

Perspicacity walk

Should I contact local businesses, or e-com and info-product business owners?

This question got me digging deep. The conclusion is simple. Test all three out. Burn through my list if I have to, include the lead-gen testimonial, and stop reacting to every threat.

My past self would be itching to start outreach again, now that I have a testimonial. There are a ton of adjacent niches out there. Even if there aren't, I can always spin this fact in my favor and paint myself positively. Run a simple test on 5 different niches, 20 prospects. Test the niches out. Use my same niche, add a couple of slightly different ones.

I won't need to do a ton of research, maybe add two completely different niches, start prospecting.

Or, maybe just start reaching out without adding and researching two completely different niches.

Other perspicacity questions: What would my past and future self be most disappointed of?

My consistent reactivity to different threats, whether I'm distracted in my mind, or they distract me in my environment. I gotta be more calm

What would my past and future self be most proud of?

I made a giant brave decision in my life recently. I can't explain it in detail and it is private.

How can I force this testimonial to give me credibility in different niches?

Say it's gonna work even better for these adjacent niches.

How can force my outreach to work?

Offer an increase in lead gen, plus nurture and a boost in conversion rates. Then, send the testimonial that showcases the 425% increase in lead generation for B2B. Say that this will work EVEN better for their niche. Research the niche before reaching out.

Alternative approach - don't research these niches, test them out first. Say that I'm studying marketing for their specific niche. Don't pitch them at the end, actually qualify these people first. Dive deep and research niches for business owners who are problem-aware, or have goals and want these results. Say you'll message them later if you find any solutions.