

Key Person of Influence

Sonntag, 26. Mai 2024 10:02

Functional vs. Vital	Inner Circle	Big Game	Product Ecosystems
<p>= Vital people are irreplaceable and highly valuable.</p> <ul style="list-style-type: none">➤ Make partners not competitors➤ Redefine the game in your unique way➤ Spark fresh ideas➤ Produce instead of want➤ Share instead of study➤ Create a path not seek one	<p>= Top 10% of an industry</p> <ul style="list-style-type: none">➤ Statistically the top 10% of people in an industry share 90% of the best opportunities➤ These people know each other and collaborate➤ To get into these circles is the most important when trying to make big money within an industry	<p>= The big Vision you have and what you are up to in the world. What you want to be known for.</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Having a clear vision➤ Spark ambition➤ Give direction to your decisions <p>How to:</p> <ul style="list-style-type: none">➤ Write down the story of your life (many details, best and worse)➤ Identify recurring themes➤ Write down a list of your strengths and talents➤ Match up the strengths with your story➤ Define what you want to achieve in life➤ Reduce it to a single sentence➤ Properties of a Big Game:<ul style="list-style-type: none">○ It is fun○ It has players○ It has a price to win○ It has a way to win and loss	<p>= The idea to sell with a system of different products instead of single ones</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Selling more and to different people➤ Make room for collaboration➤ Using Products for marketing➤ Using products to upsell customers <p>How to:</p> <ul style="list-style-type: none">➤ Make a mix of products that fit into your brand➤ Have free, medium and high priced products to serve different levels of customers➤ Give away as much free content as possible➤ Productise your services<ul style="list-style-type: none">○ Standardise the execution○ Name the methods○ Train others on your methods➤ Create products that sell even when you aren't working<ul style="list-style-type: none">○ Videos, podcasts, books, online courses

1. Pitch	2. Publish	3. Product	4. Profile	5. Partnership
<p>= Answer to the question "What do you do?"</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Light up when asked "what do you do"➤ Be clear what you want➤ Be able to talk for a few minutes or hours confidently <p>How to:</p> <ul style="list-style-type: none">➤ Define your Big Game and the Vision you have➤ Solve a Problem➤ Be realistic➤ Align the pitch to your story and authority➤ End it on the essential feeling➤ Persent something better, chapter or more conveniently than others➤ Be polarising. Someone should either love or hate it➤ Embrace criticism and listen to it	<p>= Publish a book</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Promote yourself➤ Show authority➤ Be more trusted➤ Have something to show➤ Organise your thoughts <p>How to:</p> <ul style="list-style-type: none">➤ Find a topic and style<ul style="list-style-type: none">○ Niche book for thought leadership○ Book of interviews○ Book of tips○ Picture book○ Creative piece➤ Answer at least one specific question in your book➤ Write 30.000-50.000 words➤ Make the title tell you are an expert in your niche➤ Let the book promote you and not you your book	<p>= Create a system of suiting products</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Creating a system of products that fits your brand➤ Opening possibilities for collaboration➤ Making more money <p>How to:</p> <ul style="list-style-type: none">➤ Share your secrets➤ Sell the implementation not ideas➤ Package up your knowledge➤ "Productise" your service➤ Create a "Product Ecosystem"➤ Create Products that sell over night➤ Create niche products➤ Create a product that serves your competitors for collaboration	<p>= What people find when they google your name</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Showing that you are known, liked and trusted➤ Show authority and improve your brand➤ Attract more customers and partners <p>➤</p> <p>How to:</p> <ul style="list-style-type: none">➤ Have multiple active Social Media profiles➤ Make content that fits you well➤ Have third party sources talk about you in a positive way	<p>= partners are the key for success</p> <p>Goals:</p> <ul style="list-style-type: none">➤ Achieve extraordinary results➤ Tapping into the resources you need➤ Creating a Win, Win Win for your partner the customer and yourself <p>How to:</p> <ul style="list-style-type: none">➤ Know what you can bring to a deal<ul style="list-style-type: none">○ Products○ Brands○ Distribution○ A Team○ Information○ Money➤ Know the types of deals<ul style="list-style-type: none">○ Affiliate Partnerships○ Co-Promotion○ Product Creation Partnerships○ Packaging up Products together➤ Network for partnership not for clients➤ Make friends first➤ Have the best outcome for everyone in mind➤ Meet on common ground➤ Pick up the bill➤ Follow through with what you say in the meeting➤ Write down the agreement