

Protagonist Workshop

The Protagonist is one of my main 4 content buckets:

Bucket	Philosophy	Problems	Outcomes	Protagonist
Best Workshop	Whale Bait	Value vs. Insight	The 20 Minute Email	The Protagonist

I don't do content calendars but if I did it would look somewhat like this:

Yellow	Green	Blue	Red	Green	Blue	Yellow
Red	Yellow	Green	Blue	Red	Yellow	Green
Red	Blue	Yellow	Green	Yellow	Green	Red
Blue	Red	Red	Yellow	Green	Blue	Blue

Out of all of them, **Protagonist-type** content is the one with the highest energy because it gives people the one thing they crave the most:

A leader.

There's too many people of reaction. They wait to see what's happening in the market and then they react. These are, by definition, not the main character.

There's very few people of action. People who happen to the market. Who are willing to go first. These are the Protagonists.

When people say someone has a special "aura" this is what they mean. They're not first because they have a special aura. They have a special aura because they're willing to go first.

Best explained by Frank in House of Cards: [Best Speech in House of Cards](#) .

Coaches	Protagonists
Exist in circles.	Has a goal and actions.
Creates	Updates
Indecisiveness	Decisiveness
Always there	There for now
Social media	Netflix

But being a Protagonist seems risky. If you succeed, everyone sees it. If you fail, everyone sees it.

This “perceived risk” is why people hesitate becoming one. They believe that if they fail that’s the end of them and their brand. Ironically, the opposite happens.

- Rocky lost his first fight... And we still watched Rocky 2.
- Luke lost his hand and friend... And we still watched Return Of The Jedi.
- Walter White became a murderer and druglord... and I still rewatch it.

It doesn’t matter whether you win or lose. Because people fall in love with characters, not outcomes.

- If I get to \$100k/month in profit:
 - *“Hey guys I did it. I’m doing this cohort to show you how I did it.”*
- If I don’t:
 - *“Hey guys I failed to build a \$100k/month in profit business. I just built a \$92k/month in profit business. Too bad. Anyway, I’m launching a cohort showing you how I did it.”*

This thing has been rigged since day 1. The possibility of me losing never existed.

Coaches can lose because they’re playing someone else’s game. Protagonists can’t because they make the rules of the game.

Today we make that shift with 3 tools:

- Your Protagonist Post
- Your Netflix Content Strategy
- Conditioning Your Audience To Buy

Your Protagonist Post

Your Protagonist Post is your call to adventure. It's the post you have pinned for the entire year and that you constantly quote, reference, update and remind people of.

I've posted 60,000 times and this is the most profitable one:

<https://x.com/OneJKMolina/status/1741806790935756855>

More than the small details, the goal of the Protagonist Plan is demonstrating that you're bold enough to share yours. This is enough to increase the strength of your brand because people crave a leader now more than ever.

And being a leader starts with your Protagonist Post.

3 main parts:

- Your Goal: What do you want?

This goal has to genuinely excite you. I can't explain it but if it doesn't excite you it won't excite the audience either. You have to actually want this.

- How much money do you wanna make? → My \$100k/month profit.
- How many people do you want to help? → "Help 1000 people get a six pack."
- How much do you want to capture? → "Create \$5 million every month for my clients and capture \$50k from it"
- What *thing* do you want to build? → "Proyecto Casa."

Note: The goal itself isn't that important so don't overthink it. It's the bravery to declare it that's important.

- Your Steps

Laying out how you will do things is a very natural way to promote your Offer Shell. This eases the resistance to your offers through the entire year because people were already told they'll be sold to.

(You can't complain about being punched if you're in a boxing gym. The rules are on the wall.)

1. Grow my socials my way.

No fancy editing, forced creation or things I don't enjoy making.

I don't believe in tailoring yourself to a niche, but in tailoring a niche to you.

2. Invite people every day to join the LikesAintCash.com Newsletter.

This is where I'll send subscribers a daily insight and make them a daily offer so that they get more clients at any follower count.

3. Host workshops to introduce people to my methods.

A customer is worth 100 leads.

I'll sell \$100-\$300 day-passes to the workshops I'll host for my community anyway.

- Your Rules

Your rules are a key part of your Plan because it makes people develop strong feelings about you. This is a good thing.

(We know that Batman doesn't kill. This is a key part of his character and it makes us have stronger feelings about him.)

These Rules attract Whales because to them it's not just about the goal. It's also about how they get there. Promises typically attract low income people. But philosophy typically attracts higher income people.

Show what you're willing and not willing to do to accomplish the goal. As well as what you'll show your clients to do and not do.

So this time I'm setting them straight from day 1:

1. I don't do maybe's.

I only accept a yes or a no.
If someone is a maybe I'd rather focus my energy on finding a yes.

2. No more than 3 hours of work per day.

We get paid for the quality of our work, not the quantity.
I've found my quality and happiness decline after 3 hours. So that's where I'm capping it.

3. I'll cap spots.

With unlimited scale comes unlimited stress.
My goal is filling our 100 spots consistently rather than taking an unlimited amount every month.

This is the plan.

All that's left is execution.

I'll keep updating you as I go.

That's it. Your Goal, Your Steps and Your Rules.

You can use my template if you'd like.

 **Checkpoint: You've written your Protagonist Post.**

Your Netflix Content Strategy

Protagonists don't treat social media like social media. They treat it like Netflix. It's literally a show about them.

Coach: "I just hit a record month."

Audience: "Congrats."

Protagonist: "I just hit a record month. If we keep going at this rate we might hit the goal sooner than expected."

Audience: "What goal?"

Treating it like Netflix and not social media increases the speed at which people let themselves be led.

3 ways: Big Updates, Small Updates and Minigames.

Big Updates

Plans will do what plans do: They will change.

And that's the beauty of it. The path is formed as you walk it. Your best episodes are still unknown to you.

Expectation	Reality
<ol style="list-style-type: none">1. Declare goal.2. Cap spots and always be on track.3. Replace churns with Waitlist.4. Keep selling workshops and opening intakes.5. Get to goal.	<ol style="list-style-type: none">1. Declare goal2. Cap spots and be on track month 13. Realize I don't need a team4. Fire my team5. Realize I don't need a biz partner6. Split up and incur a \$467,000 debt7. Transition from 15 people to 28. Overwork myself9. Summer churn sets me back 3 months10. I open up more spots11. Start creating long term deals12. Get engaged and change plans13. Pay off Ryan's debt14. Win or not win I leave regardless15. Final Intake16. Final Cohort17. Retire temporarily

Plans changed throughout yet at the end of every step I took I was rewarded with being shown the next one. And that's how it's supposed to be. You have to let go of your insistence of certainty to write a great story.



Mario prioritizes movement over everything else. As long as he is moving, he does not care about any hazards.

Percentage Hits	Updates In Business	Updates In Progress
<ul style="list-style-type: none"> • 10% • 20% • 25% • 33% • 50% • 60% • 70% • 75% • 80% • 85% • 90% • 95% • 100% 	<p>Announcement:</p> <p>I'm splitting up with my business partner</p> <p>Here's the story:</p>  <p>https://www.instagram.com/p/C5V4hfQRVZs/?img_index=1</p>	<p>I don't need unlimited scale to reach it.</p> <p>I only need to find 137 Cash Creators and make sure I deliver.</p> <p>So far I've found 64.</p> <p>68 to go.</p> <p>https://www.instagram.com/p/C5iqgnjMhkS/?img_index=7</p>

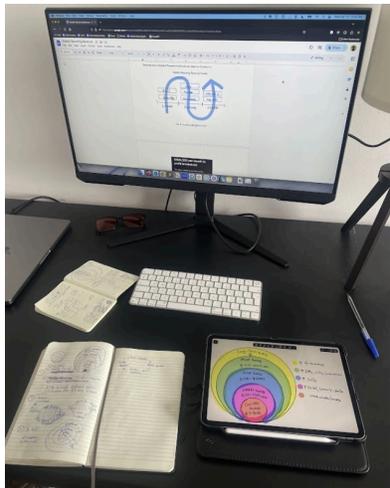
Keep moving and update people along the way. The story is for your own amusement too.

Small Updates

Most episodes don't move the plot forward. It doesn't matter because we watch for the Protagonist and not for the outcome.

Win	Reminding Of Goal	Event that day
<ul style="list-style-type: none"> <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  <input type="checkbox"/> \$100.00 USD Succeeded ✓  	<p>\$100,000 per month in profit breakdown</p> <p>The Goal = \$100k in personal profits.</p> <p>120 Cash Creator Community Spots for \$300-\$450 a week = ~\$130,000 MRR</p> <p>12 Cash Creator Table Seats for \$500-\$1000 a week = ~\$24,000 MRR.</p> <p>Partnering up with 5 creators I'll choose for 10% profits + 10% on sale = Long term game.</p> <p>Plus ad-hoc sales of \$100 workshops, \$1k - \$5k calls and paying for months in advance...</p> <p>This adds up to ~\$160,000.</p> <p>(\$160k) - (my partner's buyout) - (costs) = \$100k per month in personal profit.</p>	
Event	Over The Shoulder	Physical Movement

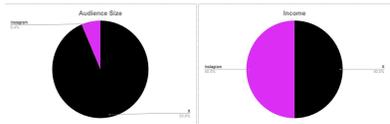
Hey man, Happy New Year etc
can you send me my payment
link for next week?



Non-Business Related

L's (but only after Ws)

Statistics



In hindsight

Emotions

Recycle



(Recycle your top ones every
6-8 weeks).

Minigames

Minigames are games that are correlated to the main goal but don't last that long.

- [The Cash Creator Store](#)
- [The Baby Project](#)
- [The \\$100k In 30 Days Challenge](#)

Minigames are exciting and fun. It gives people a strong reason to come back to you because you're putting on a good show.

Condition Your Audience To Buy

Coaching is a luxury good sold as a commodity. People are used to coaches always being available and nice. To always follow up and be there when they finally get around to needing them (they won't).

A Protagonist flips the script because they see the reality: There are millions who need a problem solved and only you can solve it the way you solve it. You are the one who holds the status in the sale. Not them.

The Protagonist knows this. And so he takes pieces of him away from the audience to condition them to buy the next time he offers one.

He makes the audience understand that he's willing to help. But not forever. 5 ways to do so:

- Strategic Price Raises

Raise prices at milestones like 25%, 50%, 75% and at 100%. Or every quarter. If you have them scheduled you can use them as "reasons why" in your marketing.

- Private Consequences

Hey, I'm closing reservations tomorrow. Are we doing this or should I release yours?
Have a read and let me know if you're in or if you have any questions because I'm raising the price next quarter.
I'm closing your file because I didn't hear back from you.

- Start conversations with people who missed out

You just missed this opening unfortunately. Would you like to see the details of what making a reservation for the next one would look like?

The replay is not for sale. What are you working on? I have some other stuff that may be useful.

- Public Consequences

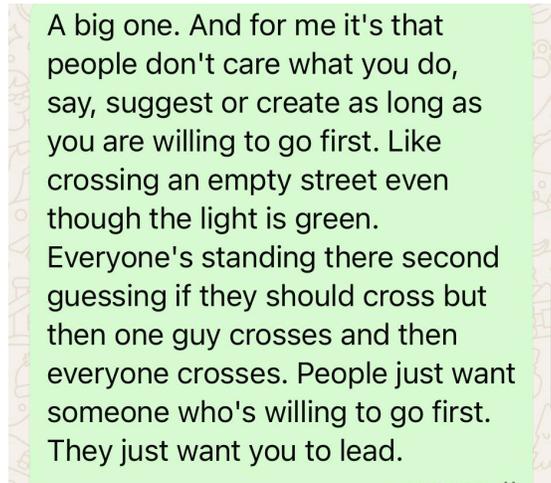
[Married Girl Strategy](#)

Reminders of [global](#) and [local](#) caps.

[Take Things Away](#)

TLDR

A mentor asked me what was one big takeaway recently. I sent him this:



A big one. And for me it's that people don't care what you do, say, suggest or create as long as you are willing to go first. Like crossing an empty street even though the light is green. Everyone's standing there second guessing if they should cross but then one guy crosses and then everyone crosses. People just want someone who's willing to go first. They just want you to lead.

Next Steps

The best time to create your Protagonist Plan is now. January is the best month for coaching and consulting. Good time to start with a plan for 2025.

And even if you're watching this later, you can craft it now. Because with so much foolishness and indecision in people's lives, why not someone like you?

1. Declare your Protagonist Plan.

2. Use the 4 content buckets in your content.
3. Make Big Updates, Small Updates and Minigames.
4. Introduce consequences publicly and privately.
5. Win or lose. It doesn't matter. But lead.