



PART TWO THE INTERVENTION



Are you tired of being flushed down sales funnels and slammed with email tsunamis?

“WTF is up with that anyways!?”

We keep seeing the same dusty old tactics being used to death. It is entirely predictable and becoming rather absurd. For example: Someone creates an online course, throws up a landing page, and we all know what happens next. Did someone say launch funnel?

With tens of thousands of people following in the footsteps of the “Big Name Blueprints & Formulas”, we have thousands of people saying and doing the same things, in the same way. It’s incredibly annoying, don’t you think?

Rather than seeking to find our unique, creative edge, we aim to out-perform our neighbour by shouting louder and claiming bigger, better results (even if they’re not proven or true).

We believe that things are changing quickly and those old “blueprints & formulas” just won’t cut it in the world that is emerging. This new world will require creativity, ingenuity and being bold enough to do what nobody has done before.

This new world will require that you create something that you are proud of - something that is rewarding in itself.

This new world will require that you forego manipulative marketing/sales strategies and embrace the humanness of yourself and your tribe.

JOURNALING EXERCISE (FROM THE FUTURE)

1. IF YOU WERE YOUR ULTIMATE CUSTOMER, HOW WOULD YOU WANT TO BE SOLD TO? DESCRIBE HOW YOU’D WANT IT TO FEEL.

2. WHAT KIND OF UPFRONT VALUE OR EXPERIENCE WOULD YOU NEED TO RECEIVE IN ORDER TO FEEL CONNECTED, INSPIRED AND TRUST THE SELLER ENOUGH TO INVEST IN THE THING THEY ARE SELLING?

BONUS: HOW DO YOU HONESTLY FEEL ABOUT THE CURRENT WAYS YOU’RE BEING TAUGHT TO MARKET TO YOUR AUDIENCE?

*****THE REASON WE ASK THESE QUESTIONS IS BECAUSE MOST OF THE ‘FREE OFFERINGS’ OUT THERE ARE JUST SALES PITCHES AND THEY OFFER VERY LITTLE VALUE IN EXCHANGE. LET’S CHANGE THIS!**

SHARE YOUR THOUGHTS & ANSWERS AROUND THE CAMPFIRE!