



PART THREE THE EPIPHANY



What if the way we've been taught marketing is outdated?

Think about it. At the moment, the strategies we put into place are meant to get attention, get leads and make sales.

It's all me, me, me, sign up for my free thing, buy my shit. (not that it's shit)
Where's the humanity in that?

What if our marketing strategy was to have meaningful conversations and build connection with people? Instead of "trying to sell," you are simply mediating conversations with people who share the same passions. As a result, you create a vibrant culture around your community and people who trust you (because you're not just trying to "get something" from them).

This whole, give me your email and I'll give you my free thing feels a little backwards don't you think? Shouldn't we have to earn the right to get that email address by providing upfront value?

Imagine if the person marketing to you, treated you like family? How good would that feel?

With the eCourse industry being saturated with launch funnels and email tsunamis, everyone's become jaded. This is making it more difficult to develop trust with the people we're aiming to serve.

This is actually great, because it allows those of us who are willing to be creative, vulnerable and authentic to stand apart from the rest. All we need to do is make our primary marketing strategy about developing meaningful connections with the people we care about. No gimmicks, no hype.

Otherwise, we'll be another schmuck trying to sell our thing.

To ensure you're not "that guy," (or gal) do the following journaling exercise...

JOURNALING EXERCISE

1. DESCRIBE THE TYPES OF CONVERSATIONS YOU WANT TO BE HAVING WITH THE PEOPLE YOU'RE EXCITED TO CONNECT AND WORK WITH. IF YOU WERE HANGING OUT AT A COFFEE SHOP, WHAT WOULD YOU BE TALKING ABOUT?

2. DESCRIBE YOUR CULTURE. WHAT DO THEY CARE ABOUT? WHAT IS THEIR ATTITUDE ABOUT THE THING YOU'RE PASSIONATE ABOUT?

BONUS: IF YOU WERE TO APPEAR ON OPRAH, WHAT QUESTIONS WOULD YOU WANT HER TO ASK YOU ON THE SHOW? (LIST FIVE)

****** SHARE YOUR ANSWERS AND THOUGHTS AROUND THE CAMPFIRE!***