### **OUR MISSION**

IDENTIFY YOUR EXPERTISE. SCALE YOUR BUSINESS.

### VALUE (CAN'T AFFORD IT/TOO EXPENSIVE) EX. THAT COST A LOT OF MONEY/OUT OF MY BUDGET

Well, I'm actually more concerned when someone says that it's not a lot of money for them because then they don't think about it.

All of my best case studies and testimonials are from people who said that this cost a lot of money for them.

Because if it's a lot of money for you, does that mean you're going to try really hard?

Then you should be the last person worried about getting results because this means a whole lot to you, right?

How long do you want, "I can't afford it" to be on the list of problems in your life?

### OUR MISSION

TO HELP SOLOPRENEURS SCALE WITH SYSTEMS.	

# VALUE (CAN'T AFFORD IT/TOO EXPENSIVE) EX. DON'T THINK THE COST WILL GET ME THE RESULT

If all this did was get you to [goal], would it be worth it?

Ok, the issue isn't if it's expensive or not, the issue is if you believe that it will happen to you.

(This is a belief issue. Attack the belief.)

We have a web page full of testimonials and reviews plus 5 star reviews on Google.

How many reviews would you need to see in order for you to believe that this can happen for you?

OUR MISSION TO HELP SOLOPRENEURS SCALE WITH SYSTEMS.			

# 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?

# **OUR MISSION** TO HELP SOLOPRENEURS SCALE WITH SYSTEMS.

# VALUE (CAN'T AFFORD IT/TOO EXPENSIVE) EX. CAN'T FIND THE MONEY

You know what self made millionaires and you have in common?

They both started at zero.

Let me share a story about one of the most resourceful people I know-Phil Knight, the founder of Nike. Back when Nike was just starting out, Phil ran into a massive problem. He couldn't afford to pay his employees. Instead of giving up or saying, "I can't find the money," he turned to his vendors-the very people he owed money to-and convinced them to extend credit so he could keep the business running and make payroll. That's how he kept Nike alive and eventually turned it into a global empire.

Let me prove to you that you have resourcefulness...

Have you ever experience an unexpected bill or needed cash for a life-saving surgery?

You had to find the money, right? You need resourcefulness, not resources.

# TO HELP SOLOPRENEURS SCALE WITH SYSTEMS