ARC - Your Personal Philosophy

Your Personal Philosophy

We need to stand for certain things, and against others. 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?

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.

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.

The reason this is important 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.

Let's break this process down…

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 etc.

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 an anxiety coach I'd list medication, exercise, supplements, N.L.P, C.B.T, meditation, hypnosis 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.

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

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 could look like...

Anxiety Coaching Offer

I believe cognitive behavioural therapy isn't as good as the Three Principles for helping someone overcome anxiety. Here's why...

1.

2.

3.

I believe medication isn't as good as the Three Principles for helping someone overcome anxiety. Here's why...

1.

2.

3.

I believe exercise isn't as good as the Three Principles for helping someone overcome anxiety. Here's why...

1.

2.

3.

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.

Is creating a personal philosophy going to be easy? Not necessarily. It may take some thinking. And you can add to it over time. But, trust me, this little document will be worth an absolute fortune to you. Your communication power will go through the roof because you will be able to provide people with direction and leadership.