

NOTES



OUR MISSION

IDENTIFY YOUR EXPERTISE. **SCALE YOUR BUSINESS.**

VALUE (CAN'T AFFORD IT/TOO EXPENSIVE)

EX. NOT SURE IF I SHOULD SPEND MONEY ON THIS

This money is going to get spent either way no matter what.

The question is, "Is this something that is going to [solve problem] or is it going to be something that you don't need?"

If you look at your last 12 months, is there a bunch of stuff you spent money on that you didn't need? Do you want to do that again the next 12 months?

Here's the truth. You're going to be buying the lessons to [my solution] one way or another. The question is, do you want to spend time or spend money?

We always spend on what we value the least. If you value time over money, then you spend money to keep your time. If you value money over time, then you spend time to keep your money.

Let's play best case/worst case. Both are risk free. Only one gets you closer to your goal faster.

No risk with no upside or no risk with potential upside, which would you choose?

1

