -- to support us all in expanding our global markets.

00:56:54 Connie Benjamin: Join us at the <https://www.GlobalExcelleratedBusinessSchool.com> March 7-17, 2024. Tuition includes 10 days accommodations and all meals / breaks / classroom materials and bonuses! Go and click on: NEXT STEP and speak to a team member and see if you wish to be invited. 00:57:20 Connie Benjamin: What am I doing in my day to day life to prohibit more income?

00:57:50 Dr. Wright- Wright Place Studios: Your beliefs about yourself should not be transformed to your business if it keeps it down

00:57:58 Ashton Laurent: So sorry. I have to leave. I'll catch up on the recording.

00:58:06 Susan Meredith: How did you get out of your way? 00:58:59 Barbie Layton: International best-selling author, speaker, intuitive healer and corporate coach, [Www.barbielayton.com](http://www.barbielayton.com)

The Best You TV host of "You Are Amazing!" With

amazing thought leaders, such as Dame Doria! I do one of a kind Soulprint intuitive healings to clear blocks and help clear limiting beliefs and help manifest your dreams.

[Calendly.com/intuitivebarbie1](https://calendly.com/intuitivebarbie1)

00:59:23 Connie Benjamin: <https://MoneyandYou.com> will be back LIVE to San Diego Nov. 2 - 5, 2022

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01:00:04 Laura Ibarra --: You will love that Michele Wilson!

01:00:15 Laura Ibarra --: Words definitions =)

01:00:34 Dr. Wright- Wright Place Studios: Ahahha Yes Michelle Wilson

01:00:48 R.Vijaya Saraswathy, India: Looking for the meaning of the word Integrity in the dictionary

01:02:11 Susan Meredith: But it IS part of the program. You just took awhile to get it.

01:03:06 Michele A. Wilson: LOI. Yes, Laura & Dr. Wright, I love

looking up the definitions of words

01:03:40 Laura Ibarra --: noun. /ɪn'tɛgrəʃi/ [uncountable]

1the quality of being honest and having strong moral principles personal/professional/artistic integrity to behave with integrity a man of great integrity.

01:03:55 Kessa Gooden: Looking to connect with everyone, Kessa Gooden 404-992-3971
888kessa@gmail.com

01:04:03 Connie Benjamin: <https://maria360.com>

01:05:06 KimLe- Master Heart Healer: I love to connect
[@KimLeHealer.com](mailto:kimle.healer@gmail.com) kimle.healer@gmail.com

01:06:19 Dame Doria (DC) Cordova: send your peeps to sign up by Sunday - Money & You tuition is going up then.

01:07:20 Dame Doria (DC) Cordova: <https://www.moneyandyou.com/myregistration-2/>

01:07:42 Barbie Layton: Embrace the suck!

01:10:15 KimLe- Master Heart Healer: Thank you Tony, Doria

and Maria

01:10:52 Connie Benjamin: <https://www.moneyandyou.com/>



[myregistration-2/](https://www.moneyandyou.com/myregistration-2/)

01:10:56 Maria Simone- ZenMoose Capital: Chad and I will be attending the full weekend together for the first time in over 10 years!

01:11:34 JOY Megas: I have a speaking engagement tonight.... Got to go... wish me luck..

01:12:06 Connie Benjamin: The Doria Cordova Foundation <https://doriacordovafoundation.org/>

01:12:09 Connie Benjamin: Support this beautiful project to empower the Homeless that is being led by Dr. Letitia Wright (Crowdfunding expert) <https://crowdfundednow.com/adopt-a-homeless-person/> - please

connect with her for this loving project - [http://](http://www.wrightplacetv.com)

www.wrightplacetv.com 909 235 9744

drletitia@wrightplacetv.com

01:12:17 R.Vijaya Saraswathy, India: Sorry for my internet is unstable, hence I am on audio only

01:14:44 Connie Benjamin: A gift to support you in

building your Economic Engine at [https://](https://moneyandyou.com)

moneyandyou.com - Excelled Business Success

Model - how to create, build and grow a socially-

responsible organization. Both in English and Spanish!

Experiential Exercise - [https://fridayswithdoria.com/](https://fridayswithdoria.com/recovery-magical-exercises/)

[recovery- magical-exercises/](https://fridayswithdoria.com/recovery-magical-exercises/)

Do the Recovery Magical Exercises to support you in

clearing multi-generational financial decisions that have

been activated during the pandemic or in life... These

exercises have been done by some of the financial

masters / experts / best selling authors that you see

everywhere..Gifts to keep YOU going through the Global

Paradigm Shift!

01:14:58 Connie Benjamin: Access To Cash: The New

Definition of Wealth...And It's Not What You Think It Is - is

now available for only \$6.97 USD in Amazon. You can

search Doria's name: Doria Cordova - and search for the

name of the book to help her with algorithms (learned from

David FAGAN!)

Then:

Go to www.AccessToCashBook.com a Bonus Gift:

Chapter 2 of the Money-Making Systems Manual – 20-

Page Personal Productivity System:

- Hot Tips For Creating Your “Perfect” Desk And Office • Steps To Creating Your “Perfect” Desk and Office • Daily Procedures And Checklists • How To Manage Yourself To Do The Workload ·and more!

This tool has been used, tested and tweaked by countless entrepreneurs, professionals and educators. It will organize you to focus on more Income-Generating Activities and Create More Leverage! Enjoy!

01:15:12 Connie Benjamin: <https://www.leverageto.cash> – only \$67.

In this easy-to-follow Online Course you will learn distinctions for leveraging your time, money, resources, networks... your energy!

Doria shares distinctions to be more productive which will support you in staying focused on more income-generating activities. You will learn how to separate out the activities you are doing that generate CASH and focus on them. Finally, you will learn the ultimate lesson in LEVERAGE which is to move your business past yourself.

01:15:29 Susan Meredith: If you have a group that will benefit from an experiential workshop playing multiple scenarios of a financial game online, get in touch with me. We play scenarios, discuss results and cover important financial concepts; monetary and nonmonetary. MentaMorph Money.

01:15:34 Barbie Layton: Looking forward to coming to Money and You in November for the first time!

01:15:47 Connie Benjamin: <http://MoneyandYou.com/> EvolveXP event and meet our global social entrepreneurs.

If you have wanted to expand your global markets with loving entrepreneurs, we are for you! It's not a Zoom training - there will be interactive / transformation exercises - as close as we can get to our 42-year

old <https://MoneyandYou.com> program... The next event is being held AsiaPac hours 5 pm - 12 am - 2 & 3 December 2022 01:16:06 Connie Benjamin: <https://LifeWave.com/ChrisMentzel>

Doria highly recommend the Nanotechnology - Stem Cells - Light- based Patches for Health, Vitality and Youthfulness - she has been using since the beginning of the Covid Pandemic to keep Doria's immune system strong

Do you love PROSPERITY? Business Opportunity for powerful, influential networkers who are looking for ULTIMATE LEVERAGE while bringing Light Wealth Health to the world... If you are not interested, who do you know? You can benefit tremendously from the introduction..

This 4 minute video shows the success of relieving pain on horses and animals <https://www.youtube.com/watch?v=BJ8EA0fANI0> If you know horse owners, pass the word! 01:16:18 Connie Benjamin: DISC Profile system. Our Business School Instructor, Carol Dysart, has this wonderful gift for you: <https://globalsparks.com/moneyandyou/freedisc>

Legal Shield is a great service to have to ask for quick legal support and forms as part of the low price membership fee:

global888enterprises.wearelegalshield.com - this doesn't replace the need for great legal support.

01:16:33 Connie Benjamin: <https://TopTalentJV.com/> One 1/2 days of Masterminding with experts / masters / professionals / entrepreneurs -- YOU! Awesome environment to create business relationships - Joint Ventures

01:16:46 Connie Benjamin: Connect with Doria

Clubhouse @DoriaCordova

Also, Follow in Clubhouse the Money & You Club – and get an invitation into Clubhouse's Fridays With Doria event!

To learn more about Doria Cordova and her work: <https://DCCordova.com>

<https://www.facebook.com/DCCordova>

<https://www.linkedin.com/in/dccordova/>

<https://www.instagram.com/damedccordova/>

<https://twitter.com/dccordova>

<https://www.facebook.com/moneyandyou>

<https://www.youtube.com/user/MoneyAndYouEducation>

01:19:23 JOY Megs:

01:19:31 R.Vijaya Saraswathy, India: Wow Barbie.. Love, Learn and Leverage...Yes Money & YOU is win win

01:19:43 R.Vijaya Saraswathy, India: Be Kind to Mankind

01:20:17 Dr. Serge: It was great seeing all of you today. Thanks Tony for sharing your experience with us. Sorry I have to go - take care!

01:22:44 Connie Benjamin: <https://MoneyandYou.com> will be back LIVE to San Diego Nov. 2 - 5, 2022

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01:23:02 Connie Benjamin: <https://www.moneyandyou.com/myregistration-2/>

01:23:15 Carol Dysart - PeopleSmart.Solutions: Hello all Graduates! I do have a lot of opportunities for graduates to play with PeopleSmart. Please schedule a time to meet with me to discuss your business, your interests and how I can support you at <http://www.Calendly.com/peoplesmart> Or text me to +1 619 309 6444.



01:24:23 R.Vijaya Saraswathy, India: Is that serving you?

01:26:02 Dr. Wright- Wright Place Studios: 3 out of 3 is the same as 10/10 when you put it in proper perspective

01:26:15 Kait Rich: Love that Tony (and so nice to see you!)

01:26:49 JOY Megs: Sometimes salvation is in the eye of the storm

01:28:01 KimLe- Master Heart Healer: Hanging on to the turbulent because we are almost get to the other side!!!!

Thanks

Tony

01:28:11

KaitRich: That was one thing I noticed about you during your talk at BSE – just how grounded you still felt in the midst of the challenges you've been experiencing.

01:31:57 Maria Simone- ZenMoose Capital: These are great insights for authors!

01:33:39 Connie Benjamin: <https://www.booktopia.com.au/>

01:34:17 Connie Benjamin: <https://www.booktopia.com.au/bren-brown/author1121.html>

01:35:33 Cindi B Ruiz: Starting an affiliate program with a health care product. Also writing out a project to share product. Business newbie.

01:37:26 Abe Serrano: Abe Serrano Rooming Inc
Homeless program in California

01:37:32 R.Vijaya Saraswathy, India: Every dollar we spend we must get it back

01:37:41 Dr. Wright- Wright Place Studios: Why be busy making no money??

01:38:06 Abe Serrano: Abe 818 200-8067

abeser@gmail.com 01:38:37 Laura Ibarra --: Why be busy making no money? -- Dr W. we react at the same time on that LOL

01:39:49 Donn: What data do you look at in your business to help with decision making.

01:40:14 Dr. Wright- Wright Place Studios: @Laura Ibarra... I KNOW rightt??? LOL

01:40:53 Laura Ibarra --:

01:43:40 Connie Benjamin: <https://MoneyandYou.com> will be back LIVE to San Diego Nov. 2 - 5, 2022



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01:43:54 Connie Benjamin: <https://www.moneyandyou.com/myregistration-2/>

01:44:15 Tom Chesser: Love all of you. Sorry, I have to run to another event on Clubhouse. hope to see everyone Nov 2-5
01:53:10 Laura Ibarra --: Love that one!

01:54:56 Maria Simone- ZenMoose Capital: This has been a great gathering —THANK YOU Tony. Brilliant! And THANK YOU Doria for holding this space and for keeping Money and You so alive. See you all next month!

01:55:11 Maria Simone- ZenMoose Capital: Love you all!

01:56:26 Dr. Wright- Wright Place Studios: Many roads, one destination

01:56:39 Laura Ibarra --:

01:57:01 Connie Benjamin: <https://MoneyandYou.com> will be back LIVE to San Diego Nov. 2 - 5, 2022

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01:57:11 Connie Benjamin: <https://www.moneyandyou.com/myregistration-2/>

01:57:22 R.Vijaya Saraswathy, India: Double Win Win

01:58:41 Wendy Tan: I like this Double Win Win

01:59:08 Laura Ibarra --: are we upgrading to win-win-win-win

01:59:43 Susan Meredith: It is four dimensions - must have four dimensions to create space. A business is a space.



01:59:51 Connie Benjamin: <https://www.booktopia.com.au/>

02:04:22 Kait Rich: How wonderful to look back on what you've accomplished since your business school :) So cool. Thanks for everything Tony. Very inspired

02:04:26 Connie Benjamin: https://www.linkedin.com/search/results/all/?heroEntityKey=urn%3Ali%3Afsd_profile%3AACoAAALyhNwBkV9NS4bhFhvVms9iK_Y4nvw48jQ&keywords=tony%20nash&origin=RICH_QUERY_SUGGESTION&position=0&searchId=c689de87-b121-4158-88a6-daed09b606f0&sid=G%40P

02:04:30 Laura Ibarra --: thanks for this space! - Family awaits, happy to check the replay later on. Have a great

Night/ Day!

02:06:57 Orna: Thank you everybody! Ho'oponopono

02:07:01 R.Vijaya Saraswathy, India: It was a amazing movement

02:07:41 R.Vijaya Saraswathy, India: DORIA & FRIENDS..Priceless!!

02:11:18 Connie Benjamin: www.FridaysWithDoria.com/Replays

02:11:26 Lanai Cecile: Gigantic love, Love, LOVE & ABOVE to you, Dame Doria, Connie and Everyone here in this Phenomenal

Tribe

02:12:07 Dr. Wright- Wright Place Studios: Thank you Connie for all your work, help and support here!!!

02:12:18 Connie Benjamin: So great to have you with us @Lanai!

02:12:50 Connie Benjamin: Thank you so much @Dr. Wright! So grateful for the incredible work you do to uplift the people around you!

02:24:22 Kait Rich: I have to head out but thanks for today everyone :)

02:26:46 Carol Dysart - PeopleSmart.Solutions: <https://Calendly.com/peoplesmart>

02:26:49 Connie Benjamin: DISC Profile system. Our Business School Instructor, Carol Dysart, has this wonderful gift for you: <https://globalsparks.com/moneyandyou/freedisc>



02:27:59 Dr. Wright- Wright Place Studios: It's great to see everyone!! Talk to you soon, Have to do dinner!

02:28:03 Dr. Wright- Wright Place Studios: with the fam

02:30:13 Carol Dysart - PeopleSmart.Solutions: TO see a sample of the KIDS DISC, go to <http://caroldysart.com/index.php/> disc to learn more and bring this to your parent friends and school and businesses go to <https://www.peoplesmartworld.com/partner-with-peoplesmart.html>