Would You Rather Sound Smart

Or Make an Impact?

This Will Help You Cut Through the Noise

O1 Know Whom Exactly You're Talking to

Think about your ideal customer and come up with a story about this customer that includes not only their age and gender, but lifestyle, fitness history, and aspirations:

Example:



Samantha

Sam is a 26-year-old African American woman who is 30 pounds overweight. She's never used a trainer and is finally looking for some direction after numerous failed attempts at the gym. She's a nurse, so shift work makes regular sleep and food habits hard to come by.

Dave Asprey, founder of Bulletproof and author of New York Times bestseller The Bulletproof

Diet, is a Silicon Valley investor and technology entrepreneur who spent two decades and over

Dave lost 100 pounds without counting calories

or excessive exercise, used techniques to

\$1 Million to hack his own biology.

Dave Asprey, Founder and CEO of

Bulletproof

O2 Tell a Story, Not Facts

Talk about what makes you relatable, and your mistakes, failures, and successes.

Use this three-step process to make stories more relatable:

STEP 1

Paint a Picture of what life was like before.



Dave lost 100 pounds without counting calories or excessive exercise, used techniques to upgrade his brain and lift his IQ by 20 points, and lowered his biological age while learning to

sleep more efficiently in less time. Learning to

do these seemingly impossible things transformed him into a better ent a better husband, and a better father.

STEP 2

Describe What You Did to change things.



STEP 3

Help the Reader Envision what your life is like and how they can benefit, too.



O3 Establish Your Credibility

Tell what you've done and why YOU are the best choice for your reader. Look through your current client list and list out the top three things that you helped your client achieve in the last three or six months to a year.



Jonathan Goodman

World leader in business education for Trainers and author of the world's o textbook on online training

World leader in business education for Online Trainers and author of the world's only textbook on online training

ne #1 health

ling books.

"Jon Goodman is an **expert in building online trair** ADAM BORNSTEIN, (Born Fitness, NYT bestselling author)

"With Jon's marketing signed up during ou the man!" – Mi

"Jonathan Goodma fitness profession

fitness profession anybody else I know." – Dr. JOHN BERARDI (Precision Nutrition)

O4 Use Social Proof to Add Legitimacy

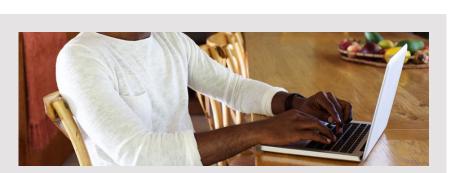
Social proof (e.g. testimonials) is a way to add more value to your message and services. Write down the names of five people that best match your ideal customer and are likely to give you testimonials. Contact them today using the template to the right:

And remember...

Make things so simple and easy to understand so the reader doesn't have to think.

You don't need **GROUNDBREAKING**

Go for SIMPLE and EASILY ACTIONABLE



"With Jon's marketing help we tripled the number of clients we

signed up during our enrollment period from the previous. He's the man!" – MOLLY GALBRAITH (Girls Gone Strong)

What's one thing that you'd like me to start doing?

What's one thing that you'd like me to stop doing?

What's one thing that you'd like me to keep doing?

In 3 sentences or less, can you describe any reservations that you had before we started working together?

In 3 sentences or less, can you explain how I was able to help you with your reservations?

Can you describe your 1-2 top goals when you started?

In point form, can you list your achievements with training thus far?

Is there anything else at all that you'd like to add?

