

WEEK #1

8 SECRETS TO A PROMINENT BUSINESS

#1. EVALUATE YOUR MARKETING CONTENT

- Every single piece of your business must scream, “I’m trying to serve your best interests.” NOT “I’m here to sell you.”
- The FEELING conveyed to your prospective buyers should be, “Hey Matt is here to help me, to serve me, and move me forward.”
- If you’re pointing people to a product or service, make sure that you talk more about “what the product will do for them and how it will make them feel” rather than “how amazing the product or service is.”

#2. DEDICATE YOURSELF TO C.E.

- In creating your ads, funnels, videos, etc... Become dedicated to the experience of the clients ONLY (client experience = C.E.)
- How you perceive your product/service isn't how everyone else sees it.
- Get out of your own head, take 3 minutes to ask yourself, "Is this going to serve them?" and "How can I convey this will serve them?"
- Your first question shouldn't be, "How can I make money from this?"

#3. SELL TO FUTURE-SELF ONLY

- Most people cannot put their dreams into words. They've forgotten how to dream and visualize their ideal future.
- Future-pacing → Show them how your (product/service) can bring them into their future self.

#4. SPECIFICITY SELLS

- Tell people... “Here’s exactly what you need to do. Here’s how you can best do it. Here’s why you’d be smart to do it now.”
- Being very specific provides clarity, and clarity = forward motion.
- If you truly care about your clients’ outcome, it’s impossible for you to let them make a big mistake... your brand = their success.
- Your success fundamentally depends on theirs.

#5. PROVIDE FOCUS

- A novice looks into a scope for the first time and it's blurry. They don't know how to properly adjust into focus. You = the seasoned rifleman to turn the dials and provide clarity for them.
- Most people have such a lack of focus and such a VAGUE idea of what they really want, they can't take action.
- Your marketing, products, services... must allow your customers and clients to define FOR THEMSELVES their biggest frustrations & challenges.
- "What would the picture look like if your business were operating the way you really want it to?" ← This can be asked of ANY product or service as well.

#5. PROVIDE FOCUS

- Without focus, people will not have clarity.
- Without clarity, people will not have a roadmap/blueprint.
- Without a roadmap/blueprint, people will not trust you.
- Without trust, people will not take immediate action.
- Without immediate action, your business will starve.

#5. PROVIDE FOCUS

- Most people gravitate towards companies/individuals who they truly believe can lead them to great results (less pain, more joy and ultimately the highest potential they can achieve).
- They silently say to themselves, "I don't know what to do..." and they're sick and tired of wandering around trying this thing and that thing.
- "I understand your frustration, and I can help you. It sounds like you really need XYZ, but can you first tell me if I'm off on that? *that's right* Okay so here's how I think I can help and why you'll love what I have to offer."

#6. SELL EMOTIONAL BENEFITS

- The first law of building a business: Logic does not sell.
- You must learn to compel people on an emotional level.
- Avoid feeling foolish.
- Desire feeling good about themselves.
- How can your product make people feel good about themselves?

#7. FIVE URGENT QUESTIONS

- “If I were buying this from myself, why on earth would I want this?”
- “Is there any particular reason I would want to get this offer today as opposed to tomorrow?”
- “How is this going to change my life for the better?”
- “Why is taking action better than continuing doing what I’m doing or just doing absolutely nothing at all?”
- “Who cares?”

#8. SHOW THEM HOW IT'S EASIER

- Explain why your product/service “reduces the height of the hurdle” and helps them bend the rules of the game to their will.
- Many clients worry about if they “stand out,” if they’re “special.” This sounds simple, but let them know they’re unique.
- Be of genuine help to them. Go over and beyond their expectations.
- Always be giving clear examples of how things work, rather than just explaining theories and concepts.