Scott Benham’s Crush It Lab Notes - Day 3

 Anytime you can make the COMPLEX, simple…you an add value and make money

Two WHO’s is one too many

People will always pay a premium to have you DO IT FOR THEM. This is called a Done-For-You offer

 - -> Three offer types: DIY, DWY, DFY

When it comes to DFY, you often hit an income ceiling. Service businesses are tough to scale.

How can I teach someone a journey that took me 5, 10+ years to accomplish?

 (Answer): You can start the journey. A journey of 1,000 miles begins with a single step.

 You can teach them WHAT it is…

 You can teach them WHY they should do it

 You can show them an incremental outcome (steps) & social proof to get them closer to their desired destination

THEN…

You can offer them an opportunity to CONTINUE the journey with you as you show them the HOW to complete the journey of transformation.

The challenge tells them the WHAT, WHY, and creates belief that they can do it. < - - You can/should do this for FREE…

Then they should pay you for the HOW. You’re selling them YOUR HELP as a guide to take them on a journey.

Give people options and if there’s a bias, then show your bias and explain why.

 I care more about your FUTURE then your FEELINGS 

If you’re faking it until you make it, then you are pretending to be someone that you’re not!

You don’t have to be a mega millionaire to help someone.

All those people who pretend their lives are perfect…it’s a mess…it’s a front!

 Julia was seeking permission to live the dream that she wants.

**You're trying to get SOMEONE ELSE to LIVE OUT THE CALLING ON YOUR LIFE!**

**Pedro’s permission moment: A full-day with Gary V gave Pedro permission to BE HIMSELF.**

**When are you just going to go ALL-IN on YOU!?**

**If it takes TWO WEEKS, TWO MONTHS, or TWO YEARS, who cares!? It's worth it to 100X your Impact and Income!**

**The breakthrough you celebrate, is the breakthrough you attract!**

**On this journey of being a Movement Maker… the old YOU has to die.**

**There’s a death and a rebirth to become a Movement Maker.**

**We love the REBIRTH, but we don’t always love the dying to the old…but it’s SO worth it!**

**What ELSE is worth doing…than going on the adventure of serving people at SCALE?**