

- 1 Run a brainstorming session around a current project or problem
- 2 Use one or more of the brainstorming methods from the call
- 3 Go through the Realist and Critic Process
- 4 Implement solution if possible
- 5 Share your experience, insights, and solution in main Agoge Chat

1. Not many people respond to my outreach

2. Reverse thinking and free flowing words.

What would the most terrible outreach contain? An offensive headline, something that triggers them, something negative about them. A salesly headline, something that immediately triggers the sales guard - overpromising claim that sounds bullshit, headlines that come from chatgpt. Something they have seen 100 times. Something that is completely irrelevant to their current situation. Something they don't care about.

A body that is not concise, it's too long, not personal, only talks about myself. Do not focus on the good outcomes for the people reading the outreach. Very long, hard to read with strange words.

Insulting the business owner. Say how bad he is, say how bad his product is. Say how he has wasted his potential. Talk negatively about his business. Spits out ideas without having a clue what he really wants.

Tell him that I can help him without backing it up with proof or results for other people. I'm not solving any problems, I'm just showing up, giving critique and saying they need to change without giving any value.

3. Realistic and critical process.

- Convergent thinking:

The most important concept is being short and concise, focusing on the reader and focus on the desired outcomes I can provide for them.

They need to feel like there is something for them to get from my outreach. They need to feel like there is something to win and some value from it.

By focusing on their desires and not mentioning "I" too much will ensure that.