

How *The Lorax* Can Help You Take [Your Business Objective] To The Whole World...

Dear [Names],

- A secret that [Your Business Name] needs, right now, to achieve its vision...
- That will accelerate the number of people who flock to you for great mentoring...
- And keep people (I've known a few) from leaving...
- **A secret that will position [Business Name]...**

...to take affordable, quality [Objective]mentoring *to the whole world*...

...is all right here... in *The Lorax*.

You remember the story: The enterprising Once-ler sees an opportunity for him and his relations to turn Truffula trees into an omni-purpose miracle of knitwear (a “Thneed”) that *everyone* needs—and make their fortune in the process.

The Lorax opposes Once-ler’s entrepreneurship on behalf of the axe-threatened trees and all his furry, feathered, and finned friends.

The truth? Between the two, I always liked the Once-ler more. I’m all for environmental responsibility, sure. But the Lorax is all “no, no, no,” and “bad, bad, bad,” **with no solutions**.

Don’t get me wrong—I’m as much for environmental responsibility as I am for entrepreneurship.

But He Had A Point:

As long as *somebody* was buying Thneeds—and as long as they stocked-out once in a while—the Once-ler really believed *everyone* was benefitting. In reality, though...

...there were *lots* of people who could have—*should* have—been benefitting (Bar-ba-Loots, Swomee-Swans, and Humming-Fish, to name a few)—**who instead were completely left out**.

As popular as his product was at first, Once-ler’s strategy wasn’t sustainable. In all his *biggering*, he forgot to take care of his most important resource—the trees.

In the end, Once-ler had nothing left to offer to anyone. In fact, because of this **one oversight**, everyone ended up worse off.

And so it is, my Once-ler friends, with [Your Business Name]:

- You have a go-big-or-go-home plan.
- You have something that everyone, Everyone, EVERYONE needs (and they do!).
- Occasionally, you even sell out your events.

BUT...

Is it really sustainable?

Is it reaching everyone it should?

You and I were all there when Cheri Tree gave her talk on the B.A.N.K. personality code. Do you remember the breakdown? About 40% of the hand-raisers—the biggest group—were N-type Nurturers. Of A-type Action people, there were...only two.

So, if the vast majority of people who benefit from [Business Name] **aren't** A-types...why is **all** of your advertising—

- videos that resemble revival replays...
- informational recordings that promote products instead of building relationships...
- emails that are gimmicky and out-of-focus...

—geared toward A-type real estate investors, *instead of toward the rest of us?*

[Names] *I am a Nurturer.*

Most of my friends and followers are, too.

And I have to tell you—

This kind of marketing makes us *cringe*.

So many people *should* be benefiting from [Business Name]—and aren't...

- The woman who brought *me* into [Business Name]—and others like her—who left when the marketing didn't align with her personal goals anymore...
- The blogger-coach I invited in with over 100,000 followers who was on the verge of signing up—but [Business Name] couldn't keep him...
- The subscribers to my blog, who desperately need [Business Name], but who I don't dare refer because I know the marketing would burn them—and their trust in me...

And that's just for the "N" crowd—there are turn-offs for "B" and "K" types, too.

Don't You See?

At the rate you're going, there's a real danger of damaging—even ruining—***your most critical resource...***

"UNLESS."

Gentlemen, it's time to expand the world of [Product Name].

Which brings us back to The Lorax. Lorax is the ultimate "no-man." His vision of the world is one of undisturbed Edenic virginity—with no room for improvement or creating new value. If he had come to Once-ler with an alternative plan...

...a sustainable one (that involved, say, planting new trees)...

...that would have served everyone involved...

...***and***, if Once-ler had revised his big-picture strategy accordingly...

...***everything*** *could have been different*.

And everything still *can* be different for [Business Name].

So, here I am—your personal Lorax.

My bucket of cold water is this: your marketing is alienating ***whole tribes of people*** who should—more than anyone else!—be benefitting from mentoring, which everyone, Everyone, EVERYONE (*actually*) needs—and in the process risking serious, long-term, permanent damage to your brand.

That, gentlemen, is a problem.

But *this* Lorax is here, **not** to bring you a problem, but a solution—and an *opportunity*.

Because you're not out of time—yet.

You can still *reverse* this downward spiral; *boost* engagement with your current audience, and *expand* your reach **explosively!**

You can still get back on track for taking affordable mentoring to the world.

Would you like to know *how*?

(Because if you're still reading this letter, you already *know* I can help you.)

I'll show you my secret—what it is, how it works, and how to implement it—and give you the template to do it for yourselves.

I'll even do all this for free—abundance is all about generosity.

The only catch here is this: **it's got to be in person.**

SO...

I'll be calling your office Friday at 10 a.m. All you have to do is take the call—or, to avoid missing it, ***call me first***, at [phone number]—and schedule a face-to-face meeting with me. That's it.

That's right! I will give you the formula for my secret sauce, based on tried-and-true principles *that have helped **hundreds** of entrepreneurs*, absolutely on the house...

And all you have to do is take my call on Friday and schedule a face-to-face meeting.

After that, you can decide:

1. You're happy with what you're doing—and the results you're seeing...
2. It's absolutely worth it for you to implement your favorite parts of my methods on your own, and realize *some* of their full potential...

(If so, we'll part as friends, and I'll be glad of having helped in a noble cause.)

3. **OR**, you can decide you want me to show you the magic:
 - refine and customize my strategy *exclusively* for Strongbrook,
 - work alongside your team to implement it for your current platform,
 - mentor them on how to integrate it into future projects,
 - and make your marketing sing,

to bring in—and *retain*—the people who **should be** part of [Business Name], and aren't—*yet*.

Gentlemen, here's to a tomorrow full of the Trees *and* Thneeds that everyone needs,

Until then,

Ashley L. Nance; Your Friendly Neighborhood Lorax

ashley@changeyourmusic.com