Scott Benham’s Crush It Lab Notes - Day 3

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

:round_pushpin:Two WHO’s is one too many

:round_pushpin: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.

:round_pushpin: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.

:white_check_mark: You can teach them WHAT it is…

:white_check_mark: You can teach them WHY they should do it

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

THEN…

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

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

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

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

:fire: I care more about your FUTURE then your FEELINGS :fire:

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

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

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

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

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

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

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

**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?**