
HOW TO ATTRACT
100 CUSTOMERS
IN A SATURATED MARKET
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BEST SELLER



I have been blessed to be a full-time clinical hypnotherapist since January of 2010, a Lecturer at the Academy of Hypnotic Science teaching Hypnotherapy and Business to Diploma Students and have seen over 4,000 clinical hypnotherapy clients in the past 11 years and frequently appear on National Radio.

Are you Ready to Scale Up Your Business?

Do you want to know the Top 3 Secrets that will Actually Get you There, as it has for Hundreds of other Entrepreneurs / Therapists, Coaches, Experts, NLP practitioners and Store Owners?

Do you feel that Something is Holding You Back, Weighing You Down, Blocking Your Flow but you Don't Know What it is?

Are you READY to STAND OUT?

Are you READY to GROW?

The Number 1 Thing Holding You Back

You can't build a Great Future while holding onto a Terrible Past. Figure out what you want. Figure out what you need to let go of. Figure out what you need to Heal from. Figure out your energy. If you do that, then the world is yours. And it'll only cost you 1% of the energy that you've been spending on worry.

Figuring out where to start from can be quite the hassle.

When I want money, I do steps. Bang, Bang, Bang, and steps done and then money. Please forgive me for being blatant here, but the reason why I'm telling you this is because most people take a completely different approach. And their approach isn't about executing the steps well.

Other people who are trying to earn money struggle in about 7 different areas.

1. People are lazy and basically do nothing. (this one is most common)
2. People get Creative or Spiritual with their words and basically end up with a Word Salad instead of Clearly Communicating to their market. (Often in the form of advertising spiritual alignment or something)
3. People are Shallow in their communication. Maybe they're advertising Business Coaching, but they're broke themselves and have never spoken to a customer. When you ask them who their ideal customers is they say, "Oh, Um, people who like Money?", as drool is pouring out of one side of their mouth. Or maybe they're a Relationship coach and you ask them about their ideal client. And the best that they can come up with is, "Um people who are Unhappy and they are Ready for their Soul mate?". Or perhaps they're a Fitness / Weight loss coach. You ask them about their ideal client and they say, "Ahhh, It's fat people with money right?". And then you wonder if they've ever actually met a customer.
4. People are Easily Distracted and are always changing their plan, so they get Zero Momentum on any one plan. Sure they'll say that they've had an "Insight" or "I've taken my power back", or "I've realised something". But inevitably, it's the same old story with the same old lack of results. They can't stick with a niche, plan or tool past the first hurdle, so they fantasize that the next plan will be better. But they'll get distracted from the next plan for the one after that in 5 minutes.
5. People are incestually copying other students and they can't remember who their coach is. They get given a plan by their coach, but because other students are deviating,

they also begin to deviate. Until they create a snow-ball feedback loop of deviation from the plan. Then they look back at their work and wonder why it didn't work. They say, "Everybody else in the group did this, so I did it too." This is where the coach can quite rightly say, "Well everybody else in the group isn't qualified to teach marketing to you. So you're probably better off just listening to what I tell you to do."

6. People ask their coach for a suggestion on how to advertise, but the students argues to create a crap, watered down, ineffective version of their coaches suggestion instead of just doing what they were told. Perhaps the coach gives them a headline to use. But instead of using it, the student stuffs up the headline until it's useless and fails to convey the core message, and then they wonder why results are lacking.
7. The last one is fear. The truth is that you're going to die one day, and almost nothing worse than that can ever happen to you in your whole life. The number one thing that the old tend to regret is not taking more risks and chances on their dreams when they were younger. That's it. You'll never look back and blame a failed life on the fact that you hired a coach. It just doesn't exist. If anything, you'll look back and ask why you didn't ask out your high school crush, travel more while you could or give your life goals and dreams a solid attempt.

As this section of the book is called, "The Number 1 thing holding you back", I suppose that I should go ahead and tell you what it is.

It's Trauma.

And Trauma isn't your fault, but it does arrest your flow of success and stuff up any chance you had of earning money.

But there's a cure and we'll get to that in a minute.

First, I want to show you the Trauma, Marketing spectrum.

Trauma ---------- **Marketing**

Go with me on this one.

The Trauma on the left side causes you to think about yourself.

The Marketing on the right side causes you to think about your ideal market and to have fun filling the internet with cool little ads, lead magnets and funnels that puts money into your bank account and affords you fun opportunities to think about something other than your own survival and trauma.

Imagine that your mind has a medium sized room inside that can only fit 1 thing. Your mind room can't focus on Trauma and Marketing at the same time. They must take turns.

If the room is filled with Trauma, then it has what we call "The 4 Quadrants of Trauma"

1. **Identity Trauma** – Other people have worth, but not me.
2. **Survival Trauma** – I don't know how I'll get through this.
3. **Ego Trauma** – People have judged me and will judge me.
4. **Isolation Trauma** – I am not loved or supported.

There's a lot to unpack there, and we'll get to that.

On the other side, the **Marketing** Side of the Spectrum, there is what we call “The 4 Powers of Marketing”

1. **Core Drivers** - Understanding and Nailing what makes your Ideal Customer Behave Predicably.
2. **Community** – The Social Proof and Group Think that causes hordes of ideal customers, influencers, and promotional partners to gather into your funnel for you.
3. **Cash** – Money can power and amplify a sales funnel. If you have a positive ROI or a profitable enough program, then you can afford to push your self further with ads.
4. **Collaborators** – These can be Promotional Partners, people who already have access to your ideal audience, or business partners who help you to grow your following.

So there they are.

There are the 4 Quadrants of Trauma and the 4 Powers of Marketing.

Now imagine that your business coach gives you some steps to do, but you feel that something is in the way. That thing that’s in the way is trauma.

If we asked a student to do one simple thing, such as find 1 human who might be your ideal client and just have lunch with them. Then the student is supposed to ask their ideal client questions so that they can find out their Ideal Clients Core Drivers, but they say, “I can’t get to a café and everybody is busy”, then are they coming from the Marketing Side of the spectrum or the Trauma side of the spectrum?

That example may have sounded too simple, but trust me, it comes up a lot.

And out of the **4 Quadrants of Trauma**, which trauma came up for them there?

Yes. Survival.

The student was so traumatised by the need for survival, that their mind couldn't adjust to find another way to meet up with their ideal client.

Another **Survival Trauma** is when the student just worries them self sick instead of just doing the work.

Another **Survival Trauma** is when their attention span goes down with their bank account. The more bills that they have to pay, and the less money that they have in their account, the less brain capacity that they seem to have free to just get on with the steps.

Another **Survival Trauma** is when a student is burnt out, not from doing the steps, but just by thinking about how many steps there are to do. It's silly. It's like standing at the bottom of the thousand steps and talking about how tired you are from looking at them. It's highly silly and costly.

Or what if we give a student feedback on their price and ask them to charge double what they're currently charging? But the student says, "I don't know. I don't think anybody would pay me

that much.” So the student sabotages them self instead of following their coaches instruction. Which of the **4 Quadrants of Trauma** came up then?

Yes. It’s the **Identity Trauma**.

How about if we ask a student to run a seminar, and on the date, only 10 people have bought a ticket, so the student cancels their seminar because they believe that giving a seminar to only 10 people will make them look bad.

Which of the **4 Quadrants of Trauma** is that?

Yup. **Ego Trauma**.

Another **Ego Trauma** is when a student argues that they know better than their coach. They have a need to be Right, so they have to Stay Broke.

Another **Ego Trauma** is when a student says, “I’m sceptical. I don’t think that your technique will work.” So they Stay Broke.

Another **Ego Trauma** is when a student lies about how well they’re doing in the group to look better in front of the group.

What if we asked a student to practice sales with somebody in the group, but they decline and say, “I didn’t want to bother anybody.” Which of the **4 Quadrants of Trauma** is that?

Yes. **Isolation Trauma**.

Another **Isolation Trauma** is when they can't pick up the phone to sell, pick up the phone to ask their coach a question or just report the fact that they're struggling.

Can you see how these 4 Quadrants of Trauma keep people broke and cause them to not be able to earn money?

Trauma ---------- **Marketing**

Take a look at the Trauma – Marketing Spectrum again.

Be honest and put a pen mark, or just your finger on the screen or page and point out where you feel that you're sitting right now.

A team can have 2 or more **Traumas** at once.

1. A sales person has turned toxic and is infecting the rest of the group with their bad attitude. The sales person is experiencing an **Ego Trauma** as they try to take over the group, but it started with a **Survival Trauma** when they weren't making any sales themselves. So instead of curing the **Survival Trauma** and asking for help, they create an **Ego Trauma** where they constantly need to be right in front of the group.
2. The boss is too slow to Fire the sales person turned toxic because the boss has their own **Survival Trauma** and thinks that they can't find more sales staff. Next, the boss builds an **Identity Trauma** and questions their skills as a boss. So there are 4 **Traumas** all interacting.

The good news is that as soon as you're aware of these **Traumas**, you can actually start to take steps to fix them.

Because these **Traumas**, up until now have been unconsciously costing you money, you now have an opportunity to make a decision to cure them and to move onto a better life of allowing abundance in.

The world has plenty of money.

It really does. The world hasn't even close to run out of money.

We're more likely to run out of trees than to run out of money, humans and the ability to allow abundance in.

It's your mind set that needs to change.

Right now, demand in this moment, that you will improve, change and only accept the life that you deserve.

Now this doesn't mean that you're going to become an angry tyrant who bullies others into submission.
Not at all. It means that you are going to realise that the world is abundant, and through strategy, mindset and intelligence that has made themselves available to you, you will thrive and create a business that really supports your mission to help others and to live a life of available means and comforts.

In the 2nd half of this book, we're only going to be talking about doing steps on the **Marketing** side of the spectrum. So that will be fun, and profitable. Let's start by curing that **Trauma** so that your Mind Room can be filled with **Marketing** instead of **Trauma**. You can do this.

How to Cure Trauma

You can actually do this.

I know that the whole world likes to pretend that people are broken beyond repair sometimes. But this really comes down to mind set.

Let's also be realistic. **Trauma** may be Simple to cure, but it's not easy. As a minimum, it takes a persons full dedication, time and consistent struggle.

Also, curing **Trauma** isn't a straight line.

As a clinical hypnotherapist, I've been working with **Trauma** clients since 2010, and even for 2 years before that in class at the Academy of Hypnotic Science in 2008 and 2009.

Curing Trauma isn't fun.

But it isn't exactly supposed to be. But what I can guarantee is that it's better to have a go at these steps than to not have a go at these steps.

I have only described **Trauma** so far in this eBook with it's relationship to **Marketing**.

Trauma can make a person;

- Shake,
- Forget,
- Cry,
- Lose appetite,
- Gain appetite,
- Have a short concentration span,
- Believe that they have no value,
- Constantly scan their environment for threats,
- Be easily retraumatised by triggers and
- Have energy that's too high or too low.

And then related to their business and their marketing, **Trauma** can make a person;

- Undercharge,
- Change the plan each time a difficult step comes up,
- Attack anybody else who is doing well,
- Procrastinate,
- Find trouble understanding the point of view of their actual market that they serve,
- Take up 90%+ of their work time, time with their coach and time with their customer, instead of doing steps, they can be completely off topic explaining and reexplaining over and over what their own point of view of the situation is.
- They can falsely congratulate themselves for false wins, which causes them to stop striving for real wins and
- Over spend any money that does come in as a form of retail therapy.

There are so many more ways that **Trauma** can cause a person to be unable to think like a **Marketer**, however, I'd like for you to imagine that there are only 5 things that people talk about.

1. Their current feelings
2. Their future goals
3. The step that they are currently working on
4. Their past story
5. Their personal values.

Now, there is nothing wrong in general with talking about feelings, past story and personal values, however, when a person is thinking from **Trauma** instead of from **Marketing**, then you can guarantee that they are not talking about their future goals or current step.

Yes they may appear to be talking about their future goals when they say, "I want to earn more. But I'm worried that it's just not going to happen."

But that's not **Future Goals**, that's actually their **Current Feelings**. Keep in mind that the **Trauma** Mind will fight to stick around and it won't let the **Marketing Mind** in without a fight.

You easily see the cognitive dissonance in a person who takes no personal responsibility for their situation.

Imagine that you point out that a person is broke because of their own actions or inactions.

I don't mean that you say, "You're broke and it's your fault". That's just rude. But instead, you say, "Hey, you might get more

attention on your Marketing Ad if you change the headline", and they snap back at you with, "No. Facebook doesn't work anymore."

That right there was an example of cognitive dissonance. The person didn't even attempt to hear what their coach was saying before dismissing it.

If you suspect that you've been coming from the wrong side of the **Trauma**, **Marketing Spectrum**, then let's get to work on the healing so that you can think like a marketer and then start earning some money.

There are 4 Steps to getting the Trauma out of the way so that you have a nice blank empty space.

We call this, The 4 Mandates of M.I.N.D.

1. **Meditation** – Empty spaces and empty times are critical.
2. **Information** – Read, Study and get Coached.
3. **Navigation** – Write down and schedule your plan.
4. **Dedication** – Decide, not hope, that you will apply your focus until the task has been completed.

There is a reason for all 4 Mandates of M.I.N.D.

First you need a circuit breaker to stop the tantrum of mind.

Next, once you've cleared out the old instructions, it's time for better more informed instructions.

And from those instructions, you need to Navigate and structure your plan.

And finally, you need actual movement, based on that Silence of **Meditation**, informed perspective from the **Information**, structured steps from the **Navigation** and movement from the **Dedication**.

1. Meditation.

Your thoughts are like a train, and they're addicted to the tracks. You will just keep thinking and thinking. But the brain doesn't check to see if those thoughts are useful or not. If those thoughts are just continuing the energy of the past **Traumas**, then those **Traumas** just continue to lay new traumatic, broke tracks for your train to run on.

But what if you started by starving your train of it's tracks. Allow the train to reach the end of the line for a while and to park at a train depo for 15 minutes at least. Do you know how good that is for you to just stop launching rockets and missiles in every direction for a while? Instead of hoping that your current momentum will carry you there, what if you're just digging yourself a bigger hole and it's time to take a break and gain more perspective? Before the perspective, you need to let go of the thoughts that were to make room for the thoughts that will be. And yes it's that simple. You just need the discipline to stop and to actually sit for those 15 minutes with all of your distractions turned off. If you find your mind worrying about money, health or relationships again, just gently bring your thoughts back to the meditation, over and over until it becomes second nature to you.

An empty space is vital. A seed can't grow without space to grow. The same is true of Positive Thoughts, they need space.

2. Information

Without a map, you don't have much. You need to find a person who's achieved what you want to achieve and to ask them how they did it, instead of wasting your entire life by trying to re-invent the wheel. Life is too short to let the **Ego Trauma** get in the way of actually getting what you want.

There is a reason that I haven't started this eBook with just steps on how to market. Mostly it's because just giving steps to somebody results in the student doing nothing. Again, their **Trauma** is keeping them from doing their goals and thinking like a **Marketer**.

If you're ready to get into some steps, I recommend clicking on this resource page and going through all of the videos, eBooks and make learning into a habit.

https://storydrivenmarketing.lpages.co/my-latest-work/

I can't tell you how many times a person asks me, "How do you know so much about this? Where did you study?" and I ask, "Well, what was the last book that you studied on the topic? When was the last time that you scheduled time to study a course, hire a coach or to increase your knowledge on the this topic?"

I am in the habit of Reading, Studying Courses and Hiring Coaches.

If you want to read something and you're ready to increase your knowledge on what Steps that you should be doing for Marketing, then click on this link and download, "3 Webpage Templates"

https://storydrivenmarketing.lpages.co/ebook-understand-business-1-acronym/

If you want to be coached to get better at marketing and you want feedback for free, then click on this link and Join the Entrepreneurs Rivalry.

https://storydrivenmarketing.lpages.co/join-entrepreneurs-rivalry/

If you want to watch a video with exact steps on how to get better at marketing then click on this link to watch, "How to Finish Your 6 Figure Funnel in 1 Day"

https://storydrivenmarketing.lpages.co/social-media-mastery-1dayfunnel/

But if you suspect that you have an unconscious blockage that's stopping you from thinking like a marketer, then click on this link to download, "3 Journal Templates"

https://storydrivenmarketing.lpages.co/3-journal-templates-ebook-optin/

3. Navigation

After Meditation and Information, you then need to turn what you know into your own plan.

There is a difference between consuming my eBooks, Videos and Coaching vs. The Next Step which is to draw up your own plan. It's the difference between a Dream and a Plan in Action. Many people can be Study Junkies. I am a Study Junkie, but I also take the Action that goes along side with it.

The Journal Templates eBook goes into more detail about this, but we use a formula called GPS.

GPS stands for

- Goals – The Big Picture of What you Want
- Plan – All of the Steps to get you there listed out.
- Schedule – When each Step happens.

Again, click on this link for the full plan.

https://storydrivenmarketing.lpages.co/3-journal-templates-ebook-optin/

If you want help putting your steps into a plan and then taking action on them, click on this link for my Time Management Course. If you've never done these time management exercises before, then now really is the time for you.

https://storydrivenmarketing.lpages.co/time-management/

4. Dedication

This step is the one that really divides people into winners an losers.

A winner is just a loser who never gave up.

To be a Winner, you need to push past the point of Novelty.

Many people will dabble in thinking like a marketer for a little while if they're getting that dopamine hit that comes from hearing an exciting and entertaining story.

Or they'll think like a marketer for a bit while they're getting praise, learning new things, discovering or buying new tools, starting off on a new adventure.

But how many people can honestly say that they've done what it takes to push through that last mile?

To push through, you need to take care of your Body, Mind, Time, Resources and find ways to be light hearted along the way. The secret here is to not just find an Outcome that excited you.

Too many coaches focus on the Outcome, but never address how to Enjoy the Journey when the Journey gets hard and challenging. Are you socially driven? Are you driven by certainty? Are you driven by Creativity? Are you driven by money or rewards?

What ever it is that drives you on a daily basis, that is your engine that will get you to keep going, even when your outcome is still far in the distance.

This doesn't mean that you can't have at least some of your outcome now. I mean, before you earn one million dollars, you earn half a million dollars. Before you earn one hundred thousand dollars, you earn ten thousand dollars.

There will always be bits and pieces of your outcome making it's way to you.

But you can't just use the GPS.

The GPS is about your direction.

Your GPS is NOT an Engine.

Your Engine is powered by 4 things.

1. Achievement – the need to finish the To-Do list
2. Breaks – the need for space, boundaries and a reset
3. Connection – the need for others and
4. Discover – the need for novelty, variety and reward.

So on top of looking after your health, your GPS and your Meditation, Information and Navigation, you also need to look after your Engine if you're going to make it to the other side of your goal.

How are you looking after your Engine? Click on this link for my eBook, "How to Cure Occupational Burnout"

https://storydrivenmarketing.lpages.co/cure-occupational-burnout-ebook-optin/

How to Think like a Marketer

Again, here are the **4 Powers of Marketing**

1. **Core Drivers** - Understanding and Nailing what makes your Ideal Customer Behave Predicably.
2. **Community** – The Social Proof and Group Think that causes hordes of ideal customers, influencers, and promotional partners to gather into your funnel for you.
3. **Cash** – Money can power and amplify a sales funnel. If you have a positive ROI or a profitable enough program, then you can afford to push your self further with ads.
4. **Collaborators** – These can be Promotional Partners, people who already have access to your ideal audience, or business partners who help you to grow your following.

What we mean by **Powers of Marketing** is that your clients conscious mind isn't making a decision on if they want to give you money. They're subconsciously making a decision about how to make their own life better and they're very predictable.

Core Drivers

A core driver isn't something that a person choses to have.

Think about is this way. Attraction is not a choice.

You have no say in whether or not you find a person attractive.

You also have no say in if you're gay or straight, bi or anything else. In fact, that was all decided for you by nature.

What is also true is that you have no say in whether or not you like somebodies face. You have no say in whether or not you like somebodies commercial. You have no say in whether or not you feel hungry.

What I mean is that you can't Beg your audience to love you, buy from you or to like your ad or hate your ad. They have no choice. They do or they don't. It's decided by nature.

But what you can do is that you can understand your audiences **Core Drivers** and use it in your advertising. That way, your audience will have **No Choice** but to love and desire your product or program.

For a Full List on **Core Drivers**, click on this link
https://storydrivenmarketing.lpages.co/month-5-6-figure-track/

A **Core Driver** isn't the same for everybody.

Let me repeat myself. A **Core Driver** isn't the same for everybody.

Imagine that you gave an eBook to a highly intelligent Coach, however that coach had zero dollars. Also this coach has an event / workshop coming up in 3 days called, "7 Psychology Models for Success". Now also imagine that this coach is Great at upselling from events, but there's nobody coming. They have the room ready. They have the slides ready. Also, they really need the money because they are behind on their mortgage and the bank has given them a due date to make a payment before the bank will advertise the house for sale. The tickets are $50 each to attend the event / workshop. The coach wants 20 people to attend their event / workshop because that's how many tickets there are and if 20 people attend, they'll make 6 sales of $4,000 and then they'll have some breathing space before the next bills arrive.

Do you remember that eBook that you're giving to this highly intelligent coach?

What if that eBook was called, "How to get 20 Highly Qualified leads to pay $50 to attend your event / workshop in 3 days in only 15 minutes."?

Would that highly intelligent coach be interested in reading your eBook? Would they buy it off you for $100 if they knew that it would work?

Next, imagine that same eBook being given to The Queen of England.

Does the Queen of England really want to know what you have to say about how to get 20 people to pay $50 to attend your seminar in 3 days?

What about Taylor Swift?

What about The Rock, The President of The United States of America, a hermit who lives in the woods who actively avoids humans? How would they react to your eBook title that says, “How to get 20 Highly Qualified leads to pay $50 to attend your event / workshop in 3 days in only 15 minutes.”?

Does that make sense?

If you want to become Really, Really Great at Marketing, then you’ll have to admit that not everybody has the same **Core Drivers**.

Again, if you winge and complain that, “Even when I know my core drivers, my audience doesn’t buy my stuff.”, then I would argue back, “Actually, that means that you don’t actually know your audiences **Core Drivers**, and you’re coming from Trauma instead of **Marketing**.”

Don’t take that as an insult people. It’s meant with Love. Remember Love. Lot’s of Love and then some more Love.

How do you get to know your Audiences **Core Drivers**?

To do that, you need to strip back the **Ego Trauma** and get right back to **Core Biology** and **Core Physics**.

What I mean by **Core Biology** is that people want things against their will. People don't Choose to Want these things.

People want;

- Food
- Sex
- Attention
- A break once in a while to Rest, Think, Play, Etc…
- An End to Physical Pain
- Etc…

But do you remember how I said that people have different **Core Drivers**?

Here are a couple examples from the Relationship Niche.

- A man who wants a date isn't looking for quality first. A man who wants a date is looking to be Increase his Options first and then to Select from his Options second.
- A woman who wants a date isn't looking for quantity first. A woman who wants a date is looking to Decrease their options first, to select a type or an individual and then to Attract their target mate second.

What this means is that if you are trying to attract a client using their **Second Core Driver**, you'll fail.

If you want to attract a client, then you need to talk to their **First** Core Driver. Again, if you say, "I can't do this", or "I don't know", then you're coming from **Trauma** instead of **Marketing**.

Here are a couple examples from the Business Niche.

- An Entrepreneur who wants money will always aim to Save Time First and to Earn Money 2nd. If you don't believe me, then ask an Entrepreneur to ring up 100 prospects and sell to them. Are they going to prioritise Money, Race to the Phone and Get Busy Dialling? Or will they avoid the effort because it takes too long?
- An Entrepreneur's first core driver will always be Time, but their Need or Desire for Money will always be a **Core Driver**. **Core Drivers** for Business come in the order of T.E.R.M.S. Time, Energy, Resources, Money and Sanity.

Again what this means is that if you are trying to attract a client using their **Second Core Driver**, you'll fail. For Business, you need to start with time.

Here are a couple examples from the Health Niche.

- A person who wants health will have **Pain**, **Survival**, **Mobility**, **Attractiveness** and **Energy** as **Core Drivers**, but the Number 1 **Core Driver** of the **Health Market** is **Social Proof**.

- It may sound funny to say that **Social Proof** is the Number 1 **Core Driver**, but if you ask yourself about Gyms, Diets, Medicines and other Health Related trends, like Keto, the 8-16 Diet, The Caveman Diet, The Low Carb Diet, the Vegetarian Diet and the Atkins Diet, they all started with a Social Movement.

So if **Relationships** is about **Quantity** for **Men**, **Quality** for **Woman**, **Business** is about **Time,** and **Health** is about **Social Movements,** does that mean that the other **Core Drivers** don't matter? No. It just means that if you aren't leaning on the **First Core Driver** then you don't understand **Marketing**.

The **4 Anti Core Drivers** are exactly the same as the **4 Quadrants of Trauma**.

Remember that the **4 Quadrants of Trauma** are **Identity, Survival, Ego** and **Isolation.** This means that the **4 Anti Core Drivers** are **Identity**, **Survival**, **Ego** and **Isolation**.

This gives us our With and Without.

If you used a Headline to Attract your Market, then you could use a headline like this, "How I got [Core Drive] with [2nd Core Driver] without [Anti-Core Driver]"

For Example, "How I Lost 15 Kilos using the Popular Keto Diet, without Starving"

Yes, my formula was a little different, because I actually did it like this, “How I [Achieved 2nd Core Driver] with [1st Core Driver] without [Anti-Core Driver]”, but I still included my 1st core driver.

If you’re wondering what **Anti-Core Driver** that **Starving** is, it’s the **Survival Trauma**.

So I said that you need to know your **Core Biology**, which includes **Core Drivers** and **Anti-Core Drivers**, but I also talked about the need to know your **Core Physics**.

If **Core Biology** is about their unconscious needs, **Core Drivers**, then what is **Core Physics**?

Core Physics is their Circumstance.

Circumstances can change.

A lonely person doesn’t always want company. Sometimes they want to be alone.

A Pizza Lover isn’t always hungry.

An Entrepreneur isn’t always interested in saving time and money.

Their needs are actually Circumstantial.

So what circumstance would Activate your audiences **Core Drivers**?

Think about a Tax Accountant who advertises on TV.

Their audiences, or customers **Core Driver** is **Time** and **Money**. They want an accountant who is Easy to Use, Fast to Use and does a Great Job.

But not always. Sometimes they don't want anything.

Sometimes, their market couldn't care less.

Their audience will Activate their need for **Time** and **Money** around Tax Time.

Think about this headline.

"How to Create Your Online Course in 4 Hours and Sell 10. It's Actually Easy. Type "I'm in" to download my eBook "4 Hour Course""

This has been our 3rd most popular headline, only topped by posts about Social Media Templates and Quizzes.

What circumstance would lead a person to want to make their own Online Course in 4 hours?

Yes it activates the **Core Drivers** for **Time** and **Money**, but what is the circumstance that causes a person to want that?

What is their **Core Physics**?

What is Driving their **Core Physics** is Past Failure, Burnout, Ego and their Industry.

We targeted that ad at Hypnotherapists first, and then Coaches and then other entrepreneurs in the Information / Marketing space.

We wouldn't offer that headline to people who are just thinking about starting their first business.

We also did a headline that said, "We're creating a group for people who want to earn $75k per month. Type "I'm in" to join"

When we advertised that post in 2 areas, we got 2 different results.

We advertised it into group of people who already know, like and trust us and we got 200+ asking to join from various posts, groups and ads.

We advertised the same thing as a paid ad out to people who didn't know us and we got trolls. People swore at us. One comment was, "$75 months? What are you talking about? Do you even know?"

Does that make sense?

The only people who would be interested in those **Core Drivers** would be people who already know enough about us to understand that our claim is real. But giving away a free social media planner doesn't require as much trust in advance, however it does require that you target people in business at least.

Core Drivers = **Core Biology** + **Core Physics**.

Or, Marketing = What they want, plus when and where they want it. Does that make sense?

Community

It's not you who builds your community. It's your Early Adopters who build your community.

This means that if you don't master your **Core Drivers** then you can't build the Initial Early Adopters who then help to bring your **Group Think** Audience to you.

Community are driven by Events, Competitions, Games, Socialising, Connection and Liveliness.

In the Entrepreneurs Rivalry, we created $75,000 in sales by doing 1 strategy.

1. Run your Group – Using your **Core Drivers**
2. Create a 2nd Group that you give away to people who bring you the most new community members.
3. Ask everybody to Participate before you move ahead. Even ask them to upload a Pledge, a Welcome video or a Declaration of their Goal.
4. Get them to Comment on Everybody Else's Posts.
5. Give them Homework, that encourages Public Feedback, Voting on a Poll or Multiplies Interaction.
6. Finally, offer Zoom Calls where you upsell.

Click on this training to see how to sell on a zoom call.

https://storydrivenmarketing.lpages.co/sales-short-course/

Cash

Yes. Buying ads is an accelerator.

But you need to get **Core Drivers** and **Community** right before you start putting money on ads.

Even if you don't get **Community** right to accelerate your results, you do as a minimum need to understand your **Core Drivers** or else you're just wasting and burning money.

Once you understand who you're targeting and why, then it's easy to follow the 6 steps of your ad.

There are 6 parts to your paid ad.

1. Budget – How much you spend
2. Landing URL – Where you take people after they click
3. Targeting – Who you want your ad to reach
4. The Image – How to Stop them from Scrolling and raise Interest in what you do
5. The Headline – This is the most important part and
6. The Body Text – This is where some people will read further to find out more.

Once you've mastered Organic Ads, then Paid Ads are easy. But this only works if you have a product to sell with a positive enough Return on Investment so that you can afford to pay for ads. Read Facebook AD Basics to learn more.
https://storydrivenmarketing.lpages.co/ebook-fb-ad-basics/

Collaborator

Recently, a person in one of my Facebook groups messaged me about a course that I made called “Government Funded Clients”

They have their own list of clients, their own school and their own method of therapy. I was lucky enough to interview her recently and find out how much of a legend she is and how much valuable knowledge she has. She was amazing. She has a loyal community who love her and she really does love and try everything that she can to help out her community.

But she had her eye on my “Government Funded Clients” course and reached out to me. She wanted to know if she could sell it to her community. We worked out a deal and now we’re selling either others programs to each others communities.

Most people would miss out on the bigger opportunity here.

Most people may have seen her as a threat, as competition and as a reason to be concerned, just because she’s selling similar things to similar types of people. That would make her competition. However, that type of thinking would be a mistake.

Your competition are sometimes your best friends. Sometimes, they are you shoulder to cry on, you guru when you need answers and they sell a ton of your program because they believe in what you do. Stop seeing competition as competition and start seeing them as collaborators.

Click here to see how the process works.
https://www.youtube.com/watch?v=tvBg-QK1mwg

Take Away

If you need help with money, you need to Use **M.I.N.D.** to **Cure Trauma** to think about **Marketing**.

If **Identity**, **Survival**, **Ego** or **Isolation** are causing a Money Block, then use **Meditation**, **Information**, **Navigation** and **Dedication** so that you can think through **Core Drivers**, **Community**, **Cash** and **Collaborators**.

Think about it like this.

Money exists.

Do you agree?

What is lacking isn't money.

So then what is lacking?

Find out what that is and work on it.

This is your time.

Enjoy it, use it and if you can, help others.

I believe that you can do this. (But I believe that most won't do the steps.) Be the 1% who does.

Do you want More Money?

If you want our help, then click here.

https://storydrivenmarketing.lpages.co/join-entrepreneurs-rivalry/

If you don’t want help, but want to browse around, then click here.

https://storydrivenmarketing.lpages.co/my-latest-work/

It’s as simple as that. You have a choice.

Either way, I wish you the best.

Just remember how valuable you are.

And remember how valuable what you know is to the people out there who need to know it.

You can do this.

Again, let me know what you got from the book.

I’ll see you in the next one

Scott Lawrence