

SUPERFAN PROGRAMME

Developing Your Personal Philosophy

"What I Believe And Why"

When it comes to creating an audience of Superfans there's one mistake many people make - they don't stand for anything. There's no consistency in what they say. One week they're saying email marketing is the best thing on the planet, the next it's Facebook ads, then it's SEO...it's always chopping and changing. They don't provide leadership. They just promote whatever the latest shiny object is to their audience.

Don't do that.

We need to stand for certain things, and against others, if we are to provide leadership and direction to our audience. And we need to have a concrete position in our head of WHY we stand for certain things and not others. If we can't explain it to anyone, why should they listen to and believe us and follow our advice?

See here's the thing, whether you are selling your own products or services, or promoting someone else's, your audience has options. Lots and lots of options. They will have all kinds of different people telling them the different strategies and approaches they should use to get to where they want to be. This is confusing and overwhelming.

What they REALLY want is for someone to be able to say "Do this, not that, and here's why...". They want direction. They want clarity. They want someone to take the responsibility of making the decision for them and telling them what to do - who can also back up that advice with logic - why they should do that. If you can logically provide people with more direction and clarity they'll love you for it.

So in order to do that we need to develop your **Personal Philosophy**. Your personal philosophy is **WHAT** you think people in your market should do to solve the problems they have - and **WHY** they should use those approaches rather than others.

Your personal philosophy is what approaches you believe people in your market should take and why.

You have to get crystal clear on this if you are to create an army of Superfans. The reason is because they will find CONFIDENCE IN YOUR CERTAINTY. They don't want to hear...

"I think this might be a good thing to do"

They want to hear...

“Look this is what you should be doing and here’s why...”

THAT confidence gives THEM confidence.

I’ll give you an example from my own business...

I’ve been around for long enough to know that technology changes all the time online. So if you spend years mastering something, and it then changes, you’re back to square one. Instead if you focus on psychology and mastering marketing skills that last, rather than temporary gimmicks, you’re setting yourself up for a much easier life.

I believe building an audience who you can serve over time and get many of them to buy makes much more sense than trying to only sell to the tiny portion of people who will buy immediately.

I believe that too many focus on traffic generation and not enough focus on keeping the audience they build.

I could go on - but if you’ve been on my list for a while you’ll know this is my philosophy. I stand for skills, against get-rich-quick crap. I stand for copywriting, against sending traffic to a sales process where the copy is rubbish. I have a very specific philosophy on how I believe people need to approach things if they want the easiest success with regards to their online marketing goals.

Because my audience know what I stand for, they get confidence from that. My certainty and confidence builds their own. Providing I can explain what I believe is the right approach, and provide the logic to back it up, why that approach and not this one, people start to know what I stand for and what I stand against and it makes sense to them. It provides them with clarity and direction. And the emails over time that drum this home have an accumulative effect.

IMPORTANT x1

Your personal philosophy can evolve as you do. As you find out new things and figure out new things, your philosophy can evolve. It never has to stay stuck. But you always need to be clear on **what** you stand for, and **why**, and be able to explain it with logic. If that changes, you need to be able to explain why it changed.

For example, I used to teach things like Google SEO. Now I don't. Why? Because I used to believe it was a great traffic source (it was) but now I don't. So I explain to my audience why SEO isn't for me and I don't advise it's for them either. I prefer paid ads or guest content where you tap into someone else's existing audience (this explains **what** I believe they should do for traffic) as they're faster and more in your control compared to SEO which takes a long time to see results (that's the logic that explains **why** I believe that).

IMPORTANT X2

If you are already an expert you need to go through the following worksheet with what you already know. Use your experiences, experiences of working with customers/clients and get crystal clear on **what** you believe and **why** with regards to the different approaches your audience should and shouldn't take.

If you are a researcher this process BECOMES part of your research. Your journey is in finding the best ways to get the results your audience wants. This process will help you to go out and find great approaches that match what people want.

IMPORTANT X3

DON'T let perfectionism stop you from moving forward with this. Some people might have a tendency to think their personal philosophy needs to be perfect before they can start growing and contacting an audience. Absolute rubbish! You just need to have a rough idea of what you stand for and why. And it can evolve and change. So no excuses!

With all that said - let's begin to map out your personal philosophy...

STEP 1 - THE OPTIONS

What are the COMMON different approaches people can use to get the same results you are going to help people to get? Not just the same approach you use, but any approach that offers the same results.

For example when it comes to growing an online business you have email marketing, SEO, Google Adwords, copywriting, Facebook ads, blogging, linkedin, youtube videos, youtube ads etc. For my personal philosophy I have all those listed in this section.

If I was in the weight loss space I'd have a list of the common diets. I could also add in supplements, gym gadgets, nutritional approaches etc.

If I was teaching how to grow a dental practice I might have sales training, leafleting, Yellow Pages, Google Ads, Facebook ads, telemarketing etc.

List at least ten different approaches people in your marketplace can use to get the same overall result you will be helping them to get (max twenty).

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

BRAINSTORMING TIP - Use your Insight Branch as covered in week two for ideas here if you need to. Look at the steps you outlined and ask yourself "What other steps could they take to get the same result?".

STEP 2 - CROSSROADS TRIGGERS

Go through the list you just created and for each one brainstorm around the questions below. Use the sentences and examples as templates if you wish. Try to come up with at least three answers for all ten questions below using all of the list you just created. Some of them won't be relevant, but if they are write em' down!

1. Complex VS Simple

How does your approach make solving the problem simpler than the other common solutions on the list?

I believe using _____ to _____ makes things more complicated than it needs to be because _____. That's why I _____. This makes things simpler because _____.

EXAMPLE

I believe using blogging to grow your business makes things more complicated than it needs to be because most blog posts never get read. That's why I think paid ads are the way to go. This makes things simpler because by running a paid ad you are guaranteed someone see's your content whereas with blog posts they might never get seen at all.

2. Generic VS Specific

Is your approach targeted at an ultra specific problem or demographic whilst competitors focus on more general problems or demographics?

I believe using _____ are/is too generic and doesn't focus specifically on the problems and needs of _____. That's why my approach focuses specifically on _____. By doing that I can provide an ultra specific plan for _____.

EXAMPLE

I believe most Google Ad agencies are too generic and doesn't focus specifically on the problems and needs of your dental practise. That's why my approach and agency focuses specifically on working with dentists only. By doing that I can provide an ultra specific plan for how to grow your dental

practise rather than providing generic strategies that might work for a lawyer but not you.

3. Painful VS Painless

Do other common solutions cause more pain - mental, emotional, physical or otherwise - than yours?

I believe using _____ makes things far more painful than they need to be because _____. That's why my approach focuses on _____. This way you can _____ without _____.

EXAMPLE

I believe following a Paleo diet makes things far more painful than they need to be because you have to cut out carbs completely and most people find that really hard to stick to. That's why my approach focuses on including carbs. This way you can eat carbs and still lose weight without missing out on yummy foods like pastas and sandwiches!

4. Slow VS Fast

Does your solution provide quicker results than other solutions? How?

I believe using _____ takes far longer than it needs to because _____. That's why I _____. It gets results much faster because of _____.

EXAMPLE

I believe using Google SEO to get traffic takes far longer than it needs to because you can be waiting three months or more to get ranked. That's why I like direct mail. It gets results much faster because you can print out a letter and send it to potential prospects tomorrow!

5. Incomplete VS Complete

Are other solutions missing something that you feel is key to solving the problem in the best possible way?

I believe using _____ is missing _____. Because of that it doesn't work as well. That's why I _____ so that _____.

EXAMPLE

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I believe most traffic courses are missing out how important writing a great ad is and are more focused on how the platform works, rather than how to get

peoples attention. Because of that it doesn't work as well. That's why I teach people how to generate big, attention getting ideas so that they can apply that concept to any traffic platform and make things work!

6. Hard VS Easy

How do other common solutions make getting the result the prospect wants harder than it needs to be? Why would it take them more time or energy using other approaches compared to yours?

I believe using _____ make things much harder than they need to be because they _____. Using my approach you don't have to worry about that because _____.

EXAMPLE

I believe using LinkedIn organic to get clients make things much harder than they need to be because you are approaching people in the hope they'll be interested. Using my approach you don't have to worry about that because LinkedIn ads mean you can only attract those you KNOW are interested.

7. Risky VS Risk Free

Why do other solutions come with more risk than your own? Financial, emotional, physical and social risks should all be considered.

I believe using _____ to _____ is risky because _____. That's why I prefer to _____ because _____.

EXAMPLE

I believe using paid ads to get traffic is risky because you can lose money if you don't know what you're doing. That's why I prefer to teach my consulting clients to use joint ventures because with joint ventures you only pay when someone sends you a client.

8. False VS True

Do you believe other solutions just do not deliver at all and false promises are being made? Why are they false?

I believe _____ doesn't work well/at all because _____. That's why I _____ because it _____.

EXAMPLE

I believe bodyweight training to build muscle doesn't work well/at all because you can't keep adding resistance to your own bodyweight. That's why I recommend using weights because it's easier to always add weight to your exercises compared to bodyweight training.

9. Surface Level VS Root Cause

Do other solutions only focus on the surface level, missing the root cause of the problem? Why do you focus on the root cause compared to the surface level?

I believe _____ is only fixing the surface level of the problem because it only _____. I prefer to fix the root cause of the problem which is _____ which is why I _____.

EXAMPLE

I believe trying to fix back pain using stretching is only fixing the surface level of the problem because it doesn't fix what is causing the back pain in the first place . I prefer to fix the root cause of the problem which is being sat down all day which is why I have clients do a 60 minute stretch routine every 3 hours.

10. Old VS New

Are other approaches to solving the problem outdated and yours is cutting edge? Why? What makes them different?

I believe using _____ to _____ is an outdated approach because of _____. That's why I use _____ because it _____.

Example

I believe using telemarketing to grow your SAAS company is an outdated approach because the internet has created a much more cost effective strategy for getting users. That's why I use the internet and Facebook ads because they are much cheaper and more effective than the "old school" approach of telemarketing.

STEP 3 - CREATE PHILOSOPHY

By the time you get to this point you should have...

1. A list of different approaches people can use to get the same result you offer.
2. A list of reasons WHY those approaches aren't as good as yours (3 for each if possible).

Now you can create your personal philosophy!

All you're going to do is type, write or create a mind map that puts what you've just done into one document you can refer to easily. Here's an example of what it should look like...

SUPERFANS PERSONAL PHILOSOPHY - END GOAL: MORE SALES ONLINE

I believe Facebook ads aren't as good as having an audience of superfans. Here's why...

- 1.
- 2.
- 3.

I believe SEO isn't as good as having an audience of Superfans. Here's why...

- 1.
- 2.
- 3.

I believe retargeting isn't as good as having an audience of Superfans. Here's why...

- 1.
- 2.
- 3.

I believe Youtube video traffic isn't as good as having an audience of Superfans. Here's why...

- 1.
- 2.
- 3.

ETC.

Another example...

PALEO DIET PERSONAL PHILOSOPHY - END GOAL: WEIGHT LOSS

I believe the zone diet isn't as good as the paleo diet. Here's why...

- 1.
- 2.
- 3.

I believe the Atkins diet isn't as good as the paleo diet. Here's why...

- 1.
- 2.
- 3.

I believe calorie counting isn't as good as the paleo diet. Here's why...

- 1.
- 2.
- 3.

I believe jogging isn't as good as the paleo diet. Here's why...

- 1.
- 2.
- 3.

ETC.

Can you see what we're doing here?

We're creating LOGICAL reasons why our approach is better than other options and putting it into a document so YOU are crystal clear on why you believe your audience should follow the approach you recommend rather than any other.

If YOU'RE not sold on the approach. They won't be! <——— that is a f**king huge line. Take that in before you read on any further. Your confidence in the approach you recommend will come across in all your marketing...and so will the lack of confidence. You HAVE to get clear on why what you do is the most effective way.

By going through your personal philosophy you'll craft a document that gives you more confidence in WHAT approach you take and WHY you do it.

Or, as a researcher, it will give you more clarity on WHAT to look for and WHY you should look for it and then you create it as you go.

Is creating a personal philosophy going to be easy?

Not necessarily. It may take some thinking. But, trust me, this little document will be worth an absolute fortune to you. Your communication power will go through the bloody roof because you will be able to provide people with direction and leadership. You'll be able to say "Here's WHAT to do and here's WHY I believe it's the best approach". You'll be able to say "Here's WHAT to avoid and here's WHY I believe you should avoid doing it".

That creates Superfans.

Have a go at this exercise now, and then add it to over the coming weeks, months and years as you discover new things. Trust me - it's gonna pay off in a big, big way!