Scott Benham’s

# Day 1: Crush It Lab Notes

* Worksheet: <https://bit.ly/3wuh0Uk>
* Is it on your calendar?
* Where are you at during your journey (launching = $0-$50K, growing = $50K - $500K, scaling = $500K+)
* What does life look like when you’re “Crushing It?”

▶️ How many people are you reaching?

▶️ What problems are you solving?

* As Movement Makers, we’re people of value committed to SERVING PEOPLE AT SCALE
* How are you going to know you're CRUSHING IT?
* Who do you think your Micro Niche is?
  + Micro-niche is best found when analyzing who your micro-niche is.
    - Here's why, location can dictate it, demographics and psychographics can also influence it
    - Example: Homeschool Stay-at-Home Moms Looking To Create an Amazon Side Hustle
  + Say you’re in Real Estate, when we Micro-niche, we start to narrow down, right?
    - Like this....
      * Real Estate buyers --> First Time Home Buyers --> First Time Home Buyers only using \_\_\_\_\_ (loan type)\_\_ --> First time home buyer only using \_\_\_\_ (loan type)\_\_\_ in the greater Chicagoland area
* A webinar is a production, it's static. A challenge is dynamic, you can create a connection with your audience, and change course if your messaging or offer isn't landing with them, so it’s very flexible and forgiving. This element of a challenge alone is much much successful with early-stage entrepreneurs
* Here’s why you MUST carve a micro-niche
  + 1. You get to pick the people you want to work with
  + 2. If you don’t love them enough, then you’re probably not going to win
* Can you ever microniche TOO much?
  + Good question, NO. Your BEST client will pay you $$$$$$ to get your results!
  + But 99.999% of people do not
* Who do you think your niche is? We'll give you an example
* the WHY behind micro-niching is simple…. CUT THROUGH THE NOISE.
  + So, when you micro-niche, you’re immediately becoming the expert in that niche. NOTE THIS: You should have personal victories/success in this area of micro-niche. Sooo…. I can't micro-niche to be a woman's hairstylist because I have no skills, victories, expertise, etc in that area.
* Why Micro-Niche!? ———> To Cut Through The Noise 📣
  + Imagine standing in the middle of a 100,000-person concert and screaming at the top of your lungs with a message.
  + Nobody would ever hear your message until you break that 100K people into a smaller group.
* If you’ve ever had a challenge writing a piece of sales copy or piece of advertising, it’s because you were trying to write it to too broad of an audience
  + The more different types of people that you’re trying to write to, you would have to have DRAMATIC MASTERY in copywriting in order to be effective & connect with that large of an audience.
  + It's E A S Y to write about things that you know well & have personal victory in.
* Sometimes your WHO (Micro-Niche), is who you were BEFORE you got your breakthrough
* Here’s why you MUST carve a micro-niche
  + 1. You get to pick the people you want to work with
  + 2. If you don’t love them enough, then you’re probably not going to win
* ☠️ Don't let your dreams die in the Facebook and Funnel graveyard.
* Stop having an affair on your future
* Day 1 Crush It Lab SUMMARY:
  + 📍 Worksheet: https://bit.ly/3wuh0Uk
  + 📍 Is it on your calendar?
  + 📍 Where are you at during your journey (launching = $0-$50K, growing = $50K - $500K, scaling = $500K+)
  + 📍What does life look like when you’re “Crushing It?”
  + ▶️ How many people are you reaching?
  + ▶️ What problems are you solving?
  + 📍As Movement Makers, we’re people of value committed to SERVING PEOPLE AT SCALE
  + 📍Here’s why you MUST carve a micro-niche
  + 1. You get to pick the people you want to work with
  + 2. If you don’t love them enough, then you’re probably not going to win
  + 01:43:24 1 - Scott Benham: Why Micro-Niche!? ———> To Cut Through The Noise 📣
  + - -> Imagine standing in the middle of a 100,000 person concert and screaming at the top-of-your-lungs with a message.
  + - - > Nobody would ever hear your message, until you break that 100K people into a smaller group.
  + ✏️ If you’ve ever had a challenge writing a piece of sales copy or piece of advertising, it’s because you were trying to write it to too broad of an audience
  + The more different types of people that you’re trying to write to, you would have to have DRAMATIC MASTERY in copywriting in order to be effective & connect with that large of an audience.
  + 📍 Sometimes your WHO (Micro-Niche), is who you were, BEFORE you got your breakthrough
  + I want to know my micro-niche so well, that I want to know the SECRET, PRIVATE THOUGHTS that they’re having before they go to sleep.
  + When writing copy….I must first STOP THE SCROLL
  + 01:43:32 1 - Scott Benham: ✅ The Challenge Model is a MULTIPLIER.
  + ✅ People pay for OUTCOMES.
  + ✅ People pay for RESULTS
  + ✅ People pay for SOLUTIONS
  + ✅ Challenges Erase Pain
  + 📍 Being stuck is typically a byproduct of someone being unwilling to make a decision about the next step.

# Day 2: Crush It Lab Notes (Crush It Team Notes)