

WEBVTT

1

00:07:35.400 --> 00:07:36.960

Brent Clampet: ads guys ads.

2

00:07:40.350 --> 00:07:41.880

Brent Clampet: morning Scott, are you ready.

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00:07:42.150 --> 00:07:46.380

Scott Benham: i'm ready now I have never been more ready good morning everybody how you doing today.

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00:07:47.430 --> 00:07:51.360

Scott Benham: Alright alright welcome everyone today is Saturday we.

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00:07:51.450 --> 00:07:52.200

Brent Clampet: Thank you.

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00:07:52.560 --> 00:07:53.910

Scott Benham: For investing your time.

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00:07:54.840 --> 00:08:05.280

Scott Benham: with us, but in yourself and in your business today today is about challenges I, my name is Scott Ben, and this is the crush it workshop.

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00:08:05.640 --> 00:08:11.910

Scott Benham: Pre workshop implementation call, what does that mean what does that mean well, that means that we walk you, step by step.

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00:08:12.870 --> 00:08:22.110

Scott Benham: Through the early stages of challenge design, so you can squeeze every little bit of juice out of the three day live virtual workshop.

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00:08:22.410 --> 00:08:31.770

Scott Benham: Okay, that three day workshop starts on Thursday June 2 goes to Friday June 3 Saturday June 4 if those times are already not blocked off, on your calendar.

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00:08:32.250 --> 00:08:40.470

Scott Benham: You know I don't know what you're waiting for block those times off by your husband or your wife or your spouse or your significant other of any kind.

12

00:08:40.770 --> 00:08:46.140

Scott Benham: to let them know, like you, are unavailable during those times you are investing in yourself investing in your business.

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00:08:46.500 --> 00:08:56.190

Scott Benham: And you're investing in the people they are going to solve problems for so i'm going to recap really quickly where we've gone in the movement maker challenge we introduce you a three step framework.

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00:08:56.490 --> 00:09:04.200

Scott Benham: to become a movement maker, first we said, you need to stand for something or against something that's step one right that opened up your awareness that oh my gosh.

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00:09:04.650 --> 00:09:14.610

Scott Benham: I am a movement maker like I can be a movement maker, I stand for this value or for this idea of where this sort of ideal right.

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00:09:15.150 --> 00:09:27.630

Scott Benham: And then we gave you number two is or number one was a stand for something against something that was an overarching belief of a movie maker number one was carbon micro niche you've got to get through the noise niches.

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00:09:28.200 --> 00:09:34.560

Scott Benham: Are noisy so carbon micro niche right step two was movement based messaging.

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00:09:35.430 --> 00:09:45.990

Scott Benham: And movement based messaging is getting people from one place to another place we unpack that we started to see within ourselves that we started one place in our lives.

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00:09:46.680 --> 00:09:55.260

Scott Benham: going to be a fitness journey emotional journey spiritual journey right physical journey of some sort Maybe it was a career journey.

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00:09:56.100 --> 00:10:02.700

Scott Benham: We started from one place and we've gotten to another place, it may have taken us 345 1030 years.

21

00:10:02.940 --> 00:10:15.000

Scott Benham: But now that conscious awareness of where we've that problem that we've solved for ourselves, we can then deliver that in advance to others so from to language movement based language and finally number three was crushing challenges.

22

00:10:15.420 --> 00:10:24.720

Scott Benham: Right crushing challenges the easiest way for you to not only cut through the noise and get people to move, but it's a valuable way to serve right.

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00:10:25.200 --> 00:10:31.320

Scott Benham: it's a valuable way to serve love is the number one strategy, so why not serve people add value to them in advance.

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00:10:31.710 --> 00:10:41.700

Scott Benham: In a perfectly imperfect scenario like a challenge, where you can pivot on a dime and get real time feedback from your micro niche.

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00:10:42.060 --> 00:10:51.060

Scott Benham: Then we came into this implementation these five calls on Tuesday we had a call me focused on our offers we focus on how to create irresistible offers.

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00:10:51.630 --> 00:10:58.290

Scott Benham: And we realized, we got all that offers really are and solving a problem for people so we're bringing a solution.

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00:10:58.740 --> 00:11:04.500

Scott Benham: or offers a solution to a problem and it changed the way nate most of you looked at things right.

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00:11:04.860 --> 00:11:19.440

Scott Benham: I like to say, if you continue with us for a long time you're going to hear me say this more than once i'll say it once here when you change the way you look at things the things you look at change, so you started to see problems that you could solve with a solution that you bring.

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00:11:20.910 --> 00:11:26.760

Scott Benham: Okay solution that you bring so this idea of an offer sounded really marketing before, but now it sounds real.

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00:11:27.030 --> 00:11:36.270

Scott Benham: And then, on Thursday, we started to see Okay, so this problem that I have or that I can solve this solution that I bring is really tied to a problem.

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00:11:36.600 --> 00:11:40.140

Scott Benham: But that problem is tied to a certain group of people and micro niche.

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00:11:40.440 --> 00:11:56.130

Scott Benham: right because niches are noisy new What did you to focus down so we started to unpack ideas like it's not just about families or i'm sorry age, sex, demographics right it starts to get down to interest psycho graphics.

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00:11:56.580 --> 00:12:07.530

Scott Benham: Things like beliefs right things like types and phases Pedro unpack for a couple of people help them niche down even further with the type of.

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00:12:07.950 --> 00:12:20.820

Scott Benham: way that you can solve that specific problem right, you can you can solve a weight loss problem with strength, training or diet or i'm sure sleep right there's a variety of different house.

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00:12:21.780 --> 00:12:29.430

Scott Benham: And now all of a sudden, we started to realize oh my gosh this niche thing this micro niche becoming more and more clear, so now we know who.

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00:12:30.000 --> 00:12:35.220

Scott Benham: Now we know what and we know the connection between that who, and that what right is our challenge.

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00:12:36.000 --> 00:12:51.090

Scott Benham: Okay, our challenge delivers an outcome for our micro niche and as we went through that worksheet what you saw was the level of detail, necessary to really truly understand.

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00:12:51.690 --> 00:13:01.890

Scott Benham: Okay, so this idea, this this theory of belief that well love, is the best strategy well when you go through a seven page deep dive on who these people are.

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00:13:02.610 --> 00:13:06.990

Scott Benham: It looks a whole lot like love right Pedro always like to say, love looks like something.

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00:13:07.770 --> 00:13:14.190

Scott Benham: Can love looks like something you know what it looks like right now, it looks like you doing that worksheet not for us for you.

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00:13:14.940 --> 00:13:24.930

Scott Benham: Not for you for your people, and not for your people for the impact that can make in their lives right, you have to tie it to something bigger because it's not about it's not a money grab guys and gals.

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00:13:25.560 --> 00:13:29.910

Scott Benham: it's not a money grab of love, is the best strategy it's going to take a little bit of time.

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00:13:30.600 --> 00:13:39.720

Scott Benham: But, as we know, over two years of doing this we know as adult learners is we throw a bunch of guilt and shame on ourselves when we can't figure it out in an instant.

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00:13:40.170 --> 00:13:47.070

Scott Benham: Well, I give you full permission, not to figure it out, instead, because it takes time give yourself the time to fill out those worksheets.

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00:13:47.670 --> 00:13:51.840

Scott Benham: Okay, give yourself the ability right give yourself the ability.

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00:13:52.590 --> 00:13:58.290

Scott Benham: To make sure that you can spend that time, so now page was going to do is now is going to take a step back we're going to get a challenge design.

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00:13:58.740 --> 00:14:06.120

Scott Benham: Let me assure you of this thing we just finalized our agenda for the three day live workshop pressure live workshop.

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00:14:06.570 --> 00:14:14.070

Scott Benham: And we are still going to make some headway during these topics during that three days all is not lost if you're not caught up.

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00:14:14.460 --> 00:14:23.730

Scott Benham: We will meet you where you need to be and where where you're at in that workshop, and we will also make sure that we're on you to make sure you dig deeper so.

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00:14:24.180 --> 00:14:31.200

Scott Benham: help me in the chat let me see some some virtual and physical hands welcome page or the challenge guide there today's training let's go.

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00:14:32.940 --> 00:14:43.680

1 - Pedro Adao: Everybody good morning question workshop Hello happy Saturday Memorial Day weekend what don't you know you're supposed to live from the weekends.

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00:14:44.220 --> 00:14:54.630

1 - Pedro Adao: don't nourish posting just have a miserable existence Monday through Friday, so you can actually live on the weekend don't you know you're not supposed to be here on a Saturday Memorial Day weekend.

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00:14:56.670 --> 00:15:03.540

1 - Pedro Adao: Just gonna guys i'm stoked to be here with you guys on Saturday on Memorial Day weekend.

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00:15:05.190 --> 00:15:09.780

1 - Pedro Adao: Where I believe i'm not a big holiday guy i'm an entrepreneur so long holidays don't mean much to me.

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00:15:12.540 --> 00:15:18.660

1 - Pedro Adao: You know right if you're an entrepreneur take a holiday whenever you want, and not just when the world tells you, you should but.

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00:15:20.610 --> 00:15:25.290

1 - Pedro Adao: isn't Memorial Day about honoring veterans I don't know if that's true or not i'm not doing someone tell me.

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00:15:26.340 --> 00:15:30.840

Scott Benham: Yes, it is true, we are memorializing those who paid the ultimate price.

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00:15:31.200 --> 00:15:34.650

1 - Pedro Adao: For what what as Americans were do we believe they died for.

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00:15:37.590 --> 00:15:38.070
Scott Benham: freedom.

60
00:15:38.310 --> 00:15:38.640
freedom.

61
00:15:40.320 --> 00:15:40.830
Scott Benham: printer.

62
00:15:41.010 --> 00:15:49.260
1 - Pedro Adao: So what a better way to honor people who in America, we believe, either life for our freedom pursuing freedom.

63
00:15:52.110 --> 00:15:52.860
1 - Pedro Adao: Pursuing free.

64
00:15:54.330 --> 00:16:14.580
1 - Pedro Adao: And not just freedom for ourselves freedom for the people that we want to serve so great intro Scott great recap yeah guys, just so you know where we're headed that the three day workshop, some of you have made amazing progress, some of you might in fact be pretty much.

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00:16:15.780 --> 00:16:19.770
1 - Pedro Adao: darn you're ready to launch going into the workshop.

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00:16:21.330 --> 00:16:27.360
1 - Pedro Adao: And the workshop is going to be just a series of refining tweaking refining.

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00:16:28.830 --> 00:16:40.530
1 - Pedro Adao: Affirming confirming you're ready so then you're like dude I can go do this, we have seen now over the years that that just it helps some people.

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00:16:41.040 --> 00:16:50.340
1 - Pedro Adao: When they're when they can just get a little bit of affirmation confirmation validation like is my challenge really good enough to go Mike yes it's good all right.

69
00:16:50.760 --> 00:17:03.540
1 - Pedro Adao: They can just go take a lot more confident action, knowing that okay i'm actually reading someone else a coach or whether it's Pedro or Scott, or something our team who knows this stuff way more than me.

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00:17:04.260 --> 00:17:12.030

1 - Pedro Adao: Saying i'm ready i'm great i'm ready Okay, some of you are going to come into the workshop feeling like a complete hot mess.

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00:17:13.980 --> 00:17:20.550

1 - Pedro Adao: Like oh my God, I have not been able to catch on these calls I feel so behind I don't know this, I don't know that.

72

00:17:21.660 --> 00:17:24.210

1 - Pedro Adao: When you're going to show up on that you and you're going to show up.

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00:17:26.340 --> 00:17:43.200

1 - Pedro Adao: And you're going to show up you're not going to let that story keep you from showing up that would be the biggest mistake hugest colossal mistake, you can make, and then you show up and then you trust the process and on the fourth session on day two boom.

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00:17:44.580 --> 00:18:00.750

1 - Pedro Adao: boom all this stuff all these concepts and things converge boom and then like like oh my God, I just have my moment I mean hasn't had a moment like this where, like the edge I call it like moments of clarity.

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00:18:02.070 --> 00:18:08.340

1 - Pedro Adao: or it's like you just feel like this, just and then it's like bank okay so i'm telling you guys have done this long enough.

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00:18:08.850 --> 00:18:15.360

1 - Pedro Adao: Trust the process so you're going to come in feeling amazing and you're gonna get a few last refinements.

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00:18:15.630 --> 00:18:23.340

1 - Pedro Adao: check check check check check and you're gonna be good to go you're going to come in, like a hot mess in the middle and you're going to get the things you need to leave there are any of the launch.

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00:18:23.670 --> 00:18:30.870

1 - Pedro Adao: Both are crazy valuable so i'm excited about being with you guys for three deep dive days, this coming week.

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00:18:32.010 --> 00:18:41.910

1 - Pedro Adao: So I want to start off real quick by just answering a couple of your micro niche questions that you've submitted then today guys today and will start to come together.

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00:18:43.110 --> 00:18:55.260

1 - Pedro Adao: Because the challenge is the bridge between the challenge starts to create the challenge create some structure that we can now connect our offer, and our micro niche to.

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00:18:57.930 --> 00:19:05.040

1 - Pedro Adao: How many guys have how many guys have experienced at this at times feels a little bit theoretical it feels a little bit like.

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00:19:05.670 --> 00:19:15.300

1 - Pedro Adao: Very in your head very theoretical these concepts were sharing seemed like yeah well, the challenge is when it comes from heaven to earth.

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00:19:15.720 --> 00:19:27.840

1 - Pedro Adao: The challenge we got to pull it out of the mental realm we got to pull it out of maybe even the spiritual realm the mentor around the idea realm and now the challenge takes it and brings it into the natural physical practical rel.

84

00:19:29.070 --> 00:19:36.540

1 - Pedro Adao: Okay, so this challenge for many today you're going to start to be like Oh, I see how the pieces are coming together.

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00:19:37.200 --> 00:19:49.680

1 - Pedro Adao: today's worksheet In fact it you're going to see how there's pieces from the past two worksheets that you're going to now bring forward into this worksheet Okay, so all right guys, let me just bang on a couple of niche questions.

86

00:19:50.850 --> 00:19:57.120

1 - Pedro Adao: Number one, how do you how do you find the best micro niche when you have different options within the sub groups.

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00:19:57.870 --> 00:20:06.690

1 - Pedro Adao: Do you test it experimental the experiments lead by running a challenge for each sub remember our friend Dean, who has the who does forgiveness work with that art.

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00:20:07.620 --> 00:20:21.870

1 - Pedro Adao: remember how I gave ideas for Dean, he can run all kinds of different sub challenges, you know forgiveness around marriages forgiveness around parenting forgiveness around maybe spiritual abuse forgiveness around you know.

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00:20:23.400 --> 00:20:30.210

1 - Pedro Adao: Child you know, a children, you know, like make I gave him kind of examples that can do the exact same thing well.

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00:20:30.750 --> 00:20:47.940

1 - Pedro Adao: The fact is, guys like yes that's one of the coolest things about this challenge framework is you can run a specific challenge for an even more micro niche part of your audience and that allows you a chance to test it allows you a chance to really.

91

00:20:49.050 --> 00:20:49.800

1 - Pedro Adao: Really.

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00:20:54.000 --> 00:20:59.430

1 - Pedro Adao: really go in and and really kind of carve out that part of your market.

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00:21:01.110 --> 00:21:06.090

1 - Pedro Adao: You know, really give special attention to those people in your overall market.

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00:21:07.200 --> 00:21:20.790

1 - Pedro Adao: And so, yes, you can run multiple challenges to multiple sub niche and if, in fact, some of you how many guys have more than one micro niche or one or two that you're considering that's the bigger problem.

95

00:21:22.320 --> 00:21:36.090

1 - Pedro Adao: The bigger problem is not going deeper within one micro niche the bigger problem is some of you guys have two or three and you're like Pedro I love them all equal it's like I love them all the you know, and the fact is, you probably don't.

96

00:21:37.500 --> 00:21:41.880

1 - Pedro Adao: But you don't know that yet, because you haven't spent enough time with all of them.

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00:21:42.990 --> 00:21:49.860

1 - Pedro Adao: You know, to really know, to an extent you love are connected are passionate.

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00:21:51.030 --> 00:21:55.290

1 - Pedro Adao: How much they love you and love what you do, how much they're willing to pay you for what you do.

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00:21:56.970 --> 00:22:03.120

1 - Pedro Adao: And so the beautiful thing with this challenge framework is you can run a different challenge to a different micro niche.

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00:22:06.690 --> 00:22:19.320

1 - Pedro Adao: You can test, you can take your first, if you got three micro niches and you are equally passionate equally committed equally willing to serve these three different audiences.

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00:22:20.490 --> 00:22:27.630

1 - Pedro Adao: Then you could literally just run a challenge this month i'm going to this audience this month i'm doing this challenge this month i'm doing this one.

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00:22:29.850 --> 00:22:38.070

1 - Pedro Adao: And you're like and and I would only recommend that, because even though that seems very unfocused it seems like you're dabbling.

103

00:22:39.840 --> 00:22:43.290

1 - Pedro Adao: I don't mind people dabbling on purpose write that down.

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00:22:44.760 --> 00:23:02.940

1 - Pedro Adao: dabbling on purpose is not dabbling on purpose is not chasing after shiny things dabbling on purpose isn't a lack of focus dabbling on purpose is hey I just don't know which one of these three is going to hit from.

105

00:23:04.920 --> 00:23:08.460

1 - Pedro Adao: I just really don't know which one of these three things is going to be, where I come alive.

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00:23:09.930 --> 00:23:17.550

1 - Pedro Adao: So i'm intentionally choosing to go do something with this group next month for that group and next month for this group.

107

00:23:20.070 --> 00:23:29.940

1 - Pedro Adao: Not with the attention to continue not with the idea i'm going to keep serving all three, but with the intentionality i'm going to discover which one of these rises to the top.

108

00:23:32.400 --> 00:23:34.800

1 - Pedro Adao: To me, I call that dabbling on purpose.

109

00:23:37.560 --> 00:23:53.160

1 - Pedro Adao: What I find is most people overthink this in their head or which one should I do Pedro should I do this, one should I do that one i've got these three who's and those spend three months, thinking about their will spend 369 months a year.

110

00:23:54.300 --> 00:24:05.100

1 - Pedro Adao: Thinking about which one of those three niches to pick when they could have just ran a challenge to each one in three months and have known for fact which one was for them.

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00:24:08.670 --> 00:24:16.380

1 - Pedro Adao: So this framework, you should never be paralyzed and overthinking, because how can you solve their problem just want to challenge.

112

00:24:20.130 --> 00:24:26.340

1 - Pedro Adao: And you'll find out way quicker than your your circular thinking will ever produce right.

113

00:24:27.000 --> 00:24:38.760

1 - Pedro Adao: i'm like a page or two, I have to run a whole challenge, maybe not Maybe you can even do like a little free masterclass you like a little free one night because i'm doing a free one night workshop a free one night.

114

00:24:39.270 --> 00:24:45.180

1 - Pedro Adao: Maybe is go alive and you just teach for one night and you gave the feedback gains and response.

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00:24:45.780 --> 00:24:57.450

1 - Pedro Adao: But if you really want to do a you know if you really want to go, you know do a full test then yeah maybe you do a fine how many guys are thinking to be worth how many of you would be willing to take a 90 day the next 90 days.

116

00:24:59.400 --> 00:25:00.480

1 - Pedro Adao: And so you know what.

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00:25:02.160 --> 00:25:04.530

1 - Pedro Adao: If it took the next three months of my life.

118

00:25:06.840 --> 00:25:19.890

1 - Pedro Adao: And I was willing, and for me to run a challenge to this audience that audience and that one's been but if I knew that after those 90 days I would know, like, I know, like I know.

119

00:25:21.210 --> 00:25:30.270

1 - Pedro Adao: Who i'm called to serve boom my micro niches where I should point my time my energy my talent my money my focus when that be worth 90 days.

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00:25:32.160 --> 00:25:45.210

1 - Pedro Adao: Absolutely, because I can tell you that APP after those APP all the juice all the magic all the money all the impact happens after that clarity comes for you.

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00:25:46.260 --> 00:25:52.890

1 - Pedro Adao: So if it didn't get 90 days if it takes 12 months it's worth it okay all right, let me just get back this question okay.

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00:25:53.640 --> 00:25:59.490

1 - Pedro Adao: Those of us who will promote a new niche for the first time, how can you test the niche before going live.

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00:26:00.270 --> 00:26:05.130

1 - Pedro Adao: Like I just talked about um you can start leveraging your social media platforms.

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00:26:05.760 --> 00:26:19.650

1 - Pedro Adao: Right, you can start paying you can start testing social media hey guys i'm Pedro here hope has an amazing Saturday happy Memorial Day weekend, you know i've been thinking about something I just have been thinking that.

125

00:26:22.170 --> 00:26:34.350

1 - Pedro Adao: You know I have been working on this, this this that the other have been thinking about this, the other, and I really learned a lot, let me just get Okay, you know i'm going on a kind of a health journey in the last few months.

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00:26:35.490 --> 00:26:41.430

1 - Pedro Adao: And i've been playing with a few things, and you know right now is as big protein praise everyone's tanya go.

127

00:26:41.910 --> 00:26:45.000

1 - Pedro Adao: eat a bunch of protein cut out carbs eat a bunch of protein.

128

00:26:45.450 --> 00:26:55.200

1 - Pedro Adao: You know you got all this, you know protein catch your protein pancakes all people are putting protein everywhere telling you you gotta have this crazy high protein diet, if you want to build muscle.

129

00:26:55.650 --> 00:27:03.270

1 - Pedro Adao: And you even got these crazy guys like deliver king and carnivore md telling you to eat raw liver and drink blood and eat bone marrow.

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00:27:03.690 --> 00:27:11.490

1 - Pedro Adao: You know and i've done the last couple weeks, I mentioned that to them it's pretty crazy i've done the opposite of all those guys I literally have a meeting no protein.

131

00:27:12.660 --> 00:27:21.480

1 - Pedro Adao: Just eating fruits eating vegetables drinking lots of water eating no protein and just i'm still working out lifting weights and guys i'm telling you.

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00:27:22.440 --> 00:27:40.170

1 - Pedro Adao: i'm seeing some pretty awesome results so i've been thinking if I was if I want you know i'm not a fitness expert, you know i'm a marketing guy you know, but if I was if I was willing to maybe do like a seven day or 10 day challenge and walk you guys through how i've lost, you know.

133

00:27:41.220 --> 00:27:47.010

1 - Pedro Adao: 5% body fat gain 3% of muscle and feel so much better and about a week or less.

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00:27:47.640 --> 00:27:56.250

1 - Pedro Adao: Would that be of interest to any of you guys, you know if, so let me know you know I don't really have time to do any of this i'm not you know again my doctor i'm not a nutritionist.

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00:27:56.730 --> 00:27:59.280

1 - Pedro Adao: i'm just know that this has been working amazing for me and.

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00:27:59.670 --> 00:28:06.660

1 - Pedro Adao: And I think it'd be fun to fly to show it some of you some of you guys are already in the me me asking me questions my team has asked me all about it.

137

00:28:06.960 --> 00:28:21.570

1 - Pedro Adao: So I was willing to do that, let me know the comments If that sounds fun to you, maybe you know little get summer coming up that's what I did it, you know i'm just vein, you know wanna got a couple big events coming up at the summer coming up just wanted to you know.

138

00:28:22.680 --> 00:28:36.390

1 - Pedro Adao: fill up a little better look a little better for summer so far, if you if that's you if you'd like to look a little better for summer fellow better for summer I don't know I again probably won't do this, but if you want me to maybe I will, so let me know in the comments.

139

00:28:43.710 --> 00:28:46.260

1 - Pedro Adao: And then, if you get two comments.

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00:28:47.730 --> 00:28:48.840

1 - Pedro Adao: Maybe nobody cares.

141

00:28:50.130 --> 00:28:57.150

1 - Pedro Adao: If all of a sudden it's like being being being yes, yes, yes, oh my God oh my God share share like then Okay, we we hit something here.

142

00:28:58.860 --> 00:29:05.070

1 - Pedro Adao: So if I this alone this network marketing it's gold if I would you.

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00:29:06.930 --> 00:29:11.490

1 - Pedro Adao: If I was willing to do this if I did this would you care, would you sign up, would you show up.

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00:29:15.690 --> 00:29:24.570

1 - Pedro Adao: And you see our work, especially better, given that I took a whole different approach constrained approach, the whole world is telling you to eat tons of protein.

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00:29:27.240 --> 00:29:35.550

1 - Pedro Adao: mean pretty much the fitness world the fitness world not like there's the vegan world right that's that's those guys and even the vegans will tell you that you protein beans and stuff.

146

00:29:37.470 --> 00:29:56.820

1 - Pedro Adao: This is really crazy, this is zero protein, this is literally like no protein fruits, vegetables, I call it the Eden, the Garden of Eden diet right, this is like Adam and Eve right just walking around picking stuff no beings no beings just no protein fruit, vegetable.

147

00:29:59.430 --> 00:30:06.270

1 - Pedro Adao: And you're still lifting weights you're still kind of lifting weights you're you're not trying to look like this amazing created you know.

148

00:30:07.590 --> 00:30:17.430

1 - Pedro Adao: you're trying to still look, you know and have have some muscularity guys no one's talking about this so because I had a load of unique angle, you see our kind of like oh that sounds interesting I would try that.

149

00:30:19.470 --> 00:30:23.820

1 - Pedro Adao: So guys how harness it's, not even the sun, the Daniel diet Nicholas the download and you can eat beans.

150

00:30:24.270 --> 00:30:39.540

1 - Pedro Adao: You can eat beans, you can eat all kinds of stuff This is just strictly fruit, vegetables wow period that's it it's really it's really limiting um but anyhow again, you see how kind of like just a little fun look at this chat is going crazy people like.

151

00:30:42.540 --> 00:30:51.360

1 - Pedro Adao: about something so silly that anybody can do on their own you don't need me to to eat fruits and vegetables that's it but fun we do it together give away a prize.

152

00:30:51.900 --> 00:31:02.160

1 - Pedro Adao: You know we're coming into summer i'm a call this you know we're going into you know our find a cool little fun name for it but going into June right, you know.

153

00:31:03.240 --> 00:31:10.980

1 - Pedro Adao: So I kind of odd kind of our try and find a cooler funny that's with June or July, you know that's it just find something fun.

154

00:31:12.630 --> 00:31:19.980

1 - Pedro Adao: But how many guys, you can just test hooks like this, all the time with a simple video some posts, if I would you.

155

00:31:21.990 --> 00:31:23.070

1 - Pedro Adao: If I were you.

156

00:31:24.810 --> 00:31:30.180

1 - Pedro Adao: Okay, so that's a good way to test hooks without having to run a whole blown challenge.

157

00:31:38.280 --> 00:31:47.250

1 - Pedro Adao: Is there another way to find my micro niche besides Facebook, of course, there is absolutely Google YouTube linkedin tech talk.

158

00:31:49.380 --> 00:31:53.730

1 - Pedro Adao: In person events workshops industry events trade shows.

159

00:31:56.040 --> 00:31:59.160

1 - Pedro Adao: How about this one read this direct mail.

160

00:32:00.900 --> 00:32:04.830

1 - Pedro Adao: Oh, my God direct mail people people live somewhere, you can actually mail them stuff.

161

00:32:07.740 --> 00:32:10.230

1 - Pedro Adao: I know it's crazy to actually go to the mailbox.

162

00:32:12.600 --> 00:32:13.350

1 - Pedro Adao: last question.

163

00:32:18.480 --> 00:32:35.070

1 - Pedro Adao: And having a terrible time knitting down, I believe I had it, I believe, I had the way, but when I started researching I was again thrown into a spin about my who and what i'm trying to connect to my passionate, but I am passionate about so much, do you know way to narrow this down.

164

00:32:37.470 --> 00:32:47.280

1 - Pedro Adao: How many you can relate to this so many passions so many interests, how do I nail it down okay well here's a real simple, practical way you can nail it down.

165

00:32:48.900 --> 00:32:49.560

1 - Pedro Adao: let's get.

166

00:32:51.180 --> 00:32:59.670

1 - Pedro Adao: Of all your passions and interests which one, do you think are has in the past, been able to even able to make the most money with.

167

00:33:03.000 --> 00:33:15.750

1 - Pedro Adao: let's not over spiritual eyes things guys you're going to need money to live your life and run your business So if you have a passion that in the past, you have been able to prove that people will pay you money for.

168

00:33:16.980 --> 00:33:26.970

1 - Pedro Adao: The now let's start with that build a business go deeper growing a business that you have passion for but it's still linked to profit.

169

00:33:27.810 --> 00:33:40.740

1 - Pedro Adao: I have a passion for UFC fighting I like UFC i'm a big fan I like boxing i've never fought in my life I don't train martial arts i'm not planning on it, for some reason I just like it.

170

00:33:43.110 --> 00:33:47.310

1 - Pedro Adao: But I don't see a path to any money for me.

171

00:33:48.330 --> 00:33:56.820

1 - Pedro Adao: Talking about the UFC i'm not i'm not going to launch a UFC podcast or blog i'm not going to try and do anything with that.

172

00:33:57.720 --> 00:34:11.940

1 - Pedro Adao: But every Saturday I will take a couple hours a night I will send 100 bucks to the UFC i'll watch whatever they put on the thing and i'm very I watch I watch YouTube is about the fighters, like, I am really into it.

173

00:34:13.110 --> 00:34:19.080

1 - Pedro Adao: It is a passion, I will never monetize that I mean I don't think so i'm not planning on it.

174

00:34:24.300 --> 00:34:25.920

1 - Pedro Adao: Whether there's this one thing.

175

00:34:27.810 --> 00:34:41.460

1 - Pedro Adao: Where I did meet I didn't meet the Gracie family on vacation they're like and we talked about helping them run challenges so like that, but look at that that was an accident that was like I met these guys at on vacation and.

176

00:34:42.270 --> 00:34:49.740

1 - Pedro Adao: they've exchanged some emails and texts and their local so we might do some stuff OK so maybe it maybe it turns into a consulting project.

177

00:34:51.600 --> 00:34:54.510

1 - Pedro Adao: Because I have my core skill of marketing.

178

00:34:55.830 --> 00:35:06.360

1 - Pedro Adao: I have an interest in passion for MMA so now kind of now, I can go and become a consultant, I can serve that industry because I have deep knowledge about it.

179

00:35:07.500 --> 00:35:13.890

1 - Pedro Adao: So maybe that's so anyhow I digress but eventually guys pick one.

180

00:35:15.030 --> 00:35:26.430

1 - Pedro Adao: pick one, and you have my permission to pick the one that puts you closest to cash money revenue like Pedro I don't need money i'm good independently wealthy.

181

00:35:27.030 --> 00:35:36.090

1 - Pedro Adao: i'm all I just then hey then do the one that makes your heart sing then do the one that makes your heart sing and do with the one that you feel the most passionate about.

182

00:35:36.660 --> 00:35:44.970

1 - Pedro Adao: Make I mean it, because if you're if you don't need the money and they don't have the money, then do whatever you want Okay, but if you're like not Pedro I could really use some.

183

00:35:46.140 --> 00:35:56.340

1 - Pedro Adao: Some flow I could really use some income some revenue and blow this thing up like i've seen you do, then pick the passion that you think is simpler quicker easier to monetize.

184

00:35:57.180 --> 00:36:12.690

1 - Pedro Adao: Okay, and if you really don't know do what run a challenge to all three like I said, maybe Okay, I want to get started guys who's ready to get started, let me just check in with a couple of people, I see a couple of people, I want to talk real quick just say I.

185

00:36:14.250 --> 00:36:16.890

1 - Pedro Adao: Just quick check in on a couple people.

186

00:36:18.180 --> 00:36:24.750

1 - Pedro Adao: I want to say a quick hello to we got to Julia Julia imagery from the lab data Julia.

187

00:36:25.860 --> 00:36:30.930

1 - Pedro Adao: i'm going to right here and I got to talk to Julia I want to talk to this Victor the soap guy.

188

00:36:31.590 --> 00:36:40.200

1 - Pedro Adao: I gotta find out what this whole thing is all about, and then I got talked to my friend sorry so real quick little what's up and they got it back up because back, I had a WW.

189

00:36:40.590 --> 00:36:52.740

1 - Pedro Adao: A wonder woman, I freakin love marvel and then, so I got to talk to those three okay all right Julia rope just quick Hello what's up check in how's it going so far talk to me.

190

00:36:54.570 --> 00:37:11.430

1 - Julia Gillmor: He Pedro what's up this is awesome i'm having a great time and it's really i've done a lot of these this is such a beautiful group of people that are so supportive I love your Community they're gorgeous yeah so i'm i'm wrestle.

191

00:37:12.900 --> 00:37:13.290

1 - Julia Gillmor: True.

192

00:37:13.500 --> 00:37:16.230

1 - Pedro Adao: Yes, how many guys have found the same thing to be true.

193

00:37:19.020 --> 00:37:20.310

1 - Pedro Adao: can tell you guys how that happened.

194

00:37:21.390 --> 00:37:24.900

1 - Pedro Adao: One of the ways i'll happen part of his following this framework.

195

00:37:26.940 --> 00:37:28.650

1 - Pedro Adao: Part of it is you attract who you are.

196

00:37:31.500 --> 00:37:45.000

1 - Pedro Adao: So Julia I think you're pretty awesome I think you have so you're going to track people like you awesome folks like you most of you are going to attract awesome people like you and and the more that you allow you to be you.

197

00:37:46.350 --> 00:38:01.740

1 - Pedro Adao: say that again, the more you allow you to be you in this process, the more likely, you are to have this type of culture that actually reflects your values.

198

00:38:03.510 --> 00:38:16.920

1 - Pedro Adao: And so many of us are trying to hide and kind of put other things forward, because our What if they don't like that, or what if this makes me a little weird or unique or different guys, I will just tell you that, like.

199

00:38:19.080 --> 00:38:26.790

1 - Pedro Adao: I just have found that, like the more I myself, the more yourself all the time being authentically you, but then it's like.

200

00:38:28.170 --> 00:38:35.610

1 - Pedro Adao: Everyone says that until you are and then all of a sudden you're like oh you cancel only Oh well, Okay, yes I can't be me anymore, because.

201

00:38:35.910 --> 00:38:45.540

1 - Pedro Adao: Well, you know i'm saying guys, so you know, I think that that's what that's going to happen when you actually follow our framework okay so Julie, what did you have a question, you know share what what are you gonna say.

202

00:38:45.930 --> 00:38:48.720

1 - Julia Gillmor: Well, I both so.

203

00:38:49.320 --> 00:38:55.320

1 - Julia Gillmor: I took to heart what you said when we first met way back like a couple years ago it feels like 10 years ago.

204

00:38:56.130 --> 00:38:57.180

1 - Pedro Adao: Last week to week.

205

00:38:59.820 --> 00:39:15.570

1 - Julia Gillmor: And i'm and putting more of myself like looking for more the people that keep saying that and i've been really scared to Micronesia down to to me to my specific people I think there's a hesitancy that.

206

00:39:16.620 --> 00:39:28.470

1 - Julia Gillmor: Somehow my life, or what i'm doing i'm not successful enough and not interesting enough there's like putting myself sort of in the corner and just really trying to work with coaches, who want to.

207

00:39:28.710 --> 00:39:33.180

1 - Julia Gillmor: You know grow their their businesses, and I do you know, marketing and copywriting and.

208

00:39:34.200 --> 00:39:44.730

1 - Julia Gillmor: So the the takeaway I had when I had to go lie down and had a full complete freak out meltdown was and he said, you need to give me to to market to you.

209

00:39:45.840 --> 00:39:50.790

1 - Julia Gillmor: And i've been wrestling with that and what i've come up with is.

210

00:39:51.180 --> 00:40:02.760

1 - Julia Gillmor: Is this adventure mom can your and I started looking online and there's like adventure moms and there's there's not these adventure mom printers who were like you know people are not that specific language.

211

00:40:03.480 --> 00:40:14.160

1 - Julia Gillmor: And these women are burned out these women, you know they feel like they're not living that active lifestyle that they did, and definitely super fit and going for it so.

212

00:40:14.730 --> 00:40:32.610

1 - Julia Gillmor: The thing is, is that, where i've sort of own space or whether it's like with coaches, and so I have these adventure mode

printers who have these coaching business, my question is i've narrowed down the adventure mum printers do I have to narrow down the niche of coach.

213

00:40:33.870 --> 00:40:35.100

1 - Julia Gillmor: That i'm working with this, but.

214

00:40:38.910 --> 00:40:43.350

1 - Pedro Adao: You might not know you might not have to because you may have already micro niche enough by taking.

215

00:40:44.040 --> 00:40:57.900

1 - Pedro Adao: The minute you didn't mompreneur so there's a lot of mompreneur that's The thing that big that's a big big thing now right probably very it's very noisy youth that's probably not even a niche anymore mompreneur is probably now an industry.

216

00:40:58.200 --> 00:40:58.440

yeah.

217

00:41:01.020 --> 00:41:11.310

1 - Pedro Adao: mom printers probably now, not even in it just probably now an industry Okay, but let's just say mopping or, then you have this, then you have adventure mom does that thing adventure mom.

218

00:41:12.270 --> 00:41:16.110

1 - Pedro Adao: yeah okay adventure mom kind of feels more like a niche to me.

219

00:41:17.670 --> 00:41:20.340

1 - Pedro Adao: Okay, but now, when you overlap adventure mom.

220

00:41:21.450 --> 00:41:29.550

1 - Pedro Adao: And mom printer you put those two subsets together, you see it like that's going to narrow it down probably enough.

221

00:41:31.350 --> 00:41:32.100

1 - Pedro Adao: So.

222

00:41:33.570 --> 00:41:38.430

1 - Pedro Adao: that's going to narrow it down enough, I believe, because now you're talking about these are not just mompreneur.

223

00:41:38.970 --> 00:41:46.800

1 - Pedro Adao: These are not just adventure moms he's right adventure mom printers okay now and it turns out that Julia some of them will be coaches.

224

00:41:47.430 --> 00:42:03.420

1 - Pedro Adao: But some of them are going to be ECON seller, some of them are going to have a brick and mortar business, so I don't see a need for you to roll out to go niche any on coaching I think you might have achieved your what you're going to achieving with it just overlapping adventurous mompreneur.

225

00:42:06.450 --> 00:42:07.050

1 - Julia Gillmor: wow.

226

00:42:08.040 --> 00:42:09.120

1 - Pedro Adao: But we won't but.

227

00:42:09.150 --> 00:42:10.650

1 - Julia Gillmor: We won't know go test it I.

228

00:42:10.740 --> 00:42:20.040

1 - Pedro Adao: won't know until we test it, but I think, and if you do some market research like you have it is, are you seeing a lot of conversation, are you seeing, is there any.

229

00:42:20.430 --> 00:42:40.740

1 - Pedro Adao: Is there guys here's a little bit of a kind of a key more advanced concept is there anybody that you see that you can find searching Google YouTube instagram that is representing and owning adventurous mom is there one person, you have found, who was like completely owns it dominating.

230

00:42:42.120 --> 00:42:45.480

1 - Julia Gillmor: Not so far and I just bought the.

231

00:42:46.650 --> 00:42:50.730

1 - Julia Gillmor: The URL like I just bought the potential entrepreneur.com.ca.

232

00:42:51.450 --> 00:42:53.760

1 - Pedro Adao: adventure mompreneur was available yeah.

233

00:42:56.820 --> 00:43:05.220

1 - Pedro Adao: good sign that probably no one's thinking about that at that level yeah okay here's here's so let me kind of share my best and here's some cool advice from you guys.

234

00:43:07.290 --> 00:43:12.270

1 - Pedro Adao: You don't have to be the first person to talk about something to own it.

235

00:43:14.040 --> 00:43:14.940

1 - Pedro Adao: However.

236

00:43:17.190 --> 00:43:20.670

1 - Pedro Adao: When you do your research and to kind of verify.

237

00:43:22.290 --> 00:43:34.380

1 - Pedro Adao: To what extent there's conversation is being had there could be people already maybe talking about this, the fact that that that domain was available kind of tells me that it's kind of like on underserved.

238

00:43:35.820 --> 00:43:49.890

1 - Pedro Adao: Truly micro amps that's ready to be you know it's exploded spoken to but let's say you just read it oh Pedro there is a guy there is a lady who's talking about this already how many guys have done some research and found there's someone else talking about this already.

239

00:43:51.660 --> 00:43:56.520

1 - Pedro Adao: Okay well guess what with with both of my micro niches.

240

00:43:57.600 --> 00:44:02.910

1 - Pedro Adao: That we have exploded into full blown like they're becoming industries.

241

00:44:04.020 --> 00:44:10.200

1 - Pedro Adao: I took to micro niches and i'm making them industries, I was not the first person to talk about kingdom entrepreneurship.

242

00:44:11.970 --> 00:44:14.550

1 - Pedro Adao: Nor, the first person to talk about challenges.

243

00:44:16.320 --> 00:44:21.330

1 - Pedro Adao: But here's what I saw I saw that nobody owned it.

244

00:44:24.750 --> 00:44:25.950

1 - Pedro Adao: Nobody owned it.

245

00:44:29.790 --> 00:44:35.580

1 - Pedro Adao: You can talk people people all kinds of people talk about all kinds of things.

246

00:44:38.070 --> 00:44:42.270

1 - Pedro Adao: But if no one owns it then you can go on it.

247

00:44:46.620 --> 00:44:49.530

1 - Pedro Adao: Okay, like Russell brunson.

248

00:44:50.700 --> 00:44:52.650

1 - Pedro Adao: I think Russell owns funnels.

249

00:44:53.940 --> 00:45:07.410

1 - Pedro Adao: Russell owns levels now if you got the guts the courage and the money and you want to go knock off you wouldn't think you a knockoff Russell of the of the of the throne of funnels take your best shot, I want to try and they've all failed.

250

00:45:09.810 --> 00:45:10.410

1 - Pedro Adao: Right.

251

00:45:11.790 --> 00:45:12.630

1 - Pedro Adao: As an example.

252

00:45:16.590 --> 00:45:27.570

1 - Pedro Adao: But when I looked at kingdom entrepreneurship, I saw awesome people wonderful people nothing wrong with these people I just didn't see them committed at the level I knew I was able to commit.

253

00:45:32.370 --> 00:45:43.320

1 - Pedro Adao: When I saw the challenges I saw I got people talking about challenges and a little mini course about, but it was it was this thing they kind of did on this side, it was a little thing they did one time.

254

00:45:44.610 --> 00:45:51.120

1 - Pedro Adao: And I was like oh no, no, like i'm going to go just i'm going to go do this, all the way.

255

00:45:55.140 --> 00:46:18.630

1 - Pedro Adao: So that's called becoming the category King that's called becoming the number one person in your industry in your micro niche and what you do you don't have to be the first person to talk about it to do it sometimes the land category queen as well, of course, sometimes the land is empty.

256

00:46:19.890 --> 00:46:22.590

1 - Pedro Adao: Sometimes there's a field just wide open.

257

00:46:24.360 --> 00:46:29.610

1 - Pedro Adao: And you're like I can't believe this is why don't be beautiful field there's a stream that comes right through it.

258

00:46:30.210 --> 00:46:43.860

1 - Pedro Adao: Like I can finish up this stream I have water from my crops, I could plant I can't believe nobody's here Oh, thank God, right you put your fence around it back in the day in the wild Wild West Oh, maybe this is even true now.

259

00:46:45.390 --> 00:46:58.410

1 - Pedro Adao: In America, I think, at some point you if you found a piece of dirt and you put a fence around it, and nobody came and told you to get the hell out of there after so many years it was yours.

260

00:47:00.600 --> 00:47:00.840

yeah.

261

00:47:01.950 --> 00:47:05.610

1 - Pedro Adao: So some, so I think with you Julia like you may have just.

262

00:47:06.870 --> 00:47:12.690

1 - Pedro Adao: You know by by intersecting by intersecting overlapping circles.

263

00:47:13.350 --> 00:47:30.180

1 - Pedro Adao: By bringing to by integrating more of who you are, this is what happened, for me, I integrated more of who I was I brought my spirituality and my business stuff together, not knowing that was going to create something new in the marketplace.

264

00:47:34.380 --> 00:47:40.290

1 - Pedro Adao: And sometimes when you integrate just who you are there's this land waiting for you that no one is on.

265

00:47:42.930 --> 00:47:48.000

1 - Pedro Adao: Sometimes you do that and there's a few people talking a few people walking around.

266

00:47:48.360 --> 00:48:00.780

1 - Pedro Adao: But they haven't built a fence, yet they haven't put a foundation, yet they have not built to house, yet they stay they show up once in a while they come to visit the land they haven't taken the land they haven't claimed the land.

267

00:48:05.700 --> 00:48:21.660

1 - Pedro Adao: Now i'm just telling you guys, that this is the one of the things I just have done well and i'm not shy about it and i'm not and it's not about being aggressive it's not about being competitive it's just about listen I want once mine.

268

00:48:23.940 --> 00:48:30.030

1 - Pedro Adao: And I only want once mine and i'm all of what's mine and I want you to have all of what's yours.

269

00:48:33.090 --> 00:48:40.020

1 - Pedro Adao: And I can go after all of mine, without without taken away from you and what's all of yours, I want you to have all what God has for you.

270

00:48:44.160 --> 00:48:53.670

1 - Pedro Adao: And I think a lot of times we just get a little bit like I don't know if it's a false humility psycho you know just you know just guys.

271

00:48:55.110 --> 00:48:57.480

1 - Pedro Adao: Go be number one in what you do.

272

00:49:00.180 --> 00:49:06.540

1 - Pedro Adao: Just, why not when someone's going to be the best at what you do, why not you.

273

00:49:07.740 --> 00:49:25.920

1 - Pedro Adao: This whole micromanaging exercise is to help set you up for the quicker faster path of being number one because you have picked your target in a way that allows you to achieve number one much quicker and faster by selectively choosing your target.

274

00:49:30.240 --> 00:49:40.830

1 - Pedro Adao: How many guys can see Julia can be the number one and venture mompreneur brand spokesperson company it's right there for her to go do.

275

00:49:42.060 --> 00:49:57.390

1 - Pedro Adao: And you're like I can't believe in 2022 with all these people aspiring entrepreneurs, all these companies, all this whole adventure risk, all of this whole like adrenaline industry.

276

00:49:57.960 --> 00:50:03.540

1 - Pedro Adao: X games and there's all and you it's kind of a shocking how in the rise of.

277

00:50:04.410 --> 00:50:18.960

1 - Pedro Adao: X games adrenaline industry, all this, a crazy sports and activities at the same time mom entrepreneurship skyrocketing you got these two mega skyrocketing industries, no one thought to put them together until Julian.

278

00:50:23.610 --> 00:50:25.320

1 - Julia Gillmor: Well, as moms were just too busy.

279

00:50:26.100 --> 00:50:28.560

1 - Pedro Adao: Well, as been too busy.

280

00:50:29.790 --> 00:50:32.970

1 - Julia Gillmor: You know, maybe in May and honestly, maybe that's it.

281

00:50:33.420 --> 00:50:38.340

1 - Pedro Adao: Or maybe the 10 other people that had the thought.

282

00:50:39.480 --> 00:50:49.920

1 - Pedro Adao: Had the thought and they just didn't pursue they didn't go in, they had the thought and passed it by they didn't put in the word I don't think I was the first person.

283

00:50:50.880 --> 00:51:01.410

1 - Pedro Adao: You guys know I mean you guys know I you know you guys have an idea i'm a pretty spiritual guy I I don't think I was god's first choice.

284

00:51:03.120 --> 00:51:04.170

1 - Pedro Adao: 400 X.

285

00:51:06.360 --> 00:51:15.480

1 - Pedro Adao: not tell you why because I don't see why God would have not wanted something like that, sooner we launched hundred X and.

286

00:51:16.440 --> 00:51:28.380

1 - Pedro Adao: You don't think it was on the mind and heart of God, to have a movement of people who love God and love business having a place to grow in wisdom and knowledge to create righteous wealth.

287

00:51:30.570 --> 00:51:38.190

1 - Pedro Adao: Why would Why would that why wouldn't God have wanted that to be around long before 2018.

288

00:51:39.300 --> 00:51:46.020

1 - Pedro Adao: I think he probably went to a lot of people with the idea, and I think most of them just said no, or didn't do it.

289

00:51:48.240 --> 00:51:53.160

1 - Pedro Adao: I think I may have been the 17th option, the 24th option, the hundred third option.

290

00:52:00.060 --> 00:52:05.340

1 - Pedro Adao: So I trying to get you know too too deep here, but the fact is guys, this is really.

291

00:52:07.500 --> 00:52:14.040

1 - Pedro Adao: This kind of is the heart and soul of our framework, it really is about setting you up to be the one and only.

292

00:52:16.020 --> 00:52:28.590

1 - Pedro Adao: To be the one and only to be the market leader to be the number one best option, I would love it for our love all of you to be feasting at the King and Queens table.

293

00:52:29.430 --> 00:52:37.950

1 - Pedro Adao: And you're either going to feast at your own table, because you're a king or queen or you're going to be picking up crumbs from someone else's table.

294

00:52:39.570 --> 00:52:41.970

1 - Pedro Adao: And I would just rather you be feasting at your own.

295

00:52:44.160 --> 00:52:46.020

1 - Pedro Adao: than eating crumbs from someone else.

296

00:52:48.360 --> 00:52:51.450

1 - Pedro Adao: And this is the process, these are tools there's different more.

297

00:52:52.860 --> 00:52:53.670

1 - Pedro Adao: there's not gonna.

298

00:52:55.290 --> 00:53:09.930

1 - Pedro Adao: Not once not twice, but three times so cool all right Julia awesome every time I come to you i'm not sure why but cool stuff happens when we talk so I don't know we're going to keep think we got to keep doing this every once in a while.

299

00:53:10.050 --> 00:53:11.850

1 - Julia Gillmor: I was grateful for you and Pedro.

300

00:53:12.030 --> 00:53:13.140

1 - Julia Gillmor: feel grateful.

301

00:53:13.140 --> 00:53:15.390

1 - Julia Gillmor: To have got that email from Barry.

302

00:53:15.750 --> 00:53:24.450

1 - Pedro Adao: you're welcome I know awesome okay let's talk to this, so people I don't know what this whole thing is about, but I got to talk to people got crazy energy all the time.

303

00:53:25.110 --> 00:53:26.460

1 - Pedro Adao: Bringing the bringing it.

304

00:53:26.550 --> 00:53:29.880

1 - Pedro Adao: Okay, so what's up, is it the angels is that what's going on here you guys.

305

00:53:30.540 --> 00:53:31.800

Give Sope - Angel's: Yes, yes, are.

306

00:53:32.730 --> 00:53:33.270

Give Sope - Angel's: You doing.

307

00:53:33.900 --> 00:53:39.180

1 - Pedro Adao: Good good good all right, that was a little bit longer I thought so what's up say hello check.

308

00:53:39.210 --> 00:53:43.350

1 - Pedro Adao: out, you have a question of feedbacks and comment comment, I think.

309

00:53:43.710 --> 00:53:44.310

1 - Pedro Adao: You guys.

310

00:53:44.460 --> 00:53:59.790

Give Sope - Angel's: need to touch base on what you were saying I mean kingdom entrepreneurship been in business for quite some time, this is my seventh year in business, made a lot of crazy money doing various different things previous previously in airbnb airbnb space.

311

00:53:59.910 --> 00:54:08.310

Give Sope - Angel's: awesome, but when dependent the kid everything kind of came crashing down and so as his biggest questions like what can I do now to move forward.

312

00:54:08.880 --> 00:54:23.610

Give Sope - Angel's: And what business can I get in into that focuses on giving back, and so you were pretty much touching base on all the notes that I was kind of the revelation that I was receiving so appreciate the the spiritual confirmations this morning.

313

00:54:25.440 --> 00:54:38.100

Give Sope - Angel's: But yeah you know not not being committed and and at the same level is really what our focus is so bringing hope to Community that's been forgotten is what we're trying to do i'm trying to just give back and.

314

00:54:39.900 --> 00:54:47.730

Give Sope - Angel's: we're going to do right yeah i'm just trying to give back so we're give soap we spread love and hope to our Community, the House community.

315

00:54:48.780 --> 00:54:53.250

Give Sope - Angel's: By giving one bar every time someone buys a bar we don't need a bar.

316

00:54:54.390 --> 00:54:56.010

Give Sope - Angel's: Only currently giving.

317

00:54:57.150 --> 00:55:08.070

Give Sope - Angel's: Our products to Mexico some of the incense and other refugees camps that are out there, as well as we do a lot of outreach in the skid row Community right now and in Los Angeles.

318

00:55:08.310 --> 00:55:13.170

1 - Pedro Adao: awesome Okay, so you got it so so and it's a buy one give one model.

319

00:55:13.260 --> 00:55:15.360

1 - Pedro Adao: kind of like the bombus that.

320

00:55:15.840 --> 00:55:18.180

1 - Pedro Adao: i'm sounding the TOMS TOMS are.

321

00:55:18.270 --> 00:55:18.750

awesome.

322

00:55:19.980 --> 00:55:21.420

1 - Pedro Adao: that's awesome guys and then.

323

00:55:23.790 --> 00:55:29.250

1 - Pedro Adao: How many guys, can I can I don't know if you, but do you are you clearly seeing our challenge can be amazing for this.

324

00:55:29.520 --> 00:55:33.000

Give Sope - Angel's: 100% yeah it's it's it's like next level.

325

00:55:34.140 --> 00:55:39.570

Give Sope - Angel's: You cannot stop we haven't Actually, this is, this is what I look like with like three are asleep it's been.

326

00:55:40.950 --> 00:55:46.680

Give Sope - Angel's: We it's been every never heard about you before until my friend in Las Vegas tiana.

327

00:55:47.700 --> 00:55:56.220

Give Sope - Angel's: was like you gotta do this and something in my spirit was like I don't know this is crazy, but you gotta kind of go off your relationship currency and.

328

00:55:56.610 --> 00:56:06.450

Give Sope - Angel's: We have the means let's go and invest and what's crazy is I can't explain the serendipity if that's the word, but we are in rooms, where.

329

00:56:07.140 --> 00:56:10.290

Give Sope - Angel's: People are like millionaires billionaires like that.

330

00:56:10.980 --> 00:56:17.040

Give Sope - Angel's: we're not necessarily seeking we're focused on we're kind of known where we are known for feet washing.

331

00:56:17.250 --> 00:56:26.790

Give Sope - Angel's: And one of the things that we do through loving action and implementing, how do we love the Community that when we're driving in the car we have this moment where we're like.

332

00:56:27.330 --> 00:56:34.620

Give Sope - Angel's: I don't want to look them in the I don't know what to do, and I would save it for me I grew up privilege I I don't really have any connection to.

333

00:56:35.070 --> 00:56:47.610

Give Sope - Angel's: Not having and so meeting my husband and even our radical like love story has has people seeing couples doing business together thriving we just either a blend.

334

00:56:48.000 --> 00:56:59.430

Give Sope - Angel's: of film or just wanting to say, these are my angels, and I want to kind of like push us forward and we're honestly honored and we say look it's we're just people that are saying yes.

335

00:56:59.760 --> 00:57:13.560

Give Sope - Angel's: To what God has been in our hearts and we're moving fast, because what we've seen in the nation right now is we need us and we need to bring hope so, if you look at it it's give so so we give hope through so.

336

00:57:15.060 --> 00:57:16.470

Give Sope - Angel's: bridges with purpose.

337

00:57:18.030 --> 00:57:21.030

1 - Pedro Adao: So good so guys, some of you guys are selling a physical product.

338

00:57:21.870 --> 00:57:26.970

1 - Pedro Adao: here's a great example like I could I have so many ideas like pumping a man right now.

339

00:57:27.450 --> 00:57:28.170

1 - Pedro Adao: About.

340

00:57:28.230 --> 00:57:34.500

1 - Pedro Adao: And because look what's happening, you have a physical product, the so you have a cause which is.

341

00:57:34.560 --> 00:57:36.900

1 - Pedro Adao: homelessness huge problem.

342

00:57:36.990 --> 00:57:42.300

1 - Pedro Adao: In the nation, especially in California okay now you have a product, you have a cause.

343

00:57:43.620 --> 00:57:44.400

1 - Pedro Adao: there.

344

00:57:45.510 --> 00:57:49.890

1 - Pedro Adao: This is this is like as there's a movement here right guys there's a lot so.

345

00:57:51.240 --> 00:58:08.220

1 - Pedro Adao: You have, for some of you guys again that have physical products there's some good nuggets here you think about how do you take your product making more than a product connected to people connect your product to people right, and so I love what you guys are doing there awesome awesome.

346

00:58:09.540 --> 00:58:15.690

1 - Pedro Adao: can't wait to hear some of your challenge ideas alright so serene and becca I want to come back to you guys so because I cool.

347

00:58:16.380 --> 00:58:30.960

1 - Pedro Adao: come back to you guys later in the day, because I want to, I know I want to jump into today's training Scott i'm sure as dropped the worksheet already zillions of times so i'm going to i'm going to share.

348

00:58:32.400 --> 00:58:36.570

1 - Pedro Adao: I want to get into guys today is challenged design, can we get started, who is ready to get started.

349

00:58:37.710 --> 00:58:42.270

1 - Pedro Adao: here's excited who is like super encouraged man this.

350

00:58:43.710 --> 00:58:48.090

1 - Pedro Adao: was like i'm so glad I did this, yes, that is my hope.

351

00:58:49.260 --> 00:58:55.710

1 - Pedro Adao: And she'd be like yes i'm so glad I did this with this crazy guy okay awesome.

352

00:58:57.030 --> 00:58:59.820

1 - Pedro Adao: Alright guys, this is our worksheet for today.

353

00:59:01.170 --> 00:59:03.150

1 - Pedro Adao: So couple things.

354

00:59:06.540 --> 00:59:14.700

1 - Pedro Adao: To the extent possible, so what this is about challenge design will be wearing start designing your challenge today right now okay.

355

00:59:15.390 --> 00:59:19.860

1 - Pedro Adao: And when we design our challenge, we should never be designing our challenge.

356

00:59:20.370 --> 00:59:34.200

1 - Pedro Adao: Without having in mind our micro niche the who are the people what problems are we solving and how do we solve those problems now clearly you can take your entire 789 10 page worksheet.

357

00:59:34.620 --> 00:59:52.770

1 - Pedro Adao: and put all of that in that little area right so what's the goal, the goal is those seven 810 page worksheets are designed to help you get all this stuff out and then eventually you're able to kind of synthesize it to crystallize it down into like a succinct.

358

00:59:53.820 --> 00:59:56.700

1 - Pedro Adao: Right this kind of becomes your I help who.

359

00:59:57.810 --> 01:00:06.030

1 - Pedro Adao: With you know what this is this is pretty much your kind of I helped whose name right I help who with you know, without that kind of thing.

360

01:00:06.450 --> 01:00:12.630

1 - Pedro Adao: So this should be like you're summarizing now you're you're starting to kind of get to them, hopefully, a little bit of a.

361

01:00:13.560 --> 01:00:22.950

1 - Pedro Adao: Focus or just you know, so you don't need seven eight pages right okay so that's where you went so we're going to go in there now something that I think I haven't talked about nearly enough.

362

01:00:24.600 --> 01:00:32.940

1 - Pedro Adao: Okay, there are multiple benefits multiple benefits hey Jamie if you're here or someone on my team oh there we go perfect thanks Jen.

363

01:00:35.430 --> 01:00:38.820

1 - Pedro Adao: There are multiple benefits you achieve and running a challenge.

364

01:00:40.350 --> 01:00:44.490

1 - Pedro Adao: How many of you guys are one of my challenges, because you want to make lots and lots of money.

365

01:00:46.020 --> 01:00:57.210

1 - Pedro Adao: Okay, please don't be shy Okay, yes, you can earn lots and lots of money, you can earn money running challenges okay for sure for sure.

366

01:00:59.550 --> 01:01:14.520

1 - Pedro Adao: And if you have a proven product, a proven offer if you've been doing something for a little bit you've got customers testimonials case studies you've been maybe selling on a webinar or a bsl you've been selling another way.

367

01:01:15.570 --> 01:01:21.000

1 - Pedro Adao: And now you're going to bring them proven product that proven offer and so on a challenge.

368

01:01:21.630 --> 01:01:28.530

1 - Pedro Adao: You can go yes you're probably going to start earning money on your very first challenge, because you have a proven offer.

369

01:01:29.040 --> 01:01:37.830

1 - Pedro Adao: We know the offer is good and by now putting a challenge in front of it, oh my God you're if you're going to look, you can start to see immediate.

370

01:01:38.280 --> 01:01:54.840

1 - Pedro Adao: financial income earning money right away okay now, but one thing that we have seen challenges do incredibly well I touched on that today is for the newer newer entrepreneurs who are just getting started or have a new offer.

371

01:01:55.560 --> 01:02:01.140

1 - Pedro Adao: Some of you guys think you need money, the most like Pedro I need money, but if you're brand new.

372

01:02:02.520 --> 01:02:08.520

1 - Pedro Adao: You actually need something more than money more valuable than money what you need is.

373

01:02:10.320 --> 01:02:10.890

1 - Pedro Adao: proof.

374

01:02:13.860 --> 01:02:17.220

1 - Pedro Adao: Proof when you're getting started proof is more valuable than money.

375

01:02:18.930 --> 01:02:25.080

1 - Pedro Adao: proof is more valuable than money when you're getting started Okay, so what you need is proof.

376

01:02:27.300 --> 01:02:32.400

1 - Pedro Adao: Nothing creates social proof as quickly as i've ever seen then challenges.

377

01:02:34.230 --> 01:02:44.040

1 - Pedro Adao: i've never seen it, you can do it one challenge go in and on just guys we've done challenges run one day we've had 18,000 comments.

378

01:02:46.020 --> 01:02:49.230

1 - Pedro Adao: on day one, while we were alive.

379

01:02:51.840 --> 01:03:05.010

1 - Pedro Adao: Okay us all page, or what if I do a challenge with 10 people guess what on there then on that first day if three or four watching you might get three or four comments from each you have 30 comments.

380

01:03:07.770 --> 01:03:25.110

1 - Pedro Adao: I can assure you, one or two of those comments are gold oh my God Julia this is amazing love fire boom emoji screenshot that you screenshot that little comment I love the Facebook group boom now that ends up on your.

381

01:03:26.520 --> 01:03:29.760

1 - Pedro Adao: landing page boom now ends up in a post.

382

01:03:31.410 --> 01:03:43.080

1 - Pedro Adao: They wanted my challenge with today, it was so fun, this is what X had to say why i'm saying see what other people are saw see what other people are saying about the challenge it's not too late quick you're joining.

383

01:03:43.860 --> 01:03:55.290

1 - Pedro Adao: Social proof social proof look on my look on my funnel look on my challenge pages my challenge funnels the all bottom section limits social proof comments from some of you.

384

01:03:58.710 --> 01:04:08.580

1 - Pedro Adao: If you don't even have an offer, if you have nothing to sell that's even more reason to run a challenge, because you don't just to get proof.

385

01:04:09.870 --> 01:04:15.960

1 - Pedro Adao: And to learn about what your people actually need and want.

386

01:04:19.350 --> 01:04:32.670

1 - Pedro Adao: So even if you don't have an offer you should run a challenge to your micro niche to test your micro niche to learn learn learn more about these people learn more about yourself.

387

01:04:34.410 --> 01:04:50.790

1 - Pedro Adao: you're like wow I really love being on camera I did not expect to like it, that much wow I was scared as hell being on camera I didn't know it was going to be that scared wow I love working with these people wow these people drive me crazy.

388

01:04:52.830 --> 01:05:07.020

1 - Pedro Adao: you're going to learn about them going to learn about you and you're gathering social proof and you're creating content and and and in your building you're getting confident and you're building momentum and like so much happens.

389

01:05:08.220 --> 01:05:14.400

1 - Pedro Adao: So much happens above the surface and beneath the surface by running on this challenge model.

390

01:05:15.570 --> 01:05:21.810

1 - Pedro Adao: So here's my question for you right now as we're helping you design your first our next challenge.

391

01:05:22.410 --> 01:05:36.480

1 - Pedro Adao: right on well Pedro can't do all three yes, you can do all three but as you're thinking about this first challenge I love it if you put a number I love it if you put a number, if you prioritize for me.

392

01:05:38.580 --> 01:05:40.500

1 - Pedro Adao: prioritize this for me prioritize.

393

01:05:41.880 --> 01:05:48.510

1 - Pedro Adao: Okay, out of learning earning improve put what's the number one most important outcome, you need right now.

394

01:05:49.770 --> 01:05:55.710

1 - Pedro Adao: what's the number one most important thing you need right now is it social proof.

395

01:05:59.280 --> 01:06:06.780

1 - Pedro Adao: Like maybe you maybe you know what your people need maybe you know, maybe you don't need to learn a ton more you just need more proof.

396

01:06:09.930 --> 01:06:14.700

1 - Pedro Adao: Maybe you still need to learn, because you're like i've never done this before i've never served this niche before.

397

01:06:15.570 --> 01:06:22.560

1 - Pedro Adao: You know, maybe you need and then maybe like nah bro I got plenty of proof, I know my niche I know my offer I wanted to go.

398

01:06:23.430 --> 01:06:37.920

1 - Pedro Adao: I want to go crush a six figure challenge page, I want to go do a seven figure challenge, I want to, I want to make 1500 K, my first okay prioritize that okay prioritize that and, again, you can achieve all three and you will.

399

01:06:39.300 --> 01:06:50.580

1 - Pedro Adao: Right now, now the next thing that's important when designing your challenge is remember what are we selling, so this is the offer on the back of the challenge.

400

01:06:53.580 --> 01:07:07.080

1 - Pedro Adao: This is the back end offer, what are you going to sell or invite people into on the back of your challenge right What can it be guys tell me in the chat what are you selling type in the chat what are you selling and how much is it.

401

01:07:09.180 --> 01:07:11.610

1 - Pedro Adao: Type in the chat what are you selling and how much is it.

402

01:07:15.180 --> 01:07:19.020

1 - Pedro Adao: Okay amanda selling a membership for \$79 a month.

403

01:07:22.230 --> 01:07:41.010

1 - Pedro Adao: benny our friend from India I believe was got that things Canadian the Canadian Indian MBA I think career program 397 Lucy a coaching program 997 see and kind of boot camp 4973 day retreat with Dr Sally for two K.

404

01:07:42.660 --> 01:07:49.110

1 - Pedro Adao: Is a great guys is the great okay Tara is going to membership for 1975 okay Charlie you gotta be careful with them.

405

01:07:50.250 --> 01:07:51.210

1 - Pedro Adao: i'll tell you why.

406

01:07:52.320 --> 01:08:01.140

1 - Pedro Adao: Well, as long as Carla where's Tyler let me see charla as long as you're not going to be spending ads or traffic.

407

01:08:03.450 --> 01:08:10.380

1 - Pedro Adao: Then you're fine Okay, but how many you guys can see me having an offer that's 1975 a month.

408

01:08:11.400 --> 01:08:24.510

1 - Pedro Adao: that's only 20 bucks a month, how many guys can see that just the numbers financially it's gonna be very difficult, shall probably i'm saying very difficult to ever invest in paid advertising.

409

01:08:26.130 --> 01:08:33.900

1 - Pedro Adao: So mean very hard, because of if it's if it's you know the economics might break down 20 bucks a month might not be enough revenue.

410

01:08:34.350 --> 01:08:48.750

1 - Pedro Adao: To give you enough money to pay for ads pay for staff, make a profit so i'm Tara might need a beefier more more expensive offer to sell can I give you guys the sweet spot on this stuff.

411

01:08:49.830 --> 01:08:59.970

1 - Pedro Adao: Now if you're just learning testing playing with stuff doesn't really matter as much because you're just learning testing getting a field but, for the most part.

412

01:09:00.630 --> 01:09:15.660

1 - Pedro Adao: I would encourage you, if you're going to work this hard putting in five days seven days of blood, sweat tears showing up go online giving some of your best content away for free okay your offer should probably be at least.

413

01:09:16.890 --> 01:09:20.940

1 - Pedro Adao: 295 today.

414

01:09:22.230 --> 01:09:32.250

1 - Pedro Adao: And of course it can go as high as you want, depending on how you're going to sell it Okay, but I would trying I would I would I would challenge yourself to see if you have an offer.

415

01:09:32.850 --> 01:09:48.960

1 - Pedro Adao: That could be a least 295 Kim Martin has a 10 K coaching program that's awesome Kim you can do a challenge and go right to 10 K, however, what we have found is Kim Kim might have to jump on the phone with some people.

416

01:09:51.210 --> 01:09:58.470

1 - Pedro Adao: How many guys see that that might write for Kim she might have to jump on the phone so kim's process might be.

417

01:09:58.950 --> 01:10:10.020

1 - Pedro Adao: A free challenge or a paid challenge she blows their freakin mind for five days on day four day five hey guys you've had an amazing time with us if you've had made massive progress.

418

01:10:10.350 --> 01:10:19.110

1 - Pedro Adao: And you want this to be the beginning of something that the end of something do you love my help i've got a i've got a coaching program manager Program.

419

01:10:19.470 --> 01:10:29.190

1 - Pedro Adao: Where we're going to be i'm going to be able to the next six months next 90 days take you and help you achieve this this that and the other yes and requires a financial investment.

420

01:10:29.670 --> 01:10:36.480

1 - Pedro Adao: And yet i'm going to make sure it's a great fit for you and you're a great fit for us if you want to learn more about next steps and working with me.

421

01:10:36.960 --> 01:10:44.100

1 - Pedro Adao: here's a link go hit this link fill out a short application and i'll be happy to talk to you one of my coaches will talk to you one on one.

422

01:10:44.550 --> 01:10:55.770

1 - Pedro Adao: To make sure that you're a great fit for us we're a great fit for you and that we can help you achieve blank blank and blank okay so she's going to she's going to probably have to do a phone call okay.

423

01:10:56.400 --> 01:11:12.060

1 - Pedro Adao: But still, you Okay, these are great examples okay now, why do I want that I want that on that page right there because again when you're designing your challenge you want to always have in front of you who you're serving and what is the offer.

424

01:11:13.530 --> 01:11:18.330

1 - Pedro Adao: Who are you serving was why, because at challenge if this is who you're serving.

425

01:11:20.010 --> 01:11:21.210

1 - Pedro Adao: If that's the people.

426

01:11:23.880 --> 01:11:28.080

1 - Pedro Adao: And this is you this is you, with your offer.

427

01:11:29.700 --> 01:11:30.570

1 - Pedro Adao: over here.

428

01:11:33.300 --> 01:11:37.410

1 - Pedro Adao: guess what your challenges your challenge is the bridge.

429

01:11:42.000 --> 01:11:50.400

1 - Pedro Adao: Your challenge is the bridge your challenge day by day, step by step, allows your who.

430

01:11:52.800 --> 01:11:53.610

1 - Pedro Adao: to walk.

431

01:11:54.780 --> 01:11:56.580

1 - Pedro Adao: Over to you to meet you.

432

01:11:57.690 --> 01:12:09.720

1 - Pedro Adao: To meet you over here on this side ready for the next step Oh well, design challenge prepares your ideal customer to take the next step with you.

433

01:12:11.790 --> 01:12:14.670

1 - Pedro Adao: They are ready to go they're ready to take that next step.

434

01:12:16.710 --> 01:12:21.090

1 - Pedro Adao: They have seen the value they're making progress you've cleared the path.

435

01:12:21.930 --> 01:12:39.210

1 - Pedro Adao: you've helped them you've helped them get results already they're seeing results they're already seeing value they're already making progress, you have build know like and trust you have earned their trust you've earned their respect you have earned their reciprocity.

436

01:12:41.340 --> 01:12:46.410

1 - Pedro Adao: You have proven, you know what you're talking about you've proven that you've essentially first rodeo.

437

01:12:47.580 --> 01:12:59.130

1 - Pedro Adao: And now you're making them an incredible invitation to just keep going now that you're already in motion, why not just keep going it's so hard to get moving.

438

01:13:00.510 --> 01:13:17.700

1 - Pedro Adao: it's so hard to get in momentum it's so hard to get off the couch and go to the gym but now that you're already in momentum why don't we just keep it going right that's The challenge is doing okay so that's a little recap now.

439

01:13:19.110 --> 01:13:24.150

1 - Pedro Adao: let's talk about actual challenge design now how many guys can tell.

440

01:13:25.230 --> 01:13:26.700

1 - Pedro Adao: How many guys can tell.

441

01:13:27.780 --> 01:13:38.790

1 - Pedro Adao: Or how many guys are thinking that challenge design is going to be a lot simpler and easier and more more ideas popping the clearer, you are about your who and your what.

442

01:13:41.010 --> 01:13:51.000

1 - Pedro Adao: How many of you are seeing if you're clear about this, and you're clear about this, how many of you how many of you could give me directions.

443

01:13:53.040 --> 01:13:58.350

1 - Pedro Adao: If I told you that I was in if I told you, I was in Newport beach.

444

01:14:01.680 --> 01:14:05.220

1 - Pedro Adao: Okay, and I wanted to go to San Diego.

445

01:14:06.660 --> 01:14:10.320

1 - Pedro Adao: How many of you, with great accuracy could tell me how to do that.

446

01:14:12.390 --> 01:14:18.510

1 - Pedro Adao: And you go to Google and it's like Google will go oh you're here, and you want to go here.

447

01:14:19.740 --> 01:14:20.220

1 - Pedro Adao: Bam.

448

01:14:22.020 --> 01:14:23.400

1 - Pedro Adao: here's where things get tricky.

449

01:14:24.720 --> 01:14:28.650

1 - Pedro Adao: and get tricky is you want to create a challenge.

450

01:14:30.060 --> 01:14:37.230

1 - Pedro Adao: You want to create a challenge, but you can't tell me where you're are you can't tell me where you're starting and where you want to end.

451

01:14:39.480 --> 01:14:49.020

1 - Pedro Adao: you're like Pedro get help me design a challenge great Where are you I don't know where i'm at where do you want to end up i'm not sure anywhere will do like hey I can't help you.

452

01:14:51.060 --> 01:14:57.810

1 - Pedro Adao: If you don't know where you're at you know I know where your end up that you don't need me just just go for a walk you.

453

01:14:59.040 --> 01:15:05.400

1 - Pedro Adao: Like nobody can help you, but the WHO and the what the WHO is where they are.

454

01:15:06.870 --> 01:15:11.820

1 - Pedro Adao: The WHO is where is your who now it's where they are now stuck in the problems and pain of the President.

455

01:15:15.420 --> 01:15:20.790

1 - Pedro Adao: The word, they want to be is on, that is, on the other side of your offer.

456

01:15:22.620 --> 01:15:31.440

1 - Pedro Adao: that's where they want to be well now I can of course help you create a line because now we got two dots just connect the dots.

457

01:15:34.980 --> 01:15:35.520

1 - Pedro Adao: Okay.

458

01:15:37.320 --> 01:15:39.450

1 - Pedro Adao: So that's why we do that step first.

459

01:15:41.640 --> 01:15:59.220

1 - Pedro Adao: And it's also very cyclical sometimes you design challenge, and you have a challenge idea, but then helps you clarify your who, in your world So these are all sick, these are circular relational concepts it's not always just step one step two step three.

460

01:16:00.420 --> 01:16:00.780

1 - Pedro Adao: and

461

01:16:01.920 --> 01:16:19.020

1 - Pedro Adao: Four if you're like very logical like engineer, you know kind of you want everything kind of in a nice neat box, this might be a challenge for you, because not all learning is linear learning there is relational learning circular kinds of learning there's sometimes you just kind of.

462

01:16:20.430 --> 01:16:23.070

1 - Pedro Adao: Things you catch things you know.

463

01:16:25.890 --> 01:16:32.370

1 - Pedro Adao: Okay, so here's a clear, as the first big question when designing your challenge.

464

01:16:36.030 --> 01:16:37.050

1 - Pedro Adao: what's the big idea.

465

01:16:39.900 --> 01:16:50.250

1 - Pedro Adao: What is the big idea what's the big idea Okay, so this can also be called what's the hook.

466

01:16:53.070 --> 01:16:54.030

1 - Pedro Adao: what's the hook.

467

01:16:55.260 --> 01:17:01.800

1 - Pedro Adao: what's the hook Okay, and your hook, is it a meaningful hook.

468

01:17:03.420 --> 01:17:13.500

1 - Pedro Adao: is often found in an outcome that they want a result that they want or a big thing they want to avoid.

469

01:17:16.500 --> 01:17:24.390

1 - Pedro Adao: So a big is your big idea for your challenge is something they either want to achieve really bad.

470

01:17:25.980 --> 01:17:37.200

1 - Pedro Adao: or something that they want to avoid really bad Okay, so in there is, and then, and then, and this, so this is a creative process.

471

01:17:38.820 --> 01:17:42.630

1 - Pedro Adao: Let me person, this is a creative process.

472

01:17:50.220 --> 01:18:00.990

1 - Pedro Adao: there's this thing called creativity, the Internet marketing world doesn't talk much about creativity, the Internet marketing world, in fact, is built on just plagiarism and copying other people's crap.

473

01:18:02.190 --> 01:18:02.940

1 - Pedro Adao: For the most part.

474

01:18:05.340 --> 01:18:08.370

1 - Pedro Adao: If you copy everyone else's stuff guess what.

475

01:18:09.690 --> 01:18:18.630

1 - Pedro Adao: you're never going to have breakout success, because if you're copying them and they're copying somebody else you're the 38th copy of a copy and.

476

01:18:22.830 --> 01:18:26.070

1 - Pedro Adao: So this has been involves being creative.

477

01:18:27.630 --> 01:18:30.210

1 - Pedro Adao: which by the way, newsflash all of you.

478

01:18:31.680 --> 01:18:38.190

1 - Pedro Adao: have the ability to be creative control I don't think i'm very creative well you're wrong actually.

479

01:18:39.330 --> 01:18:39.990

1 - Pedro Adao: you're wrong.

480

01:18:41.430 --> 01:18:55.230

1 - Pedro Adao: But you you thinking you're not creative doesn't doesn't mean you're not creative okay Okay, all of us have access to creativity Okay, so this is a creative process.

481

01:18:56.820 --> 01:19:01.080

1 - Pedro Adao: Okay, so coming up with the creative idea.

482

01:19:02.730 --> 01:19:20.400

1 - Pedro Adao: That is cool so your big idea should be cool, it should be sexy, I mean that, in the most appropriate marketing way possible right people should say like your your who should stop and say Oh, I want to do that or oh what's that about.

483

01:19:22.380 --> 01:19:30.660

1 - Pedro Adao: Okay, it needs to have it shipped now this doesn't mean your first challenge will have this I mean the challenge that goes bonkers for you.

484

01:19:30.960 --> 01:19:43.680

1 - Pedro Adao: That challenge that all of a sudden blows the roof off things, the one that changes your zip code changes the cars, you drive changes your generational lineage that challenge will have this it will have a big idea.

485

01:19:45.360 --> 01:19:51.030

1 - Pedro Adao: Okay, so far, my best example is the wisdom challenge.

486

01:19:52.350 --> 01:20:00.540

1 - Pedro Adao: My 31 day wisdom challenge I run it every January I run it in support of our hundred X our faith based entrepreneurial movement.

487

01:20:01.170 --> 01:20:12.270

1 - Pedro Adao: And so far too much at least the one i've ever done for myself the wisdom challenge is the best biggest idea i've ever had for a challenge and it's not even that big of an idea.

488

01:20:12.900 --> 01:20:31.020

1 - Pedro Adao: But it was a big idea but it's been it's a big idea, based on the results it didn't seem like a big idea when I got it newsflash your big idea might not seem that big don't judge it let the let the fruit, let the results tell you it's big or not.

489

01:20:33.030 --> 01:20:52.140

1 - Pedro Adao: I met some big ideas that were okay ideas made some money but didn't explore the wisdom challenge so here's the concept it's super simple, but it was like take 31 days there's a book of wisdom and the old in the Old Testament called the Book of Proverbs or by a guy named King Solomon.

490

01:20:53.190 --> 01:20:57.630

1 - Pedro Adao: wealthiest wisest man who ever lived in as a historical figure.

491

01:20:59.790 --> 01:21:10.410

1 - Pedro Adao: there's 31 chapters 31 days let's read a chapter A day from the Book of wisdom and not any month in the month of January so start your year off.

492

01:21:10.770 --> 01:21:22.830

1 - Pedro Adao: prioritizing the wisdom of God, what better way to kick off your year prioritize that for again for my hardcore Bible believing faith based entrepreneurial audience they love that.

493

01:21:25.650 --> 01:21:34.650

1 - Pedro Adao: And that's where I ran that challenge to I didn't win their challenge to that was to my micro niche and I want to run that challenge in December.

494

01:21:36.630 --> 01:21:48.510

1 - Pedro Adao: Because I like to do things always right now and I got the idea at the end of November, and I was, like all run this wisdom challenge to help people prepare for the next year.

495

01:21:49.950 --> 01:21:57.270

1 - Pedro Adao: i'll do it in December to help them go into January which logically makes actually more sense.

496

01:21:59.760 --> 01:22:03.030

1 - Pedro Adao: But in December, most people are not trying to start anything.

497

01:22:04.860 --> 01:22:10.980

1 - Pedro Adao: they're ending things are winding down they're taking time off there they're all distracted.

498

01:22:12.570 --> 01:22:24.630

1 - Pedro Adao: And suzette my wife's like no dummy running in January i'm like no, I want to do it now she's like no dummy it's going to be better January I said no i'm running it now she's like no you're not I forbid you know.

499

01:22:26.100 --> 01:22:29.280

1 - Pedro Adao: I was like woman what she was totally right.

500

01:22:34.650 --> 01:22:44.790

1 - Pedro Adao: So 31 days 31 day wisdom challenge it gets bigger and bigger every year last this five months ago it's 75,000 people in it.

501

01:22:46.320 --> 01:22:51.420

1 - Pedro Adao: We have over 1500 people come into our 12 month mentorship Program.

502

01:22:54.000 --> 01:22:57.570

1 - Pedro Adao: Which so that was the that's the big idea.

503

01:22:58.650 --> 01:23:09.180

1 - Pedro Adao: Like that it can be that simple well it's simple but look it was, but let me tell you some more it was a simple idea but look at the timing of it, it was in January perfect timing.

504

01:23:10.200 --> 01:23:11.190

1 - Pedro Adao: What else did I do.

505

01:23:12.210 --> 01:23:16.740

1 - Pedro Adao: I I they reached out to some friends of mine influencers.

506

01:23:18.240 --> 01:23:20.940

1 - Pedro Adao: In that that my micro niche would know.

507

01:23:22.020 --> 01:23:25.860

1 - Pedro Adao: You might not know who bill Johnson is my micromanage knows your bill Johnson it's.

508

01:23:29.040 --> 01:23:32.820

1 - Pedro Adao: You might not know john Maxwell is my micro niche knows who john Maxwell is.

509

01:23:35.340 --> 01:23:43.590

1 - Pedro Adao: My micro niche knows, most of the people that I had on there, you might not know, Dr Caroline leaf is my micro niche nose or Dr Caroline leaf.

510

01:23:46.950 --> 01:23:56.430

1 - Pedro Adao: So I mean so now, the first now you're like oh Pedro you've got fancy friends well I didn't have fancy friends, three years ago.

511

01:23:58.110 --> 01:24:05.850

1 - Pedro Adao: Sure, over time, the caliber of the guests are getting better and better, but when I did that, three years ago, it was just most of you know, it was just.

512

01:24:07.890 --> 01:24:11.490

1 - Pedro Adao: You know a little bit more lesser known people, but it was still amazing.

513

01:24:12.570 --> 01:24:17.850

1 - Pedro Adao: So what made a big idea was 31 days Chapter A day, not a new idea.

514

01:24:19.980 --> 01:24:28.860

1 - Pedro Adao: The timing ideal timing January i'm a different special celebrity guest interview every single day.

515

01:24:30.900 --> 01:24:34.590

1 - Pedro Adao: So I brought those three things together boom, that was the big idea.

516

01:24:36.240 --> 01:24:40.320

1 - Pedro Adao: It was incredible i'll probably never stop probably never stopped doing that.

517

01:24:43.470 --> 01:24:47.730

1 - Pedro Adao: Next year we're going to catch swag T shirts journals.

518

01:24:49.830 --> 01:24:50.880

1 - Pedro Adao: mugs.

519

01:24:51.900 --> 01:24:57.000

1 - Pedro Adao: Like when you hit a big idea with your challenge it could actually be its own business.

520

01:24:58.740 --> 01:24:59.400

1 - Pedro Adao: crazy.

521

01:25:02.910 --> 01:25:04.260

1 - Pedro Adao: Okay, so.

522

01:25:06.960 --> 01:25:09.120

1 - Pedro Adao: Let me go, let me go back to.

523

01:25:11.850 --> 01:25:13.770

1 - Pedro Adao: Let me go back to the soap people.

524

01:25:15.660 --> 01:25:18.810

1 - Pedro Adao: Let me talk about this, so people in Julia and then still here.

525

01:25:20.850 --> 01:25:22.260

1 - Pedro Adao: Julian is so people.

526

01:25:24.480 --> 01:25:28.410

1 - Pedro Adao: Okay Julia with mom and venture moms okay.

527

01:25:29.490 --> 01:25:42.330

1 - Pedro Adao: adventure moms okay so Julia let me talk to you real quick is there anything, is there any specific type of activity achievement.

528

01:25:43.710 --> 01:26:04.560

1 - Pedro Adao: sporting event or race that you that an adventurous mom really, really has on their bucket list vision board like oh my God one day it'd be so freaking awesome if I was ever able to do this, achieve that is there anything like that.

529

01:26:06.030 --> 01:26:06.450

1 - Pedro Adao: yeah.

530

01:26:07.170 --> 01:26:09.090

1 - Julia Gillmor: yeah i've got a list of them can you hear me.

531

01:26:10.230 --> 01:26:14.040

1 - Julia Gillmor: i'm like hiking the Pacific coast trail or West Coast trail.

532

01:26:15.360 --> 01:26:20.790

1 - Julia Gillmor: doing a half marathon or marathon trail run like leadville 100 so.

533

01:26:21.810 --> 01:26:28.770

1 - Pedro Adao: Okay, so question who's got you know you know guys there's like that needs to be like before coven those.

534

01:26:31.320 --> 01:26:34.590

1 - Pedro Adao: Those things those Games those moto moto rather.

535

01:26:34.740 --> 01:26:35.400

1 - Julia Gillmor: barking.

536

01:26:35.460 --> 01:26:36.720

1 - Pedro Adao: That sorry Motors.

537

01:26:37.830 --> 01:26:39.600

1 - Julia Gillmor: or anything kind of like that.

538

01:26:39.630 --> 01:26:45.150

1 - Pedro Adao: For females, specifically in your more like hiking trailing running into like that.

539

01:26:46.290 --> 01:26:50.790

1 - Julia Gillmor: i'm still looking for something that's specifically geared to her.

540

01:26:51.060 --> 01:26:54.540

1 - Pedro Adao: Okay, how many Okay, you said a half marathon how big a deal is that.

541

01:26:55.410 --> 01:27:00.450

1 - Julia Gillmor: it's kind of a big deal, especially if you're a mom to get the time to train and get out there on the trails run.

542

01:27:00.720 --> 01:27:08.070

1 - Pedro Adao: How many of you who think how many of you who how many of you who really think how many of your who do you really think that's a big deal and they really would love to achieve that.

543

01:27:08.910 --> 01:27:09.810

1 - Julia Gillmor: I think a lot of them.

544

01:27:10.380 --> 01:27:11.700

1 - Pedro Adao: Okay, all right.

545

01:27:11.730 --> 01:27:12.960

1 - Pedro Adao: How how.

546

01:27:14.460 --> 01:27:15.450

1 - Pedro Adao: Have you done that, before.

547

01:27:16.020 --> 01:27:17.610

1 - Julia Gillmor: yeah i'm training for one right now.

548

01:27:18.720 --> 01:27:19.050

1 - Pedro Adao: Oh.

549

01:27:20.250 --> 01:27:25.560

1 - Pedro Adao: Perfect okay um how many how many weeks, you need to train to be ready to do that.

550

01:27:27.090 --> 01:27:31.680

1 - Julia Gillmor: More than I have but i'm training throughout the summer to do one in September.

551

01:27:32.010 --> 01:27:34.620

1 - Pedro Adao: Is it eight weeks 12 weeks six months.

552

01:27:35.790 --> 01:27:38.520

1 - Julia Gillmor: I would say, three months so 12 weeks.

553

01:27:38.610 --> 01:27:38.880

Okay.

554

01:27:39.960 --> 01:27:49.500

1 - Pedro Adao: All right, so how many guys can clearly see that Julia could run a challenge to her micro niche audience.

555

01:27:51.420 --> 01:27:56.820

1 - Pedro Adao: Now what how many of you see Julia could find the coolest sickest half marathon.

556

01:27:58.950 --> 01:28:08.520

1 - Pedro Adao: She could pick the month of June, July August, when the maybe the kids earns a school okay Maybe she could find a race that's kid friendly.

557

01:28:09.300 --> 01:28:15.240

1 - Pedro Adao: Maybe she could find the race at Disneyland and they'll bring the family Disneyland vacation I don't know.

558

01:28:15.630 --> 01:28:27.840

1 - Pedro Adao: But how many guys can see that now Julia finds a really cool race and a destination location that people may want hey if you want to run it in your backyard and your hometown you can.

559

01:28:28.500 --> 01:28:40.230

1 - Pedro Adao: or fly in let's all meet up in Orlando Florida in San Diego in orange county California we're going to do the Disneyland run.

560

01:28:40.650 --> 01:28:55.830

1 - Pedro Adao: That the Disney marathon half marathon whenever bring that family vacation bring the kids you run so now she picks this other thing almost always guys a big idea you're you're building momentum.

561

01:28:56.850 --> 01:29:00.570

1 - Pedro Adao: you're catching a wave that's already exists.

562

01:29:03.270 --> 01:29:12.990

1 - Pedro Adao: Most big ideas are usually you're tapping into a wave you're tapping into something that already exists.

563

01:29:15.390 --> 01:29:25.260

1 - Pedro Adao: So for me with my 31 day wisdom challenge, a lot of Christians, especially in business and leadership already read the Book of Proverbs or at least know they're supposed to.

564

01:29:28.140 --> 01:29:42.300

1 - Pedro Adao: So I already had this kind of this pre existing belief and desire to read this book of wisdom, so I was able to kind of piggyback on that wave what other ways, do I piggyback when do people want to change their lives, the most.

565

01:29:44.370 --> 01:29:53.730

1 - Pedro Adao: And when you first all brand new year that's a big wave now I had that wave and the wisdom wave two waves together.

566

01:29:58.470 --> 01:30:05.130

1 - Pedro Adao: Right, then you add a little bit of just you know some good marketing you had some you know some well known.

567

01:30:06.300 --> 01:30:09.000

1 - Pedro Adao: Speakers influencers and boom now you gotta hit.

568

01:30:11.010 --> 01:30:11.700

1 - Pedro Adao: So.

569

01:30:12.720 --> 01:30:23.790

1 - Pedro Adao: This Disney marathon is a big deal people fly from all over the country all over the world to go run at Disneyland she these are these are adventurous mob printers they've got kids.

570

01:30:24.390 --> 01:30:40.140

1 - Pedro Adao: I mean, why would you not piggyback on that maybe do one in Orlando, maybe it's not Disney maybe it's there's this maybe it's the Pacific coast trail everyone every year they do the special rings that special thing now she grabs that thing.

571

01:30:41.370 --> 01:30:55.320

1 - Pedro Adao: That already has momentum attention people already want to do that thing she piggybacks on that momentum and says, I will help you prepare for this thing and we're going to do it together we're going to have a party.

572

01:30:57.420 --> 01:31:02.310

1 - Pedro Adao: we're going to all work we're all gonna do a zoom calls and check in, and then we can meet in person.

573

01:31:04.710 --> 01:31:05.610

1 - Pedro Adao: and celebrate.

574

01:31:08.610 --> 01:31:09.690

1 - Pedro Adao: you're seeing this.

575

01:31:11.100 --> 01:31:16.620

1 - Pedro Adao: As having some ideas and light bulbs go off i'm spending a lot of time on this can tell you why.

576

01:31:17.820 --> 01:31:18.630

1 - Pedro Adao: This is.

577

01:31:19.890 --> 01:31:20.610

1 - Pedro Adao: This is.

578

01:31:23.160 --> 01:31:24.660

1 - Pedro Adao: A huge part of the framework.

579

01:31:28.170 --> 01:31:39.960

1 - Pedro Adao: You could get you can have great content, you can do all the right little you could check all the boxes run my framework perfectly your big idea sucks no one's gonna care a match up perfectly run challenge.

580

01:31:48.150 --> 01:31:49.560

1 - Pedro Adao: If you got the right big idea.

581

01:31:50.820 --> 01:31:57.300

1 - Pedro Adao: got a good micro niche dialed in awesome offer you can make every mistake in the book and still crushing.

582

01:32:00.900 --> 01:32:03.690

1 - Pedro Adao: How many have heard the same and you can't say the wrong thing and the right person.

583

01:32:07.230 --> 01:32:10.800

1 - Pedro Adao: Another thing I learned never of marketing guys that's kind of true.

584

01:32:11.880 --> 01:32:14.790

1 - Pedro Adao: No it's not 100% true all right it's kind of true.

585

01:32:16.620 --> 01:32:19.560

1 - Pedro Adao: So anyhow okay.

586

01:32:20.640 --> 01:32:22.410

1 - Pedro Adao: Julia are you getting some ideas.

587

01:32:23.310 --> 01:32:28.890

1 - Julia Gillmor: i'm still it up Pedro i'm nervous i've got butterflies i've got all these yeah.

588

01:32:29.520 --> 01:32:30.000

1 - Pedro Adao: Thank you.

589

01:32:30.090 --> 01:32:30.960

1 - Pedro Adao: i'm doing my job.

590

01:32:31.020 --> 01:32:32.280

1 - Pedro Adao: Okay, so.

591

01:32:32.310 --> 01:32:33.480

1 - Pedro Adao: let's go back to so people.

592

01:32:35.190 --> 01:32:39.660

1 - Pedro Adao: which you guys know it's kalo before it was something else can let you guys talk to.

593

01:32:40.110 --> 01:32:42.720

Give Sope - Angel: it's my Facebook, but.

594

01:32:44.040 --> 01:32:46.020

Give Sope - Angel: it's not about me it's about.

595

01:32:46.050 --> 01:32:47.100

1 - Pedro Adao: Our base all good it's all.

596

01:32:47.100 --> 01:32:49.170

1 - Pedro Adao: Good okay all right guys.

597

01:32:50.220 --> 01:32:52.080

1 - Pedro Adao: what's the big idea look like, for you guys.

598

01:32:54.030 --> 01:32:57.360

Give Sope - Angel: Well, our big our big ideas subscriptions we want to get people to visit.

599

01:32:58.530 --> 01:32:59.700

Give Sope - Angel: No that's not a big eyes.

600

01:32:59.820 --> 01:33:01.770

1 - Pedro Adao: Only cares about your subscription I got a bigger.

601

01:33:04.890 --> 01:33:06.180

Give Sope - Angel: Oh sorry i'm sorry yeah.

602

01:33:06.870 --> 01:33:08.010

1 - Pedro Adao: No, no that's.

603

01:33:09.150 --> 01:33:12.540

1 - Pedro Adao: that's the offer that's the offer that's the business model.

604

01:33:13.890 --> 01:33:18.330

1 - Pedro Adao: And that's great but thinking about this, you guys have this homelessness thing right.

605

01:33:20.280 --> 01:33:25.020

1 - Pedro Adao: Okay, so here's so here's the big idea.

606

01:33:26.700 --> 01:33:36.240

1 - Pedro Adao: Okay, you talked about skid row right so let's just take this like skid row guys skid row's, and this is a huge problem in La okay.

607

01:33:36.840 --> 01:33:39.900

1 - Pedro Adao: Thank you guys can literally run a citywide challenge.

608

01:33:40.680 --> 01:33:44.400

1 - Pedro Adao: Right right a citywide challenge.

609

01:33:44.580 --> 01:33:58.050

1 - Pedro Adao: Now, was featured on that you guys could talk to the city or talk for probably forget the city, because they clearly don't know what the hell they're doing but find somebody who actually knows how to solve this problem.

610

01:33:58.740 --> 01:34:02.190

1 - Pedro Adao: Right find somebody who actually has a track record.

611

01:34:02.820 --> 01:34:06.090

1 - Pedro Adao: of taking someone who is currently on the street.

612

01:34:06.510 --> 01:34:12.990

1 - Pedro Adao: and getting them out of that lifestyle into something that works is sustainable okay.

613

01:34:13.080 --> 01:34:13.470

Okay.

614

01:34:14.910 --> 01:34:15.930

1 - Pedro Adao: Then you partner with them.

615

01:34:17.310 --> 01:34:34.440

1 - Pedro Adao: Then you find out hey how much does it cost typically how much money does it cost to take one person who's homeless, who actually doesn't want to be homeless i've done some work in the homelessness Community here's The sad thing I learned yeah.

616

01:34:34.470 --> 01:34:35.400

1 - Pedro Adao: Most of them.

617

01:34:35.490 --> 01:34:37.170

1 - Pedro Adao: want to stay homeless.

618

01:34:37.890 --> 01:34:38.970

Give Sope - Angel: yeah right, so we.

619

01:34:40.530 --> 01:34:41.970

Give Sope - Angel: do provide hope that.

620

01:34:42.210 --> 01:34:43.920

1 - Pedro Adao: Most of them want to stay.

621

01:34:43.950 --> 01:34:45.180

1 - Pedro Adao: home homeless.

622

01:34:47.040 --> 01:34:55.680

1 - Pedro Adao: which can you would you would not know that if you didn't spend a lot of time there it kind of frustrating when you're trying to help somebody and they don't want to let you help them.

623

01:34:56.220 --> 01:34:57.630

1 - Pedro Adao: However, that's not all of them.

624

01:34:57.810 --> 01:35:03.660

1 - Pedro Adao: There are plenty of people who, if they had an option away would be very happy to take that help okay.

625

01:35:04.770 --> 01:35:08.850

1 - Pedro Adao: let's say you find some people that you know doing a great job.

626

01:35:09.540 --> 01:35:10.950

1 - Pedro Adao: And that they are like hey.

627

01:35:11.880 --> 01:35:26.910

1 - Pedro Adao: hey guys what we have found is for about 1400 dollars 28 whatever the number is it takes as much amount of money for us to take take somebody in shelter them feed them put them into our 90 days of.

628

01:35:27.510 --> 01:35:36.450

1 - Pedro Adao: Whatever whatever whatever maybe as a detox involve some retraining some job training and it takes us let's say you get to find out what that number is.

629

01:35:38.070 --> 01:35:38.460

1 - Pedro Adao: Okay.

630

01:35:39.660 --> 01:35:42.240

1 - Pedro Adao: and listen that number is you know.

631

01:35:43.980 --> 01:35:46.770

1 - Pedro Adao: 30 \$800 and 42 seconds.

632

01:35:48.480 --> 01:35:48.810

1 - Pedro Adao: and

633

01:35:50.130 --> 01:35:53.970

1 - Pedro Adao: Then all of a sudden now you run the 3842 challenge.

634

01:35:54.930 --> 01:35:56.430

1 - Pedro Adao: wow right.

635

01:35:58.080 --> 01:36:00.810

1 - Pedro Adao: it's at the end, people like what the hell's a 30 and 42 challenge.

636

01:36:00.900 --> 01:36:09.900

1 - Pedro Adao: Right and and or or or the and now the whole challenge is about we're going to challenge the city challenge ourselves.

637

01:36:11.160 --> 01:36:12.840

1 - Pedro Adao: To raise this amount of money.

638

01:36:13.530 --> 01:36:18.000

1 - Pedro Adao: To take one person and help one person that wants to get out, you know.

639

01:36:19.020 --> 01:36:19.260

1 - Pedro Adao: Okay.

640

01:36:19.290 --> 01:36:22.590

Give Sope - Angel: Right no good about it right which.

641

01:36:23.130 --> 01:36:30.390

1 - Pedro Adao: Are you going to do it guys here's a way to do it it's like got this so buy one give one another and all of a sudden, you can you know so.

642

01:36:33.420 --> 01:36:39.780

Give Sope - Angel: It is, I see I see where you're going, whereas take up an idea that's practical with.

643

01:36:40.920 --> 01:36:41.220

Give Sope - Angel: I guess.

644

01:36:42.780 --> 01:36:44.760

Give Sope - Angel: The causes, we are cause days.

645

01:36:46.890 --> 01:36:47.280

Give Sope - Angel: But.

646

01:36:47.430 --> 01:36:47.790

Give Sope - Angel: connect.

647

01:36:48.000 --> 01:36:49.530

1 - Pedro Adao: Both in both ago okay.

648

01:36:49.800 --> 01:36:50.340

1 - Pedro Adao: guys why.

649

01:36:50.670 --> 01:37:03.990

1 - Pedro Adao: This isn't we are, we have an election in California for a new governor homelessness is one of the key issues that is being discussed, because the current governor and the current administration.

650

01:37:06.150 --> 01:37:09.990

1 - Pedro Adao: Seemingly have no idea how to solve this problem.

651

01:37:10.500 --> 01:37:12.240

1 - Pedro Adao: Oh, not being very nice right now.

652

01:37:12.960 --> 01:37:13.830

Give Sope - Angel: Right, I wanted.

653

01:37:13.890 --> 01:37:15.630

1 - Pedro Adao: I wanted to say something else.

654

01:37:21.000 --> 01:37:21.390

Give Sope - Angel: yeah.

655

01:37:21.480 --> 01:37:23.730

1 - Pedro Adao: So how do you how do you take what you do.

656

01:37:24.030 --> 01:37:26.400

1 - Pedro Adao: and connect to something even bigger than you.

657

01:37:27.120 --> 01:37:27.510

Give Sope - Angel: Right.

658

01:37:27.720 --> 01:37:36.600

1 - Pedro Adao: that's how you get a big idea, the big idea to take what you you take you and who you are and what you do and it takes some humility.

659

01:37:37.350 --> 01:37:39.330

1 - Pedro Adao: To say well.

660

01:37:40.410 --> 01:37:42.780

1 - Pedro Adao: Maybe i'm not that big of a deal yet.

661

01:37:45.000 --> 01:37:53.670

1 - Pedro Adao: So i'm not that big of a deal, yet what is a big what is a big deal now that I can attach myself.

662

01:37:53.730 --> 01:37:54.330

Give Sope - Angel: To.

663

01:37:54.930 --> 01:37:56.610

1 - Pedro Adao: To get some momentum with.

664

01:37:57.030 --> 01:38:03.450

1 - Pedro Adao: homelessness as a problem is a big deal in North America, but especially in California.

665

01:38:04.140 --> 01:38:04.980

Give Sope - Angel: Yes, right.

666

01:38:05.070 --> 01:38:11.130

1 - Pedro Adao: So they can connect themselves it's a big deal now even more because.

667

01:38:13.290 --> 01:38:18.750

1 - Pedro Adao: election time advertising, this is in the news all the time, right now.

668

01:38:19.530 --> 01:38:20.190

1 - Pedro Adao: it's hotter.

669

01:38:20.670 --> 01:38:22.470

Give Sope - Angel: huh it's hot.

670

01:38:22.620 --> 01:38:26.610

1 - Pedro Adao: it's hot I knew exactly what i'm saying yeah of course Seattle pretty much.

671

01:38:26.970 --> 01:38:34.380

1 - Pedro Adao: Again, and I just had, I just i'm getting so good at kind of holding things back that I want to say.

672

01:38:34.470 --> 01:38:34.770

I could.

673

01:38:36.000 --> 01:38:40.890

1 - Pedro Adao: Okay, all right, I want to move on guys, but you get the idea of this big idea.

674

01:38:41.580 --> 01:38:43.320

Give Sope - Angel: yeah it makes it makes more sense now.

675

01:38:43.680 --> 01:38:47.520

1 - Pedro Adao: there's creative, you should expect to have to chew on this a little bit.

676

01:38:47.880 --> 01:38:56.670

1 - Pedro Adao: Take walks think about it pray meditate take long showers baths this is going to take some creative thinking.

677

01:38:58.440 --> 01:38:59.100

Give Sope - Angel: shower right now.

678

01:39:00.870 --> 01:39:06.540

1 - Pedro Adao: Okay yeah So the idea, though guys is that literally you're more likely to have.

679

01:39:06.540 --> 01:39:13.380

1 - Pedro Adao: This stumble across this or me or get this as a download when you're clear about your who in the what.

680

01:39:14.850 --> 01:39:17.400

1 - Pedro Adao: Okay, all right now let's get.

681

01:39:18.480 --> 01:39:18.990

1 - Pedro Adao: let's get.

682

01:39:19.020 --> 01:39:27.480

1 - Pedro Adao: Back let's keep going how many guys are learning a lot, so far, how many are like i'm really glad i'm here i'm here for this.

683

01:39:28.590 --> 01:39:29.040

1 - Pedro Adao: yeah.

684

01:39:32.490 --> 01:39:35.100

1 - Pedro Adao: Now let me help some of you right now, like well Pedro.

685

01:39:36.870 --> 01:39:47.760

1 - Pedro Adao: I just want to sell my coaching offer I don't i'm not trying to end homelessness like I don't have an amazing cause like this, what about me listen.

686

01:39:49.500 --> 01:39:50.550

1 - Pedro Adao: You do you.

687

01:39:51.990 --> 01:39:58.380

1 - Pedro Adao: Your coaching program your course whatever you're doing is shouldn't be changing lives as well, for those people.

688

01:40:00.180 --> 01:40:04.710

1 - Pedro Adao: that's no less holding that's no less important that's no less needed.

689

01:40:07.350 --> 01:40:13.350

1 - Pedro Adao: Okay, so don't over spiritual eyes this don't think you have to be Mother Teresa to make an impact in the world.

690

01:40:14.790 --> 01:40:15.450

1 - Pedro Adao: You don't.

691

01:40:20.280 --> 01:40:24.210

1 - Pedro Adao: Do you see me going to skid row handing out, so no.

692

01:40:25.560 --> 01:40:27.510

1 - Pedro Adao: here's my job I just helped them.

693

01:40:29.160 --> 01:40:39.900

1 - Pedro Adao: And just help them do up i'm i'm on the way to help and these guys have way more impact way, but I don't have to go to skid row.

694

01:40:42.240 --> 01:40:48.810

1 - Pedro Adao: I have to give my whole life for homelessness that's not that's not that's not what I meant to do.

695

01:40:49.890 --> 01:40:55.800

1 - Pedro Adao: But look at how I can come alongside and help these guys do what they're called to do even bigger and better.

696

01:40:57.900 --> 01:41:11.220

1 - Pedro Adao: And and and and also same thing is for what you're doing guys i'm when i'm when I when I see you guys on this call the big assumption I make is that you guys are all great people.

697

01:41:13.170 --> 01:41:21.090

1 - Pedro Adao: The assumption I make is if I was to have if I was to hang out with any of you grab a cup of coffee or just whatever that i'd be like wow.

698

01:41:21.750 --> 01:41:34.470

1 - Pedro Adao: Celia is really awesome wow Wendy messy oh she's cool wow Dan awesome Tom woods cool do john Smith awesome guy like I believe that on you guys are amazingly awesome people that I would love to hang out with.

699

01:41:36.390 --> 01:41:42.840

1 - Pedro Adao: That you guys actually care about people you're not just hustlers trying to just jack people.

700

01:41:44.490 --> 01:41:49.980

1 - Pedro Adao: You care about people and you want to just help people serve people, yes, you want to make money.

701

01:41:50.280 --> 01:42:01.110

1 - Pedro Adao: Yes, you want to make lots of money that's okay to want to make lots of money there's absolutely nothing wrong with that, as long as your plan for making lots of money is adding lots of value to lots of people.

702

01:42:03.750 --> 01:42:06.090

1 - Pedro Adao: And if you're here following me and that's probably who you are.

703

01:42:08.310 --> 01:42:22.320

1 - Pedro Adao: So this is not about comparing Oh, if I was really a better person I would I would find a winner now you just do you use certain people that you feel called to serve you show up and do the things that you're good at okay.

704

01:42:23.400 --> 01:42:26.100

1 - Pedro Adao: Everybody playing if we all did our job playing our part.

705

01:42:27.120 --> 01:42:30.090

1 - Pedro Adao: will be an amazing place that all right.

706

01:42:31.170 --> 01:42:36.030

1 - Pedro Adao: Okay, now that we kind of okay so let's so okay so let's talk episode Julia.

707

01:42:37.350 --> 01:42:40.110

1 - Pedro Adao: So let's come back to Joe example, so now.

708

01:42:41.430 --> 01:42:45.360

1 - Pedro Adao: here's The next question now that you know what your big idea is.

709

01:42:46.650 --> 01:42:50.250

1 - Pedro Adao: Now that you know what the promise you're making is.

710

01:42:52.530 --> 01:43:05.160

1 - Pedro Adao: So Julia and Julie, is going to do it let's say julia's offer is going to be a nine, what is it 90 days like three months half marathon training Program.

711

01:43:06.330 --> 01:43:17.790

1 - Pedro Adao: She can sell that for 495-990-5295 whatever Okay, then she could do a three day challenge.

712

01:43:18.990 --> 01:43:31.710

1 - Pedro Adao: She could do a three day challenge to find a challenge i'm helping her helping those helping her adventurous MMA partners who have been considering this half marathon.

713

01:43:32.880 --> 01:43:33.480

1 - Pedro Adao: Right.

714

01:43:34.530 --> 01:43:40.020

1 - Pedro Adao: So it's the right it's the adventure mompreneur half marathon challenge.

715

01:43:41.880 --> 01:43:42.420

1 - Pedro Adao: Okay.

716

01:43:43.440 --> 01:43:59.220

1 - Pedro Adao: This is probably not one of those, but this is my first like just obvious right and and and adventure mompreneur is probably too long right so maybe Julia is gonna have to come up with a new name for these people, a new identity okay.

717

01:44:00.300 --> 01:44:05.130

1 - Pedro Adao: um but for right now i'm going to call them adventure mom printers.

718

01:44:07.050 --> 01:44:17.850

1 - Pedro Adao: Okay, and just very simply, this can be the adventure adventurous mompreneur half day half marathon challenge.

719

01:44:19.380 --> 01:44:32.550

1 - Pedro Adao: And the promise is not that we're going to be able to help them run a half marathon in five days or less or three days the promises are going to help you under we're going to help get you ready for now get you ready to do one.

720

01:44:35.250 --> 01:44:39.000

1 - Pedro Adao: we're going to help get you ready to do on day one.

721

01:44:40.260 --> 01:44:43.020

1 - Pedro Adao: day one, should you even do a half marathon.

722

01:44:44.580 --> 01:44:50.100

1 - Pedro Adao: Right, why do you even want to do this they want, why do you want to do this, this is crazy.

723

01:44:51.240 --> 01:45:03.780

1 - Pedro Adao: it's going to take hours of training you're going to get sore getting a time you're already busy Why would you even want to do this right that's day one day one, I love it, you know you know what a cold day one strategy is.

724

01:45:04.260 --> 01:45:12.120

1 - Pedro Adao: I don't do this nearly often enough it'd be fun to try and talk them out of the very thing you sign them up for.

725

01:45:14.100 --> 01:45:23.040

1 - Pedro Adao: adventure PETRA was that mean that means if I was if I was running a aim adventure mompreneur half day challenge half marathon challenge.

726

01:45:24.810 --> 01:45:34.230

1 - Pedro Adao: All about helping them get ready for their first half marathon, then I would spend part of day one being like.

727

01:45:35.610 --> 01:45:46.770

1 - Pedro Adao: hey, why do you even want to do this, like are you sure you want to do this, because this is going to take a lot of time and this and that like I would spend the first day trying to talk him out of it.

728

01:45:51.360 --> 01:46:04.410

1 - Pedro Adao: And that's not a reverse psychology it's not like the car dealer who's trying to talk you out of the car to talk you into it it's

just like really like as she said she's most moms are busy don't have time.

729

01:46:06.150 --> 01:46:16.950

1 - Pedro Adao: So she can do day one hey listen half marathons are amazing i've run for I did this one, this one, this one so tell a story about it and i'm going to break down exactly four.

730

01:46:17.430 --> 01:46:28.680

1 - Pedro Adao: And this one, I did really well and I had I had so much fun, it was so awesome and it was a great thing for our family this one, I totally messed up I didn't prepare the right way, I was.

731

01:46:29.130 --> 01:46:38.550

1 - Pedro Adao: grumpy and mooney the entire time and don't like so she can tell you I have done things well I made mistakes, but before we get started, let me ask you why are you here.

732

01:46:40.830 --> 01:46:49.620

1 - Pedro Adao: Why are you committed to running a half marathon this year see why did this year, not some day.

733

01:46:52.830 --> 01:47:04.980

1 - Pedro Adao: If Julia is trying to sell a 495 90 day coaching program she don't care if they're going to run a half marathon 30 years from now, that don't help her business.

734

01:47:06.840 --> 01:47:13.020

1 - Pedro Adao: Why are you committed to running a half marathon this year in the next six months.

735

01:47:19.440 --> 01:47:29.220

1 - Pedro Adao: Okay, and then and then she can push back well listen, this is going to be tough it's not easy doesn't even have to give time and that right then day two then then day two.

736

01:47:29.610 --> 01:47:44.310

1 - Pedro Adao: How to pick the right half marathon how to pick the right one, the right terrain, the right this kind of pick the right one, and then day three is how to prepare the training schedule and on day three she makes the offer.

737

01:47:45.540 --> 01:47:48.960

1 - Pedro Adao: Surprise, surprise is already picking ideal location.

738

01:47:52.980 --> 01:47:59.700

1 - Pedro Adao: She just told you how to prepare and now she's saying the best parents to get a coach I can be your coach.

739

01:48:01.200 --> 01:48:04.710

1 - Pedro Adao: super simple straight right yes yeah through line right there.

740

01:48:05.880 --> 01:48:06.840

1 - Pedro Adao: super simple.

741

01:48:09.450 --> 01:48:15.060

1 - Pedro Adao: or Pedro it's kind of but she didn't really prepare them she did prepare them.

742

01:48:17.040 --> 01:48:22.590

1 - Pedro Adao: She prepared them to decide if they actually should do this or not that's great preparation.

743

01:48:24.210 --> 01:48:27.090

1 - Pedro Adao: She helped them to sign, where they should do this.

744

01:48:29.430 --> 01:48:42.420

1 - Pedro Adao: And she helped them understand what they're going to have to do to prepare physically from a how many miles, you know schedule and hydration and diet and fitness and she told them here's what you have to go do.

745

01:48:43.440 --> 01:48:55.860

1 - Pedro Adao: or Pedro if she tells them what they have to go do won't some of them just go and do it on their own and not hire her sure some of them will God bless them.

746

01:49:01.860 --> 01:49:03.720

1 - Pedro Adao: Most of them are going to say Julia.

747

01:49:04.470 --> 01:49:15.870

1 - Pedro Adao: And, but then they can say hey guys i've held nothing back this is the exact training schedule here's what I eat here's what I drink here's how I do this here's how here's how I manage my kids and.

748

01:49:16.110 --> 01:49:28.830

1 - Pedro Adao: With my friend and sitting here's all of what I do there it is for you, for free now here's my question to you, real talk and venture mom boss.

749

01:49:31.440 --> 01:49:35.130

1 - Pedro Adao: Do you think you have a better chance of doing this with my help.

750

01:49:36.210 --> 01:49:37.800

1 - Pedro Adao: or by yourself.

751

01:49:40.410 --> 01:49:55.080

1 - Pedro Adao: Do you think you have a better chance of actually showing up on this day of that race running ago actually run that race and actually pull this off by yourself.

752

01:49:56.220 --> 01:50:03.360

1 - Pedro Adao: or with me as your coach and as part of this amazing Community where we're all going to do this together.

753

01:50:12.060 --> 01:50:18.060

1 - Pedro Adao: And then I say together together together together together together together Okay, well then here's well and I know that to be true.

754

01:50:18.900 --> 01:50:25.770

1 - Pedro Adao: So here's i've done for you guys i'm doing something stupid i'll probably never do this again but it's my first time doing this So here we go.

755

01:50:26.220 --> 01:50:43.980

1 - Pedro Adao: So for the next 90 days i'm going to deliver this this this this one do this this this this and this no not for 1995 like this, like that person no not for this like that no not for that, but for the one time low price and only 295.

756

01:50:46.440 --> 01:50:55.050

1 - Pedro Adao: it's a challenge special offer this expires Sunday at midnight and, by the way, i've got 30 slots and there's 420 of you.

757

01:51:00.000 --> 01:51:00.930

1 - Pedro Adao: I only.

758

01:51:02.040 --> 01:51:03.510

1 - Pedro Adao: actually work with 30 people.

759

01:51:05.040 --> 01:51:09.000

1 - Pedro Adao: Not false scarcity, I can really only support 30 of you women.

760

01:51:09.510 --> 01:51:25.140

1 - Pedro Adao: That over this way, the level of support i'm giving you guys box or access to box for me check weekly check ins like I only have time for that I have a business guys imma imma mompreneur tool to have a successful marketing company like this is a passion project.

761

01:51:26.730 --> 01:51:27.330

1 - Pedro Adao: For me.

762

01:51:37.980 --> 01:51:40.290

1 - Pedro Adao: How many guys are like dang he's hooking up Julie right now.

763

01:51:43.230 --> 01:51:45.660

1 - Pedro Adao: i'm but i'm hoping, you have to talk to you through Julie.

764

01:51:47.940 --> 01:51:53.520

1 - Pedro Adao: i'm talking to you through Julie, or is it Julia I forget i'm so bad at names.

765

01:52:00.930 --> 01:52:05.460

1 - Pedro Adao: Pedro can't be this simple oh yeah oh yeah yeah it asked me this simple.

766

01:52:07.590 --> 01:52:12.930

1 - Pedro Adao: Oh yeah, it has to be, this is not simple and you're fast simple it's not simple it won't work.

767

01:52:15.060 --> 01:52:18.660

1 - Pedro Adao: So, not only is it this simple, it has to be this.

768

01:52:20.550 --> 01:52:23.640

1 - Pedro Adao: Okay now back to my worksheet I was trying to do.

769

01:52:25.350 --> 01:52:32.700

1 - Pedro Adao: Now that you will Pedro, why did you pick a three day challenge because Julie, is not trying to actually.

770

01:52:35.070 --> 01:52:36.060

1 - Pedro Adao: train them.

771

01:52:38.880 --> 01:52:55.410

1 - Pedro Adao: Her offer is to train them her only objective is to help them decide if they should do a half marathon when they should do it, where they should do it and how to prepare for it, she can do that guys, in my opinion she could do that in.

772

01:52:56.550 --> 01:53:04.320

1 - Pedro Adao: A three day challenge, I think she only needs three days to achieve that outcome, how long does your books.

773

01:53:05.880 --> 01:53:10.620

1 - Pedro Adao: How long as your challenge, need to be long enough to deliver the promise.

774

01:53:14.970 --> 01:53:19.440

1 - Pedro Adao: Pedro what's a three day challenge, I thought the shortest challenge could be was five days.

775

01:53:20.640 --> 01:53:24.750

1 - Pedro Adao: yeah that's what I used to say, and I kind of have evolved from there, I.

776

01:53:25.770 --> 01:53:34.710

1 - Pedro Adao: I think, depending on the outcome, depending on the Avatar depending on the challenge, I think a three day challenge i've done a pretty cool actually.

777

01:53:36.360 --> 01:53:48.030

1 - Pedro Adao: So I would say now three to five days is kind of becoming my normal five days is kind of like the industry standard everyone kind of modeled my five day challenge framework Okay, but you can you can do a shorter three.

778

01:53:51.390 --> 01:53:53.970

1 - Pedro Adao: Okay, I mean you guys are having.

779

01:53:56.280 --> 01:53:57.300

1 - Pedro Adao: light bulbs going off.

780

01:54:03.030 --> 01:54:05.850

1 - Pedro Adao: Okay here's The big question.

781

01:54:08.100 --> 01:54:11.010

1 - Pedro Adao: here's The big question now from Shakespeare.

782

01:54:14.160 --> 01:54:20.760

1 - Pedro Adao: Free our pain here's the big argument going on these days in the Internet marketing world, the big debate the big debate.

783

01:54:21.900 --> 01:54:28.170

1 - Pedro Adao: Free challenges free launches or pain Okay, the big debate the big debate.

784

01:54:32.040 --> 01:54:38.550

1 - Pedro Adao: The fact is, you can do both you can test it as a free, you can test it as a paid.

785

01:54:40.950 --> 01:54:43.500

1 - Pedro Adao: You just won't know until you do it.

786

01:54:45.840 --> 01:54:59.280

1 - Pedro Adao: But I can tell you that the reason why I run free challenges is because free challenges seem to allow me to achieve.

787

01:55:01.140 --> 01:55:04.140

1 - Pedro Adao: More of my objectives.

788

01:55:08.100 --> 01:55:12.840

1 - Pedro Adao: With the free challenge, I have found I get to actually serve more people.

789

01:55:14.910 --> 01:55:23.730

1 - Pedro Adao: You will it's pretty fair to say you'll have more people sign up for something free than if it's paid how many of you think that's probably true.

790

01:55:27.330 --> 01:55:29.730

1 - Pedro Adao: So I get to serve more people.

791

01:55:30.930 --> 01:55:36.630

1 - Pedro Adao: that's part of my that's one of that's one of my objectives is to actually serve more people.

792

01:55:38.790 --> 01:55:47.970

1 - Pedro Adao: Regardless if they buy don't buy it as a matter as a human being, who has a finite amount of time to live on this planet, I just like.

793

01:55:48.510 --> 01:56:02.610

1 - Pedro Adao: To take my time use my gifts my town that my energy to the best of my ability serve as many people as possible, I get to serve more people in my free challenge objective number one accomplished.

794

01:56:04.140 --> 01:56:06.240

1 - Pedro Adao: Objective number two.

795

01:56:07.560 --> 01:56:10.860

1 - Pedro Adao: I actually then want to serve more people.

796

01:56:12.720 --> 01:56:29.790

1 - Pedro Adao: Deeper when they join my programs or coaching or courses, I have found I actually acquire more customers, when I run free challenges, why because I have more people i'm starting out with.

797

01:56:30.900 --> 01:56:46.650

1 - Pedro Adao: Therefore, the numbers work out where if I put my challenge in front of 10,000 people instead of 1000 people there's a good chance, I never more customers and so on some level there's a numbers game to this, how many guys think that makes sense.

798

01:56:51.180 --> 01:56:51.870

1 - Pedro Adao: Okay.

799

01:56:53.220 --> 01:56:56.340

1 - Pedro Adao: And then, lastly, I have found I just make more money.

800

01:56:57.930 --> 01:57:01.470

1 - Pedro Adao: When I run free challenges, because I get so many more customers.

801

01:57:04.830 --> 01:57:09.060

1 - Pedro Adao: So, as far as i'm concerned that sounds like winning to me.

802

01:57:10.170 --> 01:57:13.950

1 - Pedro Adao: I helped more people for free, who could never afford to pay me.

803

01:57:15.630 --> 01:57:19.560

1 - Pedro Adao: But now think i'm a smart guy and awesome guy they feel like I hooked him up.

804

01:57:20.400 --> 01:57:29.820

1 - Pedro Adao: I put I put seeds in them for a few if they ever see me someone like hey bro I was in your challenge I didn't find the thing I didn't have the money, I was going through a divorce or.

805

01:57:30.330 --> 01:57:37.230

1 - Pedro Adao: I was just doing something else I didn't but like people literally will see me somewhere and apologize for not buying from me.

806

01:57:42.510 --> 01:57:49.560

1 - Pedro Adao: i'm in for of your challenges and about anything from me and I feel so bad you're so awesome and, yes, every time it's like the timing and it's all good man.

807

01:57:54.570 --> 01:58:00.630

1 - Pedro Adao: So helping more people getting more customers, making more money now here's the only trade off.

808

01:58:03.090 --> 01:58:17.250

1 - Pedro Adao: My percentage my percentage of my my buying my closing percentage my conversion ratio is lower in a free challenge.

809

01:58:20.490 --> 01:58:24.270

1 - Pedro Adao: Oh, but you're only converting 3% of the Year of the people.

810

01:58:27.030 --> 01:58:27.630

1 - Pedro Adao: Okay.

811

01:58:31.620 --> 01:58:34.200

1 - Pedro Adao: I convert at 10% well.

812

01:58:37.290 --> 01:58:38.400

1 - Pedro Adao: let's go to the bank.

813

01:58:41.700 --> 01:58:42.750

1 - Pedro Adao: let's go to the bank.

814

01:58:46.620 --> 01:58:47.640

1 - Pedro Adao: let's go to the bank.

815

01:58:50.160 --> 01:58:57.810

1 - Pedro Adao: Converting 10% of people and and making 20 \$200
converting 3% and making 2.2 million.

816

01:59:00.030 --> 01:59:02.040

1 - Pedro Adao: let's go to the bank and let's go to your funeral.

817

01:59:07.050 --> 01:59:10.560

1 - Pedro Adao: i'll have more people at my funeral because of what i'm
doing.

818

01:59:13.080 --> 01:59:13.830

1 - Pedro Adao: and

819

01:59:15.030 --> 01:59:16.350

1 - Pedro Adao: we're doing well financially.

820

01:59:18.240 --> 01:59:21.510

1 - Pedro Adao: So I don't know what else I mean I don't know what else
we should be optimizing for.

821

01:59:27.750 --> 01:59:30.930

1 - Pedro Adao: Now, are there are there.

822

01:59:32.580 --> 01:59:34.260

1 - Pedro Adao: When you run a free challenge.

823

01:59:35.400 --> 01:59:42.510

1 - Pedro Adao: What does that mean that means there's no barriers to
entry, so you get a little bit more crazy people that show up.

824

01:59:43.890 --> 01:59:51.810

1 - Pedro Adao: You get a neck, if you have haters if you have a hater or
negative, and people are just you know.

825

01:59:52.860 --> 02:00:01.350

1 - Pedro Adao: people that are just negative miserable people, which you know, there are without suffering challenge, they can sign up, they can say dumb things in your comments.

826

02:00:02.040 --> 02:00:18.120

1 - Pedro Adao: You spammers spammers love following me around they know I have big audiences so oh i'm so glad I got trading advice from miss so, and so, and if you want to make for X men like you get spammers you get haters you get.

827

02:00:18.960 --> 02:00:23.430

1 - Pedro Adao: People who are not that committed it's free but doesn't matter, because at the end of the day.

828

02:00:25.260 --> 02:00:30.390

1 - Pedro Adao: I serve more people I get more customers and as a business, we make more money.

829

02:00:33.360 --> 02:00:47.550

1 - Pedro Adao: Now, if that if you can't handle having a little bit more people dealing with some of the little bit of noise that sometimes That, then, if you want like really nice super clean.

830

02:00:48.630 --> 02:00:51.150

1 - Pedro Adao: Then do and running paid challenges are great.

831

02:00:55.320 --> 02:01:01.800

1 - Pedro Adao: If you're like Pedro I know myself i'd rather have five people in a page challenge, who are serious and committed.

832

02:01:02.880 --> 02:01:07.680

1 - Pedro Adao: Then, having 500 people that i'm not that are just not all over the place.

833

02:01:09.330 --> 02:01:19.800

1 - Pedro Adao: Okay, then, then a page challenge will help you do, that the scammers are not willing to pay \$15 to come into your group the haters don't hate you that much.

834

02:01:21.480 --> 02:01:24.120

1 - Pedro Adao: To pay you \$15 to get into your group.

835

02:01:26.130 --> 02:01:38.730

1 - Pedro Adao: The miserable negative people will just comment on your ads but they'll never actually join your page challenge so with the page challenge you you you raise the bar higher enough you get out you cut out all the dummies.

836

02:01:40.620 --> 02:01:50.430

1 - Pedro Adao: You you cut out all the tire kickers and you get more committed people, which means what that means, you have a higher percentage of people showing up on your lives.

837

02:01:50.790 --> 02:01:58.650

1 - Pedro Adao: higher percentage of people doing the homework and you have a higher percentage of people who actually buy from you at the end.

838

02:02:00.360 --> 02:02:11.700

1 - Pedro Adao: And you'll probably have a little bit less noise and customer support and little bit less swirl to deal with from a support standpoint.

839

02:02:20.340 --> 02:02:21.000

1 - Pedro Adao: make sense.

840

02:02:22.440 --> 02:02:24.420

1 - Pedro Adao: that's the free or paid distinction.

841

02:02:26.730 --> 02:02:27.600

1 - Pedro Adao: I have done both.

842

02:02:28.860 --> 02:02:29.610

1 - Pedro Adao: i've done both.

843

02:02:30.930 --> 02:02:45.150

1 - Pedro Adao: I used to run I used to do I sort of doing free challenges or free recall the master classes at that time, when I began running paid challenges and now pretty much back to free challenges.

844

02:02:49.740 --> 02:03:00.600

1 - Pedro Adao: Now, so should your thing be free or paid, some of you have a niche some of you have a niche and your niches more professional more executive.

845

02:03:01.230 --> 02:03:09.540

1 - Pedro Adao: Your niche might be more fancy more white color and they just think free stuff is cheesy they think free stuff is corny.

846

02:03:10.080 --> 02:03:27.810

1 - Pedro Adao: They think free stuff isn't worth much well if your niche already has those if your micro niche already has those beliefs were actually even hurt you to do something free then run something paid, this is where this is where having a micro niche is very important.

847

02:03:29.730 --> 02:03:33.570

1 - Pedro Adao: Some niches don't like the word free don't respond well to free.

848

02:03:35.160 --> 02:03:36.480

1 - Pedro Adao: They want evaluate if it's free.

849

02:03:38.190 --> 02:03:50.670

1 - Pedro Adao: So free versus paid depends on your micro niche okay free versus paid depends also maybe on your offer, but for most of you you're probably going to start out doing a free challenge.

850

02:03:54.360 --> 02:04:05.730

1 - Pedro Adao: i've seen a fair amount of people try and launch with the paid it challenge first and it flopped because they just did not have enough credibility enough so enough proof.

851

02:04:09.750 --> 02:04:20.490

1 - Pedro Adao: It wasn't really a micro niche well enough, and so they weren't able to get someone a complete stranger to give them even \$7 even \$17.

852

02:04:22.230 --> 02:04:22.710

1 - Pedro Adao: Okay.

853

02:04:25.260 --> 02:04:33.810

1 - Pedro Adao: And you're like Pedro it's only \$7, I can tell you it's not only \$7 getting someone from going, let me just make this distinction here.

854

02:04:35.610 --> 02:04:38.670

1 - Pedro Adao: Getting someone from going from being the lead.

855

02:04:44.640 --> 02:04:46.440

1 - Pedro Adao: To a customer.

856

02:04:51.240 --> 02:05:02.520

1 - Pedro Adao: Getting someone from going from being a lead a name and an email address to a paying customer, that is a very big jump even if it's only \$7.

857

02:05:04.980 --> 02:05:05.520

1 - Pedro Adao: Okay.

858

02:05:06.840 --> 02:05:19.680

1 - Pedro Adao: So don't underestimate how awesome it is when someone for the very first time opens up their wallet and gives you money online it's a bigger jump than you realize.

859

02:05:22.650 --> 02:05:32.010

1 - Pedro Adao: And some people i've seen take that jump to prematurely trying to launch a page challenge and it wasn't niched enough it wasn't punchy enough I didn't have enough.

860

02:05:32.730 --> 02:05:42.780

1 - Pedro Adao: proof, and so it flopped when a free challenge can help them get momentum soon Okay, so are you doing a free or paid challenge okay.

861

02:05:44.430 --> 02:05:45.090

1 - Pedro Adao: All right.

862

02:05:46.440 --> 02:05:49.980

1 - Pedro Adao: yeah here we go here's where.

863

02:05:51.960 --> 02:05:56.520

1 - Pedro Adao: Now it's time to name our challenge what's the name what's the name.

864

02:05:57.870 --> 02:06:07.230

1 - Pedro Adao: what's the name of the challenge okay what's the name of the challenge guys Okay, the name should include the length price.

865

02:06:08.820 --> 02:06:20.100

1 - Pedro Adao: The promise or outcome and who it's for okay if you're stuck if you're stuck and don't have an awesome challenge name just yet.

866

02:06:22.410 --> 02:06:24.900

1 - Pedro Adao: then take these four ingredients.

867

02:06:26.370 --> 02:06:29.310

1 - Pedro Adao: Okay, take these four ingredients.

868

02:06:30.540 --> 02:06:44.100

1 - Pedro Adao: So how long is your challenge right how long is your challenge, but in the chat how long your challenge let's just keep using Julius challenge right and let's say Julia is going to do a free challenge okay.

869

02:06:45.120 --> 02:06:50.160

1 - Pedro Adao: so well, let me add, let me ask just Julie, are you going to free or paid for anything.

870

02:06:51.720 --> 02:06:52.560

1 - Julia Gillmor: pray for sure.

871

02:06:52.950 --> 02:06:54.450

1 - Pedro Adao: yeah I will do free okay.

872

02:06:54.870 --> 02:06:57.120

1 - Pedro Adao: So Julia is doing the free once.

873

02:07:00.270 --> 02:07:01.470

1 - Pedro Adao: it's the free.

874

02:07:03.390 --> 02:07:04.230

1 - Pedro Adao: Three day.

875

02:07:06.660 --> 02:07:07.230

1 - Pedro Adao: Okay.

876

02:07:09.150 --> 02:07:15.510

1 - Pedro Adao: Gentlemen, do you have a name for these people, yet, or are you still want to use kind of mine long long adventure mompreneur.

877

02:07:16.350 --> 02:07:16.950

1 - Julia Gillmor: Well, the.

878

02:07:18.180 --> 02:07:23.610

1 - Julia Gillmor: adventure mom adventure mompreneur i'm working on it there's already a half marathon called run like a mother.

879

02:07:26.010 --> 02:07:26.520

1 - Julia Gillmor: Yes.

880

02:07:27.810 --> 02:07:28.860

1 - Julia Gillmor: There already is one.

881

02:07:30.600 --> 02:07:31.350

1 - Pedro Adao: Oh, my goodness.

882

02:07:31.650 --> 02:07:31.950

1 - Julia Gillmor: I know.

883

02:07:32.850 --> 02:07:44.760

1 - Pedro Adao: Okay, you got to call those people and either get permission or see if there if that's not trademarked you might be able to then just run the challenge from run like a mother challenge.

884

02:07:46.530 --> 02:07:47.070

1 - Pedro Adao: Okay.

885

02:07:48.120 --> 02:07:59.370

1 - Pedro Adao: But but let's just say that that's not trademarked are you called them and got permission and they were fine with you, using their name as long as you sold their wins the race.

886

02:08:00.330 --> 02:08:01.500

1 - Julia Gillmor: Usually on mother's day.

887

02:08:03.000 --> 02:08:04.320

1 - Pedro Adao: Okay, then then just happen.

888

02:08:04.620 --> 02:08:07.650

1 - Pedro Adao: yeah okay let's just say it didn't just happen.

889

02:08:09.450 --> 02:08:12.660

1 - Pedro Adao: But let me tell you what, let me tell you what Julia should do.

890

02:08:14.700 --> 02:08:18.180

1 - Pedro Adao: Let me tell you what Julia should do for sure.

891

02:08:19.470 --> 02:08:25.650

1 - Pedro Adao: Next time this comes up she should for sure Julia this could be like my wisdom challenge.

892

02:08:27.810 --> 02:08:33.150

1 - Pedro Adao: This could be like the biggest challenge you do all in one of the biggest things you do all year.

893

02:08:35.880 --> 02:08:39.000

1 - Pedro Adao: Because you got this run like a mother challenge it's this thing.

894

02:08:40.020 --> 02:08:54.240

1 - Pedro Adao: If it's big enough it's big enough right it's this can yes exactly amy, and this can become like an anchor event, you build around Okay, but let's just sit, so you can do the free three day run like a mother.

895

02:08:57.780 --> 02:08:59.070

1 - Pedro Adao: Is it mother mother.

896

02:09:00.690 --> 02:09:01.530

1 - Julia Gillmor: That one's mother.

897

02:09:02.370 --> 02:09:03.210

1 - Pedro Adao: i'm a mother.

898

02:09:04.710 --> 02:09:06.030

1 - Pedro Adao: You on saving better.

899

02:09:07.230 --> 02:09:08.910

1 - Julia Gillmor: that's your gangster P talking.

900

02:09:09.150 --> 02:09:11.310

1 - Pedro Adao: that's even better, or like even better.

901

02:09:12.480 --> 02:09:13.710

1 - Pedro Adao: Like i'm on the challenge.

902

02:09:16.050 --> 02:09:24.600

1 - Pedro Adao: And you're like well it doesn't say who it's, for then she could say for busy moms printers.

903

02:09:27.210 --> 02:09:30.390

1 - Pedro Adao: She can add a tagline it's the free three day.

904

02:09:31.620 --> 02:09:35.460

1 - Pedro Adao: run like a mother challenge for busy moms norms.

905

02:09:38.040 --> 02:09:39.150

1 - Pedro Adao: who want to.

906

02:09:40.290 --> 02:09:44.730

1 - Pedro Adao: For busy mom foreigners looking to do their first half marathon.

907

02:09:46.680 --> 02:09:55.350

1 - Pedro Adao: or or for busy moms foreigners who you know, like you just kind of get a little tagline floating at the end there, low finisher.

908

02:09:56.490 --> 02:09:58.230

1 - Pedro Adao: But you kind of almost.

909

02:10:00.480 --> 02:10:02.280

1 - Pedro Adao: You almost don't need the tagline.

910

02:10:05.220 --> 02:10:10.380

1 - Pedro Adao: because she could actually just some what she could do without is just.

911

02:10:11.400 --> 02:10:24.450

1 - Pedro Adao: With the advertising with the image with the sales copy she just put in the sales copy that this is from all corners right she might not need to put for busy moms.

912

02:10:25.500 --> 02:10:43.290

1 - Pedro Adao: Or the free three day run like a mother challenge, even if you're a busy mom you know how to how to how to crush it or how to kill in or how to you know i'm going to do your next half on your first or next half marathon even if you're a busy mom.

913

02:10:44.340 --> 02:10:45.240

1 - Pedro Adao: Well, there you go.

914

02:10:48.210 --> 02:10:53.100

1 - Pedro Adao: So the name is the free three day run like a mother challenge tagline.

915

02:10:54.570 --> 02:11:01.530

1 - Pedro Adao: Even if this is your first half marathon right and you're and you have no time because you're a busy mom or not.

916

02:11:05.640 --> 02:11:13.830

1 - Pedro Adao: yeah so that so your name and tagline is those four data points is it free or is it paid.

917

02:11:17.220 --> 02:11:20.880

1 - Pedro Adao: How long is it what's the promise who's it for.

918

02:11:22.620 --> 02:11:33.630

1 - Pedro Adao: You got four ingredients trying to wordsmith it to see how can you get those four ingredients in the name and tagline and make it sound cool and make it pop.

919

02:11:35.880 --> 02:11:36.510

1 - Pedro Adao: Okay.

920

02:11:36.660 --> 02:11:36.900

yeah.

921

02:11:37.980 --> 02:11:38.340

1 - Julia Gillmor: on it.

922

02:11:39.930 --> 02:11:57.090

1 - Pedro Adao: Right so so sometimes your creativity needs something to get it going so by giving it these four data points, you can see, is it free or is it paid how long is it what is it what's the big idea what's the promise and then.

923

02:11:58.200 --> 02:11:59.070

1 - Pedro Adao: Who is it for.

924

02:12:05.730 --> 02:12:09.300

1 - Pedro Adao: Alright, the free 31 day wisdom challenge.

925

02:12:11.100 --> 02:12:15.660

1 - Pedro Adao: start your year off by prioritizing the wisdom of God done.

926

02:12:23.790 --> 02:12:31.770

1 - Pedro Adao: And you know it's like it's a super simple okay next thing next thing next thing, are you doing an upsell.

927

02:12:32.940 --> 02:12:41.250

1 - Pedro Adao: And this is not mean the upsell at the back, this means a front end upsell so that you're actually say a front end upsell.

928

02:12:42.450 --> 02:12:47.010

1 - Pedro Adao: If we're my team is here, can we make a note that should say front end upsell.

929

02:12:48.270 --> 02:12:51.090

1 - Pedro Adao: A front end upsell can be like the VIP.

930

02:12:52.350 --> 02:13:03.240

1 - Pedro Adao: It can be a challenge VIP challenge backstage pass, you can sell right remember, I met how many guys were in the lab remember the lab that we did recently the lab where we met.

931

02:13:03.900 --> 02:13:13.020

1 - Pedro Adao: We met Julia in the lab Okay, that was an upsell it was a free moment maker challenge and I gave you guys the chance to join the lab for \$37.

932

02:13:14.250 --> 02:13:15.870

1 - Pedro Adao: Are you going to do an upsell.

933

02:13:20.100 --> 02:13:21.450

1 - Pedro Adao: Are you going to do an upsell.

934

02:13:25.140 --> 02:13:28.740

1 - Pedro Adao: If so, what should it be how much should it be.

935

02:13:30.060 --> 02:13:34.920

1 - Pedro Adao: And you have to be careful to not mess up the offer.

936

02:13:36.960 --> 02:13:43.020

1 - Pedro Adao: And you want to be careful to not do something that makes them not want to show up for the challenge.

937

02:13:48.330 --> 02:13:55.980

1 - Pedro Adao: Okay, so I like to do things that either compliment the challenge compliment what we're doing.

938

02:13:57.120 --> 02:14:08.310

1 - Pedro Adao: But don't take away from what i'm doing you don't want to scratch the itch in the upsell you want to make sure that you complement what you're doing in the challenge.

939

02:14:08.940 --> 02:14:18.000

1 - Pedro Adao: So if you're ever needed, so the simplest thing you can always do with the challenge upsell is do a VIP do a backstage pass.

940

02:14:20.130 --> 02:14:22.980

1 - Pedro Adao: Let them ask questions on a zoom after.

941

02:14:24.450 --> 02:14:26.250

1 - Pedro Adao: After each session.

942

02:14:33.000 --> 02:14:40.890

1 - Pedro Adao: How many of you guys do some one on one coaching or your offer includes some one on one or group coaching.

943

02:14:43.530 --> 02:14:45.000

1 - Pedro Adao: You know what I used to do.

944

02:14:46.530 --> 02:14:48.570

1 - Pedro Adao: As an upsell in the early days.

945

02:14:50.460 --> 02:14:52.950

1 - Pedro Adao: or we're just our free challenge.

946

02:14:54.570 --> 02:14:55.590

1 - Pedro Adao: And then.

947

02:14:58.110 --> 02:15:04.650

1 - Pedro Adao: befriend the VIP idea I need a free challenge, and then I would just let people like um.

948

02:15:05.790 --> 02:15:09.870

1 - Pedro Adao: I would basically sell my time I would give them a one on one.

949

02:15:11.190 --> 02:15:13.380

1 - Pedro Adao: I would do a one on one, and it was like.

950

02:15:15.990 --> 02:15:18.060

1 - Pedro Adao: The first time I did it I think he was like.

951

02:15:19.980 --> 02:15:27.630

1 - Pedro Adao: 500 bucks or 1000 bucks for like 30 minutes.

952

02:15:29.010 --> 02:15:29.520

1 - Pedro Adao: Okay.

953

02:15:31.020 --> 02:15:41.400

1 - Pedro Adao: So I think it was, I think it was \$1,000 no there's \$1,000 for an hour, the first time I did this, it was a free challenge and I just sold my upsell was.

954

02:15:42.450 --> 02:15:47.730

1 - Pedro Adao: Before I knew before and idea VIP my first idea was 997 for an hour of my time.

955

02:15:48.780 --> 02:15:50.940

1 - Pedro Adao: 1000 bucks now okay.

956

02:15:52.410 --> 02:15:54.360

1 - Pedro Adao: that's what I was first kind of getting started.

957

02:15:55.770 --> 02:15:59.850

1 - Pedro Adao: Okay now here's a crazy idea I did this.

958

02:16:01.020 --> 02:16:05.190

1 - Pedro Adao: I did this more as a strategic.

959

02:16:06.870 --> 02:16:09.570

1 - Pedro Adao: I did this more for positioning.

960

02:16:12.510 --> 02:16:15.390

1 - Pedro Adao: than to actually make money, let me explain.

961

02:16:18.210 --> 02:16:25.380

1 - Pedro Adao: I wanted I wanted people to see that I charged \$1,000 for an hour of my time.

962

02:16:29.100 --> 02:16:33.090

1 - Pedro Adao: I didn't expect northern I care if anybody even bought it.

963

02:16:35.550 --> 02:16:51.660

1 - Pedro Adao: is one of them, because they came in through a free challenge I didn't want them to devalue me or the experience, so I said hey if you want an hour of my time it's \$1,000 click here to buy that or click here to go to the Facebook group.

964

02:16:54.180 --> 02:17:10.500

1 - Pedro Adao: Why did I pick \$1,000 because the course or the or the other course the training program I was selling at the end of the challenge was 995 so I wanted them to think wait a minute.

965

02:17:11.550 --> 02:17:15.840

1 - Pedro Adao: I can spend \$1,000 to get one hour with Pedro one on one.

966

02:17:17.100 --> 02:17:34.350

1 - Pedro Adao: Or, I can spend \$1,000 to spend 12 months with him and this awesome Community that's an incredible deal and they then they were then join the program so that's called price anchoring price marinating.

967

02:17:37.530 --> 02:17:45.150

1 - Pedro Adao: And at that time I wasn't spending a huge amount of money on ads yet so I did not need the upfront revenue yes melton it's pretty smart right.

968

02:17:49.350 --> 02:17:51.060

1 - Pedro Adao: But then guess what happened.

969

02:17:53.160 --> 02:17:54.210

1 - Pedro Adao: People sort of buying it.

970

02:17:57.450 --> 02:18:08.820

1 - Pedro Adao: i'm like i'm like wait what is going on i'm getting like my my admin within be like hey I need a book this hour and again your calendar for an hour i'm like why.

971

02:18:09.300 --> 02:18:19.500

1 - Pedro Adao: Oh it's you know the sky bill oh my who the hell is bill is i'm like I don't know any bills he's like dude he he bought \$1,000 from our your time i'm like what.

972

02:18:20.820 --> 02:18:22.260

1 - Pedro Adao: i'm like no I don't want to do that.

973

02:18:24.030 --> 02:18:27.510

1 - Pedro Adao: Like I don't actually want to I don't want to give them an hour for only 1000 bucks.

974

02:18:27.990 --> 02:18:38.490

1 - Pedro Adao: So I did a couple of them, they were fun, but i'm like, no, no, I don't want to do that anymore it's too cheap so, then I raised the price I did \$1,000 for 30 minutes people kept buying that.

975

02:18:39.030 --> 02:18:43.020

1 - Pedro Adao: I think that's the point rooms like 1000 bucks for like 15 minutes and we'll get them now I got rid of it.

976

02:18:45.090 --> 02:18:47.730

1 - Pedro Adao: Because I just don't want you know, because this one so much time, but you guys see the point.

977

02:18:49.260 --> 02:18:51.360

1 - Pedro Adao: The point is, like, I was able to like.

978

02:18:52.680 --> 02:18:56.640

1 - Pedro Adao: position myself and a value right up front.

979

02:18:59.820 --> 02:19:07.860

1 - Pedro Adao: And then, when they saw my offer they would compare this offer to that price see it was great value which it is and then move forward.

980

02:19:09.150 --> 02:19:12.840

1 - Pedro Adao: Now if you're in a place in your life you're like Pedro I wouldn't mind doing.

981

02:19:14.400 --> 02:19:22.050

1 - Pedro Adao: 1000 bucks an hour i'm going to bucks an hour, then no problem, put it there, let people buy and do them and it's it's great.

982

02:19:23.580 --> 02:19:27.840

1 - Pedro Adao: Or you know or give them a taste give him 15 minutes.

983

02:19:28.980 --> 02:19:38.340

1 - Pedro Adao: Your upsell can be a VIP backstage pass zoom Q amp a and a 15 minute one on one a 30 minute one on one.

984

02:19:39.360 --> 02:19:48.540

1 - Pedro Adao: or 30 minute one on one if you are selling one on one coaching and you are not offering something like this, I think you're crazy.

985

02:19:50.790 --> 02:19:57.660

1 - Pedro Adao: If you're going to sell people on how awesome you are as a one on one coach Why would you not give them a sample of how awesome it is.

986

02:20:02.190 --> 02:20:06.090

1 - Pedro Adao: And you can bundle in some one on one time into your.

987

02:20:07.290 --> 02:20:10.740

1 - Pedro Adao: upsell into your VIP upgrade make sense.

988

02:20:18.690 --> 02:20:19.080

1 - Pedro Adao: Okay.

989

02:20:20.130 --> 02:20:27.060

1 - Pedro Adao: last thing and we're almost done we're doing good wait when did this thing start oh oh we're over okay.

990

02:20:28.260 --> 02:20:30.780

1 - Pedro Adao: we're doing good, but now i'm on the plane here.

991

02:20:33.420 --> 02:20:34.890

1 - Pedro Adao: All right, um.

992

02:20:36.510 --> 02:20:47.280

1 - Pedro Adao: last couple of ideas, your challenge, even if it's free, you may want to consider offering some bonuses with your challenge.

993

02:20:50.820 --> 02:21:00.960

1 - Pedro Adao: Even if it's free, you may want to consider offering some bonuses why because even a free challenge is in and of itself an offer.

994

02:21:02.700 --> 02:21:11.910

1 - Pedro Adao: Your free challenge is a free challenge offer as you guys have learned from me and probably number four is hot offers need bonuses.

995

02:21:12.780 --> 02:21:24.540

1 - Pedro Adao: So what, so why not offer a free bonus when someone hey and when you sign up for my when you sign up for my three day run like a mother challenge.

996

02:21:25.140 --> 02:21:38.700

1 - Pedro Adao: Just for signing up i'm going to send you my my checklist my tense my 10 piece my 10 step checklist for this from a send you an interview I did with.

997

02:21:39.150 --> 02:21:54.480

1 - Pedro Adao: Suzy homemaker she's done 100 half marathons and she's incredible and I interviewed her for half an hour on you know, and you get that interview or you'll get a calendar, you know or you're going to get something cool.

998

02:21:55.590 --> 02:22:05.100

1 - Pedro Adao: Something cool a time saver a money saver something cool just for signing up for the free challenge.

999

02:22:06.810 --> 02:22:10.500

1 - Pedro Adao: You can you can include one or two or you know how many one or two is enough.

1000

02:22:12.540 --> 02:22:23.280

1 - Pedro Adao: So what's a cool bonus, you can give for people when they sign up for your challenge if you already have a lead magnet that's converting really well that's an obvious choice.

1001

02:22:27.450 --> 02:22:36.120

1 - Pedro Adao: Okay, and then lastly guys when are you going to run your challenge, which of course don't you can start thinking about that now.

1002

02:22:37.050 --> 02:22:47.520

1 - Pedro Adao: I already kind of gave you guys a little idea about that, obviously, you know I want you guys, to start with plan as much as I, like you, guys take immediate immediate action.

1003

02:22:48.180 --> 02:23:05.430

1 - Pedro Adao: Of course i'd rather send you guys run your challenge after the workshop, and so, some of you may do a challenge as early as Monday June 6 some you're going to do it Monday June 13 if you're running a three day challenge you don't need to start on Monday.

1004

02:23:08.280 --> 02:23:14.430

1 - Pedro Adao: Some of you might do a three day challenge and start on the ninth 910 11 or eight 910.

1005

02:23:15.690 --> 02:23:25.410

1 - Pedro Adao: Okay, so start thinking about your challenge start date but i'm going to really going to help you nail that down at the workshop, so all right guys.

1006

02:23:27.960 --> 02:23:29.340

1 - Pedro Adao: All right, all of that.

1007

02:23:32.220 --> 02:23:39.930

1 - Pedro Adao: um i've challenged design, I gave you guys some cool little advanced stuff to some super ninja stuff I do.

1008

02:23:43.980 --> 02:23:49.980

1 - Pedro Adao: So how many of you guys feel way more prepared actually start designing your challenge.

1009

02:23:55.170 --> 02:23:59.850

1 - Pedro Adao: or some Okay, I promised I would talk to two more people.

1010

02:24:01.230 --> 02:24:02.640

1 - Pedro Adao: I don't know if they're still here.

1011

02:24:03.660 --> 02:24:09.990

1 - Pedro Adao: If they're not still here, open up to other people, but I was gonna promise to check in with.

1012

02:24:12.420 --> 02:24:16.020

1 - Pedro Adao: One of them was those becca know back and still hear.

1013

02:24:17.520 --> 02:24:18.450

1 - Pedro Adao: back, are you here.

1014

02:24:20.910 --> 02:24:21.360

1 - Becca McLean: i'm here.

1015

02:24:22.020 --> 02:24:23.040

1 - Pedro Adao: hey what's up.

1016

02:24:26.910 --> 02:24:27.930

1 - Pedro Adao: what's up becca.

1017

02:24:29.340 --> 02:24:31.170

1 - Becca McLean: i'm driving to reading right now.

1018

02:24:33.390 --> 02:24:33.600

1 - Becca McLean: yeah.

1019

02:24:35.370 --> 02:24:37.020

1 - Pedro Adao: awesome so.

1020

02:24:40.230 --> 02:24:40.680

1 - Pedro Adao: yeah go ahead.

1021

02:24:41.250 --> 02:24:50.040

1 - Becca McLean: About pricing, so I feel like I have really far nice down already I feel like i'm ready to go with my challenge, I even have some copy written.

1022

02:24:51.300 --> 02:25:02.040

1 - Becca McLean: So my question, though, is that i'm not confident in my pricing really also I struggled with the very last question in the packet at the very end, I can't pull it up right now but.

1023

02:25:03.750 --> 02:25:10.140

1 - Becca McLean: I know what I want to take my like my who to I know who I want them to become and the journey that i've gone on.

1024

02:25:11.580 --> 02:25:19.080

1 - Becca McLean: But at the same time i'm like okay what am I charging for that and I wrote down in the last packet I.

1025

02:25:22.080 --> 02:25:30.930

1 - Becca McLean: Think I wanted, I actually wanted to do like a group coaching program via zoom or in person in my class because I currently teach women's jujitsu.

1026

02:25:32.250 --> 02:25:32.850

1 - Becca McLean: in person.

1027

02:25:33.990 --> 02:25:38.700

1 - Becca McLean: i'm trying to get that part figured out for my challenge like for the end of my challenge.

1028

02:25:39.900 --> 02:25:43.140

1 - Pedro Adao: Okay, so it's a pricing issue, and what I mean and.

1029

02:25:44.220 --> 02:25:51.570

1 - Pedro Adao: Then, of course, you know you could just look at the road here, so what exactly is the issue with the pricing question like what is the actual question like.

1030

02:25:52.050 --> 02:25:56.100

1 - Pedro Adao: ask me a specific question about the pricing like what what has you struggling about the price.

1031

02:25:56.760 --> 02:26:14.250

1 - Becca McLean: I don't know if that is not enough or too much because I wanted to at the end of my challenge i'm going to do a three day challenge for moms mental self Defense for moms and, at the end of that time, I want to offer a coaching package which is like a group coaching package.

1032

02:26:15.720 --> 02:26:16.320

1 - Becca McLean: Where.

1033

02:26:17.910 --> 02:26:20.760

1 - Becca McLean: I do, I think I want to run or four or six weeks.

1034

02:26:22.470 --> 02:26:29.160

1 - Pedro Adao: Okay, all right, let me jump in here cool cool okay alright guys so listen here's how pricing.

1035

02:26:29.190 --> 02:26:30.540

1 - Pedro Adao: How many guys are having pricing.

1036

02:26:31.950 --> 02:26:33.900

1 - Pedro Adao: Pricing okay all right.

1037

02:26:35.220 --> 02:26:47.400

1 - Pedro Adao: So totally normal totally normal, because now it's like oh man I gotta put a price on this now also know this it's gonna be it's more emotional than you realize.

1038

02:26:49.110 --> 02:26:55.380

1 - Pedro Adao: it's more emotional than your real life now you're having now you're having questions about self worth.

1039

02:26:57.030 --> 02:27:09.120

1 - Pedro Adao: And you got all is a lot of emotional a lot of beliefs, limiting beliefs, that are affecting how you think about pricing okay so just be aware it's probably a lot more.

1040

02:27:11.310 --> 02:27:18.870

1 - Pedro Adao: You know if you're having trouble with pricing know that could be why it might be a lot being stirred up under the surface and you realize okay.

1041

02:27:21.150 --> 02:27:39.990

1 - Pedro Adao: So one way to help them stay out of that is also just do some market research well where else where else can my who go do something like this, where else where else are they doing something like this now what are they charging what are they giving.

1042

02:27:42.030 --> 02:27:44.130

1 - Pedro Adao: How is mine different better.

1043

02:27:50.310 --> 02:27:51.660

1 - Pedro Adao: that's one way of doing it.

1044

02:27:52.980 --> 02:27:54.960

1 - Pedro Adao: Not the only way, one way.

1045

02:27:58.590 --> 02:28:04.260

1 - Pedro Adao: The other than way to approach it is to look at the value of the solution, you are offering.

1046

02:28:09.120 --> 02:28:10.710

1 - Pedro Adao: Okay, so.

1047

02:28:12.090 --> 02:28:15.570

1 - Pedro Adao: If I was teaching self Defense to females.

1048

02:28:16.830 --> 02:28:21.330

1 - Pedro Adao: I think that's what becca says like mental self Defense was ever.

1049

02:28:23.610 --> 02:28:26.850

1 - Pedro Adao: Mental self Defense okay let's just say, let me make some stuff up.

1050

02:28:27.870 --> 02:28:34.500

1 - Pedro Adao: Because Beck is driving and she's on the road, I think she's on the Internet don't work on that road right.

1051

02:28:36.480 --> 02:28:44.370

1 - Pedro Adao: Like i've been on that road that it just sucks so becca is doing mental self Defense.

1052

02:28:45.510 --> 02:28:53.670

1 - Pedro Adao: let's just say back guys offer is a program for four weeks or six weeks, where.

1053

02:28:56.040 --> 02:29:00.540

1 - Pedro Adao: she's going to teach something that she absolutely knows.

1054

02:29:01.830 --> 02:29:07.320

1 - Pedro Adao: will reduce the a woman's chance of being assaulted.

1055

02:29:09.390 --> 02:29:14.040

1 - Pedro Adao: abducted ranked whenever reduce the risk of that.

1056

02:29:15.840 --> 02:29:17.610

1 - Pedro Adao: let's just say 98%.

1057

02:29:20.550 --> 02:29:30.900

1 - Pedro Adao: let's say becca has so much proof of women telling her that something happened, she was approached by somebody she used this exact strategy.

1058

02:29:33.810 --> 02:29:35.220

1 - Pedro Adao: And literally avoided.

1059

02:29:36.810 --> 02:29:39.570

1 - Pedro Adao: bad thing after bad thing after bad thing.

1060

02:29:41.970 --> 02:29:42.930

1 - Pedro Adao: Now, this is a very.

1061

02:29:45.960 --> 02:29:47.340

1 - Pedro Adao: As an extreme example.

1062

02:29:49.170 --> 02:29:56.490

1 - Pedro Adao: Is extreme example I promise you pick another example i'm already kind of too deep in it to walk away from it and so.

1063

02:30:03.540 --> 02:30:06.570

1 - Pedro Adao: let's talk we're talking about value talking about value.

1064

02:30:12.510 --> 02:30:15.780

1 - Pedro Adao: What is the value of knowing what to do.

1065

02:30:16.830 --> 02:30:18.210

1 - Pedro Adao: In a situation.

1066

02:30:20.400 --> 02:30:28.020

1 - Pedro Adao: That prevented you from being molested or raped, abused assaulted like what value would you put on that.

1067

02:30:32.280 --> 02:30:40.890

1 - Pedro Adao: I know, in the work that I do so many of the people that we help get healed from past traumas are these experiences.

1068

02:30:42.930 --> 02:30:55.260

1 - Pedro Adao: And how 20 3040 years later they're still actually struggling because of things that so again extreme example, but this is the example that I was given.

1069

02:30:59.850 --> 02:31:03.780

1 - Pedro Adao: So becca let's just say back as a program and \$1,000.

1070

02:31:08.190 --> 02:31:20.610

1 - Pedro Adao: And someone's like wow that's expensive I could go buy this I can go buy a book on it for \$17 or I can buy there's this other little online self Defense course for \$17 I can buy.

1071

02:31:21.720 --> 02:31:30.090

1 - Pedro Adao: that's great and and, mind you, that in no way, am I saying that you should just charge a ton more.

1072

02:31:31.260 --> 02:31:39.510

1 - Pedro Adao: Without having my a really comprehensive awesome I don't just charge a lot like give a lot to.

1073

02:31:42.540 --> 02:31:43.380

1 - Pedro Adao: However.

1074

02:31:45.840 --> 02:31:53.730

1 - Pedro Adao: Like if she's worried about like if she feels good about the price, given what that what she's willing to offer at that price.

1075

02:31:55.500 --> 02:32:06.270

1 - Pedro Adao: Now a final check point is, what is the value of this offer, what is it worth to now show, of course, it can't guarantee that nothing bad will ever happen.

1076

02:32:08.190 --> 02:32:14.880

1 - Pedro Adao: What a 99.8% chance less or a 9398 whatever the number is.

1077

02:32:18.810 --> 02:32:24.330

1 - Pedro Adao: it's like really new to go drop 1000 bucks in a pair of shoes, but she went back thousand bucks to protect yourself.

1078

02:32:26.100 --> 02:32:26.670

1 - Pedro Adao: Really.

1079

02:32:38.100 --> 02:32:49.230

1 - Pedro Adao: hey drawn that's taken advantage of people's fears I don't well don't do that don't take advantage of people's fears help people help people.

1080

02:32:50.250 --> 02:32:53.940

1 - Pedro Adao: Actually properly assess how they spend their time and money.

1081

02:32:59.370 --> 02:33:13.050

1 - Pedro Adao: playing on someone fears is saying oh becky I just put your address in my in in the in my little computer here, you know there's 15 sex offenders within two blocks of you.

1082

02:33:15.330 --> 02:33:19.410

1 - Pedro Adao: Thank you, how do you sleep at night, knowing this, how do you want to the non you walk your dog.

1083

02:33:20.550 --> 02:33:22.770

1 - Pedro Adao: See now i'm using fear.

1084

02:33:24.990 --> 02:33:27.750

1 - Pedro Adao: Now we're using fear to scare someone don't do that.

1085

02:33:31.380 --> 02:33:35.820

1 - Pedro Adao: But many of us need to be putting a place of sobriety.

1086

02:33:38.730 --> 02:33:44.850

1 - Pedro Adao: Where we actually can make a drill value decision because most of us are going through life unconscious.

1087

02:33:49.080 --> 02:34:00.390

1 - Pedro Adao: And of course i'd much rather go buy another pair of sneakers another you know something fun, something you know versus actually investing in something that could literally help save my life.

1088

02:34:03.330 --> 02:34:06.030

1 - Pedro Adao: If you sell something that people need.

1089

02:34:07.050 --> 02:34:12.630

1 - Pedro Adao: like this, this is even more important, we don't buy what we need.

1090

02:34:16.920 --> 02:34:25.680

1 - Pedro Adao: So if you're going to sell something like this stuff that people that these people need becca has two options, make it super fun.

1091

02:34:26.940 --> 02:34:29.610

1 - Pedro Adao: A hot fun sexy cool way to do it.

1092

02:34:32.040 --> 02:34:42.330

1 - Pedro Adao: or she has to create an environment where she can hit him with a brick in the head for to kind of wake them up for a second long enough to make a value decision.

1093

02:34:44.520 --> 02:34:49.110

1 - Pedro Adao: You know, one or two options either make it fun so when you make them want to buy it.

1094

02:34:52.740 --> 02:35:10.920

1 - Pedro Adao: Either you how many guys have had a dog who's been sick and you put the medicine in a piece of bacon you wrap the medicine and bacon wrapped in in ham peanut butter either you take what you have your take your pill, and you put peanut butter around it, which is my preferred method.

1095

02:35:14.880 --> 02:35:21.000

1 - Pedro Adao: figure a way to do that, first, if you can't figure out how to do that, then you just make the dog.

1096

02:35:21.510 --> 02:35:28.230

1 - Pedro Adao: want to take the pill knowing it's a pill well that's done that's thanks little that's different now now you're going to create.

1097

02:35:28.860 --> 02:35:42.330

1 - Pedro Adao: Then you have to kind of interrupt their pattern interrupt their thinking interrupt their unconscious trip and be like dude this matters when I was in life insurance business, we had to do sometimes we have guys that would want to buy life insurance.

1098

02:35:43.980 --> 02:35:45.660

1 - Pedro Adao: Oh, my did you have a wife and kids.

1099

02:35:46.800 --> 02:35:51.510

1 - Pedro Adao: When if you die so figured out she's cute to find someone else.

1100

02:35:52.890 --> 02:35:54.300

1 - Pedro Adao: i'm like bro are you serious I know.

1101

02:35:58.620 --> 02:36:03.060

1 - Pedro Adao: I might do like i'll walk out this House right now, no problem i'm like my bro are you for real.

1102

02:36:03.750 --> 02:36:15.060

1 - Pedro Adao: like this is your wife and your kids and you honestly don't care that something happened to you like like your wife would be on tinder two days after you know you know that right you're okay with this.

1103

02:36:19.410 --> 02:36:27.930

1 - Pedro Adao: And now we're trying to make it fun and play you know I try and be but i'm trying to like really just like have this guy like dude like don't be an idiot do something.

1104

02:36:30.030 --> 02:36:44.610

1 - Pedro Adao: Do something to protect your family right i'm trying to just to kind of create a moment of likes I call it a moment of sobriety so some of you sell stuff that is more in the need category, you have to kind of kind of interrupt their.

1105

02:36:47.370 --> 02:36:48.180

1 - Pedro Adao: stupid thinking.

1106

02:36:51.000 --> 02:36:59.490

1 - Pedro Adao: interrupt their thinking that doesn't quite value what you're offering enough give them to me that's loving people well and serving them well.

1107

02:37:02.340 --> 02:37:04.470

1 - Pedro Adao: But the better approach is to make them one.

1108

02:37:06.780 --> 02:37:09.270

1 - Pedro Adao: By putting it in the peanut butter, by putting in the ice cream.

1109

02:37:19.650 --> 02:37:20.880

1 - Pedro Adao: Let me put this whole thing around.

1110

02:37:25.140 --> 02:37:26.760

1 - Pedro Adao: With becca actually.

1111

02:37:28.770 --> 02:37:29.670

1 - Pedro Adao: Had a.

1112

02:37:31.980 --> 02:37:32.640

1 - Pedro Adao: fashion.

1113

02:37:33.690 --> 02:37:37.110

1 - Pedro Adao: blog but it back it was actually really into fashion.

1114

02:37:39.570 --> 02:37:49.080

1 - Pedro Adao: And like shoes dresses Michelle like a little fashion line shoe line, what if she was really in it that right.

1115

02:37:50.370 --> 02:37:52.020

1 - Pedro Adao: Just example and like.

1116

02:37:53.250 --> 02:38:04.110

1 - Pedro Adao: So what if she was able to use something that she knew her who loves to do to to buy and do and then oh hey, by the way.

1117

02:38:08.700 --> 02:38:18.330

1 - Pedro Adao: i've got this class, you can watch it online check this out here's this thing I do every time someone buys a driving right they sell them what they want to buy give them what they need.

1118

02:38:23.520 --> 02:38:29.010

1 - Pedro Adao: What they want to buy give them what they need okay so sometimes some of you guys are just kind of beating against a brick wall.

1119

02:38:30.330 --> 02:38:33.630

1 - Pedro Adao: you're trying so hard to be in the moment and that they need what you have.

1120

02:38:35.400 --> 02:38:36.210

1 - Pedro Adao: And it's not working.

1121

02:38:40.020 --> 02:38:45.720

1 - Pedro Adao: So how do you take what you have and connected to what they actually want.

1122

02:38:46.950 --> 02:38:56.400

1 - Pedro Adao: As a bonus as a secondary offer or on you put the peanut butter ice cream around it one of this.

1123

02:38:57.870 --> 02:39:02.940

1 - Pedro Adao: Alright alright guys I think serena's here so Irene us coming to you.

1124

02:39:04.140 --> 02:39:07.650

1 - Pedro Adao: let's just checking with you real quick, as I was talking to you guys.

1125

02:39:10.680 --> 02:39:14.190

1 - Pedro Adao: i'm sorry quick thought question or share, how are you.

1126

02:39:14.610 --> 02:39:16.410

1 - Saireen Neilsen: i'm well, thank you Peggy Oh, how are you.

1127

02:39:16.560 --> 02:39:27.990

1 - Saireen Neilsen: Good i'm so grateful for this Community, and you and letting me be here i'm so honored I just want to share real quick with you, since I talked to you last which was last year.

1128

02:39:28.620 --> 02:39:42.660

1 - Saireen Neilsen: I ended up taking to heart about doing a movement, and so it was interesting because I was all about loving men of positivity right which is about being strong healthy sexy and thriving during menopause.

1129

02:39:43.200 --> 02:39:48.420

1 - Saireen Neilsen: and love it and i'm trying to get women to love menopause as opposed to struggle with it.

1130

02:39:48.660 --> 02:40:03.810

1 - Saireen Neilsen: No right, so I actually ended up doing a movement, and when I, and I want to thank you, because what she did was she nominated me she knew what my what my passion, was to help menopausal women that are struggling and she asked me to.

1131

02:40:05.430 --> 02:40:06.660

1 - Saireen Neilsen: go into this.

1132

02:40:09.450 --> 02:40:17.610

1 - Saireen Neilsen: Actually, she nominated me so i've been given an award and I thought, no one's gonna listen to me, what do I have to offer because I didn't I wasn't really launched at that time.

1133

02:40:18.150 --> 02:40:27.450

1 - Saireen Neilsen: But I ended up, I have to read this because it's crazy I want a global win award which is women's innovators and inventors award.

1134

02:40:28.710 --> 02:40:41.580

1 - Saireen Neilsen: And it's crazy because you know pedal like if we didn't have this conversation I wouldn't have thought about having a movement I wouldn't have thought about these women need to be heard and seen.

1135

02:40:43.470 --> 02:40:45.660

1 - Saireen Neilsen: Is that and I just want to say thank you.

1136

02:40:46.080 --> 02:40:51.990

1 - Pedro Adao: Oh cool supermarket guys i'm yeah we met, I met during the last year and and she's like a.

1137

02:40:53.070 --> 02:41:06.810

1 - Pedro Adao: she's a coach and she helps women were in menopause and she got this really cool like does a cool way of rethinking about reframing it rethinking and she helps and you know there's some real like hot flashes and other real you know there's some serious things that happened there.

1138

02:41:07.170 --> 02:41:11.310

1 - Pedro Adao: yeah and so we're kind of we helps our new master kind of get a little bit down in and more clear and.

1139

02:41:12.930 --> 02:41:17.100

1 - Pedro Adao: that's pretty awesome so Irene guys you like, I said, you have no idea.

1140

02:41:18.330 --> 02:41:21.570

1 - Pedro Adao: what's, on the other side of you just doing this stuff like.

1141

02:41:22.860 --> 02:41:36.390

1 - Pedro Adao: You don't know you know you just awards are cool you know revenues cool helping people to school, but you know i'm telling you guys the impact that you're going to make when you actually show up and do this it's unreal.

1142

02:41:37.680 --> 02:41:51.450

1 - Pedro Adao: I mean, I get dmc every day from people who literally are telling me things that like are unbelievable like like Oh, I was in this challenge, I saw you then you told me this right so then i'm like oh my God it's so fun.

1143

02:41:52.680 --> 02:41:58.830

1 - Pedro Adao: And so called limits right, so you guys are on the journey, I know it's Saturday i've kept you guys here long enough.

1144

02:42:01.200 --> 02:42:09.030

1 - Pedro Adao: I love you guys to go alive or the next day or two biggest takeaways i'm alive number one biggest takeaways from today's training.

1145

02:42:10.260 --> 02:42:22.950

1 - Pedro Adao: i'm work on this worksheet if you have questions about you know 45 you have your hand up submit those questions guys to crush it questions calm.

1146

02:42:23.580 --> 02:42:35.580

1 - Pedro Adao: Because we pull those questions i'll have my team for those questions look at them and I pick the top five or seven ish questions that are the most common that all you guys are asking okay.

1147

02:42:37.140 --> 02:42:38.280

1 - Pedro Adao: Around around around right.

1148

02:42:40.680 --> 02:42:48.060

1 - Pedro Adao: So, then we can kick off our next session which with those questions what's our next session Pedro it's, I believe, on Tuesday.

1149

02:42:50.790 --> 02:42:54.960

1 - Pedro Adao: And we're going to be talking about or Pedro I got my challenge name.

1150

02:42:56.010 --> 02:43:04.590

1 - Pedro Adao: What am I, how do I, what do I teach How long do I teach what do I have are organized my content that's another that's Tuesday.

1151

02:43:05.640 --> 02:43:14.100

1 - Pedro Adao: All about outlining the challenge your challenge content outline you saw me do a little bit today with Julie right.

1152

02:43:14.610 --> 02:43:23.220

1 - Pedro Adao: They want to do this day to that was just me riffing i'm not sure you guys how to think about that, on Tuesday okay so.

1153

02:43:23.790 --> 02:43:39.690

1 - Pedro Adao: How many you guys today was a big deal for you like, how many of you like it started like okay like it like really started coming together Okay, I hope so, because today, this is kind of like the main framework it's kind of like the.

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02:43:41.400 --> 02:43:46.800

1 - Pedro Adao: Just kind of like the main thing, so you know, hopefully, once we put this thing down now it's like.

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02:43:48.090 --> 02:43:57.510

1 - Pedro Adao: it's like legos Now you can kind of connect the pieces, this is the main piece, so I know so thanks for hanging in with me and yourself is last few days.

1156

02:43:58.110 --> 02:44:05.970

1 - Pedro Adao: Because I know that can be a little bit theoretical to feel a little bit like oh my gosh Pedro i'm all over the place, and now our challenge framework has given you.

1157

02:44:07.440 --> 02:44:09.480

1 - Pedro Adao: Some foundational things to lock it into.

1158

02:44:10.650 --> 02:44:23.130

1 - Pedro Adao: love you guys so much have an amazing Memorial Day weekend and let you guys go live tag me in your lives biggest nugget biggest takeaway drop your questions at [crush it questions.com](http://crushitquestions.com).

1159

02:44:24.360 --> 02:44:36.000

1 - Pedro Adao: Make sure you got the workshop down from next week it's not too late to join us in Vegas if you've been thinking about it it's not too late to say, I want to come.

1160

02:44:37.920 --> 02:44:41.670

1 - Pedro Adao: love you guys so much have an amazing weekend, it was a super fun session.

1161

02:44:42.690 --> 02:44:50.430

1 - Pedro Adao: Work on work, work, work, work on your worksheets and we'll see you guys Tuesday till then take care.