

WEBVTT

1

00:00:01.890 --> 00:00:03.000

CIML2022 Main Stage 1: first challenge.

2

00:13:52.230 --> 00:13:52.950

Scott Benham: alright.

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00:13:54.120 --> 00:13:56.160

Scott Benham: Welcome everyone how's everybody doing today.

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00:13:57.540 --> 00:13:58.650

Scott Benham: Wave your hands if you can hear me.

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00:14:00.420 --> 00:14:04.950

Scott Benham: awesome good to see you guys there just wrapping up main stage right now.

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00:14:06.540 --> 00:14:20.610

Scott Benham: Man I don't know like Is anybody else raise your hand if you are like watching it on your device, while also being here, we doing the both thing yeah there's a couple of US crazies awesome here's a here's a sneak little peek right.

7

00:14:21.840 --> 00:14:29.220

Scott Benham: We don't always know what the entirety of the offers going to be sometimes until Pedro says it online.

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00:14:29.730 --> 00:14:35.490

Scott Benham: Now that's not always a fun thing for team, but it's super exciting for you, because the same time you're hearing it.

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00:14:35.790 --> 00:14:47.160

Scott Benham: Sometimes we're hearing it here's here's what's awesome him and Russell just created that agreement for that for that bonus like literally right before they got on on main stage so.

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00:14:47.610 --> 00:15:01.110

Scott Benham: This is an incredible the other last two years, women moving bigger challenges 2020 and 2021 it was in 1995 offer so at 995 it's going to be absolutely bananas, but nonetheless.

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00:15:01.740 --> 00:15:06.960

Scott Benham: I hope you see the value in it we'd be happy to answer your questions, but today we have day for.

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00:15:07.530 --> 00:15:12.150

Scott Benham: A day for today, one, let me introduce myself for those who don't know me, my name is Scott venom.

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00:15:12.600 --> 00:15:17.910

Scott Benham: I am here with crushing the challenges I helped Pedro run the business and really fulfill on.

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00:15:18.150 --> 00:15:30.330

Scott Benham: All our products and all of our services on the crusher challenges side and today we're going to focus on bringing all the pieces together piece number one was to give you an overview of what movement, making is all about, there was a three step.

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00:15:30.690 --> 00:15:39.390

Scott Benham: Framework step one is anybody remembers that one let's see it in the chat i'm not going to give it to you, but make sure you were listening what was step one step one was what.

16

00:15:42.000 --> 00:15:46.950

Scott Benham: Step one is to have you dare you knows Adrian knows there we go marry.

17

00:15:48.060 --> 00:16:07.320

Scott Benham: that's right step one was micro niche right the niches are noisy so to create a solution for the noisy niches right the riches are in the micro niches so the micro niches key and some of you realize, maybe, for the first time that the micro niche becomes the way that you become an expert.

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00:16:09.870 --> 00:16:20.670

Scott Benham: I would almost guarantee that least 50% of you thought to yourself why I could never be an expert in anything what is an expert that it's going to take me years well has.

19

00:16:21.630 --> 00:16:27.270

Scott Benham: it's taking you use to get to where you're at it's taking us to get the victory that you have now that victory and breakthrough.

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00:16:28.050 --> 00:16:33.750

Scott Benham: is available for others when you niche down Okay, so we realized that we started to focus on the people.

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00:16:34.200 --> 00:16:41.970

Scott Benham: And we started to focus on the people realize oh my gosh these people they've got problems and i've got solutions to solve those problems.

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00:16:42.720 --> 00:16:56.640

Scott Benham: Right, so we have our micro niche and we started to go through, we recognize micro niche just isn't enough adjectives right it's not just stressed out high achieving stay at home moms right.

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00:16:57.660 --> 00:17:09.090

Scott Benham: Those are adjectives about stay at home moms Okay, so we talked about age and gender demographics Okay, let me start talking about psycho graphics like behavior.

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00:17:09.750 --> 00:17:16.980

Scott Benham: Right and then we started to add the adjectives and then some of you even went local and we realized, well, we can really narrow down.

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00:17:17.490 --> 00:17:26.100

Scott Benham: And you realize when we narrow down we cut through the noise, the message becomes clear when you have a micro niche.

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00:17:26.640 --> 00:17:35.790

Scott Benham: it's counterintuitive The world is going to tell you to spread your message everywhere and guess what it's going to feel a whole lot like nothing because of your everything to everyone you're nothing to no one.

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00:17:36.600 --> 00:17:48.390

Scott Benham: No, that can be really difficult to hear but it's true right so micro niches key that was step one step two is movement based messaging right movement, the big movement right, we want to create a movement.

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00:17:49.080 --> 00:17:58.080

Scott Benham: But when we think about movements movements are really kind of articulated by a couple of things, the biggest one is this, what do you stand for or against.

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00:17:59.460 --> 00:18:12.240

Scott Benham: Right Pedro encouraged us yesterday in the VIP when the crusher lab not to necessarily think about standing for against something

from a religious or political perspective, unless you feel led to do that right, but what do you stand for.

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00:18:13.110 --> 00:18:18.690

Scott Benham: And i'm moving maker intensive you know, it was a it was a done with you program that we launched right before.

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00:18:19.230 --> 00:18:31.710

Scott Benham: The movement bigger challenge we had one Gal and she was on as a guest in that in the post show on day one janine mix she wants to make sure that she basically clarifies a message to women.

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00:18:32.970 --> 00:18:41.880

Scott Benham: Financially free currently follow Dave ramsey right she says there's a different way to become financially free than what Dave ramsey teaches.

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00:18:42.210 --> 00:18:53.100

Scott Benham: Right, so what she's doing is she's taking an existing group and affinity for an existing group and existing message and an existing leader and she's micro niche and off of that.

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00:18:53.550 --> 00:19:04.590

Scott Benham: Okay she's creating movement based messaging off of that her movement is about females, creating that financial freedom for themselves, so they don't have to cut out their lattes and cut up the credit cards.

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00:19:04.890 --> 00:19:10.410

Scott Benham: Okay, so the movement is big stand for something or against something and the movement.

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00:19:10.950 --> 00:19:21.450

Scott Benham: is also miniscule right you're moving people from one place to another place it's from to language it's creating momentum it's creating movement.

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00:19:21.840 --> 00:19:29.910

Scott Benham: make sense, raise your hand if that makes sense of those two things they're not the same thing, but they feed each other right yeah good good.

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00:19:30.150 --> 00:19:42.300

Scott Benham: So what you're going to start to hear those of you who joined us right we can't boil everything down in this five days but

you're going to start to hear, as we implement and prepare for the crusher workshop is this things like your challenge name and your tagline.

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00:19:43.350 --> 00:19:55.110

Scott Benham: Okay, so our tag on the move, a bigger challenge was how to 100 X your impact and income with challenges right that's an aspirational reach that's movement.

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00:19:55.500 --> 00:20:00.900

Scott Benham: hey you taking somebody from where they're at where they're going to go, so you might say, you know, helping moms.

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00:20:01.530 --> 00:20:12.030

Scott Benham: From you know mental fog to mental clarity right there's movement there okay there's movement there makes sense cool and then step three crust challenges.

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00:20:12.690 --> 00:20:19.110

Scott Benham: Okay The good news is that you've been a part of a challenge for the last four days so you're starting to see what it's like.

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00:20:19.770 --> 00:20:24.750

Scott Benham: Now I pay a lot of attention to the chat, not only in here right I paid a lot of notes.

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00:20:25.410 --> 00:20:36.540

Scott Benham: but also in the live chat and some of you were a little bit like let's go let's get on with it give us everything that you know, right now, right now, right now, and I just thought to myself.

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00:20:37.290 --> 00:20:44.370

Scott Benham: you're not ready for it all right all right, you have to have you have to build the Foundation before you build on the foundation.

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00:20:45.060 --> 00:20:54.450

Scott Benham: Right a three bedroom foundation is not going to hold a seven bedroom house it's not it won't the footprints not big enough okay.

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00:20:55.440 --> 00:20:58.590

Scott Benham: So we started to kind of go inch by inch it's a cinch.

48

00:20:59.310 --> 00:21:08.460

Scott Benham: inch by inch and its Ascension and you're right Nikki we have our crossfit coaches in the comments right So if you get if you get an answer from a crushing I see I you coach or crusher coach.

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00:21:08.730 --> 00:21:17.550

Scott Benham: here's what you can trust that they've been with us, most of them for 1224 months that they are student of challenges, and they are committed.

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00:21:18.060 --> 00:21:26.730

Scott Benham: to your success, what do you stick with us forever or this week is last week that we see you either way we honor you and we want you to be successful.

51

00:21:27.510 --> 00:21:38.250

Scott Benham: Right So today we bring it all together and we learned how to crush challenges that we learned how to crush challenges but here's my encouragement to you encouragement to you is very, very simple.

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00:21:39.330 --> 00:21:42.540

Scott Benham: don't despise humble beginnings.

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00:21:44.190 --> 00:21:50.070

Scott Benham: don't forget your micro niche okay don't forget your movement based messaging.

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00:21:51.780 --> 00:21:54.750

Scott Benham: here's why we say this all the time and crush it you.

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00:21:55.830 --> 00:22:05.550

Scott Benham: You can find your who your micro niche through your what to means that the solution that you offer those people where you can find your what.

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00:22:06.900 --> 00:22:07.680

Scott Benham: Through your hope.

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00:22:09.480 --> 00:22:14.070

Scott Benham: These are basics, but those basics, are the foundation that you build everything off of.

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00:22:14.550 --> 00:22:23.640

Scott Benham: Everybody wants to crush challenges right, I went on a screen, I went on a ski trip with my kids this past winter everybody wanted to go down the hill nobody knew how to ski.

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00:22:24.150 --> 00:22:31.020

Scott Benham: You can't go down the hill unless you know how to ski in fact you really can't get on and off the lift unless you practice that also right.

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00:22:31.380 --> 00:22:45.570

Scott Benham: But it wasn't until we let them go through the frustrating process of falling and being frustrated and crying and leaving and coming back and then trying again that they realize, you know what I need lessons.

61

00:22:46.080 --> 00:22:53.910

Scott Benham: Okay, these are your lessons and i'm your instructor and I wanted to tell you, I want to tell you this really, really clearly your micro niche.

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00:22:54.240 --> 00:23:03.690

Scott Benham: Your movement based messaging and that problem that you solve those are your foundation So those are going to be key and those are going to be absolutely K expense.

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00:23:05.340 --> 00:23:11.250

Scott Benham: awesome awesome alright so here's what I want to hear, based on what you heard today right let's put it in the chat.

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00:23:11.730 --> 00:23:27.330

Scott Benham: What is your biggest takeaway from what you heard today, whether it be with Pedro Pedro and Russell or anything in between what was your biggest takeaway that you, nothing is impossible come on Cassandra I love that consistency is key.

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00:23:29.550 --> 00:23:33.150

Scott Benham: free to paid challenge right start limitless.

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00:23:34.260 --> 00:23:36.630

Scott Benham: you end up with your ideal client that's right.

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00:23:37.650 --> 00:23:39.810

Scott Benham: challenge will be around for the rest of your life.

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00:23:41.580 --> 00:23:45.210

Scott Benham: Go live pull the trigger these are good keep them coming let's see let's see him.

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00:23:47.400 --> 00:23:54.480

Scott Benham: Free challenge the page challenge that's good here's here's why that's good, let me, let me explain right, because what I just said right, you need.

70

00:23:55.050 --> 00:24:12.030

Scott Benham: You need a WHO your micro niche Okay, you need a what an offer, we solve problems for people okay i'm gonna put in a different way we want to help people go from problem to promise and your challenge is the pathway from problem to promise.

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00:24:13.140 --> 00:24:15.270

Scott Benham: incense simple right.

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00:24:17.490 --> 00:24:17.940

Scott Benham: Simple.

73

00:24:19.020 --> 00:24:21.480

Scott Benham: that's not easy, I didn't save it's easy I just set up a simple.

74

00:24:22.200 --> 00:24:37.530

Scott Benham: we're going from problem is people have problems everyone's got problems either problems you got problems, but you know what my problems as a 40 year old father of four who lives in South Florida are probably different than debbie's problems.

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00:24:38.550 --> 00:24:42.120

Scott Benham: they're probably different than Cassandra and astellas and darien problems.

76

00:24:43.650 --> 00:24:55.890

Scott Benham: We have different problems we have different lives right, which is why focusing on the micro niche is a great start but really considering who that person is.

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00:24:56.370 --> 00:25:08.310

Scott Benham: Who those people are what are the, what are the situations, what are the circumstances of their life that let you see their problems and speak to their problems, to create a solution.

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00:25:09.630 --> 00:25:09.960

Scott Benham: Right.

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00:25:11.220 --> 00:25:30.180

Scott Benham: That will solve that problem so from promise or from problem, the promise problem promise your pathway is your challenge Okay, this week, our goal is really simple, we want to help you recognize that you are a movement maker that there's a movement inside of you.

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00:25:31.650 --> 00:25:47.940

Scott Benham: Okay, and we want you to see more clearly what it takes to be a movement maker standing for something or against something right and being a movement maker, we need to make sure that you focus on a micro niche so that your voice can be heard, because it's noisy in the niches.

81

00:25:49.980 --> 00:25:52.650

Scott Benham: Giving people calling them into this new identity.

82

00:25:53.700 --> 00:26:04.500

Scott Benham: This is a quick raise of hands just let's be honest i'm gonna go i'm gonna go to screens, three, four or five quick raise of hands, how many people see the movement maker inside of them now, more than they did on Monday.

83

00:26:06.300 --> 00:26:07.470

Scott Benham: keep them up keep them keep them up.

84

00:26:09.990 --> 00:26:13.710

Scott Benham: All right, and let's be honest okay i'm still i'm still scrolling let's be honest with ourselves.

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00:26:14.790 --> 00:26:20.760

Scott Benham: let's be honest with ourselves before Monday, how many people really felt like they were a movement Baker.

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00:26:22.860 --> 00:26:24.960

Scott Benham: Some of you okay right.

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00:26:26.700 --> 00:26:27.690

Scott Benham: But well here's what we did.

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00:26:29.040 --> 00:26:35.490

Scott Benham: Okay i'm kind of giving you the secret sauce here is what we did we increased problem awareness.

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00:26:37.350 --> 00:26:41.280

Scott Benham: Which immediately increases solution awareness doesn't it.

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00:26:43.050 --> 00:26:51.930

Scott Benham: We give an example, I crush it you coaches are so sick of this example, but I use it and it works Okay, right now, my shoulder doesn't hurt.

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00:26:52.860 --> 00:26:58.500

Scott Benham: Right so i'm not going out there to try to find some sort of orthopedic surgeon to fix a shoulder that doesn't bother me.

92

00:26:59.430 --> 00:27:05.850

Scott Benham: But if I woke up tomorrow I couldn't move my shoulder my problem awareness goes up and now all of a sudden i'm looking for solutions right.

93

00:27:06.240 --> 00:27:13.140

Scott Benham: You guys are solutions you see the solution in yourselves and I can't wait because Pedro is going to now bring all these pieces together.

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00:27:13.680 --> 00:27:22.410

Scott Benham: and drive it home for everybody, so Pedro welcome I was just doing a quick little recap, of the first three days man what an amazing training with Russell man awesome awesome awesome.

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00:27:25.800 --> 00:27:26.940

1 - Pedro Adao: Yes, hey guys.

96

00:27:26.970 --> 00:27:27.720

Scott Benham: what's up.

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00:27:28.200 --> 00:27:30.000

1 - Pedro Adao: how's it going in the lab you guys fired up.

98

00:27:33.300 --> 00:27:37.500

1 - Pedro Adao: I want some real time feedback okay I don't know how many of you guys are.

99

00:27:37.710 --> 00:27:39.840

1 - Pedro Adao: Maybe new to this space or what but.

100

00:27:40.170 --> 00:27:43.260

1 - Pedro Adao: i'd love some feedback because I just literally.

101

00:27:45.000 --> 00:27:48.990

1 - Pedro Adao: I don't know how I keep doing this and this sounds a little bit you know, this might sound a little bit.

102

00:27:50.010 --> 00:27:52.950

1 - Pedro Adao: Like i'm patting myself on the back here a little bit, but I guess I kind of am.

103

00:27:54.300 --> 00:27:59.040

1 - Pedro Adao: guys i've been doing this for about four years now, and I just want to keep.

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00:28:00.030 --> 00:28:09.930

1 - Pedro Adao: I just want to keep showing up, I just want to keep serving I just want to keep raising the bar, I just want to keep doing this more and more as as I can, for you guys, because I know that there I know the impact we've had in people's lives.

105

00:28:11.370 --> 00:28:15.810

1 - Pedro Adao: In all sincerity and transparency, I have never made an offer like this in my life.

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00:28:18.000 --> 00:28:20.430

1 - Pedro Adao: This is literally a \$10,000 workshop.

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00:28:21.870 --> 00:28:40.170

1 - Pedro Adao: For half the price of a done doing doing this, a \$10,000 done with you workshop experience even better workshops going on for half the price of most half ass courses out there that let's just face it aren't worth much.

108

00:28:41.580 --> 00:28:52.470

1 - Pedro Adao: And i'm pumped about it, but you know that's what I think about it, when you guys think about how many you guys are here like this is ridiculous, how many guys already have taken advantage of this.

109

00:28:53.880 --> 00:29:02.580

1 - Pedro Adao: guys, this is, if I can just I got about 20 minutes with you guys this morning i'm going to come back you guys are still here hey Scott is Sebastian and power.

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00:29:03.960 --> 00:29:05.490

1 - Pedro Adao: When they make a name huh.

111

00:29:05.760 --> 00:29:06.270

Scott Benham: Yes, they are.

112

00:29:06.750 --> 00:29:07.140

1 - Pedro Adao: Okay.

113

00:29:07.410 --> 00:29:17.640

1 - Pedro Adao: I want you guys to get a sneak peek to hear about when you put all these pieces together and i've got some good friends of mine remember the example I shared yesterday about.

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00:29:18.180 --> 00:29:29.580

1 - Pedro Adao: The Latin American Christian moms Bible lettering challenge and about how they carve that super teeny tiny, tiny, tiny micro niche and then a challenge at 9000 people watching them live.

115

00:29:32.100 --> 00:29:39.690

1 - Pedro Adao: So it turns out, they They beat their best and they last time around the challenge than 15,000 people watching them live.

116

00:29:40.590 --> 00:29:47.880

1 - Pedro Adao: So they're here to break that down for you guys special in the lab and they're going to come up here in a few minutes because i've got a hard stop at 15 minutes.

117

00:29:48.720 --> 00:29:56.790

1 - Pedro Adao: But guys, if I can just be super transparent I know we got one more day to go we've got tomorrow it's going to be epic i've got.

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00:29:57.420 --> 00:30:04.710

1 - Pedro Adao: A dear dear friend very bumgarner we're going to talk about the about how to have a purpose driven payday we've been talking a lot about.

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00:30:05.400 --> 00:30:11.400

1 - Pedro Adao: Movement you're calling serving purpose, how many guys that's why you're here, because you know, and this is.

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00:30:11.880 --> 00:30:16.860

1 - Pedro Adao: When this is, if we were a heart driven company and we're raising up and equipping given you guys yes.

121

00:30:17.160 --> 00:30:26.340

1 - Pedro Adao: At the same time, how many guys are like Pedro i'm all about that, but bro I really would like to make some money to like I like to truly change my my life.

122

00:30:26.670 --> 00:30:35.400

1 - Pedro Adao: My family's life I like to create okay guys i'm telling you right now, this challenge model, our challenges, coupled with.

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00:30:36.060 --> 00:30:53.910

1 - Pedro Adao: A putting sell it and having a challenge go into a either a workshop or some type of virtual event guys is how we have transformed more lives and created more revenue than anything else you've ever done and, by the way, this is what all of our successful students are doing.

124

00:30:55.320 --> 00:31:05.340

1 - Pedro Adao: And as you can tell it's even what the biggest names in the planet are doing Okay, so if anybody knows the power and how awesome of being on a zoom call.

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00:31:06.030 --> 00:31:20.550

1 - Pedro Adao: Getting coaching from me Scott and our team is who would it be of all the people in the movement maker challenge of all the people who knows best the value that happens on these zoom calls when you get a chance to interact and ask questions.

126

00:31:21.720 --> 00:31:34.470

1 - Pedro Adao: You guys, the people in the lab okay so guys literally, if I can just be super real and transparent I priced this in a way that I just thought every single one of you can do this.

127

00:31:35.460 --> 00:31:41.280

1 - Pedro Adao: I was like, how can I do this so every single person in this lab who knows the power of our coaching our training.

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00:31:41.490 --> 00:31:47.580

1 - Pedro Adao: of what we do guys, as you can tell, this is not just about marketing, yes, its marketing there's a lot going on.

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00:31:47.850 --> 00:31:55.800

1 - Pedro Adao: i'm speaking to your heart your mind your soul we're talking about practical marketing tactics there's a lot more to this is about leadership development.

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00:31:56.010 --> 00:32:04.590

1 - Pedro Adao: Define finding who you want as a lot going on here you guys have seen the power of this, and so I wanted to price this in a way that I thought, all of you could figure this out.

131

00:32:05.250 --> 00:32:18.210

1 - Pedro Adao: Okay, so guys that's that's that's what i'm looking to see happen here I want, as many of you in this lab to be able to move forward stand the momentum and and then also a sneak peek at kind of let the cat out of the bag.

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00:32:19.260 --> 00:32:27.780

1 - Pedro Adao: This is a virtual workshop it's a virtual workshop you don't so if you're in another country if you're somewhere far away if you've got health concerns if you got.

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00:32:28.230 --> 00:32:34.620

1 - Pedro Adao: littles that you're running around your ankles right now, no sweat this whole thing was designed to be done virtually.

134

00:32:35.340 --> 00:32:55.470

1 - Pedro Adao: we've done dozens of these workshops virtually and they're freaking incredible, but I just love people I mean, I can tell, I just cannot love people okay i'm an extrovert to me, the more the better, so we found a way to get the studio to allow me to have 150 people in person.

135

00:32:56.760 --> 00:33:02.430

1 - Pedro Adao: So this is a hybrid event Okay, the great majority of people will be on virtual.

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00:33:03.630 --> 00:33:08.940

1 - Pedro Adao: But if you're someone that just is like dang it, I want to be in the room, I want to be, I want to, I want to get around.

137

00:33:10.020 --> 00:33:18.030

1 - Pedro Adao: You know I want to get around you Pedro and your team, you know we're going to be there walking around I got coaches, there you know if that just sounds.

138

00:33:18.660 --> 00:33:34.290

1 - Pedro Adao: super awesome and you're that kind of person once you join crush it workshop, you can upgrade for an in person experience Okay, so I just want to give you guys all the realness all the straight talk back here because.

139

00:33:35.760 --> 00:33:40.650

1 - Pedro Adao: Tomorrow is our last day and I gotta jump on here like 10 minutes.

140

00:33:42.090 --> 00:33:52.560

1 - Pedro Adao: But I wanted this is just one I wanted, I wanted to share my heart behind how and why put this offer together and why i'm grossly underpricing the value of this.

141

00:33:55.980 --> 00:34:11.280

1 - Pedro Adao: guys that I haven't been economics, you know I have an ECON degree I, I have a heavy background in real estate investments, I understood you know I pay attention to the market, the economy it's not my first rodeo 47 years old.

142

00:34:12.870 --> 00:34:21.540

1 - Pedro Adao: I don't know what kind of economic future, there is out there okay we've never seen inflation this high.

143

00:34:22.140 --> 00:34:37.320

1 - Pedro Adao: um you know I don't i'm not i'm not a negative doom and gloom guy I don't i'm not a negative guy but I don't know what's about to happen, the last time I kind of felt this level of uncertainty for people in the future, was when coven it just hit.

144

00:34:38.640 --> 00:34:49.140

1 - Pedro Adao: So when coven hit when coven hit I did my for 14 challenge Okay, and then my for 14 challenge when covert hit.

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00:34:50.340 --> 00:34:52.020

1 - Pedro Adao: When the world shut down.

146

00:34:53.130 --> 00:34:59.700

1 - Pedro Adao: I did a free 30 day challenge, called the 414 challenge for such a time as this.

147

00:35:00.990 --> 00:35:02.010

1 - Pedro Adao: And I literally.

148

00:35:03.540 --> 00:35:11.520

1 - Pedro Adao: took my best in class training program a program people paid \$3,000 for just a few weeks or months before.

149

00:35:13.200 --> 00:35:20.460

1 - Pedro Adao: And I got my Community I got my customers to agree to let me run that challenge for a month for free.

150

00:35:21.600 --> 00:35:23.880

1 - Pedro Adao: And then let people enjoying our 12 month.

151

00:35:25.980 --> 00:35:33.510

1 - Pedro Adao: join our trauma program for literally a third, the price so last time I felt we were going into some uncertain times.

152

00:35:33.930 --> 00:35:50.940

1 - Pedro Adao: I did this, I just showed up I served a ton of more people I dropped my prices, not because it's not quality because it's the best there is guys Russell brunson would not have brought me in to his \$25,000 coaching program if he doesn't know i'm the best in the world that challenges.

153

00:35:52.260 --> 00:36:00.420

1 - Pedro Adao: So it's not, this is not valuable and I had people tell me that they bought his 25 K coaching program just to get access to my challenge training.

154

00:36:00.990 --> 00:36:11.430

1 - Pedro Adao: So it's none of this is not worth a ton more it's just I don't know the type of climate we're heading into, and I have seen what we do change people's lives forever and i'm like.

155

00:36:12.720 --> 00:36:20.400

1 - Pedro Adao: I want to help as many people get access to this as needed so that's the full support behind it that's the full story I.

156

00:36:22.290 --> 00:36:28.050

1 - Pedro Adao: I hope and pray all of you get to a place in your business where you can do what i'm doing now, which is, you can just.

157

00:36:29.250 --> 00:36:34.980

1 - Pedro Adao: Do awesome things for people and stupidly low prices and still have it makes sense.

158

00:36:35.310 --> 00:36:45.330

1 - Pedro Adao: And I hope it still makes sense guys I hope we'll see you know, but I feel like we can I feel like we'll be okay on this event, this price but that's the heart behind it that's that's my logic.

159

00:36:45.570 --> 00:36:56.610

1 - Pedro Adao: that's how we got here, and I would be it'd be a joy to stay on the journey with you guys and keep serving you guys in the in this zoom format so just want to get that out there um.

160

00:36:57.630 --> 00:37:00.840

1 - Pedro Adao: I need to jump out and about 10 minutes, then i'll come back.

161

00:37:01.860 --> 00:37:09.120

1 - Pedro Adao: i'm going to be working, I have a call like I had to be a part of welcome back you're going to hear from my awesome friends.

162

00:37:10.770 --> 00:37:14.580

1 - Pedro Adao: In fact guys put them on screen now Scott, you get him on screen.

163

00:37:15.780 --> 00:37:17.820

1 - Pedro Adao: Can you guys drop a cup if you guys have some burning.

164

00:37:17.820 --> 00:37:19.200

1 - Pedro Adao: Questions um.

165

00:37:20.670 --> 00:37:30.390

1 - Pedro Adao: let's do this, can you guys shoot me a couple of burning questions about the workshop and just were like to answer any questions about the workshop, I mean you guys, I mean you guys.

166

00:37:31.830 --> 00:37:39.510

1 - Pedro Adao: you're already know you already know you're doing this you're in like Pedro i'm in i'm in i'm in a minimum okay awesome great cool cool cool great.

167

00:37:40.020 --> 00:37:44.100

1 - Pedro Adao: If you already know you're in just do it jump in there, because I would.

168

00:37:44.940 --> 00:37:52.320

1 - Pedro Adao: And then, how many guys are like oh i'm coming to Vegas that sounds fun, how many guys are like you're like in the room kind of person, you might want to.

169

00:37:53.220 --> 00:38:01.890

1 - Pedro Adao: You thinking you want to might want to be in the room, with us to be in person and kind of get a tour of this \$20 million studio and get a little bit maybe some extra hands on time.

170

00:38:03.360 --> 00:38:11.550

1 - Pedro Adao: Okay cool cool awesome alright alright guys, so the other question in the chat but the guys oh there we go I see them right now I mean add a spotlight.

171

00:38:13.110 --> 00:38:16.050

1 - Pedro Adao: Let me get these guys spawn sliding smashing what's up buddy.

172

00:38:17.430 --> 00:38:18.300

1 - Sebastian Mencia: How are you.

173

00:38:18.810 --> 00:38:26.010

1 - Pedro Adao: Be awesome yeah trying to get you guys spotlight in here with us i'm Scott, can you give me a spotlight into with them.

174

00:38:27.630 --> 00:38:27.870

Scott Benham: sure.

175

00:38:28.440 --> 00:38:37.260

1 - Pedro Adao: All right, so guys i'm going to jump out here i'm gonna come back, but I want you guys to meet Sebastian and his wife pound, they are the the couple i'm talking about.

176

00:38:37.830 --> 00:38:43.470

1 - Pedro Adao: And they are just going there, I want you guys to talk a little bit and then shoot them questions.

177

00:38:43.980 --> 00:38:54.480

1 - Pedro Adao: Of because now we're on day four we talked about micromanaging movement, making and challenges, and they have put these three pieces together, does it do some really, really cool stuff.

178

00:38:54.870 --> 00:39:03.120

1 - Pedro Adao: And sometimes it's even easier hearing it from other people, besides just me, so I want you guys I want them to share their story with you guys and then.

179

00:39:03.990 --> 00:39:17.430

1 - Pedro Adao: And then also you ask them ask them questions, but is there any questions anything I can clarify for you guys about the offer the invitation what we're what we're inviting you guys into next any questions about that I can clarify.

180

00:39:18.300 --> 00:39:27.780

1 - Pedro Adao: This is a virtual events, and you can attend virtually That is how it's designed and but, yet there will you guys can come, you can upgrade it coming in person, if you like.

181

00:39:28.260 --> 00:39:37.770

1 - Pedro Adao: The workshop is not just for beginners so someone someone as saw as is it just for beginners guys Russell brunson not a beginner okay.

182

00:39:39.210 --> 00:39:52.740

1 - Pedro Adao: And he's running challenges, so I would say, even if you're already in business up and running and and you're doing well that's incredible, I can assure you, you are going to get massive value from this opportunity.

183

00:39:53.670 --> 00:40:02.460

1 - Pedro Adao: there's literally there's literally no there's literally nobody whether you're just getting started you're up and running or you're doing seven figures, a greater.

184

00:40:02.820 --> 00:40:09.390

1 - Pedro Adao: there's nobody I didn't think will give massive value from this because I mean, especially if you're, especially if challenges are new to you.

185

00:40:09.930 --> 00:40:22.080

1 - Pedro Adao: If you run a challenge, or two you're going to see how we do it and guys were the best in the industry at this framework so yeah and I I would actually recommend that you'd be there, take part of it um.

186

00:40:23.640 --> 00:40:31.320

1 - Pedro Adao: What else, what else any other questions coming in, you guys keep dropping the questions keep up on the questions, but I want to get to Sebastian.

187

00:40:31.980 --> 00:40:42.840

1 - Pedro Adao: And and pow I want I want you guys to hear from them they've put this together, you guys can fire some questions at them and I think i'll be back Scott, I think I think this would be a half hour meeting.

188

00:40:43.260 --> 00:40:52.440

1 - Pedro Adao: So if you guys are still here hanging out i'm gonna come back and we'll take a few more questions, then, but these guys are great examples of literally following this process.

189

00:40:52.800 --> 00:41:04.170

1 - Pedro Adao: And I just thought it'd be great you know they're going to share their testimony a little bit later, but I thought it'd be great to have them come back in the lab let you guys kind of work with them a little bit so Sebastian Paul, how are you guys.

190

00:41:05.790 --> 00:41:12.090

1 - Sebastian Mencia: are doing good evening hi everyone i'm jealous of all of them for this incredible offer.

191

00:41:12.690 --> 00:41:13.590

1 - Pedro Adao: When they come that's right.

192

00:41:14.490 --> 00:41:20.610

1 - Pedro Adao: It is well listen what you guys tell him tell him your challenge story a little bit kind of walk them through it and then are you guys okay taking questions from there.

193

00:41:21.090 --> 00:41:22.290

1 - Sebastian Mencia: yeah absolutely I love.

194

00:41:22.980 --> 00:41:25.890

1 - Pedro Adao: And Scott your your your your hangouts I get back Scott.

195

00:41:26.610 --> 00:41:27.810

Scott Benham: I will not leave phaedra.

196

00:41:27.990 --> 00:41:40.470

1 - Pedro Adao: Alright cool awesome awesome and then just kind of TEE up some questions if people have questions for me specifically and questions that they want me to answer about anything i'll be back here in about half hour to take care of that cool.

197

00:41:40.920 --> 00:41:41.610

1 - Sebastian Mencia: sounds good.

198

00:41:41.760 --> 00:41:43.200

1 - Pedro Adao: Alright, so next so guys.

199

00:41:43.290 --> 00:41:44.430

1 - Pedro Adao: kick it off Sebastian.

200

00:41:44.610 --> 00:41:52.830

1 - Sebastian Mencia: Taken alright well we'll we're going to tell a little bit about what we have done with challenges and how we literally have changed.

201

00:41:53.190 --> 00:41:55.380

1 - Sebastian Mencia: our lives and our business well.

202

00:41:55.440 --> 00:42:10.080

1 - Sebastian Mencia: um I wasn't new to marketing I was working with very known influencer stu mclaren I worked for him for four years, as his affiliate manager, so I knew about affiliates I knew about marketing.

203

00:42:10.560 --> 00:42:21.450

1 - Sebastian Mencia: But when we decided to do something on our own, I immediately asked petro petro I don't want to do what everybody else is doing, because the people are having success.

204

00:42:22.290 --> 00:42:29.580

1 - Sebastian Mencia: are doing challenges and success leaves clues right so that's when I asked Pedro I honestly didn't.

205

00:42:29.820 --> 00:42:42.900

1 - Sebastian Mencia: Think better was gonna say sure i'll give you some tips and hacks and whatnot because he was helping all of these incredible guys like Rasul like pete Var gas like Barry and Roland and he.

206

00:42:43.440 --> 00:43:07.980

1 - Sebastian Mencia: spent some time with us and then from the day that I left my job with stu mclaren until the day that we did our first challenge was only three weeks so in only three weeks we did everything from A to Z and ended, our first challenge was spent \$3,000 in advertising we.

207

00:43:09.390 --> 00:43:24.780

1 - Sebastian Mencia: It was 35,000 people that join that challenge only with \$3,000 in advertising why because we micro niche because we were speaking ours are whose language in our views.

208

00:43:25.560 --> 00:43:52.440

1 - Sebastian Mencia: We we understood their problems and in in the cyrus and we only \$3,000 we were able to do 35,000 people register, we did that first challenge with a ticket, that is not \$1,000 or \$500 not even \$300 our course is only \$97 and our first challenge generated for us 115,000.

209

00:43:53.610 --> 00:44:06.300

1 - Sebastian Mencia: So does all because the experience that we were able to create and because we did we carved a micro niche we use movement, making messaging.

210

00:44:06.780 --> 00:44:13.200

1 - Sebastian Mencia: And we run a challenge yeah I am I will look through all the questions in a little bit, I just wanted to mention that.

211

00:44:13.500 --> 00:44:22.770

1 - Sebastian Mencia: This movement, making messaging is is so important and, for me it was easier because I was speaking to people like me.

212

00:44:23.340 --> 00:44:31.560

1 - Sebastian Mencia: Right, the fact that we're in this Bible journaling lettering community is because it literally changed the way I would read the Bible.

213

00:44:31.980 --> 00:44:39.180

1 - Sebastian Mencia: I grew up in a Christian home, and you know my parents are pastors and they would always tell me, you know read your Bible pray and it always seemed like such.

214

00:44:40.110 --> 00:44:54.900

1 - Sebastian Mencia: A burden, like, I feel the guilt of not doing it, and when I came upon this idea that there's bibles for for journaling I thought it was so radical and revolutionary that I thought I want to bring this to the Spanish.

215

00:44:55.260 --> 00:45:07.290

1 - Sebastian Mencia: Speaking people because I grew up in many Spanish churches, where it was very religious I mean if you're in the in the faith world you might know right very legalistic and I thought wow this would really change the way people.

216

00:45:08.190 --> 00:45:16.590

1 - Sebastian Mencia: Would approach, the word of God, because it changed the way did to me so when I started speaking to the same type of people that I was.

217

00:45:17.220 --> 00:45:27.720

1 - Sebastian Mencia: busy mom you with you know, two kids under two with little time and feeling this guilt of wanting or having to read my Bible and not.

218

00:45:27.930 --> 00:45:36.450

1 - Sebastian Mencia: be able to but discovering you know that path that way that changed, and let me to my promise land, which was like a deeper connection with God.

219

00:45:36.990 --> 00:45:53.400

1 - Sebastian Mencia: I thought I want to teach this to other people so movement, making messaging for me came from my personal experience, and I was able to connect with Spanish Christian woman moms of little ones, so it was very specific, because it was who I was.

220

00:45:53.850 --> 00:46:03.630

1 - Sebastian Mencia: At some point right, so I think this all really ties in so well together and I love challenges, because it has helped us connect to people.

221

00:46:04.080 --> 00:46:14.280

1 - Sebastian Mencia: From you know, he was you know Sebastian was saying we put ads \$3,000 and that's people don't know who I am when they see an ad right it's not like I had.

222

00:46:15.090 --> 00:46:24.570

1 - Sebastian Mencia: You had some organic audience, but we went to cold traffic to people who have no idea about me about my values of what my story.

223

00:46:25.080 --> 00:46:34.110

1 - Sebastian Mencia: And within five days you know there's there's a thing in marketing that we here that says, for people to trust you, you know the kh lt that Peter talks about no like trust.

224

00:46:35.040 --> 00:46:39.360

1 - Sebastian Mencia: You need to have some type of like seven contacts with anyone.

225

00:46:39.900 --> 00:46:46.950

1 - Sebastian Mencia: So, nowadays, when you want to change, you need touch points so that people can feel comfortable enough to trust in you, in your product right.

226

00:46:47.250 --> 00:46:56.730

1 - Sebastian Mencia: Well, you know what challenges like just accelerates that, because how about how about you guys like, how do you feel maybe you were here, because you saw Pedro on an ad.

227

00:46:57.060 --> 00:47:02.880

1 - Sebastian Mencia: And you just feel connected to his heart to his message right, so this is what you can do.

228

00:47:03.780 --> 00:47:10.260

1 - Sebastian Mencia: Through a challenge and within five days I see people going from not knowing me, maybe a little skeptical about what i'm about to teach.

229

00:47:10.590 --> 00:47:23.910

1 - Sebastian Mencia: And through these five days and through having them have small victories a small steps you know towards maybe drawing their first letters, or do you know some something very simple, but that they see.

230

00:47:24.540 --> 00:47:33.960

1 - Sebastian Mencia: A before and after within the five days they end up saying something crazy because I start my day one, telling them your creative, because one of the biggest you know.

231

00:47:34.350 --> 00:47:38.400

1 - Sebastian Mencia: mentality blocks for people as well i'm not afraid of person how am I going to do that.

232

00:47:38.580 --> 00:47:48.090

1 - Sebastian Mencia: If i'm not an artist, you know lights on, you are creative because you were created in the image of a creative God so God is the you know, the first attribute that we hear.

233

00:47:48.240 --> 00:48:00.690

1 - Sebastian Mencia: In the word of God is God is a creator he's a creative so that means we are made in his image, so I start with that and, at the end of the five days their identity has changed, they literally I even put it in like a lettering.

234

00:48:01.530 --> 00:48:14.910

1 - Sebastian Mencia: Like traceable um I am creative and this is the new identity, I give people in my challenges I am creative and they believe that and that helps them take the decision to continue going forward.

235

00:48:15.240 --> 00:48:24.390

1 - Sebastian Mencia: Through through my lettering course and obviously we have many different avenues up the courses, just so the challenge brings us a lot of people to our initial course.

236

00:48:25.110 --> 00:48:37.590

1 - Sebastian Mencia: But then we have membership, then we have a higher ticket so we've been able to literally build and scale and sustain our business where now we both work together doing what we love, we have a team of.

237

00:48:38.580 --> 00:48:46.470

1 - Sebastian Mencia: Nine people and i'm loving it and it's all because of challenges like the nucleus of our business.

238

00:48:46.800 --> 00:48:57.600

1 - Sebastian Mencia: Is challenges so it's totally possible low ticket item like we're saying we start with a right now it's \$147 course oh really it's like so cheap raid but because of our micro niche.

239

00:48:58.260 --> 00:49:04.950

1 - Sebastian Mencia: kind of hard to bring that up at the beginning, but anyways um did you want to add something maybe i'll look why what what.

240

00:49:05.730 --> 00:49:16.500

1 - Sebastian Mencia: Was attracted to bedroom is there 9000 people that showed up on day one yeah which was crazy we didn't expect that we when we put out that those \$3,000 and we got all these.

241

00:49:17.370 --> 00:49:27.090

1 - Sebastian Mencia: People register for the challenge we didn't know what to expect, and the first day 9000 people, the second day of course there's a little bit less, but still like 7500 people.

242

00:49:27.360 --> 00:49:41.940

1 - Sebastian Mencia: And it's incredible but then one once we knew what we were doing we experience what we had in that particular lunch with did it again in on the challenge and we just did a couple of months ago February we.

243

00:49:42.390 --> 00:49:59.760

1 - Sebastian Mencia: Had 115,000 people registered, which is it's mind boggling and then on the on day one of the challenge we had 15,000 people watching us live and then the replays and everything was thousands and thousands of views.

244

00:50:00.570 --> 00:50:06.690

1 - Sebastian Mencia: But then, as they do 30,000 people live, and again hundreds of thousands of views and.

245

00:50:06.930 --> 00:50:16.980

1 - Sebastian Mencia: i'm like you know you may have the fear that on what if i'm going to too small right with my micro niche like sometimes I still fear i'm like what if we run out of you know, when we're targeting people.

246

00:50:17.700 --> 00:50:26.880

1 - Sebastian Mencia: You know your buyer persona or whatever i'm like what a Facebook like tells us i've already you've already reached, you know, and then it know like we keep getting people registered.

247

00:50:27.600 --> 00:50:36.570

1 - Sebastian Mencia: going to that same micro niche so it works guys like the world is huge and you guys can find your MIC on it and we actually found different niches.

248

00:50:37.290 --> 00:50:49.620

1 - Sebastian Mencia: As we need to understand or who right so first we went to the mom the stay at home mom who didn't feel creative and we gave him a new identity.

249

00:50:49.890 --> 00:50:57.120

1 - Sebastian Mencia: But now we're also understanding that a lot of people that are registering to the challenge our graphic designers are.

250

00:50:57.870 --> 00:51:13.290

1 - Sebastian Mencia: teachers, so now we have all of these different ideas for challenges that we can go and do a challenge to data specific micro niche so like Pedro says you don't get married to your micro niche that's just how your start that's how you.

251

00:51:13.740 --> 00:51:25.770

1 - Sebastian Mencia: build competencies and understand the skills to run a challenge, but then you can do it in so many different areas so Scott, I don't know if you want to serve us some questions or.

252

00:51:27.390 --> 00:51:34.140

Scott Benham: i've been i've been i've been collecting some of these questions for you guys i'm super excited first of all congratulations i'm.

253

00:51:35.130 --> 00:51:44.370

Scott Benham: A lot of times people don't know it's possible until they try it and then so i'm going to start with my question like when you first did it and you got that response like.

254

00:51:45.330 --> 00:51:51.120

Scott Benham: Was that like was the first time you ran that challenge 9000 people live like what was that, like what was that, like, for you.

255

00:51:52.950 --> 00:52:07.350

1 - Sebastian Mencia: I mean i'll i'll speak from me, I it was mind blowing I I was just giving thanks to God, because I never thought I never, never thought that you know when Sebastian we go to their sub Toronto soccer.

256

00:52:08.160 --> 00:52:20.760

1 - Sebastian Mencia: stadium here in Toronto, and he tells me, you know, like this is like how many 30 34,000 so on their last lunch you like basically had like you know double this or whatever it's just I don't understand it.

257

00:52:21.600 --> 00:52:38.010

1 - Sebastian Mencia: Because, in a way, like you're speaking to one camera right like we're doing it like this way, I think I would have been a lot more nervous if I was in person, but to think that there's actual lives like that just means like the impact that you know, Pedro talks about.

258

00:52:39.450 --> 00:52:58.590

1 - Sebastian Mencia: That, for me, and what I believe is is eternal like the impact and the you know the income is wow it's a blessing like it's amazing we love it that's the here and now, but whatever impact, I can leave to touch those lives for me is worth it all right yeah.

259

00:52:59.130 --> 00:53:00.930

1 - Sebastian Mencia: I could also say that.

260

00:53:00.960 --> 00:53:03.690

1 - Sebastian Mencia: That first time was very humbling.

261

00:53:03.750 --> 00:53:19.320

1 - Sebastian Mencia: Like there were tears involved and of responsibility and of okay now, this is a calling this is not just i'm going to do a challenge to make a buck right, this is something bigger than that so that's how it impacted us.

262

00:53:20.370 --> 00:53:27.690

Scott Benham: And, was it the first challenge was that a free or paid challenge, maybe tell us a little bit about like the name the hook, and then the free or paid version of it.

263

00:53:28.470 --> 00:53:29.580

1 - Sebastian Mencia: Okay yeah.

264

00:53:29.610 --> 00:53:34.950

1 - Sebastian Mencia: It was letters linda's challenge so pretty much the pretty beautiful challenge.

265

00:53:36.210 --> 00:53:38.940

1 - Sebastian Mencia: printing ladders challenge um.

266

00:53:40.140 --> 00:53:50.070

1 - Sebastian Mencia: It was a free challenge, we had a VIP know doubling we didn't even have me the first time we didn't even have a VIP offer so it was just a free.

267

00:53:51.210 --> 00:53:55.110

1 - Sebastian Mencia: challenge and it went to the \$97 offer.

268

00:53:56.370 --> 00:54:08.880

1 - Sebastian Mencia: You remember that i'm trying to remember, but it was something like learn sounds better than inspired know trying to translate like learn learn the art of lettering even if you don't.

269

00:54:09.570 --> 00:54:17.700

1 - Sebastian Mencia: feel creative, even if you don't think you're an artist learn learn the five days to learn the art of lettering yeah some.

270

00:54:18.060 --> 00:54:18.870

Scott Benham: Spanish also.

271

00:54:20.550 --> 00:54:21.150

1 - Sebastian Mencia: yeah me.

272

00:54:21.810 --> 00:54:33.180

1 - Sebastian Mencia: Please ah, a lot of ice cream later as simple as far as career festival, not enough hours in the considers karate or is there you go.

273

00:54:33.420 --> 00:54:42.600

Scott Benham: awesome I love it I love it I love it alright, so I want to kind of go down that the artists like avenue a little bit, because once people heard your challenge.

274

00:54:43.080 --> 00:54:50.700

Scott Benham: or heard your who all the sudden all the artists started saying well would it work for what it worked for so help us understand like.

275

00:54:51.660 --> 00:55:02.760

Scott Benham: You didn't know if it was going to work you just knew, you had a micro niche and you did it so maybe speak to the the folks who are wondering when it worked from my type of art, whatever insert that type of art.

276

00:55:04.380 --> 00:55:10.530

1 - Sebastian Mencia: mm hmm um yeah I mean definitely I mean think about it, it worked in in such a unique.

277

00:55:11.340 --> 00:55:13.410

1 - Sebastian Mencia: You know niche as Bible journaling it could.

278

00:55:13.410 --> 00:55:25.350

1 - Sebastian Mencia: Definitely work, I think that if you can just help or understand the problem right it doesn't matter who you're serving.

279

00:55:25.650 --> 00:55:35.460

1 - Sebastian Mencia: As long as you find what is the problems like you have to do the work to really know that person and know what the struggle is.

280

00:55:36.180 --> 00:55:51.720

1 - Sebastian Mencia: So that, then you can solve that through through your you know, through your event or through your program and I think that I love something like you know we've had the blessing that Sebastian now gets to teach.

281

00:55:52.860 --> 00:55:59.520

1 - Sebastian Mencia: Challenges to Spanish people to like we've been working with phaedra to bring this into the Spanish market and one of the things that we.

282

00:56:00.390 --> 00:56:06.810

1 - Sebastian Mencia: teach us is you know you can take a challenge, even to learn as well right to learn about your who.

283

00:56:07.320 --> 00:56:18.120

1 - Sebastian Mencia: So sometimes we need to do that work first and and you may not know it just on your own maybe you need to do your first launch your first challenge to be able to.

284

00:56:18.690 --> 00:56:22.890

1 - Sebastian Mencia: get to know what the struggles are, and I think we've had a lot of.

285

00:56:23.190 --> 00:56:33.300

1 - Sebastian Mencia: realizations that we didn't necessarily know like it's not like we all were just knew this and all of a sudden, it was like success, no like we went to it.

286

00:56:33.570 --> 00:56:47.040

1 - Sebastian Mencia: kind of with the general idea with fears not not knowing what to expect and as we're going through it we started identifying you know these issues and how we can solve them so that's how other programs after our course our courses.

287

00:56:47.910 --> 00:56:58.740

1 - Sebastian Mencia: Eight week program where we take them from learning the basics to taking it to a few surfaces so like maybe do lettering on wood and lettering on.

288

00:56:59.340 --> 00:57:11.550

1 - Sebastian Mencia: glass, you know, but then we realized people were getting orders from others like you know people were saying oh my gosh like Maybe you can do this for my wedding so then we realized, there is a path to.

289

00:57:12.540 --> 00:57:26.160

1 - Sebastian Mencia: People turning their hobby into a business, so we created another membership program where we continue toning their skills and perfecting those skills that obviously take time takes more than eight weeks to perfect but helping them.

290

00:57:26.670 --> 00:57:36.030

1 - Sebastian Mencia: With some more surface ideas off lettering so that they could sell you know and make some profit and then after that you know.

291

00:57:36.810 --> 00:57:41.220

1 - Sebastian Mencia: We kept realizing more things that they need okay now maybe they need help with.

292

00:57:41.550 --> 00:57:48.240

1 - Sebastian Mencia: You know their instagrams like they're becoming like a brand there are some students that literally like in Colombia, have one student.

293

00:57:48.570 --> 00:58:02.940

1 - Sebastian Mencia: That has a brand with her lettering and it's becoming so so request, especially for Christmas for like those ornaments with lettering so, then they have questions right, so we created a higher ticket offer for our.

294

00:58:03.960 --> 00:58:25.500

1 - Sebastian Mencia: entrepreneur student entrepreneurs so it's just really cool that you may not know it all right now that's Okay, but as you launch your challenges as you love your people and serve them, you will start to see what their needs are and, obviously, you can be the solution for them.

295

00:58:26.100 --> 00:58:27.600

Scott Benham: wow and I.

296

00:58:28.680 --> 00:58:36.090

Scott Benham: Would you mind if I tried to summarize because there's we're in this when this time every day for we're starting to figure out how to put the pieces together.

297

00:58:36.420 --> 00:58:41.070

Scott Benham: And you kind of give us this beautiful articulation of what those pieces are.

298

00:58:41.460 --> 00:58:48.840

Scott Benham: And there might be some out there who might say, well, that sounds great right that's that's what the House looks like finished, but what does the House look like.

299

00:58:49.080 --> 00:58:54.450

Scott Benham: or piecing together, so you might have five pieces together, in summary, and then ask you questions along the way, is that would that be helpful.

300

00:58:54.810 --> 00:58:55.950

1 - Sebastian Mencia: Please do yes.

301

00:58:56.490 --> 00:59:08.880

Scott Benham: Perfect perfect alright, so what I heard you say was you didn't know if this would work until you took action niche down and actually showed up.

302

00:59:09.690 --> 00:59:16.230

Scott Benham: Right like that's a key for everybody, because everybody right now they want to know the end of the story before they know.

303

00:59:16.650 --> 00:59:22.440

Scott Benham: The beginning of the story, and we started the story, but y'all let's be honest we're in Chapter two of 10.

304

00:59:22.860 --> 00:59:30.420

Scott Benham: Right there's other chapters to read other books or other other other work to put in other efforts to put in.

305

00:59:30.930 --> 00:59:43.950

Scott Benham: So what I heard you say was you put the focus in you trusted the process of micro niches right like, and I think we'd all agree that's an amazing micro niche so that that was key number one right like.

306

00:59:44.430 --> 00:59:46.380

Scott Benham: at any point in time, did you feel like.

307

00:59:47.370 --> 00:59:55.260

Scott Benham: quitting like no this isn't going to work or or nope like I don't I don't want to do this anymore, because you didn't know what was going to come in the future.

308

00:59:55.590 --> 01:00:03.540

Scott Benham: Right take us to that moment, if you would have of deciding to go and maybe the apprehension that you felt for actually pushing go and moving forward.

309

01:00:04.710 --> 01:00:08.100

1 - Sebastian Mencia: yeah actually you mentioned, you know trust the process.

310

01:00:08.460 --> 01:00:10.830

1 - Sebastian Mencia: And I remember on day four.

311

01:00:11.460 --> 01:00:19.920

1 - Sebastian Mencia: Precisely on our challenge I don't know if it was it was I don't think it was the first one was the second lunch, because you already know what's coming on day four which is open card.

312

01:00:20.280 --> 01:00:27.360

1 - Sebastian Mencia: And i'd be the type of person that I hate selling like that I would say i'm not a seller like I just I don't like to sell right.

313

01:00:28.110 --> 01:00:34.710

1 - Sebastian Mencia: So I remember, on the night or the day right before going live, one day, for I start crying and i'm like.

314

01:00:35.460 --> 01:00:48.090

1 - Sebastian Mencia: scared I What if people don't buy online, yes, thousands of people right and so question would just tell me trust trust the process, you know you're building up your building up if you follow this methodology.

315

01:00:49.110 --> 01:00:55.740

1 - Sebastian Mencia: Where every day is strategically place so that you are serving them and they're getting to know you trust that you know.

316

01:00:56.700 --> 01:01:03.360

1 - Sebastian Mencia: And one thing that he also told me as read the comments like read what people are saying, because that will help you.

317

01:01:04.200 --> 01:01:08.520

1 - Sebastian Mencia: gain that you know that that confidence that you're doing something great here right.

318

01:01:08.940 --> 01:01:18.810

1 - Sebastian Mencia: Because there's fears of course I just the minute, you said that that brought me back to that moment I don't know there's something else that you remember that is a big tip that I would like to give you guys because.

319

01:01:19.200 --> 01:01:31.770

1 - Sebastian Mencia: Throughout the challenge you're going to start seeing what people are saying about you and the micro victories that they're getting, day after day, by doing those homework and if you yes focus and yes.

320

01:01:33.570 --> 01:01:53.340

1 - Sebastian Mencia: read them in and understand the impact that you're having on them, it gives you the confidence that you may lack if you just rely on your own thoughts and emotions, so those those every day for every time before we do, that the the offer, we have to go back to those comments yeah yeah.

321

01:01:54.060 --> 01:01:59.880

Scott Benham: super good alright, so you so you niche down you started right you took people from a place of.

322

01:02:00.510 --> 01:02:10.800

Scott Benham: Not having breakthrough or application where at least the application that you were going to give them with calligraphy as it related to reading their Bible or journaling right I don't want to miss it for was it.

323

01:02:11.130 --> 01:02:12.000

1 - Sebastian Mencia: Bible journaling.

324

01:02:12.810 --> 01:02:20.520

Scott Benham: journaling and then you did it right you showed up people showed up and then there was this opportunity to make them an offer right now.

325

01:02:21.150 --> 01:02:26.220

Scott Benham: Over the past two years and leading this Community what i've realized is it's the offer.

326

01:02:26.550 --> 01:02:35.910

Scott Benham: That actually becomes this reflection of self right people start to feel all insecure they feel like imposters who am I to solve this problem for others.

327

01:02:36.240 --> 01:02:50.040

Scott Benham: I don't i'm no better than they are right so maybe like What was it that, like first of all, did you feel that second of all What

was it that got you to recognize Oh, this is a legitimate solution that I can bring to these to these people.

328

01:02:51.300 --> 01:02:51.720

mm hmm.

329

01:02:52.890 --> 01:03:06.660

1 - Sebastian Mencia: um I think like just just knowing the why the why i'm doing this, remembering your purpose in in this you're calling right and going back to those to those comments, like the transformation like.

330

01:03:06.960 --> 01:03:13.200

1 - Sebastian Mencia: know that you are doing something great for to serve and to change the lives of like I know that letter you might not.

331

01:03:13.680 --> 01:03:21.330

1 - Sebastian Mencia: sound like, how can my life change through lettering, but let me tell you, some of those testimonies now like we have in fact we have.

332

01:03:21.930 --> 01:03:31.170

1 - Sebastian Mencia: Hundreds of testimonies because the way that we do now our course is very intentional where there's actual homework right because it's lettering every every module.

333

01:03:31.560 --> 01:03:47.100

1 - Sebastian Mencia: And if they do their homework they get drawn to like our we do like an origami fi it game and find like a celebration, at the end of the course where there's was a premium in or awards or gifts right, so one of those last two bonus.

334

01:03:48.120 --> 01:03:52.950

1 - Sebastian Mencia: Like ways to increase their points for the awards is to send us a testimonial video.

335

01:03:53.490 --> 01:04:01.620

1 - Sebastian Mencia: So we have hundreds, because almost everybody wants to get those awards and going back, and now I have like I don't think i've actually to be honest.

336

01:04:02.130 --> 01:04:13.950

1 - Sebastian Mencia: seen them all, because there's so many and just sitting there and hearing how this changed their self esteem right how they didn't feel like they had any type of capacities are.

337

01:04:14.460 --> 01:04:27.600

1 - Sebastian Mencia: They thought they were only good for washing the dishes are racing kids they didn't give themselves the opportunity to enjoy something for themselves, like there is so much more deeper change, then the lettering itself.

338

01:04:28.260 --> 01:04:35.310

1 - Sebastian Mencia: there's people that you know their transformation with God and how they were brought back to him, through this course.

339

01:04:35.580 --> 01:04:43.350

1 - Sebastian Mencia: The you know, the people who have the money that are they didn't better helping their families with the income that's coming through lettering so like there's a lot of.

340

01:04:44.280 --> 01:04:55.920

1 - Sebastian Mencia: positive impact, so I just go back to that I don't know if that helps I mean you may not have hundreds and that's okay start with what you do have like even the comments on day one, and day two.

341

01:04:56.640 --> 01:05:05.160

1 - Sebastian Mencia: screenshot that because, not just for you know social proof, like, for your own proof like hey This is proof that what i'm doing.

342

01:05:05.490 --> 01:05:14.490

1 - Sebastian Mencia: is valuable what i'm doing is worth it, and I believe in my product I believe in the service that i'm offering and the change that it can have in people, I believe, in my movement.

343

01:05:14.850 --> 01:05:32.370

1 - Sebastian Mencia: Right, I have a movement, I can confidently say that now I didn't know that I had a movement, but now that I look back and I see those changes because I took action wow I can go forward and do this all over again, which we do do challenges all all the time right so.

344

01:05:33.060 --> 01:05:35.070

Scott Benham: Let me, let me just unpack some of that because it's.

345

01:05:36.750 --> 01:05:56.130

Scott Benham: there's so much I just I saw the comment so much intrinsic value and it's true right but it's kind of like if if you, if I went to Toronto, where y'all live and I rented a car and drove around I would see stuff right, but if you drove me around I would see things with meaning.

346

01:05:57.180 --> 01:05:58.650

Scott Benham: Okay, so.

347

01:05:59.820 --> 01:06:11.910

Scott Benham: What we just heard was the meaning the meaning was they were called into a higher identity right there was a new identity like it started off as a lettering challenge what they wanted.

348

01:06:13.980 --> 01:06:20.340

Scott Benham: And the new identity was created what they needed okay and that's just that's i'm sure that's 10%.

349

01:06:20.730 --> 01:06:29.010

Scott Benham: Of the new identity elements that were created right, which is why we say sell them what they want, give them what they need to the front door is lettering.

350

01:06:29.430 --> 01:06:43.650

Scott Benham: But how many people raise your hands, if you can hear the heart that it's much more about it's much more than lettering right, this is like this is life application, this is probably financial spiritual probably mental emotional there's a lot of elements here.

351

01:06:44.370 --> 01:07:04.860

Scott Benham: Okay, now, some of you and I know this from experience are going to start with mental emotional spiritual first a need, and now the ones the ones, going to be back here the needs are going to be in front i'm going to ask you and encourage you to flip those around okay it's like this right.

352

01:07:06.330 --> 01:07:11.970

Scott Benham: Sometimes you need to meet a physical need right like talking about like you know the the ministry world of church world.

353

01:07:12.390 --> 01:07:26.670

Scott Benham: Right like sometimes you need to feed somebody for them to hear the good news Okay, so the feeding of somebody metaphor in this example is give them what they want sell them what they want leave them with what they need, and another thing I love that you said was.

354

01:07:29.280 --> 01:07:35.670

Scott Benham: Solutions bring more problems and that's not a bad thing solutions bring more problems.

355

01:07:35.700 --> 01:07:36.420
1 - Sebastian Mencia: great thing.

356

01:07:36.510 --> 01:07:42.450
Scott Benham: solve those problems right like as entrepreneurs, which is amazing now you didn't have to solve all the problems.

357

01:07:42.720 --> 01:07:50.700
Scott Benham: You just saw the ones that you felt most equipped to solve, you said instagram there was high ticket stuff but what you're doing y'all is like you're you're recognizing.

358

01:07:51.270 --> 01:08:00.030
Scott Benham: This challenge in and of itself, this model number one it adds value to people, it gives them what they want, you need a need you give them an outcome.

359

01:08:00.480 --> 01:08:09.480
Scott Benham: That outcome builds trust that trust builds builds affinity for what else you have to do if you've delivered something to somebody for free.

360

01:08:10.320 --> 01:08:18.780
Scott Benham: And it's valuable to them how much more value, are you going to get if you then pay for the product services coaching mentoring, etc.

361

01:08:19.260 --> 01:08:25.620
Scott Benham: Okay, because I saw a lot of comments in the chat and I just want to do a little a little tangent here and i'll come back to the kind of unpacking it.

362

01:08:26.160 --> 01:08:32.430
Scott Benham: A lot of you i'm seeing a chance, I want to see will tell me how to run a challenge tell me how to run a challenge guys.

363

01:08:32.880 --> 01:08:37.170
Scott Benham: The there's the way that we run challenges are not the way that you're going to run challenges.

364

01:08:38.070 --> 01:08:45.930
Scott Benham: they're just not this is pedro's movie maker challenge is a level 10 challenge there's text those boxes email auto responders.

365

01:08:46.200 --> 01:08:51.360

Scott Benham: there's a team of 17 people behind the scenes, making sure that every single question that you have.

366

01:08:51.540 --> 01:09:01.650

Scott Benham: Somehow makes it onto a funnel page so that your questions are answered that's not reality for you, but what is reality is identifying what do I have what skill sets what personal victories do I have.

367

01:09:02.070 --> 01:09:17.280

Scott Benham: That I can also apply to other people who would find value in that solving a problem, it is an iPhone or an android if you're so inclined, a free Facebook group and then mo cash APP zell.

368

01:09:18.180 --> 01:09:22.170

Scott Benham: Right carrier pigeon whatever you want to use for payment that's it.

369

01:09:22.860 --> 01:09:29.340

Scott Benham: You don't have to run a complex thing, so I just I want to just make sure like people record well you haven't shared everything with us yet.

370

01:09:29.820 --> 01:09:38.400

Scott Benham: Well, no, of course, we have it, we can't like we can't possibly fit everything into five days, but you do have the most important things that you need if you want to say sign our.

371

01:09:38.670 --> 01:09:41.760

Scott Benham: Scott, you know sign our Pedro and never want to see you guys again.

372

01:09:42.210 --> 01:09:55.050

Scott Benham: If you micro niche and you use movement based messaging and you use it challenge as a vehicle to take people from a problem to a promise and you do that regularly I promise you, you will not be the same person, the next 12 months.

373

01:09:55.620 --> 01:10:02.280

Scott Benham: Is that is that fair Sebastian I mean you've seen it firsthand right for yourself and for your bride like what like is that a fair statement.

374

01:10:02.940 --> 01:10:07.020

1 - Sebastian Mencia: Absolutely absolutely in because I was given the the blessing to be able.

375

01:10:07.020 --> 01:10:09.000

1 - Sebastian Mencia: to teach the methodology.

376

01:10:09.060 --> 01:10:19.650

1 - Sebastian Mencia: bedroom framework into the Latin American world I student comes to mind her name is Celeste and she for first.

377

01:10:20.190 --> 01:10:34.740

1 - Sebastian Mencia: never done anything online she doesn't have any TEAM members, she doesn't have any tech skills or anything like that, but she do to covert she used to teach dance.

378

01:10:35.220 --> 01:10:49.290

1 - Sebastian Mencia: And all the dance studios were close so she was moved to do something so she got to our challenge and well I helped her Micronesia so before she was.

379

01:10:50.160 --> 01:11:06.570

1 - Sebastian Mencia: Teaching dance everything and through a lot of questions and the the worksheets and the bonuses, she was able to come down to Micronesia to teach mumble which is not a very popular dance.

380

01:11:07.590 --> 01:11:10.350

1 - Sebastian Mencia: And because all everything that she did.

381

01:11:11.460 --> 01:11:22.740

1 - Sebastian Mencia: Well, now she's she's definitely having a movement she leads the movement of Members little girls who dance Member but her first challenge was a cell phone.

382

01:11:23.880 --> 01:11:32.070

1 - Sebastian Mencia: Not even our landing page so she did a Google form in order to to track the emails and get up what's up phone number.

383

01:11:32.550 --> 01:11:50.010

1 - Sebastian Mencia: And then, a whatsapp group because that's very popular in that in America and then Facebook in with that she started her movement and less than a year ago she didn't have anything and now she's a movement maker so anybody can do this anybody.

384

01:11:52.020 --> 01:11:58.710

Scott Benham: love it I love it I love it I love it guys, this has been so valuable um I do want to kind of give.

385

01:11:59.430 --> 01:12:08.790

Scott Benham: I want to kind of give some overview, so let me just go there, a little bit because I want to ask a couple more questions but i'm seeing the chat blow up and there's their minds are starting to open people are starting to realize.

386

01:12:09.450 --> 01:12:20.340

Scott Benham: Oh right like there's not we're not holding anything back like this really is this really is like the way right there the challenges aren't for everybody right.

387

01:12:21.540 --> 01:12:25.740

Scott Benham: But here's what i'll tell you it's like they're not for people who don't want to actually care about their hope.

388

01:12:28.050 --> 01:12:40.320

Scott Benham: Love is the best strategy, when you love something or someone you actually invest time attention commitment discipline like more attention more time to that thing.

389

01:12:41.010 --> 01:12:51.000

Scott Benham: So when you focus on those things, all the sudden you see the granularity of who that person is, you see the good bad and indifferent or what that process takes.

390

01:12:51.450 --> 01:12:58.650

Scott Benham: Right anything that we learn as adult learners y'all, we have to give ourselves some credit right you've never seen a.

391

01:12:59.280 --> 01:13:06.870

Scott Benham: You know year old baby just quit on the idea of trying to walk you haven't seen it because it wasn't actually how you created.

392

01:13:07.290 --> 01:13:12.060

Scott Benham: You were created to persevere and push through and to find solutions.

393

01:13:12.390 --> 01:13:20.670

Scott Benham: To the problems, but for some reason, as adult learners within a man, I should have this figured out now listen I just released permission that you don't have to have it figured out but.

394

01:13:20.940 --> 01:13:27.510

Scott Benham: If this aligns with your values with your mission with a desire to help people, you should get you should try to figure it out.

395

01:13:28.050 --> 01:13:40.650

Scott Benham: And like I would be remiss if I didn't say like, whether it be, whether it be Pedro Roland frazier or Russell or Sebastian or Jesse like whoever it is that that you hear their story.

396

01:13:41.160 --> 01:13:48.300

Scott Benham: Ask yourself like could this work, for me, because we haven't seen it not work for others, other than the aircraft.

397

01:13:48.720 --> 01:13:57.780

Scott Benham: Guy that Pedro likes it can I sell aircrafts to the government, like I don't know, maybe not maybe not a challenge, like those things are millions of dollars or whatever, but the point is this like.

398

01:13:59.640 --> 01:14:01.350

Scott Benham: Give yourself the opportunity.

399

01:14:02.490 --> 01:14:05.340

Scott Benham: To consider what could be possible if you said yes.

400

01:14:06.720 --> 01:14:14.640

Scott Benham: Right, because I can promise you this when we first launched customer challenges in 2020 I spent the next year buying every single knockoff.

401

01:14:15.000 --> 01:14:24.720

Scott Benham: of our course to see if somebody else had it figured out better than we did why I have an insatiable hunger to grow and I don't like to lose so.

402

01:14:25.290 --> 01:14:31.380

Scott Benham: I bought the course I decided i'm going to go and buy everybody's course you know what I found incomplete frameworks.

403

01:14:32.130 --> 01:14:41.970

Scott Benham: huge gaps and my biggest frustration with these with with these competitors was that they assumed things that shouldn't be assumed.

404

01:14:42.420 --> 01:15:00.150

Scott Benham: right they didn't give you a course and expect you to figure it out right what pages offering is time a three day workshop right, whether it be live virtual and five preparation calls workshop prep calls to go through the process of actually getting ready to launch.

405

01:15:01.260 --> 01:15:15.300

Scott Benham: and run your challenge right your challenge so that's that's the summary here guys, I want to make sure that you see it clearly for what it is, it doesn't need to look like \$30,000 in prizes yet.

406

01:15:16.260 --> 01:15:32.940

Scott Benham: Right, many of our students start off with \$50 gift cards \$25 gift cards their book as prizes and it's very it's very, very, very it's a pitfall to look and like look at like.

407

01:15:33.750 --> 01:15:44.550

Scott Benham: i'm a sports guy right so whether it's if it's American football it's Tom Brady right if I were to compare myself to Tom Brady as a quarterback that would be pretty ridiculous to compare myself against the greatest of all time.

408

01:15:45.990 --> 01:15:58.380

Scott Benham: Okay pedro's known in the industry is the challenge guy don't compare yourself at that level recognize when I focus on a problem for people, I will profit from it.

409

01:16:00.150 --> 01:16:07.230

Scott Benham: And not always right away right, so I wanna come back to you Sebastian sorry I needed to add that in there, I just wanted some context because.

410

01:16:07.470 --> 01:16:13.740

Scott Benham: it's very, very, very important to me that, like everybody knows like these are the pieces there's nothing missing.

411

01:16:14.280 --> 01:16:28.440

Scott Benham: Right you don't need to be a Facebook ad expert now if you are great that lets you grow faster but here's the reality we've had so many testimonials of people who started with this thing opened up.

412

01:16:30.090 --> 01:16:40.350

Scott Benham: Their messenger APP and just the end 100 people hey i'm starting a five day challenge you want to join hey i'm starting to five day challenge want to join what's it about it's about this thing.

413

01:16:41.280 --> 01:16:49.170

Scott Benham: And then they joined and then they made money right so just don't despise small beginnings it's really, really important, and I would.

414

01:16:49.860 --> 01:17:05.280

Scott Benham: I would be just I would be pained to not see you, on the other side of a of a possibility that's inside of you okay what we're not what we're doing here is we're taking something outside and bringing it in we're taking something inside and bringing it out.

415

01:17:08.070 --> 01:17:18.900

Scott Benham: i'm gonna say it again, because somebody else needs to hear this we're not taking something outside and bringing it in we're taking something inside and bringing it out challenges are for people who want to add value to other people.

416

01:17:21.060 --> 01:17:28.020

Scott Benham: challenges are people who want to solve problems for other people who care about other people want to make an impact with other people.

417

01:17:29.010 --> 01:17:45.240

Scott Benham: If you don't want to do that this is probably not your place and I can promise you i'm probably not your coach because when you get pressed to the limit of your ability to think consider problem solve it's the love for the people that drives you through not the desire for money.

418

01:17:46.440 --> 01:17:47.640

Scott Benham: that's always going to dry up.

419

01:17:48.840 --> 01:17:51.420

Scott Benham: Right that's not that's always going to drive so.

420

01:17:52.650 --> 01:18:03.810

Scott Benham: You guys you taken an idea, and you brought it into reality right you've taken the reality and now you've kind of segmented into a business what's next where do you go from here.

421

01:18:05.640 --> 01:18:06.060

1 - Sebastian Mencia: well.

422

01:18:07.080 --> 01:18:09.270

1 - Sebastian Mencia: We now have two separate.

423

01:18:09.570 --> 01:18:17.220

1 - Sebastian Mencia: brands that jesse's with the lettering movement that goes from Harvey do.

424

01:18:18.120 --> 01:18:32.790

1 - Sebastian Mencia: You know master does the scale and then to do your own business and now we're serving at a higher level those artists that needs marketing skills with we have gained over the years, so that's what we're doing, and in that side of.

425

01:18:33.510 --> 01:18:48.750

1 - Sebastian Mencia: of our company, and then we have that crashes with challenges in Spanish and we're super excited we're running the challenge as we speak with bedroom so i'm doing day four of the challenge in Spanish at eight o'clock tonight.

426

01:18:49.200 --> 01:19:07.590

1 - Sebastian Mencia: And we're also very excited to continue to serve as entrepreneurs authors coaches, that really have that message inside of them, and they need a vehicle something that works and works very well that our challenges so that's that's what we're doing.

427

01:19:08.850 --> 01:19:13.020

Scott Benham: I love it I love you guys I know we're a little bit over time.

428

01:19:14.100 --> 01:19:22.620

Scott Benham: But if you have some extra time in okay just going to jump on really quickly, I was hoping to take some some questions from the crew Would you mind if we if we took a couple of those do you have time for that.

429

01:19:22.710 --> 01:19:24.960

1 - Sebastian Mencia: Absolutely go for it yeah we'd love to.

430

01:19:25.470 --> 01:19:33.300

Scott Benham: All right, the first person, I want to go to and is ethan ethan I think you might be our youngest movement maker here so.

431

01:19:33.630 --> 01:19:41.760

Scott Benham: i'm going to give you a little bit of a warm up just so that you're ready to unmute yourself and talk, but first of all, I want you to introduce yourself if you could because the first time I saw.

432

01:19:42.360 --> 01:19:53.160

Scott Benham: You in the movement maker challenge, I remember messaging the team to say is this for real like Do we really have like the youngest movement bigger than we've ever had so ethan, what is your question, my friend it's good to see you.

433

01:19:57.180 --> 01:19:58.530

Scott Benham: let's get you unmuted here we go.

434

01:20:00.600 --> 01:20:02.790

1 - Ethan Varnes: My name is ethan and i'm 14 years old.

435

01:20:04.050 --> 01:20:08.460

1 - Ethan Varnes: My dad signed me up for this course, this is my first year I started in the.

436

01:20:09.720 --> 01:20:14.520

1 - Ethan Varnes: 30 day wisdom challenge reading proverbs and.

437

01:20:16.770 --> 01:20:18.870

1 - Ethan Varnes: And my my question is.

438

01:20:21.030 --> 01:20:33.510

1 - Ethan Varnes: Well, I have two businesses that I want to set up the first one is a baking long and I already have left the name of the challenge i'm The one thing that I want to know is how do I micro niche.

439

01:20:35.010 --> 01:20:39.000

1 - Ethan Varnes: Like for advertisements or even if I don't need an advertisement.

440

01:20:40.860 --> 01:20:48.870

Scott Benham: it's a really good question so Sebastian jess i'm gonna let you guys answer that and i'll just capitalize on on anything else really good question question, my friend.

441

01:20:49.860 --> 01:21:01.200

1 - Sebastian Mencia: So amazing to have you here ethan and what an inspiration to all these kids your age that you're here learning having business ideas like I wish I would have started.

442

01:21:01.740 --> 01:21:14.880

1 - Sebastian Mencia: You know, learning about this when I was 14 so good for you and i'll let Sebastian well, I mean I love your idea that what you're wanting to do on your challenge and.

443

01:21:15.390 --> 01:21:24.360

1 - Sebastian Mencia: Sometimes we just need to look at us to be able to find a micro niche right like we have a nine year old daughter, who loves baking.

444

01:21:24.960 --> 01:21:33.330

1 - Sebastian Mencia: And who will see prefer to learn from you know, a normal fart like us and Scott, or a cool dude like ethan.

445

01:21:34.110 --> 01:21:47.670

1 - Sebastian Mencia: i'm sure valeria my daughter would rather learn from you right so that would be an incredible micro niche I mean you can start MAC Micronesia by going by teaching someone your age or younger than you.

446

01:21:47.670 --> 01:21:49.020

1 - Sebastian Mencia: And so that would be a way.

447

01:21:49.110 --> 01:21:57.510

1 - Sebastian Mencia: To do so, you can also micro niche by the type of baking that you want to teach it said, you know pastor he is a.

448

01:21:58.650 --> 01:22:09.060

1 - Sebastian Mencia: game, what is it that you want to do right do you want to do it locally, you want to do a virtual in different ways of of Micronesia and what What do you say it's got.

449

01:22:11.730 --> 01:22:15.240

Scott Benham: Really really good, so I agree with all those and.

450

01:22:16.890 --> 01:22:34.740

Scott Benham: The types are key even right so what's the bashing just said is that the types of baking that you want to teach is key, because you get to play to your strengths right like maybe you're an incredible you're incredible a baking pastries now.

451

01:22:34.890 --> 01:22:43.110

Scott Benham: i'm not a baker but like pastry sound difficult to me it just sounds hard right, but the fact of the matter is, is that you can bring that strength.

452

01:22:43.500 --> 01:22:49.650

Scott Benham: I would highly recommend working towards your strength, whatever you're great at number two is.

453

01:22:50.610 --> 01:23:01.140

Scott Benham: You can niche down on really three different elements okay so we're going a little bit more advanced than because we don't get a lot of 14 year olds in the movement maker challenge, I want to take full advantage of the wisdom right.

454

01:23:01.530 --> 01:23:04.140

Scott Benham: We always say in crush it you, you can niche down on your who.

455

01:23:05.310 --> 01:23:09.030

Scott Benham: You can niche down on your what and you can niche down on your House.

456

01:23:10.350 --> 01:23:21.030

Scott Benham: Okay that's a true micro niche it's not just about your mood right it's also about your what and it's also about your House right so so your who might be.

457

01:23:21.600 --> 01:23:27.990

Scott Benham: teenagers, who are looking out, you know teenagers looking how to bake or you know, maybe you maybe you've got a certain.

458

01:23:28.620 --> 01:23:35.640

Scott Benham: Maybe you can speak Spanish and it's and it's a Spanish speaking teenagers, who want to learn how to bake right, but what.

459

01:23:36.210 --> 01:23:44.100

Scott Benham: What they learn how to bake maybe it's pastries maybe it's cakes maybe it's maybe it's non baking desserts right.

460

01:23:44.640 --> 01:23:53.430

Scott Benham: Maybe we're working with like lemon riding high or something like that, and then it's the House right the, how is the well, maybe there's something unique you do about bacon.

461

01:23:53.910 --> 01:24:05.700

Scott Benham: Okay, now, when we first started, we have a Gal on here who's been with us for a long time and energetic or and Janet is known as the essential oils that so either do you have a dog or a cat or any pets.

462

01:24:06.570 --> 01:24:07.680

1 - Ethan Varnes: I used to have a dog.

463

01:24:08.130 --> 01:24:19.980

Scott Benham: Okay, so when we have pets we take them to the vet it typically they get some sort of medicine well Janet specialty is she helps pets, but she uses essential oils.

464

01:24:20.430 --> 01:24:31.230

Scott Benham: So she's niche down on a who, what, and the how and Jen has been very successful in doing so, so that's kind of like that trifecta of I try fact I mean like.

465

01:24:31.680 --> 01:24:40.860

Scott Benham: The those three circles when they come together all the sudden guess guess how likely it is ethan that you can become an actual expert.

466

01:24:41.400 --> 01:24:51.030

Scott Benham: With that who with that what and with that how you become the expert, because you are over one of very few hey Let me give you one more example and then we'll go on to our next question.

467

01:24:51.720 --> 01:25:02.730

Scott Benham: We have 617 chickens, I live in South Florida got 17 chickens, a lot of times during our training calls people can hear the chickens over here a rooster it's actually because we have roosters out here.

468

01:25:03.210 --> 01:25:11.880

Scott Benham: Now my son is been looking for ways he's 12 he's a little bit younger than you it's been looking for ways to make money right so so he said, you know what.

469

01:25:12.840 --> 01:25:23.280

Scott Benham: Instead of being an entrepreneur i'd like to be an entrepreneur, so he does is he he asked my wife to post in Facebook groups, the mom groups locally.

470

01:25:23.820 --> 01:25:48.600

Scott Benham: hey I got my 12 year old son with farm raised right page free free range chicken eggs, not only will he bring you those I he'll deliver them but also like we'll do it weekly my son my son makes about

\$75 a week just delivering eggs to people in this local area within a three mile radius.

471

01:25:49.470 --> 01:25:49.980

he's 12.

472

01:25:51.120 --> 01:25:55.050

Scott Benham: So it's a who or what and the how very unique now.

473

01:25:56.670 --> 01:25:57.210

Scott Benham: guys.

474

01:25:58.350 --> 01:26:09.060

Scott Benham: You could buy it from anywhere but but to kind of point out with Sebastian was saying, is the fact that you're a young man ethan people.

475

01:26:09.120 --> 01:26:11.010

Scott Benham: You actually have an advantage right.

476

01:26:11.040 --> 01:26:18.690

Scott Benham: People want you to win we want you to win right your parents want you to win but Soto other adults, they want you to win they love the initiative.

477

01:26:18.960 --> 01:26:24.750

Scott Benham: To taking what you're good at and bringing it in solving a problem it's a really great way of doing so so.

478

01:26:25.110 --> 01:26:37.200

Scott Benham: Now we're super excited for you, we you do us a favor and with your wins, would you post them in the Community, whenever whenever you get like these amazing breakthroughs because we'd love to make sure that that you're on the right track, my friend.

479

01:26:38.850 --> 01:26:39.270

1 - Ethan Varnes: yeah.

480

01:26:41.610 --> 01:26:55.200

1 - Ethan Varnes: um and I did also have one more question for the second business um i'm doing she painting, so I basically whatever someone orders so tell me the design and I put it on a shoe and I should give it to them.

481

01:26:55.770 --> 01:27:01.230

1 - Ethan Varnes: And I was thinking of doing a challenge, but I didn't know what I would do the challenge for.

482

01:27:02.850 --> 01:27:06.270

1 - Ethan Varnes: Because right now i'm just like beginning just barely starting.

483

01:27:07.470 --> 01:27:07.890

1 - Ethan Varnes: Okay.

484

01:27:08.070 --> 01:27:08.520

Scott Benham: What just.

485

01:27:09.210 --> 01:27:17.340

1 - Sebastian Mencia: Like you have so cool yeah I love that you're a little artists to like like me entrepreneur and artists so that's really cool.

486

01:27:18.390 --> 01:27:20.040

1 - Sebastian Mencia: I think that you have to.

487

01:27:21.120 --> 01:27:38.070

1 - Sebastian Mencia: If you if you want to teach others right how to paint the shoe, then the challenge would would it be great you can also it depends, whether you want to sell the teaching part like how to teach others techniques or have you if your challenge is leading to.

488

01:27:39.990 --> 01:27:51.270

1 - Sebastian Mencia: Actually, you doing it for them right, so what kind of challenge, can you do like if you were going to teach little it's kind of easier right, because then you can just come up with okay day one.

489

01:27:51.690 --> 01:27:58.830

1 - Sebastian Mencia: What are the best types of shoes, you know, or maybe the opportunity for what why right why.

490

01:27:59.430 --> 01:28:09.510

1 - Sebastian Mencia: painting your own shoes is the unique way to you know stand out from I don't know whatever or or you can go on the approach of like it's you know it's.

491

01:28:10.050 --> 01:28:19.110

1 - Sebastian Mencia: Really it's handmade it's worth recycling like I mean there's so many approaches I don't know where your heart is on on why you love this right, so you have to identify why you like doing this.

492

01:28:19.590 --> 01:28:25.590

1 - Sebastian Mencia: So you can transmit that and then maybe it's the materials like what what kind of shoes, you need to actually.

493

01:28:26.610 --> 01:28:32.610

1 - Sebastian Mencia: Do this kind what kind of pens, and you know I talk a lot about that in my challenge because it's one of the first questions like think about.

494

01:28:33.000 --> 01:28:39.180

1 - Sebastian Mencia: Like if you were to take somebody from like point A to B think about like all those first questions people might have.

495

01:28:40.140 --> 01:28:47.790

1 - Sebastian Mencia: So, like if you're teaching I think that's a great great option if you were to sell like if the goal is that they would buy.

496

01:28:48.450 --> 01:28:52.650

1 - Sebastian Mencia: Your shoe then maybe it's more informative like maybe it's you know.

497

01:28:53.280 --> 01:29:10.770

1 - Sebastian Mencia: Why like again why these shoes are cool or why it saves on like recycling, you know their their own shoes, or like there's different and then obviously at the end you can provide with your product I don't know if that makes sense, or there was something else you that but yeah yes good.

498

01:29:13.140 --> 01:29:14.190

1 - Sebastian Mencia: Very cool I love it.

499

01:29:14.610 --> 01:29:21.510

Scott Benham: You think, thank you, my friend ethan it was awesome awesome hearing your your ideas promise us that you're going to keep us.

500

01:29:21.540 --> 01:29:22.620

Scott Benham: posted in the Facebook group.

501

01:29:22.650 --> 01:29:23.190

Scott Benham: Will you do that.

502

01:29:24.360 --> 01:29:25.050

1 - Ethan Varnes: Yes, oh.

503

01:29:25.470 --> 01:29:28.380

Scott Benham: awesome hey guys blow up the chat for ethan come off.

504

01:29:29.370 --> 01:29:31.620

1 - Sebastian Mencia: So many good ideas in the chat so.

505

01:29:31.650 --> 01:29:33.870

1 - Sebastian Mencia: Make sure you read them ethan that's awesome.

506

01:29:34.380 --> 01:29:34.890

Scott Benham: yeah.

507

01:29:35.070 --> 01:29:39.090

Scott Benham: Thank you here's what I wanted to say one thing i'm.

508

01:29:41.640 --> 01:29:51.660

Scott Benham: A huge potential person right I just believe in the intrinsic potential of individuals and what I just saw in the chat was an equal belief in the potential of ethan.

509

01:29:54.720 --> 01:29:57.870

Scott Benham: So I need to ask, do you see the same potential in yourself.

510

01:30:00.270 --> 01:30:02.880

Scott Benham: Yes, because it was easy for.

511

01:30:03.090 --> 01:30:04.110

1 - Ethan Varnes: Every single.

512

01:30:04.740 --> 01:30:08.190

Scott Benham: Other person, but sorry, then I think every.

513

01:30:09.900 --> 01:30:13.530

Scott Benham: Every single other person to see nathan's potential.

514

01:30:15.750 --> 01:30:26.400

Scott Benham: Ask yourself the question because you have the same potential you saw the niche almost immediately the ideas for shoe painting came almost like natural.

515

01:30:27.030 --> 01:30:43.950

Scott Benham: that's not by accident that's by design you've learned you've progressed in the last four days to a place that you're able to apply the principles already now it's time to do it for you now it's time to give yourself permission to say yes, my idea is worth expression.

516

01:30:45.000 --> 01:30:49.560

Scott Benham: it's worth it's worth going out there and putting myself out there and figuring out if it's going to work or not.

517

01:30:50.610 --> 01:30:59.100

Scott Benham: We can't promise it's going to work, but we can promise is that you're going to learn, we always say when you start running a challenge either learning earning or testing.

518

01:31:00.030 --> 01:31:14.820

Scott Benham: Now, good news is you can do all three at the same time right but oftentimes these businesses, they start they generate a bunch of capital and then they do some market research and then they build something and then they see if it works we've done with challenges we've just.

519

01:31:15.870 --> 01:31:28.140

Scott Benham: compress that time so that you look at the comments and figure out the feedback and realize i'm going to shift and then i'm going to shift again and then that thing I was going to offer i'm going to offer something different, and you see if you win or you lose.

520

01:31:30.030 --> 01:31:39.180

Scott Benham: But you're always going to learn you're always going in and I should say when you lose financially right that's not our true definition it's like what did you learn based off of what they need.

521

01:31:39.960 --> 01:31:55.320

Scott Benham: that's super super key okay so give yourself the opportunity to express the same thing that you have inside right unexpressed possibility is in every single one of you it's time for you to let it out.

522

01:31:56.550 --> 01:31:58.680

Scott Benham: right time for you let it out and Pedro is done.

523

01:31:59.730 --> 01:32:10.710

Scott Benham: A clinic on how to how to help you get there a three day live workshop with crush it workshop crush it live right June 2 third and fourth.

524

01:32:11.340 --> 01:32:21.870

Scott Benham: Leading up to that 590 minute implementation sessions to get you ready for the workshop, so you can design and get ready to run and launch your challenge.

525

01:32:23.310 --> 01:32:35.430

Scott Benham: If you can learn this in four days and you're applying these principles to shoot painting for a 14 year old, who you didn't know before today, probably how much more could you do for yourself.

526

01:32:36.600 --> 01:32:36.870

Scott Benham: Okay.

527

01:32:38.220 --> 01:32:45.030

Scott Benham: So if you're ready like if you've been on the fence and you're ready guys, I want you to go to pressure workshop calm, I want you to enroll today like today.

528

01:32:46.080 --> 01:32:48.000

Scott Benham: Because we want to help you grow that thing.

529

01:32:48.510 --> 01:32:49.830

Scott Benham: We want to help you grow the movement.

530

01:32:50.940 --> 01:32:53.220

Scott Benham: Alright, so that should be good for one more question.

531

01:32:55.080 --> 01:32:59.190

Scott Benham: awesome cool all right let's see here, we got let's see.

532

01:33:01.380 --> 01:33:07.770

Scott Benham: Liz Liz looks like she's dancing so i'm going to come to is it urbina lizard bina awesome Liz what's your question.

533

01:33:12.810 --> 01:33:13.260

Okay.

534

01:33:14.730 --> 01:33:15.840
Scott Benham: let's get you unmuted those.

535
01:33:19.230 --> 01:33:32.370
1 - Liz Urbina: Thank you, oh, this is so exciting Thank you so passionate and your wife I forget her name Thank you Scott Thank you everyone So my question is, I am a Spanish speaker too.

536
01:33:33.060 --> 01:33:47.460
1 - Liz Urbina: I am from Venezuela, I live in Canada to in Calgary oh so I have been struggling I launched my movement, I have my Facebook group in it's about all about.

537
01:33:48.540 --> 01:33:55.350
1 - Liz Urbina: Conscious eating is about beyond the diet beyond the weight loss is just about.

538
01:33:56.040 --> 01:34:05.310
1 - Liz Urbina: loving yourself from the inside out getting that energy feeling great and then the weight is going to come, you know is everything is just going to come so i'm.

539
01:34:06.000 --> 01:34:21.660
1 - Liz Urbina: i've been doing this in English, I was an engineer for 22 years and I just throw it away and i'm doing this now, and so I am hearing the microfiche microfiche and I have been asked before.

540
01:34:22.710 --> 01:34:27.420
1 - Liz Urbina: Okay, do I want to do this in Spanish, so my question for you is.

541
01:34:28.770 --> 01:34:31.650
1 - Liz Urbina: Do you like I.

542
01:34:32.880 --> 01:34:52.260
1 - Liz Urbina: I have create my my I guess my resistance now is I have created a lot of content, my course my my program I have a six month program and it's all in English my recipes my everything is in English and so i'm.

543
01:34:52.980 --> 01:35:00.030
1 - Liz Urbina: leaning towards micromanaging into Spanish speaking professional women who are immigrants.

544

01:35:01.140 --> 01:35:05.760

1 - Liz Urbina: Would that sound like a good niche would that feel like my my.

545

01:35:07.020 --> 01:35:09.480

1 - Liz Urbina: question is would that feel like it is.

546

01:35:12.870 --> 01:35:23.880

1 - Liz Urbina: It is leaving people behind like and should I lead, should I leave those challenges in a panic, even though all of my material is in English, should I like.

547

01:35:26.370 --> 01:35:27.660

1 - Liz Urbina: How would you approach that.

548

01:35:29.100 --> 01:35:38.850

1 - Sebastian Mencia: I think that's a great problem to have, I think that if you're going to Micronesia by immigrants and if it's to Canada or to North America.

549

01:35:41.880 --> 01:35:52.560

1 - Sebastian Mencia: You have the advantages, you have the gift of doing it first right you did that already I presume that that's part of your story and you're.

550

01:35:52.920 --> 01:36:10.800

1 - Sebastian Mencia: Integrating to what we know from my experience it's a difficult task right it's emotional it picks up toil in in in your body as well, so I definitely believe that there's messages that could come out of micro niche in that way.

551

01:36:12.060 --> 01:36:18.930

1 - Sebastian Mencia: If the if your problem is whether you do it in English or during Spanish if they're integrating to.

552

01:36:20.010 --> 01:36:21.870

1 - Sebastian Mencia: Canada or the States.

553

01:36:24.540 --> 01:36:35.370

1 - Sebastian Mencia: I would do the calls if there are any type of coaching calls as part of the six month program which I presume, they can be done in Spanish.

554

01:36:36.150 --> 01:36:47.400

1 - Sebastian Mencia: In the course you can you can do a challenge to test whether it's Okay, where you live in English or if you need to start translating that into Spanish but I.

555

01:36:47.970 --> 01:36:52.500

1 - Sebastian Mencia: I don't know how advanced, are you in the process of having the course out there.

556

01:36:52.920 --> 01:37:03.870

1 - Sebastian Mencia: But if it's just in the outline you still have the ability to translate it to start the process in Spanish, we have done this, many, many times, where we have an idea.

557

01:37:04.680 --> 01:37:13.620

1 - Sebastian Mencia: And as soon as we start implementing things change and we are still able to be flexible and embrace change.

558

01:37:13.980 --> 01:37:28.410

1 - Sebastian Mencia: So I don't know, have you started recording the program or have you started doing something, because if it's just in paper you can you can change it, and probably we will resonate better if you're looking for Spanish speakers immigrants, what do you think.

559

01:37:29.940 --> 01:37:32.220

1 - Sebastian Mencia: i'm going to answer that question sorry and then oh.

560

01:37:32.610 --> 01:37:47.010

1 - Liz Urbina: yeah I have actually a half of the program built and I have had three clients, two of them Spanish speaking immigrants, one of them is a Canadian person.

561

01:37:47.970 --> 01:37:58.230

1 - Liz Urbina: English speaking only so for the people who are a Spanish speaking the calls the private calls are all in Spanish right we speak Spanish and we feel comfortable in Spanish.

562

01:37:58.590 --> 01:38:12.780

1 - Liz Urbina: Now for the group calls, I was doing them in English and everyone was fine everyone was fine with the recipes in English, with every because they said well all the ingredients are going to be in English anyways so please like.

563

01:38:13.140 --> 01:38:27.150

1 - Liz Urbina: It it's actually helpful for us to know how are they called in English, so now for the marketing part like that that's when the person is inside my world already right, but for the marketing part part.

564

01:38:28.680 --> 01:38:42.990

1 - Liz Urbina: i'm still like I don't know how to how to put that out how to do, I put like an ad saying Spanish speaking immigrant women like just like that in English.

565

01:38:43.350 --> 01:38:46.350

Scott Benham: I think I can address this one, a little bit unless you want to go, just so you.

566

01:38:47.670 --> 01:38:56.340

1 - Sebastian Mencia: Know go go and I was just gonna say I guess i'll just quickly add that um I I think if they are immigrants, they are very likely to be bilingual.

567

01:38:56.730 --> 01:39:03.780

1 - Sebastian Mencia: So, like it's okay what we're saying is like it's okay like your program is in English and then maybe you can do the challenge as a learning.

568

01:39:04.380 --> 01:39:17.520

1 - Sebastian Mencia: To see if you do a Spanish challenge and the product is your English product with maybe the Spanish coaching like that is because they they're very likely to be to understand English if they're immigrants right, so I just wanted to put that in.

569

01:39:18.300 --> 01:39:28.290

Scott Benham: Go ahead because yeah it's super good so but I want to make sure as as it as you guys listen to liz's question and, as you listen to her process and the answers that come in.

570

01:39:28.680 --> 01:39:37.830

Scott Benham: here's what I need you to learn right learn the reason why she's making the decision, sometimes we niche down justin niche down for no reason.

571

01:39:38.430 --> 01:39:47.220

Scott Benham: If there's like so English right on the challenge, because the ingredients are in English that's a really good reason.

572

01:39:47.760 --> 01:39:55.620

Scott Benham: it's a really good reason right so just a niche down just in its own language for language sake, have a reason have a because.

573

01:39:56.490 --> 01:40:05.520

Scott Benham: My secret phrase and page or use this all the time it's so you can write, so you can what like what's the so you can that you're pitching down for.

574

01:40:06.390 --> 01:40:13.980

Scott Benham: Okay what's the so you can stay in touch and down for listen your example I feel like those are really good reasons to do so, and I would just ask like.

575

01:40:15.360 --> 01:40:25.320

Scott Benham: When you when it comes to advertising, you have to ask yourself Where are you really going to be advertising to right, we had a Member, I forget his name.

576

01:40:25.830 --> 01:40:41.850

Scott Benham: He talked about the top five right United States, Canada, UK Australia, New Zealand ish right, those are really like the five biggest countries for advertising for English speaking folks that not all countries.

577

01:40:42.630 --> 01:40:50.430

Scott Benham: Have the same sort of coverage from an advertising perspective okay there's more limitations and other countries and just know like.

578

01:40:50.970 --> 01:41:00.630

Scott Benham: When you when you when you niche down know why, but you touching down Okay, so I think that's that's super key but also know, to your other point, are you saying you know.

579

01:41:01.980 --> 01:41:05.100

Scott Benham: You know Spanish speaking immigrant moms like.

580

01:41:06.210 --> 01:41:12.750

Scott Benham: know how many people, let me see quick raise of hands, how many people like her, on instagram or tick tick we just.

581

01:41:13.800 --> 01:41:19.740

Scott Benham: instagram tick tick four of you Maureen that come on all right, more than the hardcore so.

582

01:41:21.240 --> 01:41:28.770

Scott Benham: Another put your hands down how many people have seen or heard of the tell me, without telling me trends.

583

01:41:30.900 --> 01:41:31.170

Scott Benham: Okay.

584

01:41:32.430 --> 01:41:44.010

Scott Benham: All right now just that you are like a baller on instagram so i'm going to let you explain to tell me, without telling me trends right because i'm like i've got seven followers and so they're not going to trust me if I tell them that.

585

01:41:44.430 --> 01:41:49.980

Scott Benham: You have a lot of followers, so why don't you tell them what this trend is all about, and then i'll try to make the point after okay.

586

01:41:50.370 --> 01:41:52.680

1 - Sebastian Mencia: So I mean I was just even thinking about.

587

01:41:53.730 --> 01:42:07.110

1 - Sebastian Mencia: Your your niche right tell me you're an immigrant without telling me you're an immigrant right so it's like maybe a product that you know I can think of a Mexican sauce but it's called equals Emma.

588

01:42:08.250 --> 01:42:14.520

1 - Sebastian Mencia: Valentina right and I sometimes joke, because I have Mexican friends and one of my friends actually.

589

01:42:14.790 --> 01:42:24.810

1 - Sebastian Mencia: Has the Valentino sauce in her bedroom like not even like in the kitchen in the bedroom, just in case at night, you know you, you need someone else so tell me your.

590

01:42:25.380 --> 01:42:39.450

1 - Sebastian Mencia: Mexican immigrant without telling me you're a Mexican immigrant picture of or you know story of the Valentino sauce in the kitchen in the US or in the bedroom would be kind of like people would identify and be like yep that's me like totally right that's kind of the idea.

591

01:42:40.320 --> 01:42:42.630

Scott Benham: wow I am so glad I like to.

592

01:42:45.390 --> 01:42:55.680

Scott Benham: that's perfect does everybody see that telling me without telling like tell me, without telling me so in your niche right, it might be this long phrase of words.

593

01:42:55.980 --> 01:43:04.980

Scott Benham: But tell me, without telling me that right that picture of that sauce on a nightstand right context is everything.

594

01:43:05.520 --> 01:43:11.250

Scott Benham: All of a sudden means something, but it only it wouldn't mean anything to me it wouldn't mean anything to me.

595

01:43:11.730 --> 01:43:22.980

Scott Benham: Right yeah but, but we all have a tell me, without telling me right tell me your millennial without telling me you're a millennial tell me you're a stay at home mom without telling me you're a stay at home mom right.

596

01:43:24.330 --> 01:43:36.840

Scott Benham: Tell me, you live in Florida without telling me you live in Florida like these are all things that are legit so so a lot of these comments, and this will be our last one, then we'll wrap up cuz I know we've kept you guys late it's like.

597

01:43:37.890 --> 01:43:49.020

Scott Benham: When we're advertising, people are like oh no I can't say evangelicals anymore, no you can't but tell me evangelical without telling me evangelical.

598

01:43:49.980 --> 01:43:59.370

Scott Benham: But Scott that's way harder that's more difficult you're right you're right, it is more difficult right like.

599

01:44:00.060 --> 01:44:11.970

Scott Benham: it's more difficult it's going to be, you know all these all the things that it needs to be but that's why I love is the biggest strategy that's when we asked you do you really want this for those people, or do you want it for some other reason.

600

01:44:13.110 --> 01:44:22.740

Scott Benham: Okay, tell me, without telling me get creative with how you're going to go reach out to those people right like I I can watch instagram reels.

601

01:44:23.160 --> 01:44:30.300

Scott Benham: embarrassingly for hours because there's so many tell me, without telling me my wife loves the Midwest she's from Wisconsin.

602

01:44:30.690 --> 01:44:37.020

Scott Benham: Wisconsin is known for cheese right anything that has to do with cheese is a tell me, without telling me you're from Wisconsin.

603

01:44:37.680 --> 01:44:44.730

Scott Benham: it's a joke it's it's America's dairyland right South Florida was Florida, in general, gets a bad rap for.

604

01:44:45.630 --> 01:44:55.830

Scott Benham: A lot of reasons right, so you can make a lot of fun with that so here's the point right it's simple, we need those three steps we need a micro niche.

605

01:44:56.340 --> 01:45:04.140

Scott Benham: We need movement based messaging and we need to use the challenge but Scott, you haven't told me how to set up an automation you don't need that.

606

01:45:05.280 --> 01:45:12.810

Scott Benham: What you need is a problem and a promise and a pathway from problem to promise that's it.

607

01:45:14.490 --> 01:45:25.770

Scott Benham: And maybe one more P, you need to give yourself permission to express the unexpressed potential that you already have inside, just like just in just like Sebastian have done.

608

01:45:27.360 --> 01:45:35.370

Scott Benham: Okay guys we don't parade testimonials for you to like sit there and aspire to be something that we don't think that you have the chance to be.

609

01:45:38.010 --> 01:45:43.860

Scott Benham: Going small is going big that's the goal so here's what I want to do I want you guys to blow up the chat.

610

01:45:44.370 --> 01:45:53.760

Scott Benham: Sebastian Jesse thank you from the bottom my heart for spending the time with us today, I know we went way over but i'm so grateful as let me see the chat be absolutely blown up guys.

611

01:45:54.150 --> 01:45:59.370

Scott Benham: Big love to you guys super excited for your next challenge Thank you so much for taking the time we really appreciate.

612

01:45:59.610 --> 01:46:00.360

1 - Sebastian Mencia: It was a blast.

613

01:46:01.290 --> 01:46:02.370

1 - Sebastian Mencia: guys again.

614

01:46:03.600 --> 01:46:15.270

Scott Benham: awesome awesome awesome awesome all right y'all so here's what i'm gonna do i'm gonna give you one more run through okay one more run through what we're offering you is a crush it workshop.

615

01:46:16.320 --> 01:46:30.090

Scott Benham: i've personally been a part of over 25 pressure workshops okay dating all the way back to 2020 and what we do is we have three phases for challenges we design we fill in we run them right.

616

01:46:31.410 --> 01:46:41.940

Scott Benham: we're going through right now we're in the design phase we're starting to design we're opening up your mind to the idea of carving a micro niche creating movie based messaging and running a challenge.

617

01:46:42.390 --> 01:46:52.770

Scott Benham: Right Russell and Pedro talked about today, the idea of hey if you don't have a product something to offer then just run a paid challenge after your free challenge.

618

01:46:54.450 --> 01:47:00.390

Scott Benham: that's one way to create a product, so when you join us right by going to crush it workshop calm.

619

01:47:01.080 --> 01:47:07.530

Scott Benham: crush it workshop calm when you join us what you're going to get as a three day live in virtual workshop.

620

01:47:08.250 --> 01:47:22.620

Scott Benham: Okay, three days of design and fill and launch implementation, but before that we've got some work to do, which is why we have five training calls workshop prep calls on Tuesday starting on Tuesday may 24.

621

01:47:23.340 --> 01:47:39.780

Scott Benham: Then Thursday may 26 then Saturday, then Tuesday, then Wednesday okay it's all there are occasional workshop calm for you, those are 90 minute sessions to drill in and get you clear for you to decide decide what.

622

01:47:40.470 --> 01:47:59.820

Scott Benham: decide who you're going after what problem you're going to solve what promise you're going to deliver, and what level you're going to deliver it, I told you today, all you need all you need is a phone a free Facebook group and a way to take payment.

623

01:48:01.290 --> 01:48:06.330

Scott Benham: cell then mo cash shop i'm sure there's others and other countries.

624

01:48:07.560 --> 01:48:08.160

Scott Benham: that's it.

625

01:48:09.270 --> 01:48:10.260

Scott Benham: Now that is it.

626

01:48:11.430 --> 01:48:13.650

Scott Benham: If you have right.

627

01:48:15.210 --> 01:48:22.650

Scott Benham: Let me back up you do have breakthrough personal victories in your life that have created.

628

01:48:24.030 --> 01:48:25.440

Scott Benham: outcomes for others.

629

01:48:27.120 --> 01:48:36.000

Scott Benham: Or that could create outcomes for others, so we're just going to find the problem offer the promise through the challenge, which is the pathway.

630

01:48:36.720 --> 01:48:44.640

Scott Benham: So we have those five implementation calls and then we have hot bonuses right two amazing courses to get you smart.

631

01:48:45.330 --> 01:48:50.670

Scott Benham: on Facebook ads and smart organic traffic whichever avenue, you want to go to fill that challenge.

632

01:48:50.880 --> 01:48:58.860

Scott Benham: Maybe you're just going to be like deseret King that just takes her phone and dms every single person that she needs to do 20 K in five days.

633

01:48:59.160 --> 01:49:19.500

Scott Benham: Maybe you're going to be like Jesse and Sebastian who use Facebook ads to fill your first challenge, whatever it is we've got you right page is going to be there every single step of the way and guys a 10 K value a 10 K value for the price of a do it yourself course offer 995.

634

01:49:20.670 --> 01:49:21.420

Scott Benham: That on you.

635

01:49:22.650 --> 01:49:23.790

Scott Benham: Alright, that on you.

636

01:49:25.380 --> 01:49:32.580

Scott Benham: The people of value adding value in advance, so you can hundred X to impact and income that you've always wanted to.

637

01:49:36.210 --> 01:49:43.590

Scott Benham: Time going to crush a workshop calm that's tomorrow, you are not going to want to miss what we have for you tomorrow.

638

01:49:44.430 --> 01:49:56.970

Scott Benham: Okay we've got not one, but two special guests tomorrow okay very baumgartner of siege events and also another special guests that we're going to be a little bit of a surprise for you.

639

01:49:58.020 --> 01:50:15.690

Scott Benham: Okay you're going to learn about your purpose driven payday and how to accomplish that from the person who's done it for more eight nine figure entrepreneurs that i'm personally aware of various a fantastic partner with Pedro and man you're not going to want to miss it.

640

01:50:16.980 --> 01:50:29.970

Scott Benham: we've learned micro niches we've learned movement based messaging learned about challenges and how quickly we can connect the problem to the promise and create the outcome now we're going to learn about a purpose driven payday.

641

01:50:31.650 --> 01:50:32.010

Scott Benham: All right.

642

01:50:34.170 --> 01:50:34.740

Scott Benham: For you go.

643

01:50:36.360 --> 01:50:41.700

Scott Benham: I want you to read, if you could drop the link to crush a workshop calm, I want you to enroll today.

644

01:50:42.090 --> 01:50:56.280

Scott Benham: Okay, I cannot wait to be a part of your transformation of the impact that you get to have on hundreds or thousands or 10s of thousands or hundreds of thousands of people in the future, but I can promise you this, if you don't say yes now you don't get to have that impact later.

645

01:50:58.200 --> 01:50:58.890

1 - Pedro Adao: Scott.

646

01:51:00.030 --> 01:51:00.600

Scott Benham: hey Joe.

647

01:51:01.500 --> 01:51:02.220

1 - Pedro Adao: Man I.

648

01:51:02.280 --> 01:51:06.390

1 - Pedro Adao: hey I just like you guys so go for it, what is going on back here.

649

01:51:06.990 --> 01:51:08.160

1 - Pedro Adao: These are the hardcore.

650

01:51:08.430 --> 01:51:10.890

1 - Pedro Adao: yeah, these are the hardcore.

651

01:51:11.430 --> 01:51:13.980

1 - Pedro Adao: I don't blame me I don't blame you I don't blame you.

652

01:51:15.030 --> 01:51:15.900

1 - Pedro Adao: I wouldn't leave either.

653

01:51:17.220 --> 01:51:18.030

1 - Pedro Adao: I wouldn't leave you.

654

01:51:19.620 --> 01:51:23.850

1 - Pedro Adao: guys, you know how I got here just being hungrier than everybody else.

655

01:51:26.160 --> 01:51:32.880

1 - Pedro Adao: Last first one to show last one to leave at five when I found someone that had something that I knew was special I just.

656

01:51:33.330 --> 01:51:44.610

1 - Pedro Adao: I was relentless I wouldn't I wouldn't let him go I just did I was like I would just no nope nope nope you couldn't just give me off the set, no matter what you have to throw me out so good on you guys, for being here.

657

01:51:45.870 --> 01:51:50.220

1 - Pedro Adao: But I was like oh just have somebody go do.

658

01:51:51.300 --> 01:51:54.930

1 - Pedro Adao: I don't want to name drop so i'm not going to tell you, who I was working with but it's.

659

01:51:56.910 --> 01:52:02.460

1 - Pedro Adao: We are we're we're going to put on the biggest virtual event in the history of the world on August 6.

660

01:52:02.970 --> 01:52:10.230

1 - Pedro Adao: is marked on your calendars August six Guinness Book of world records and it will be the biggest virtual event in the history of virtual events.

661

01:52:10.740 --> 01:52:16.170

1 - Pedro Adao: And i'll tell you more about it later, but I hadn't jumped for that came back you guys are still here scott's go go for it.

662

01:52:16.680 --> 01:52:23.970

1 - Pedro Adao: Tomorrow is going to be epic guys, the challenges not over, we still have tomorrow, like we're paying job do I have to buy today now you don't have to buy today.

663

01:52:24.330 --> 01:52:29.610

1 - Pedro Adao: Okay This offer is available through the weekend, some of you guys asleep on thing, some of you guys have to go.

664

01:52:30.210 --> 01:52:36.780

1 - Pedro Adao: You know pray about it and you guys got do your little thing and go do your thing there's you know this is here to the weekend.

665

01:52:37.650 --> 01:52:49.800

1 - Pedro Adao: My only encouragement to you guys know this moment makers are action takers and all the successful people, I know, to take action they take swift action, so I don't want you to violate your.

666

01:52:50.640 --> 01:53:05.040

1 - Pedro Adao: Your process right if it's if you got someone to connect with talk to just don't go talk to a normal person don't go ask a normal person for permission to live an extraordinary life okay that's that's a bad idea okay second of all is.

667

01:53:06.240 --> 01:53:13.740

1 - Pedro Adao: You know, like if you need to go pray about it go pray about it, the question now Have you considered is haven't you been praying already.

668

01:53:14.910 --> 01:53:22.530

1 - Pedro Adao: me to been praying already well do you think maybe this might be part of how God answered that prayer for you, I know he's done it for so many people.

669

01:53:23.010 --> 01:53:31.260

1 - Pedro Adao: And guys tomorrow is going to be epic day to self love you guys so much come back tomorrow we're going to wrap up strong i'm going to I am going to.

670

01:53:31.650 --> 01:53:49.740

1 - Pedro Adao: I am going to keep my word and hot seat i'm the one the one lady who sent us her funnel we're going to break that down tomorrow and ya know for all we're going to we're going to break the record, we got zoom working with us it's for August 6 it's.

671

01:53:51.780 --> 01:54:01.890

1 - Pedro Adao: it's for very large well known pastor that you guys probably can guess i'm talking about, we are doing a virtuous first ever virtual event.

672

01:54:02.400 --> 01:54:09.720

1 - Pedro Adao: it's going to be a free event, and I think we'll have a quarter million people on zoom that night taking part in a night of hope.

673

01:54:10.440 --> 01:54:23.730

1 - Pedro Adao: What does the world need now is a lot of hope and so i'm going to be working with this team to help put this on a virtual event a night of hope, I think we'll have over a quarter million people so.

674

01:54:25.500 --> 01:54:28.590

1 - Pedro Adao: What am I tell you guys that, why should you care here's why you should care.

675

01:54:29.850 --> 01:54:34.320

1 - Pedro Adao: I want to learn from people doing the biggest coolest stuff in the world that's what I want to learn from.

676

01:54:36.450 --> 01:54:37.470

1 - Pedro Adao: that's what I want to learn from.

677

01:54:39.180 --> 01:54:46.920

1 - Pedro Adao: So you know i'm just telling you guys this stuff so you're like dang like this is it like I want to be around people were doing big stuff bigger stuff to me that's.

678

01:54:48.150 --> 01:54:59.430

1 - Pedro Adao: You guys let's face it you're going to have some bad days you're gonna have to stay inspired how do I stay inspired after all the success after all the people after all the millions I stay inspired by being around people that are.

679

01:54:59.880 --> 01:55:06.900

1 - Pedro Adao: impacting way more people than me and it doesn't it I don't get jealous it doesn't make me feel.

680

01:55:07.440 --> 01:55:13.860

1 - Pedro Adao: Like I suck It makes me it gets me to be like wow like okay like there's a bigger.

681

01:55:14.310 --> 01:55:20.910

1 - Pedro Adao: world out there there's a bigger opportunity for me, I can still keep pressing i'm just getting started, so I tell you guys this stuff not to.

682

01:55:21.210 --> 01:55:29.700

1 - Pedro Adao: So you think i'm super cool and sent you guys just know that you have no idea what's, on the other side of you just stepping through this process.

683

01:55:30.210 --> 01:55:37.170

1 - Pedro Adao: And I can tell you right now that, if you would have told me even two or three or four years ago, the things that people like Joel osteen.

684

01:55:37.680 --> 01:55:48.810

1 - Pedro Adao: Like would be a friend of mine that we'd be texting that we'd be working together somebody who I was watching his messages non stop eight years ago because i'm literally.

685

01:55:49.470 --> 01:55:58.860

1 - Pedro Adao: Eight years ago found myself in a deep depression state literally not wanting to live asking God to lily Now let me wake up.

686

01:55:59.340 --> 01:56:11.910

1 - Pedro Adao: And i'm watching joel's messages to keep me just give me enough hope to get through one more day and now eight years later we're friends were called things were working together guys that's what's possible for you.

687

01:56:13.410 --> 01:56:24.600

1 - Pedro Adao: You have really no idea what you're capable of you have no idea truly what is is available for you, and this is the, this is the best way i've found to go on that journey of discovery.

688

01:56:26.790 --> 01:56:38.040

1 - Pedro Adao: Because it's not just a marketing framework, these are the these are success principles leadership principles, these are principles that will work in any industry in any niche anytime.

689

01:56:38.340 --> 01:56:45.780

1 - Pedro Adao: And that's all built in here so i'm super stoked to be on the screen with you guys i'll let you guys get to your next thing.

690

01:56:46.050 --> 01:56:59.790

1 - Pedro Adao: i'll let you guys go I love, if you guys would go live today and just share some nuggets some things that you've heard today from my friend Sebastian and Pal they're just a great example but guys tomorrow tomorrow let's finish strong.

691

01:57:01.050 --> 01:57:06.960

1 - Pedro Adao: let's finish strong tomorrow for day five purpose driven paintings, how many you guys you're ready for a purpose to my painting.

692

01:57:09.930 --> 01:57:23.580

1 - Pedro Adao: just put in the chat tell me in the chat because you guys are the crazy ones still here, what would that look like to you put in the chat what a purpose put in the chat don't just don't put like a million dollars \$8 million put in the chat and number.

693

01:57:25.800 --> 01:57:27.930

1 - Pedro Adao: Put in the chat the smallest number.

694

01:57:29.640 --> 01:57:42.780

1 - Pedro Adao: That would still be a game changer for you, does that make sense right and, of course, if you make a million bucks in the day guys we've done days we've been to \$3 million, but put in this chat and number.

695

01:57:43.260 --> 01:57:59.190

1 - Pedro Adao: The smallest number now when still represent a massive shift for you okay all right i'm seeing five K 20 K 10 K 3000 i'm seeing 100,000 guys the other 25,000 i'm seeing numbers that.

696

01:58:00.060 --> 01:58:17.190

1 - Pedro Adao: We have helped so many so so so so many people do 10,000 3000 5050 K guys I, these are, if I could just express to you how feasible possible tangible these results are.

697

01:58:19.350 --> 01:58:26.850

1 - Pedro Adao: Very quickly, much quicker than any other process, I know, is it overnight no it's probably not overnight.

698

01:58:28.440 --> 01:58:31.650

1 - Pedro Adao: Are we selling you a lottery ticket no we're not selling you a lottery ticket.

699

01:58:32.670 --> 01:58:37.380

1 - Pedro Adao: Okay, but we have a proven path and tomorrow we're going to start showcasing.

700

01:58:37.800 --> 01:58:47.310

1 - Pedro Adao: More and more and more and more of our testimonies and case studies, one thing I always forget to do is I don't forget to tell you enough about all the success stories so i'm just trying to teach you guys all this stuff.

701

01:58:47.760 --> 01:59:02.250

1 - Pedro Adao: But tomorrow i'm gonna take some time and i'm going to go through probably 5070 100 plus examples of people that have just like you, are crushing it with this, because all i'm trying to do guys is get you to believe that it's possible for you.

702

01:59:03.450 --> 01:59:15.180

1 - Pedro Adao: How many of you guys absolutely believe that I know what i'm talking about and you fully trust me in my ability to okay hundred percent how many you guys fully believe now that challenges work.

703

01:59:17.610 --> 01:59:29.850

1 - Pedro Adao: So here's the thing you believe in trust me, I know what the hell i'm talking about you believe in know that challenges work so what's the only third piece of this equation I gotta get you to believe in yourself.

704

01:59:31.800 --> 01:59:38.910

1 - Pedro Adao: I am working this hard for my team, not to convince you that we know we're talking about on that challenge is work.

705

01:59:39.750 --> 01:59:47.970

1 - Pedro Adao: There is overwhelming evidence that, clearly, we know we're doing and clear the challenges work but we're going through all this effort.

706

01:59:48.390 --> 01:59:55.680

1 - Pedro Adao: Helping you take small steps every single day, because I know that for many of you, this is not your first rodeo.

707

01:59:56.160 --> 02:00:06.660

1 - Pedro Adao: you've been you've tried other things before maybe this is your third fifth seventh time, maybe you've been doing this for three five years and maybe you're starting to come in as wonder man is this even possible for me.

708

02:00:09.120 --> 02:00:15.390

1 - Pedro Adao: And it's know for some for some of you like you're like just this close away from walking away from this dream.

709

02:00:17.430 --> 02:00:33.510

1 - Pedro Adao: So my goal, this whole week is not just to teach you train you educate you and make you laugh a little bit my whole goal this week was to give you the gift of believing in yourself now with some high P ra ra learn music bang your chest jump on the Chair.

710

02:00:34.080 --> 02:00:39.330

1 - Pedro Adao: motivation, but actually get you to believe in yourself, this week, because you actually showed up.

711

02:00:39.690 --> 02:00:48.210

1 - Pedro Adao: You paid attention you took some notes and you did something you filled out these worksheets you're thinking about your micro niche you're getting more clear and you're like.

712

02:00:48.390 --> 02:00:58.680

1 - Pedro Adao: How many of you guys would literally say no bs that you are way clear and way further along in your journey of doing something online in the last four days than you were when you started.

713

02:01:00.540 --> 02:01:03.570

1 - Pedro Adao: Okay guys so like that's that's What challenges do.

714

02:01:04.410 --> 02:01:20.820

1 - Pedro Adao: that's what the challenge does like we're helping people get into momentum we're helping them build belief that they can do this, but not some phony hype he believes just to make a quick sale, no real true belief built on the fact that they can see the progress they're making.

715

02:01:22.140 --> 02:01:24.690

1 - Pedro Adao: How many have you ever done a weight loss journey or.

716

02:01:25.740 --> 02:01:32.100

1 - Pedro Adao: Or, like any kind of fitness journey and it's so much easier to stay committed once you see results.

717

02:01:34.320 --> 02:01:43.230

1 - Pedro Adao: you're like oh my God, I can see Oh well look I got a little oh my God is a little line there, and now you keep going you're like oh my God right but.

718

02:01:43.830 --> 02:01:54.600

1 - Pedro Adao: The tough part is about the first month you're working out the first six weeks eight weeks you're on this new plan and nothing the scales not moving and you look the same.

719

02:01:54.870 --> 02:02:03.900

1 - Pedro Adao: And you're like what it's very difficult to stay faithful in that lifetime right where you're just kind of like going through the motions.

720

02:02:05.670 --> 02:02:11.610

1 - Pedro Adao: But then, once you start to see results you're like wait a minute I can do this, this is working like this is happening.

721

02:02:12.030 --> 02:02:27.450

1 - Pedro Adao: that's What challenges do guys we're trying to give people, those results and experiences as quickly as possible up front, so they can stay, so they can have the courage, the courage and enough self confidence to keep going and stay on that journey.

722

02:02:29.640 --> 02:02:36.300

1 - Pedro Adao: that's that's how you know you've done a well designed challenge it's and again guys it's not about giving people false hope.

723

02:02:37.680 --> 02:02:43.560

1 - Pedro Adao: Please hear me some of you some of you are actually doubting yourself and think you have a false hope.

724

02:02:44.670 --> 02:02:45.750

1 - Pedro Adao: that's not what this is.

725

02:02:48.840 --> 02:02:57.150

1 - Pedro Adao: i'm not here to give you false hope i'm going to ask you don't give people false hope don't sell people on some pipe dream that you know it's not really possible.

726

02:02:57.720 --> 02:03:10.920

1 - Pedro Adao: Just to make a few extra dollars, the reason why I love this framework is because we break things down, we give people simple assignments that can do every day and so all i'm asking you to do is when you if you're thinking about okay.

727

02:03:12.510 --> 02:03:14.910

1 - Pedro Adao: Can I do this i'm just going to ask you well.

728

02:03:16.020 --> 02:03:17.610

1 - Pedro Adao: how's it been going this week.

729

02:03:20.310 --> 02:03:25.680

1 - Pedro Adao: If you're wondering if you can do this, moving forward, I would ask you all have you been doing it so far.

730

02:03:27.210 --> 02:03:35.850

1 - Pedro Adao: Have you been playing along so far are you working through the if you're like yeah Pedro i'm i'm able i'm figuring this out and getting clear it's not perfect, but i'm making progress.

731

02:03:36.090 --> 02:03:46.050

1 - Pedro Adao: i'm definitely way ahead, and I was okay so like so then just if you just keep going and stay in the flow stay with the with the process then.

732

02:03:46.650 --> 02:03:54.870

1 - Pedro Adao: there's no reason to doubt and question if this will keep working for you, because, clearly, hopefully, by now, if it's already worked up to this point.

733

02:03:56.250 --> 02:04:04.110

1 - Pedro Adao: Then i'll ask you trust the process is going to keep working past this point right if you've been able to get this much value and results for free.

734

02:04:04.710 --> 02:04:14.670

1 - Pedro Adao: And just four days imagine imagine what's possible when you invest a little bit of money and we spend the next two weeks together and then going into an immersive 3D experience so.

735

02:04:15.660 --> 02:04:26.430

1 - Pedro Adao: what's my thoughts for you guys, today you guys are freaking awesome love the hunger love the passion love you guys, and this is all good stuff you look I know you're learning a time tomorrow day.

736

02:04:27.960 --> 02:04:42.120

1 - Pedro Adao: Tomorrow day five and I got a call special surprise for you guys in the lab tomorrow, I was got a little some special my lab people so love you i'll see you guys back here tomorrow 10am Pacific per day, five go to crush it workshop.com.