

ACTION KIT



FIND LEADS
WITHOUT \$ or
AUDIENCE or
SOCIALS

PROBLEMS

- No audience
- Hate social media
- No money for ads

WRONG SOLUTIONS

- Random acts of "lead generation"
- Rely on "word-of-mouth"
- Despair

WHAT TO DO INSTEAD

- Borrow other people's audiences.
- (Don't wait until you are desperate.)

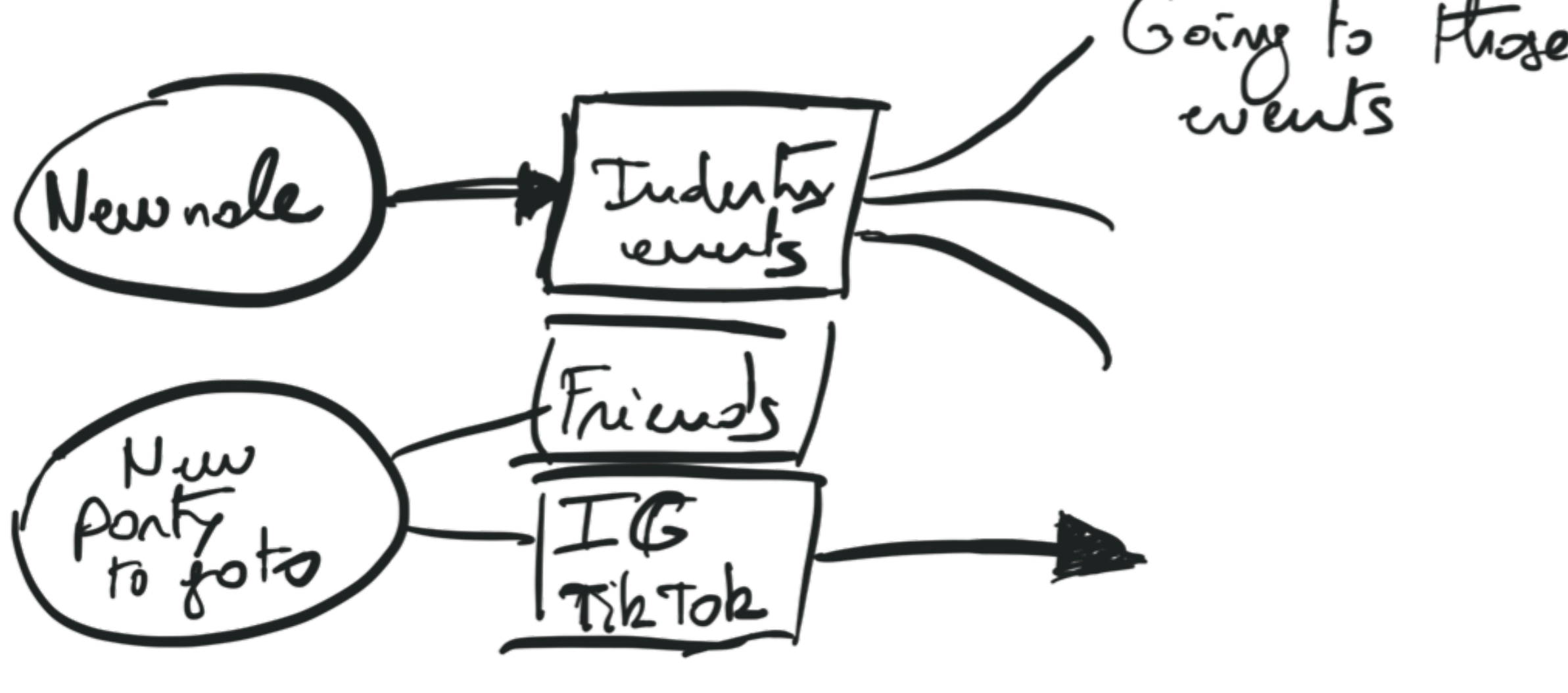
ACTION PLAN

1. Locate your segment

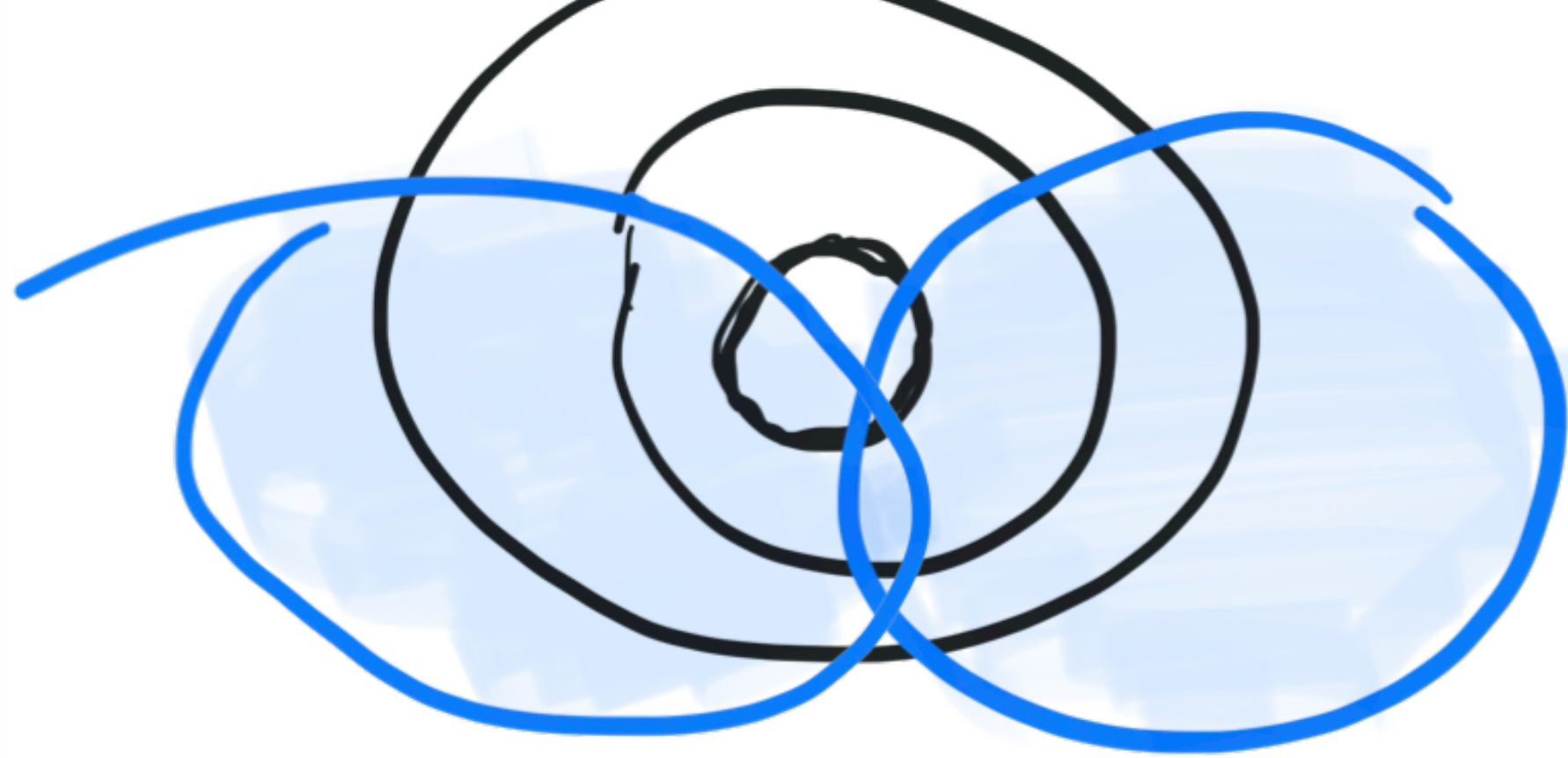
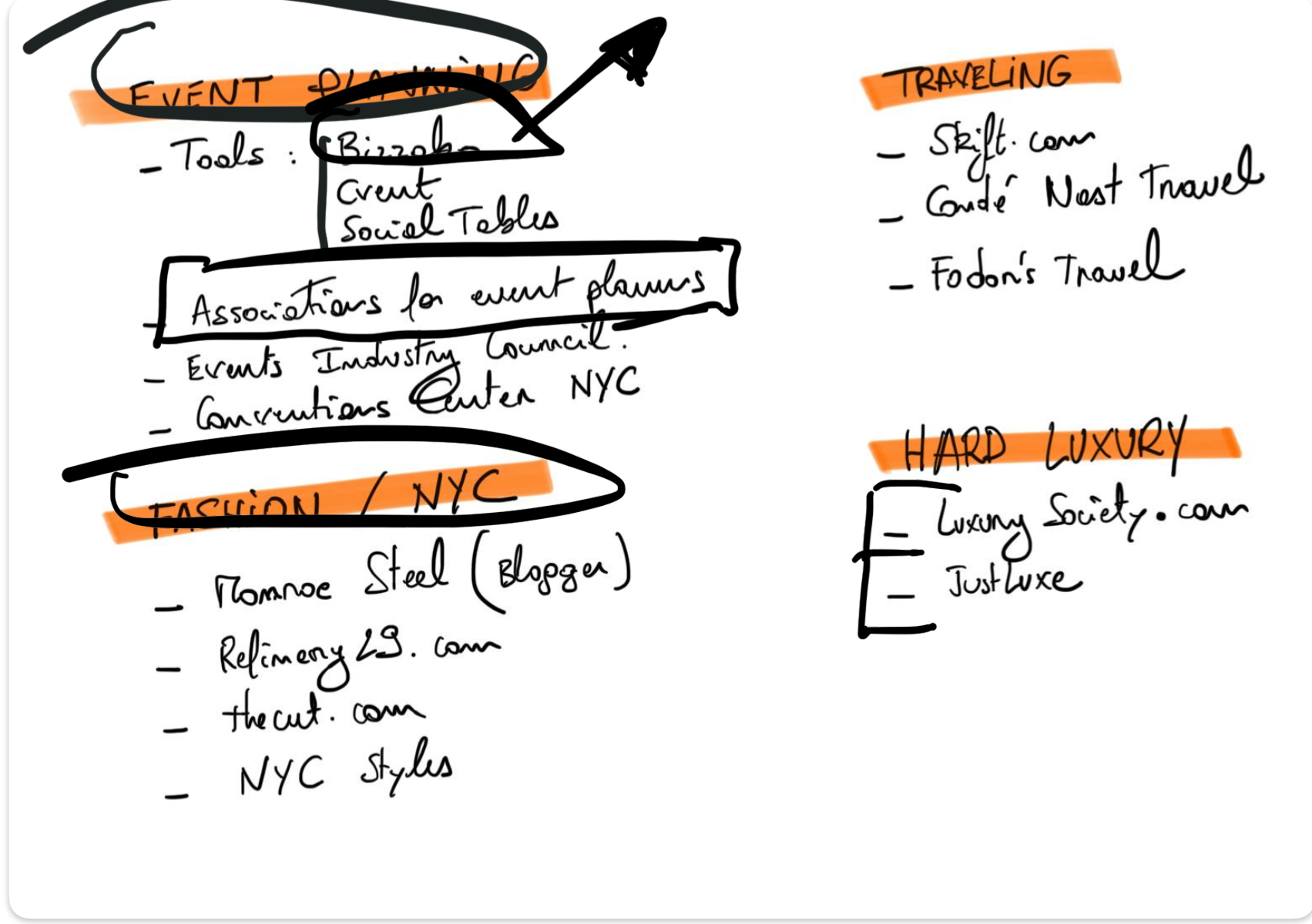
- Ask where they spend their time
- Who they follow
- What do they pay attention to

⚠ People lie / forget stuff

2. Be where they experience triggers ↳ Chapter 13 / Step 1



3. Consolidate your list

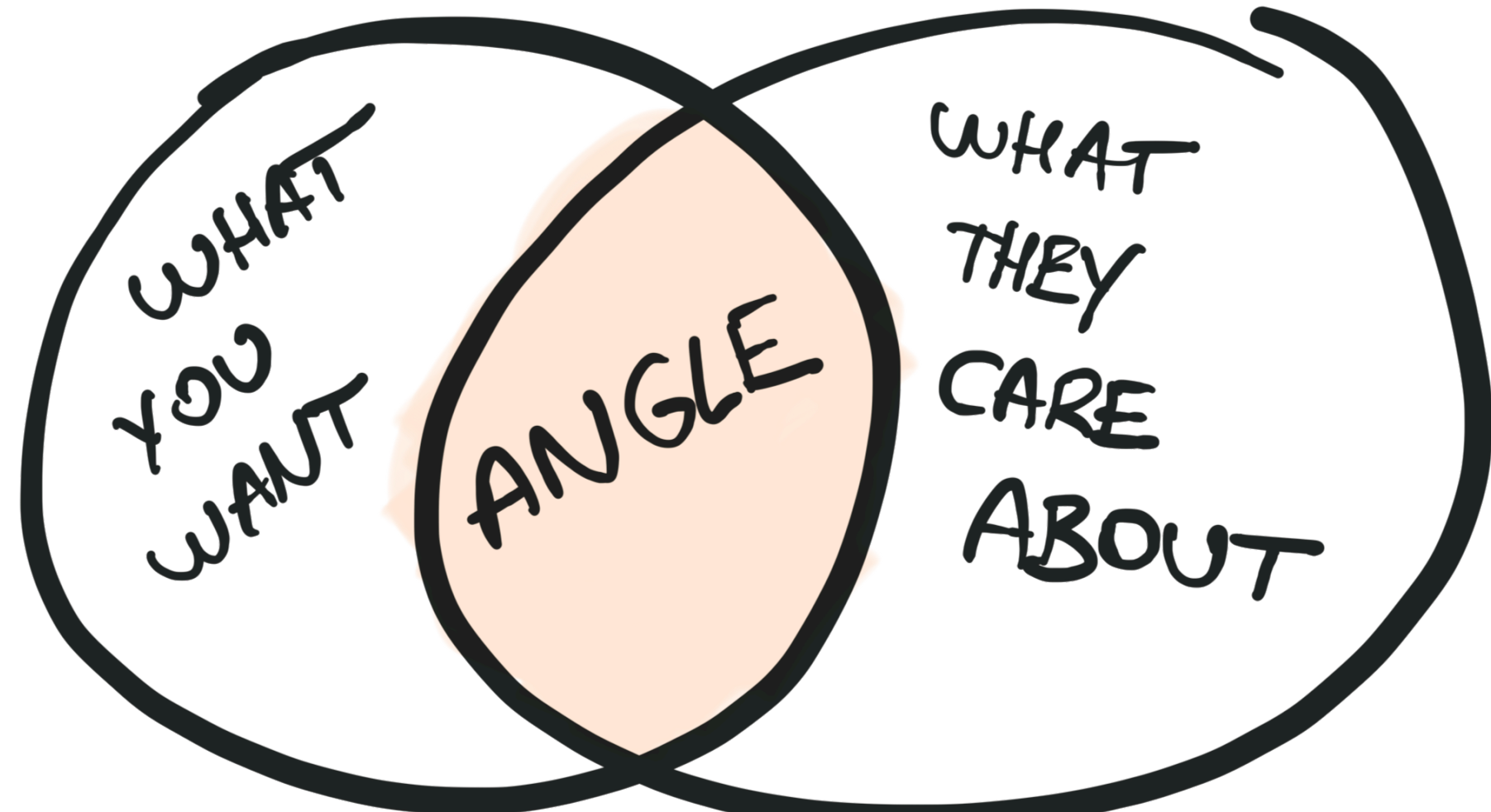


4. Find who they pay attention to

- Start with ONE person
- Find the people behind the channels

Who Influences Us	What It Means	Example
Loved Ones	Family, friends, and people close to us	My wife got clear braces after seeing the results from her sister-in-law.
Work Colleagues & Bosses	People we work with, our bosses, and people we look up to professionally	
Our Tribe	Local communities, online forums, and groups we belong to	My next-door neighbor got new tiles in his kitchen. A few months later, we got new tiles from the same tradesman.
Celebs & Media Stars	Journalists, social media influencers, celebrities	I bought the same microphone as Joe Rogan's because I liked the sound of his voice (but not what he was saying).
Big Shots	Experts, doctors, teachers, leaders	
People Like Us	Groups we identify with, seen in ads and promotions	"Seven out of ten women agree..."

5. Find your angle



Rational Struggles	Definition
Knowledge	Getting smarter
Safety	Feeling safe and secure
Health	Staying healthy and avoiding pain
Time	Saving time and avoiding wasting it
Money	Making money and avoiding losing it
Tranquility	Reducing effort and avoiding hassle

Irrational Struggle Category	Definition	Example
Self-love	Avoiding feeling like a loser	Latia's Beauty shampoo: "My hair is like to mein noodles. There are times when I go outside and I look like a witch."
Love and company	Avoiding loneliness	PTDC online training: "Jacked nerds" feel the need to be surrounded by others like them to grow their business.
Fitting in	Craving approval and belonging	Toilet packet: "I bought these because now I have a roommate. We have to share a bathroom, so I can discreetly keep these packets in my container and use them when I'm home and won't be embarrassed when my roommate walks in after."
Purpose	Seeking meaning, unity, and nostalgia	Civet coffee: Reliving memories after tasting it 28 years ago on a trip to Indonesia
Control freaks	Controlling and organizing chaos	Latia's Beauty shampoo: "Never in my life have I been able to weigh my hair down enough and control the frizz."
Fewer decisions	Avoiding overwhelming choices	This book: Gives readers a comprehensive plan to follow to stand the P*ck out
Entertainment	Seeking fun and avoiding boredom	East Forged cold brew tea: Treating myself to a fancy drink after a long day
"Look at me!"	Seeking recognition and wanting to be valued	Civet coffee: To use as a party trick to impress guests
Reducing risk	Reducing risk, even if it means not using the best option	Hotjar behavior analytics tool: Signing up to use the tool because you've come across it in a previous role
Power trip	Seeking superiority or at least "keeping up with the Joneses"	Latia's Beauty shampoo: Looking the best when going out with friends

- What can you offer THEM? without expecting anything?

→ Time

→ Knowledge

→ Network

6. Build long-term relationships

- Follow them closely
- Just be nice
- Give, give, give

7. Build a system

- Reconnect with 3 influencers (weekly)
- Send 1 gift to 1 new influence (weekly)
- Monitor new activity and reply when relevant (daily)
- Feature the work of 1 influence (monthly)