

42

00:17:12.930 --> 00:17:13.680

Scott Benham: SUP everybody.

43

00:17:15.840 --> 00:17:17.040

Scott Benham: good to see you guys.

44

00:17:18.120 --> 00:17:20.520

Scott Benham: See those faces wave if you can hear me.

45

00:17:21.600 --> 00:17:25.290

Scott Benham: No live stream issues over here all right, none of that let's not bring that.

46

00:17:26.910 --> 00:17:35.970

Scott Benham: let's not bring that over here hey guys it's good to see you, my name is Scott venom I am excited to be a part of the crusher lab.

47

00:17:36.510 --> 00:17:40.890

Scott Benham: For those of you don't know me i've been with Pedro for about this going on my third year.

48

00:17:41.340 --> 00:17:51.960

Scott Benham: And we launched crushed with challenges together, from the very beginning and i'm here to serve you Okay, I am the main trainer in crush it you, which is our.

49

00:17:52.740 --> 00:18:06.000

Scott Benham: it's our program here that where we teach people how to launch grow and scale their businesses with challenges and today we're going to focus and we're going to apply what we got what we learned today on our micro niche yesterday we kind of.

50

00:18:07.050 --> 00:18:16.170

Scott Benham: We hit the top of the waves on micro niche right we hit the top of the ways, but today it's about going deep okay today's about going to up so here's what I want to do okay here's what we're gonna do.

51

00:18:18.450 --> 00:18:28.950

Scott Benham: we're not going to get started until the live Stream is done right, but what I want to do is, I want to start to see in the chat what does your mind like what do you think your micro niches you might not know with.

52

00:18:29.610 --> 00:18:36.150

Scott Benham: certainty, but what do you think your micro niches I want to look at the chat and see as we get ready for page or here in the in the.

53

00:18:36.840 --> 00:18:38.550

Scott Benham: In the VIP alright, and the crusher.

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00:18:39.300 --> 00:18:51.330

Scott Benham: sound good so let's see let's let's let's look at it, whether you're in Room one or room two as we've got this supernatural connection with our team that we're going to be communicating back and forth so we're going to see your comments, no matter what room you're in.

55

00:18:52.410 --> 00:18:59.250

Scott Benham: frustrated firearms instructors moms who want to learn to protect themselves good.

56

00:19:00.810 --> 00:19:04.560

Scott Benham: This all right now starting to go let's see let's see let's see.

57

00:19:06.180 --> 00:19:21.330

Scott Benham: Parents homeschooling your teenagers need help teaching financial literacy okay good good good stress our end from 35 to 45 alright so here's what I want to do Okay, I want to, I want to kind of tweet her out things where i've seen kind of common.

58

00:19:22.680 --> 00:19:33.240

Scott Benham: misconceptions but common miss applications so just raise your hand there is like, if you believe this statement, there is no transformation without application.

59

00:19:35.850 --> 00:19:40.740

Scott Benham: For you, before you leave that there is no transformation without application right.

60

00:19:42.630 --> 00:19:46.770

Scott Benham: If you don't apply the thing that we're teaching, then you can actually change the way.

61

00:19:47.970 --> 00:19:52.650

Scott Benham: You operate okay so some of this is going to be new hopefully.

62

00:19:53.190 --> 00:20:03.090

Scott Benham: it's going to be new because if it's not chances are like Pedro mentioned he gave us a bit of an indicator on what stuck is what stuck looks like what stuck feels like.

63

00:20:03.540 --> 00:20:16.980

Scott Benham: And if you're stuck stuck can feel like you can't write a sales letter stuck and feel like you can't scale your business Stub can suck and feel like you can't convert your offer whatever stock feels like chances are it's a who, what, or how problem.

64

00:20:18.240 --> 00:20:23.100

Scott Benham: Okay, so who what are our problem, so our goal today.

65

00:20:24.150 --> 00:20:30.690

Scott Benham: Okay, our goal today is go inch by inch it's a cinch we try to boil the entire framework down in one day.

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00:20:31.800 --> 00:20:39.930

Scott Benham: you'll boil your brain it's not going to work okay i've been doing this for too long and i've seen it not work okay we're going to boil it down one by one Okay, so when I see.

67

00:20:40.350 --> 00:20:50.850

Scott Benham: You know ages, you know our friends ages 35 to 45 let's be more specific, with that right when Pedro focused on our friends and he was in running a financial practice up in northern California.

68

00:20:51.420 --> 00:21:02.130

Scott Benham: His focus right was female female nurses right female lauren's probably similar age, but in the greater sacramento area.

69

00:21:03.180 --> 00:21:11.580

Scott Benham: Okay, so here's here's a quick little tip if your niche has to do with the geography, that is a significant narrowing down of your niche.

70

00:21:12.450 --> 00:21:22.200

Scott Benham: So if you're asking yourself have I micro niche enough, and as a geographical element to it, the answer most likely is you're on the right track make sense.

71

00:21:23.850 --> 00:21:24.390

Scott Benham: Good good good.

72

00:21:25.470 --> 00:21:28.770

Scott Benham: awesome all right, let me look at the shop missy what else we got you guys are blowing it up, I love it.

73

00:21:29.400 --> 00:21:35.370

Scott Benham: pioneering kingdom leaders with recapturing their identity and communicating their life message love it mark.

74

00:21:36.150 --> 00:21:45.210

Scott Benham: Help leaders who are going fast I have leaders who have experienced profound loss or deep sorrow professional or personal achieving peace of mind, without feeling alone.

75

00:21:45.720 --> 00:21:56.640

Scott Benham: In the world very good good good Christian mothers with autistic children Okay, we can get more specific there okay and here's here's the here's one of the things that we need to be aware of right.

76

00:21:58.140 --> 00:22:06.210

Scott Benham: autism Christianity and motherhood, those are those are that's a pretty good niche right, but how can we make it a micro niche.

77

00:22:07.260 --> 00:22:15.090

Scott Benham: How can make it a micro niche so we want to start to kind of frame up one way that we can make it a micro niche is the adding the without.

78

00:22:15.750 --> 00:22:25.950

Scott Benham: Right or even if right that's what Pedro said right without or even if there's these two optional elements, when you add those contexts to your micro niche.

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00:22:26.850 --> 00:22:34.620

Scott Benham: What you're doing right what you're doing is you're actually contextualizing it reading it back to them so that they understand that you know what I mean.

80

00:22:37.590 --> 00:22:53.790

Scott Benham: Earlier in today's in today's training pages talked about Stephen and Chelsea DS right how many people remember from Stephen Chelsea yeah cool now when they they're contextualize like the way they contextualize their micro niche was talk about.

81

00:22:55.230 --> 00:23:04.260

Scott Benham: You know, growing you know, an Amazon side hustle during naptime why because because moms no naptime is this valuable time.

82

00:23:04.770 --> 00:23:11.190

Scott Benham: So it's a way for them to say man you're speaking my language right you're speaking my language so just a couple of tips to get you started as you.

83

00:23:11.430 --> 00:23:18.990

Scott Benham: As Pedro jumps on here, Pedro welcome man, we were just given a couple of tips around micro niche and how we might be able to know for being on the right track.

84

00:23:23.190 --> 00:23:24.720

Scott Benham: I thought I saw you let me, let me find you.

85

00:23:24.810 --> 00:23:27.240

1 - Pedro Adao: yeah i'm here sorry I was muted guys how's it going guys.

86

00:23:30.180 --> 00:23:30.780

Scott Benham: Okay.

87

00:23:30.900 --> 00:23:32.280

1 - Pedro Adao: I grill a real talk.

88

00:23:32.400 --> 00:23:47.640

1 - Pedro Adao: This is where the rubber starts hitting the road Okay, this is where i'm telling you i've been doing this now for almost three years, and this is where i'm just get the most resistance and push back on just being hundred percent transparent.

89

00:23:48.870 --> 00:24:01.470

1 - Pedro Adao: Okay, so this is a very important step, and we want to help you make, we want to help you take you know bigger this part out and soon you guys are saying that my life is too long.

90

00:24:02.070 --> 00:24:05.520

Scott Benham: It sounds like your MIC might be unplugged route batteries.

91

00:24:05.940 --> 00:24:07.350

1 - Pedro Adao: Hello Hello hello, is that better.

92

00:24:07.470 --> 00:24:08.190

Scott Benham: yep there you go.

93

00:24:08.340 --> 00:24:08.670

awesome.

94

00:24:10.260 --> 00:24:11.250

1 - Pedro Adao: Let me say my son again.

95

00:24:13.110 --> 00:24:18.780

1 - Pedro Adao: guys were in day two and the rubber starts hitting the road now okay.

96

00:24:20.250 --> 00:24:33.210

1 - Pedro Adao: I can just tell you straight from experience of after helping hundreds and hundreds hundreds of people in our coaching program this is and massively important step that you're going to want to.

97

00:24:35.400 --> 00:24:57.750

1 - Pedro Adao: We can't skip we can't skip it Okay, and as I shared earlier, most people initially resistant push back on this Okay, and why is because I think the I think most of us have a fear of missing out Okay, sometimes you have this mean just have a little bit of scarcity thinking.

98

00:24:58.980 --> 00:25:05.070

1 - Pedro Adao: And maybe you've got all the way in a minute, but I don't want to, but, but I want to help them to, and I want to help them and what about them.

99

00:25:05.460 --> 00:25:15.240

1 - Pedro Adao: And I just found that like really committing to to something going to help you, but it does, it is a lot of scary at first, I can tell you, Stephen and Chelsea Stephen was nervous.

100

00:25:15.840 --> 00:25:26.700

1 - Pedro Adao: Stephen was like are you like you're crazy you're telling me, I should just go focus on staying home moms and ignore the rest of the market, I was like yes that's what you should do.

101

00:25:28.080 --> 00:25:32.670

1 - Pedro Adao: And they almost didn't do it, and I can tell you right now they're very happy, they did it.

102

00:25:34.170 --> 00:25:38.070

1 - Pedro Adao: Okay they've got 6 million reasons why they're.

103

00:25:39.750 --> 00:25:44.670

1 - Pedro Adao: Happy they did it, so I want to get right to some lists or holly whoever's here.

104

00:25:45.270 --> 00:25:50.940

1 - Pedro Adao: let's get the workbook the worksheet for today today's homework dropped in here want to help you guys get that done today.

105

00:25:51.450 --> 00:25:54.960

1 - Pedro Adao: But let's just start taking some if you want to start popping questions in the chat.

106

00:25:55.410 --> 00:26:08.250

1 - Pedro Adao: Okay guys here's what here's what I can't do today, I don't I don't have time and do a bunch of hot seats so it's you know so asked me questions about this micro niche concept okay and.

107

00:26:09.150 --> 00:26:20.460

1 - Pedro Adao: I might you know I might hotseat one or two people just to help me prove the point but i'm saying if you're not gonna have time to hot seat, you know, everybody here okay.

108

00:26:21.480 --> 00:26:24.300

1 - Pedro Adao: So Christian tapper I love this question.

109

00:26:26.100 --> 00:26:30.750

1 - Pedro Adao: Do niches have to be gender specific how many guys were thinking about that too wondering.

110

00:26:31.530 --> 00:26:42.270

1 - Pedro Adao: Whether they always have to be Pedro it seems like that you know there's the female and a lot of female stuff going on, you know a lot of stuff for men, but for females do I have to niche by gender, how many guys are wondering that.

111

00:26:45.030 --> 00:26:50.040

1 - Pedro Adao: Many guys are wondering that okay or paint or do I do should I niche by religion.

112

00:26:51.240 --> 00:26:57.060

1 - Pedro Adao: Try niche by religion try niche based off of political affiliation.

113

00:26:58.470 --> 00:27:00.300

1 - Pedro Adao: Should I niche off of.

114

00:27:01.830 --> 00:27:02.640

1 - Pedro Adao: It ethnicity.

115

00:27:03.870 --> 00:27:05.340

1 - Pedro Adao: Coming guys want to know these questions.

116

00:27:07.110 --> 00:27:18.540

1 - Pedro Adao: You should is a very important questions okay now, one important thing I didn't talk about knitting today, I meant I forgot, and this is from Dan Kennedy he talks about.

117

00:27:20.190 --> 00:27:32.160

1 - Pedro Adao: He talks about, and this is very important, I wish I mentioned it that's why that's why you guys are smart mean the lab because I kind of just gave warmed up in the in the challenge and then my time I from the lab i'm like Okay, I know what I want to say now.

118

00:27:36.330 --> 00:27:45.690

1 - Pedro Adao: When you're picking a micro niche here's also what you're looking for under served, please, please, please write this down under served.

119

00:27:48.030 --> 00:27:56.370

1 - Pedro Adao: Under served the reason why there's so much happening with females in the entrepreneurial space.

120

00:27:58.350 --> 00:28:17.160

1 - Pedro Adao: Why is that a hot trend, why is there, why Why are people that are mentioned in on females in the entrepreneurship space, why is my friend and Nessa crushing it with female dentists, because for a long time in the entrepreneurial space females have an underserved.

121

00:28:21.240 --> 00:28:22.560

1 - Pedro Adao: Can we just keep it 100.

122

00:28:24.780 --> 00:28:30.840

1 - Pedro Adao: I mean look at all these marketing, you know guru is in books it's just like it's the man show which is nothing but Dudes to do.



123

00:28:32.670 --> 00:28:46.440

1 - Pedro Adao: Okay, and not that you can't learn from a man i'm a man and i'm trying to teach it, but the same time it's like so there's a whole bunch of females, who are coming into entrepreneurship, we can talk about why.

124

00:28:47.610 --> 00:29:01.560

1 - Pedro Adao: But it doesn't really matter, the fact is they're here, and so, if you niche if you can niche in on females like I niched in like with my financial business I work with female nurses.

125

00:29:03.450 --> 00:29:14.190

1 - Pedro Adao: So I chose to niche in on females with my financial planning business, even as a male I was a I still chose to niche in on females, because I just found I like working with them better.

126

00:29:14.460 --> 00:29:27.720

1 - Pedro Adao: And it was easier for me to do some branding around females first trying to make my brain and filter both Okay, so the question you should be asking yourself, is when is this.

127

00:29:29.040 --> 00:29:34.440

1 - Pedro Adao: When I niche down this way is this an underserved market.

128

00:29:36.360 --> 00:29:40.680

1 - Pedro Adao: Okay, so let's just talk about some trends that i'm seeing.

129

00:29:41.910 --> 00:29:45.810

1 - Pedro Adao: females an underserved market I you know.

130

00:29:47.460 --> 00:29:52.350

1 - Pedro Adao: different nationalities and races underserved markets.

131

00:29:54.150 --> 00:30:06.420

1 - Pedro Adao: I was able to go, I was able to launch hundred X and and blow it up, because the faith based entrepreneur the passionate passionate Christian entrepreneur was underserved.

132

00:30:07.530 --> 00:30:27.090

1 - Pedro Adao: We were having to go to marketing conferences, where there's nothing but F bombs on stage F bombs on stage people talking

about rambo's and mansion's and, and all this pride ego right being invited to strip clubs and all this stuff that we don't want to do.

133

00:30:29.460 --> 00:30:43.050

1 - Pedro Adao: And yet there was nowhere else to go, so when I launched hundred X and I was like hey wait a minute, if you love God and you want to crush it come over here that's partly why we blew up so fast, it was an underserved niche market.

134

00:30:45.240 --> 00:30:53.700

1 - Pedro Adao: So when you're thinking about micromanaging you, you also want to then do like a check and say is this an underserved community.

135

00:30:54.210 --> 00:31:10.290

1 - Pedro Adao: Is an underserved demographic is It is this an underserved part of the market okay that's super important so here's what I would tell you about knitting in on race, gender spirituality political affiliation.

136

00:31:13.080 --> 00:31:16.500

1 - Pedro Adao: I would encourage you to niche down on those things.

137

00:31:18.420 --> 00:31:28.590

1 - Pedro Adao: Primarily, if in fact what you are doing in teaching is truly actually different for that person.

138

00:31:32.250 --> 00:31:33.030

1 - Pedro Adao: For example.

139

00:31:35.040 --> 00:31:37.440

1 - Pedro Adao: Do you think losing weight.

140

00:31:38.820 --> 00:31:49.080

1 - Pedro Adao: Do you think losing weight is different for a 45 year old man than it is for a 23 year old woman who just had her first baby.

141

00:31:51.930 --> 00:31:59.130

1 - Pedro Adao: antos probably two different weight loss journeys, you probably would recommend them do different things.

142

00:32:01.410 --> 00:32:08.880

1 - Pedro Adao: Well then, yes, then then that's where it makes sense to niche in differently based off gender and situation.

143

00:32:10.110 --> 00:32:16.410

1 - Pedro Adao: But if the coaching if the advice, if the framework you're teaching is the same, no matter what.

144

00:32:17.970 --> 00:32:29.190

1 - Pedro Adao: If it's the same for a Caucasian as it is for an African American it's the same for a man, as is for a woman it's the same for a 50 year old as it's for a 20 year old.

145

00:32:30.300 --> 00:32:34.200

1 - Pedro Adao: Then, maybe you should be mentioning in on different things.

146

00:32:37.740 --> 00:32:47.010

1 - Pedro Adao: So what am I saying just because you're a Christian doesn't mean you should only run your business for Christians disclosure black doesn't mean you should only serve black people.

147

00:32:48.540 --> 00:32:58.200

1 - Pedro Adao: Just because you're Latino doesn't mean she owns her Latina, in my opinion, in my opinion, now it doesn't mean that you shouldn't niche in on those things.

148

00:32:59.430 --> 00:33:00.930

1 - Pedro Adao: It doesn't mean that either.

149

00:33:02.010 --> 00:33:14.040

1 - Pedro Adao: But I would I would rather you not just take the lazy approach and be like well i'm Latina i'm going to go help latinas okay that's fine, but how did you get there.

150

00:33:16.200 --> 00:33:24.990

1 - Pedro Adao: Is what you're doing is what you're teaching, how is it unique to being a Latina than not oh it doesn't well then maybe you should find something else to niche on.

151

00:33:27.330 --> 00:33:33.750

1 - Pedro Adao: So those are some opening thoughts about how to approach this Okay, and let me just give you guys a little bit of a warning.

152

00:33:34.410 --> 00:33:45.390

1 - Pedro Adao: When you start this conversation of micromanaging in the short term, you kind of can end up a little bit more confused than clear in the short term, how many guys know what i'm talking about.

153

00:33:46.680 --> 00:33:54.630

1 - Pedro Adao: You kind of came in the challenge like i'm all set I know what i'm up to and now you're like waiting and so sometimes the price of clarity.

154

00:33:55.860 --> 00:34:01.740

1 - Pedro Adao: Sometimes the price for long term clarity is temporary kind of confusion.

155

00:34:04.920 --> 00:34:10.620

1 - Pedro Adao: Sometimes you gotta be willing to kind of look at put all the cards on the table and just kind of be like i'm not quite sure.

156

00:34:11.310 --> 00:34:17.070

1 - Pedro Adao: So if you're a little bit like man, I thought I knew what I was doing but i'm not quite sure that's okay okay.

157

00:34:17.940 --> 00:34:31.050

1 - Pedro Adao: Just know this you're not going to stay here if you're a little bit confused and overwhelmed you're not going to stay here we're going to but it's it's is a very good process so unloved take some questions you guys can throw them in the chat.

158

00:34:32.130 --> 00:34:37.200

1 - Pedro Adao: I don't know all you guys that have hands raised, do you guys have like kind of quick questions about this.

159

00:34:37.830 --> 00:34:45.570

1 - Pedro Adao: Okay, let me just kind of just hit some quick questions from from you guys know what your hands raised again guys, please try and have it be like super hey.

160

00:34:46.140 --> 00:35:04.140

1 - Pedro Adao: My name is this, my question is this not let me try and bang through a bunch of these and I rather you guys work on your homework today, and maybe tomorrow, we can do a little bit of hot seating Okay, but I want to give you guys a chance to do some stuffs let me come first, is it man g.

161

00:35:05.490 --> 00:35:06.780

1 - Pedro Adao: Man G de.

162

00:35:07.470 --> 00:35:08.760

1 - Pedro Adao: Once you're quickly question and either.

163

00:35:11.100 --> 00:35:28.140

1 - Manjeeta Tulsi: I thought I had it so maybe you could help me Joe in his 50s this mountain biker with a confession or several concussions by running challenges, without pills clean needles, even if he doesn't have.

164

00:35:29.910 --> 00:35:33.210

1 - Manjeeta Tulsi: tried everything else that hasn't worked.

165

00:35:34.530 --> 00:35:35.910

1 - Pedro Adao: So man makers.

166

00:35:37.500 --> 00:35:39.060

1 - Manjeeta Tulsi: In his 50s.

167

00:35:39.540 --> 00:35:42.060

1 - Pedro Adao: So mountain biker make MAC mail woman.

168

00:35:42.780 --> 00:35:46.680

1 - Pedro Adao: Man male mountain biker 50 plus.

169

00:35:46.770 --> 00:35:48.090

1 - Pedro Adao: that's had concussions.

170

00:35:49.080 --> 00:35:53.490

1 - Pedro Adao: Okay, so, so how many guys think we're on our way into a micro niche.

171

00:35:55.620 --> 00:36:09.060

1 - Pedro Adao: yeah I don't even know what's coming next from like we're probably there right like we're probably already there, but maybe not because maybe a lot of mountain bikers have concussions Okay, so what problem, are you helping them solve MENDIETA.

172

00:36:10.170 --> 00:36:11.040

1 - Manjeeta Tulsi: Right and.

173

00:36:12.870 --> 00:36:22.980

1 - Manjeeta Tulsi: So this is where I think i'd stuck because originally I thought I would do remote treatments with self help that they could do.

174

00:36:23.250 --> 00:36:25.170

1 - Pedro Adao: On a dime and now you're telling me your how.

175

00:36:25.200 --> 00:36:26.190

1 - Pedro Adao: So hold on, let me coach you.

176

00:36:26.700 --> 00:36:31.770

1 - Pedro Adao: And I don't tell me your House what problem, are you helping these people saw.

177

00:36:33.810 --> 00:36:38.220

1 - Manjeeta Tulsi: Yes, several symptoms, that the medical industry has an.

178

00:36:38.820 --> 00:36:39.870

1 - Pedro Adao: Number one symptom.

179

00:36:42.330 --> 00:36:43.050

1 - Pedro Adao: That guy.

180

00:36:44.160 --> 00:36:56.550

1 - Manjeeta Tulsi: i'm not able to pass all the clarity, you know, like solving on the on a daily basis when a typical example is this.

181

00:36:56.610 --> 00:36:59.070

1 - Pedro Adao: Brain fog and like brain fog.

182

00:36:59.310 --> 00:37:02.610

1 - Manjeeta Tulsi: yeah brain fog all this cons.

183

00:37:02.670 --> 00:37:05.880

1 - Pedro Adao: Okay, what else once a month once a month, the second biggest symptom.

184

00:37:06.600 --> 00:37:09.690

1 - Manjeeta Tulsi: dizziness blurry vision okay.

185

00:37:10.320 --> 00:37:16.080

1 - Pedro Adao: Okay perfect okay guys how many guys heard me say I wasn't going to do a hot seat.

186

00:37:17.400 --> 00:37:19.560

1 - Pedro Adao: And yet here we are doing a hot seat and now it's okay.

187

00:37:20.670 --> 00:37:25.500

1 - Pedro Adao: This is helpful, or you guys are just helping them is helping you guys.

188

00:37:26.580 --> 00:37:30.990

1 - Pedro Adao: Okay, so she had her who pretty clear.

189

00:37:32.040 --> 00:37:47.880

1 - Pedro Adao: Man 50 plus mountain biker concussion see all that is a who all that goes on her who line I help 50 plus adult mountain biker men who have had a concussion that's just on our who line.

190

00:37:49.020 --> 00:38:00.630

1 - Pedro Adao: Do you guys see that that's just on the WHO line men mountain biker 50 plus concussion she has four data points on her hooligan.

191

00:38:04.080 --> 00:38:05.670

1 - Pedro Adao: we're off to a great start.

192

00:38:06.990 --> 00:38:24.030

1 - Pedro Adao: I see people who sometimes on their who line it's I help men i'm like wow there's like 3 billion of those guys I help women okay there's 4 billion, women are I help Christians there's like 2 billion of those or I help.

193

00:38:25.740 --> 00:38:32.190

1 - Pedro Adao: Someone guys look I love how she got four levels deep just on the WHO line.

194

00:38:33.210 --> 00:38:42.390

1 - Pedro Adao: Okay, then I asked her what problems she solved and took us, it took a second took a second but we got there what's the problem these guys have brain fog.

195

00:38:46.080 --> 00:38:58.650

1 - Pedro Adao: dizzy headaches now here's where I would ask, I would ask them and gina what is the number one most common symptom that you think these people suffer from.

196

00:39:00.570 --> 00:39:13.590

1 - Pedro Adao: So there were scrolling in an ad first of all how many guys think if you're a male a 50 year old male mountain biker with a concussion and and you saw an ad.

197

00:39:14.340 --> 00:39:25.200

1 - Pedro Adao: With an image of a couple of Dudes on bikes middle age right and that was a headline how many of you know you would stop the scroll immediately.

198

00:39:28.050 --> 00:39:29.190

1 - Pedro Adao: hundred percent.

199

00:39:31.230 --> 00:39:46.680

1 - Pedro Adao: And I can tell you, no one is running I know i'm all I would not know this for sure i'm not a middle name I am a middle aged man i'm not a 50 plus year old man I don't ride bikes I don't think i've had a concussion I think I had a lot worse i've been an entrepreneur for like 20 years.

200

00:39:49.350 --> 00:39:53.070

1 - Pedro Adao: But I don't think I had a brain injury to my knowledge, even though my wife might disagree.

201

00:39:56.910 --> 00:40:09.750

1 - Pedro Adao: Okay, so is there is there a number one what is headaches or brain fog or which ones, is there a dissonant which one is the number one biggest one is there is there a one that's cleared above the bigger problem.

202

00:40:10.890 --> 00:40:13.680

1 - Manjeeta Tulsi: I feel it is rainfall.

203

00:40:15.030 --> 00:40:17.730

1 - Manjeeta Tulsi: not able to put things together, whether it's like.

204

00:40:20.280 --> 00:40:27.150

1 - Pedro Adao: Brain fog but page on what about headaches, but listen don't worry about that, because this is the number one problem.

205

00:40:28.740 --> 00:40:41.730

1 - Pedro Adao: So if if there's the know if there is a clear number one issue I have people we've helped in the um, what do you call this in the menopause industry, the menopause thing.

206



00:40:42.810 --> 00:40:56.160

1 - Pedro Adao: Okay, how many of you, ladies or men have experienced we're at menopause being someone married to men okay well guess what there's all kinds of symptoms of menopause but the number one.

207

00:40:56.880 --> 00:41:04.890

1 - Pedro Adao: outlier is what you said you put your hand up, and you know what's the number one, what do you think the number one symptom of menopause is.

208

00:41:05.790 --> 00:41:07.710

1 - Pedro Adao: Hot hot flashes.

209

00:41:08.880 --> 00:41:16.890

1 - Pedro Adao: flashes yes there's weight gain yes there's other things, but the hot flashes are crazy okay so literally yes.

210

00:41:17.370 --> 00:41:33.960

1 - Pedro Adao: Constant says bitchiness that's probably also want to, but hot flashes is so like, above and beyond the number one, why would you not do that okay so here is how here's how this all comes together beautifully for a challenge.

211

00:41:35.850 --> 00:41:44.910

1 - Pedro Adao: guys watch this why why couldn't man Gita run the break the biker brain fog challenge.

212

00:41:47.400 --> 00:41:52.920

1 - Pedro Adao: biker brain fog challenge, how to end brain fog and five days or less.

213

00:41:54.480 --> 00:41:57.870

1 - Pedro Adao: Even if you're over 50 and had a concussion.

214

00:42:04.080 --> 00:42:09.900

1 - Pedro Adao: that's what we say winner winner chicken dinner Bingo Bingo bango that's it done.

215

00:42:13.200 --> 00:42:29.490

1 - Pedro Adao: Okay, and I can tell you I mean I don't know for sure i'm not the Avatar but i've never seen ads for that I would I don't know if anyone's doing that, I think that justice I would imagine that's going to put man geeta as a one of one.

216

00:42:32.610 --> 00:42:45.360

1 - Pedro Adao: Man gina one thing we didn't talk about is what's your process, how do you go about it that might be slightly different than if they went to their just a typical doctor what's your what i'm assuming you have a unique process.

217

00:42:45.450 --> 00:42:56.010

1 - Manjeeta Tulsi: Yes, i'm a jin Shin jitsu practitioner it's an ancient healing art and we use our hands, so we do, for instance, this.

218

00:42:56.130 --> 00:43:00.420

1 - Manjeeta Tulsi: Okay, so we use our hands and its energy medicine.

219

00:43:00.690 --> 00:43:05.730

1 - Manjeeta Tulsi: Perfect so help help so you're not taking any pills so clean so needles.

220

00:43:05.790 --> 00:43:10.440

1 - Pedro Adao: There you go so that's here without and brain fog right without.

221

00:43:11.550 --> 00:43:12.480

1 - Pedro Adao: pills.

222

00:43:13.980 --> 00:43:14.670

1 - Manjeeta Tulsi: potions.

223

00:43:14.730 --> 00:43:15.570

needles.

224

00:43:16.980 --> 00:43:17.430

1 - Pedro Adao: Okay.

225

00:43:18.840 --> 00:43:23.730

1 - Pedro Adao: Right, even if you've had a brain injury, even if you had a concussion.

226

00:43:27.240 --> 00:43:27.750

1 - Pedro Adao: Right.

227

00:43:30.720 --> 00:43:33.690

1 - Pedro Adao: You can yeah, so I think you're on your way.

228

00:43:35.370 --> 00:43:39.930

1 - Pedro Adao: you're on your way okay guys Thank you was you're so welcome was that helpful.

229

00:43:41.940 --> 00:43:45.810

1 - Pedro Adao: Was that how many guys are thinking okay like I kind of see this all right.

230

00:43:46.410 --> 00:43:51.330

1 - Pedro Adao: um let's try this again, who has the quick question that's not a hot seat.

231

00:43:52.800 --> 00:43:54.150

1 - Pedro Adao: You know that was an awesome.

232

00:43:55.680 --> 00:43:59.790

1 - Pedro Adao: Roberto my man or berto let's come to you.

233

00:44:01.380 --> 00:44:05.160

1 - Pedro Adao: and looking sharp over there, so you caught my attention what's up my man, how can I help you what's your question.

234

00:44:06.330 --> 00:44:18.570

1 - Roberto Elan: hey thanks man, I just want your thoughts on this niche I want to focus on mill mill entrepreneurs or business men between 35 and 55 that have children.

235

00:44:20.190 --> 00:44:28.740

1 - Roberto Elan: And the problem is, they are crushing it in business, but they are underperforming in the family space as a father and a spouse in the air for a poor health and fitness.

236

00:44:31.650 --> 00:44:32.580

1 - Pedro Adao: Okay, so what's the question.

237

00:44:33.420 --> 00:44:37.890

1 - Roberto Elan: Well, what do you think of this niche is if he said it's a targeted enough.

238

00:44:39.330 --> 00:44:42.450

1 - Pedro Adao: What do you guys think let's help out Roberto did you guys hear what he said.

239

00:44:43.380 --> 00:44:46.920

1 - Roberto Elan: mill entrepreneurs between 25 and 55.

240

00:44:48.060 --> 00:44:49.710

1 - Roberto Elan: That have children.

241

00:44:50.610 --> 00:44:51.120

yeah.

242

00:44:52.560 --> 00:44:55.080

1 - Pedro Adao: So i'm questioning in business, but their family and.

243

00:44:55.950 --> 00:44:59.010

1 - Roberto Elan: yeah they're questioning and basically they're underperforming in the family space.

244

00:44:59.100 --> 00:45:00.570

1 - Roberto Elan: As a father and as a spouse.

245

00:45:00.690 --> 00:45:13.770

1 - Pedro Adao: When you guys think you guys think it's nearly enough or not enough put in the chat and just just say good say good to go on the overwhelming response in the chat Roberto.

246

00:45:15.360 --> 00:45:15.570

1 - Pedro Adao: Oh.

247

00:45:16.110 --> 00:45:17.790

1 - Pedro Adao: it's kind of like 6040.

248

00:45:18.180 --> 00:45:21.120

1 - Roberto Elan: yeah it's not not enough and other.

249

00:45:21.180 --> 00:45:22.230

1 - Pedro Adao: it's not enough.

250

00:45:22.320 --> 00:45:24.210

1 - Pedro Adao: it's nowhere near enough, in my opinion.

251

00:45:24.780 --> 00:45:52.110

1 - Pedro Adao: Okay, nowhere near enough here's why here's why I get those ads I get those ads one of my one of my good friends was a pioneer in that industry Okay, so I know like there's probably at least 20 different at least 2030 businesses companies doing stuff for men.

252

00:45:53.130 --> 00:46:09.300

1 - Pedro Adao: Okay, and that's them all the same they've got the exact same niche as you married businessman family guy 25 to 55 making good money, but once you get in better shape maybe more spiritual and be a better father, husband.

253

00:46:09.900 --> 00:46:16.770

1 - Pedro Adao: So way too broad away too many people in that space, so our I think you need to that's that's a niche.

254

00:46:18.210 --> 00:46:25.380

1 - Pedro Adao: that's a niche and actually it might even be so crowded that might not even be a niche anymore that might be a market.

255

00:46:26.370 --> 00:46:31.650

1 - Pedro Adao: Where you might need to do another niches and then probably a micro niches okay.

256

00:46:31.710 --> 00:46:33.630

1 - Pedro Adao: Yes, some point, like, I have a friend of mine.

257

00:46:33.780 --> 00:46:36.870

1 - Pedro Adao: I have a friend of mine who does that for African American men.

258

00:46:38.190 --> 00:46:50.250

1 - Pedro Adao: And he's getting he he's having you know he's doing his thing and he's he's from New York I think he's working primarily guys from the city or from like you know the New York area and.

259

00:46:51.630 --> 00:47:05.640

1 - Pedro Adao: he's taken those principles and he's niched in on African American men, because there are things about success and being a family man and breaking through some maybe generational stuff.

260

00:47:06.060 --> 00:47:15.270

1 - Pedro Adao: That he felt was different in the African American Community that may not pay the same and other Community and so he niched in on that okay.

261

00:47:15.870 --> 00:47:31.860

1 - Pedro Adao: And I think he's having a little bit around with that so not that you should do that but i'm giving an example that's one way of pitching in another way of teaching in is this of of the of being a husband, being a father.

262

00:47:34.020 --> 00:47:35.610

1 - Pedro Adao: Or the fitness.

263

00:47:36.660 --> 00:47:40.650

1 - Pedro Adao: Which of those three are you personally, the most passionate about.

264

00:47:44.250 --> 00:47:49.530

1 - Roberto Elan: Actually, actually both but it's mainly the being a father.

265

00:47:49.830 --> 00:47:50.040

1 - Pedro Adao: we're.

266

00:47:50.910 --> 00:47:53.280

1 - Roberto Elan: Okay combine entrepreneurship with water.

267

00:47:53.460 --> 00:48:02.130

1 - Pedro Adao: Okay, where do you get the most amount of compliments and where do people where do you seem like you know i'm saying like Where are those three.

268

00:48:02.580 --> 00:48:15.900

1 - Pedro Adao: Would you say that being a father is really the thing that you've kind of leaned in the most I mean you look like you're in good shape to so it's not like you're not in shape, but of those three other pillars is there, one that clearly stands out from the rest.

269

00:48:17.010 --> 00:48:33.960

1 - Roberto Elan: No i'm i'm more passionate about the fatherhood, in combination with the entrepreneurship, but I am hide from scope for a lot of Dutch celebs in the Netherlands and the kind of stuff, and these are all pillars of my whole my whole system, I think the mindset, the body and the relationships.

270

00:48:34.260 --> 00:48:37.110

1 - Pedro Adao: Okay, when now you talked about You said something about Dutch.

271

00:48:38.010 --> 00:48:39.420

1 - Roberto Elan: yeah I live in the Netherlands.

272

00:48:39.690 --> 00:48:43.830

1 - Pedro Adao: Okay, all right so okay Oh, my goodness, one big thing i've got dimension.

273

00:48:47.160 --> 00:48:54.450

1 - Pedro Adao: Maintenance on the first part of the call i'm huge part of how you can micro niche is on geography.

274

00:48:55.740 --> 00:48:55.920

1 - Pedro Adao: yeah.

275

00:48:56.040 --> 00:48:58.500

1 - Roberto Elan: But I want to, I want to scale, I want to expand.

276

00:48:58.560 --> 00:49:01.320

1 - Pedro Adao: understand my hold on a second, let me, let me make sure I get this out here.

277

00:49:03.120 --> 00:49:13.710

1 - Pedro Adao: there's probably 30 to 50 plus companies in America doing what Roberto was talking about.

278

00:49:15.270 --> 00:49:19.650

1 - Pedro Adao: But in the Netherlands, he might be the first guy doing this there.

279

00:49:21.000 --> 00:49:28.650

1 - Pedro Adao: Are there may only be one or two people doing this, Roberto home how much competition, do you have is there anybody else trying to do this.

280

00:49:29.940 --> 00:49:31.770

1 - Roberto Elan: The way that I do it absolutely not.

281

00:49:32.280 --> 00:49:34.920

1 - Pedro Adao: Just in general, is there any is there any like.

282

00:49:34.950 --> 00:49:40.320

1 - Pedro Adao: Man mommy or masculinity anything running ads competing with you.

283

00:49:40.800 --> 00:49:41.700

1 - Roberto Elan: Not here, no.

284

00:49:42.060 --> 00:49:42.510

Okay.

285

00:49:43.770 --> 00:49:46.530

1 - Pedro Adao: This okay so basically we're good.

286

00:49:47.940 --> 00:49:54.480

1 - Pedro Adao: You don't have to micro niche further because you micro niche enough the minute you said Netherlands.

287

00:49:56.610 --> 00:49:57.390

1 - Pedro Adao: you're good.

288

00:49:57.810 --> 00:49:58.980

1 - Roberto Elan: I don't think that they have.

289

00:50:00.390 --> 00:50:05.400

1 - Roberto Elan: And maybe that's a limiting belief, but i'm not sure, but I don't think there is enough of.

290

00:50:07.290 --> 00:50:07.980

1 - Roberto Elan: An mo ammo.

291

00:50:09.360 --> 00:50:10.560

1 - Roberto Elan: For that here.

292

00:50:10.980 --> 00:50:22.710

1 - Roberto Elan: But if I set the prices, the investments, the way I do things it's I constantly get to hear that i'm so American and a kind of stuff I like to think big go higher than.

293

00:50:23.370 --> 00:50:33.030

1 - Roberto Elan: The mentality in the Netherlands is just you know late small and the kind of stuff so that is why I went English and went international.

294



00:50:33.630 --> 00:50:42.000

1 - Roberto Elan: Just to have for further further REACH and I got inspired like companies have Garrett Jay white like we have where we are in the kind of stuff so I was like hey there was a market.

295

00:50:42.450 --> 00:50:43.920

1 - Roberto Elan: yeah well okay.

296

00:50:44.310 --> 00:50:49.530

1 - Pedro Adao: And that's who I was referring to guarantee guarantee a friend of mine i've been around i've been a part of his communities for a.

297

00:50:50.220 --> 00:51:03.750

1 - Pedro Adao: few years ago and he's he kind of really Garrett kind of opened up this this whole industry, but a lot of people somebody didn't copied it and I think in America it's pretty crowded not that you can't succeed.

298

00:51:04.770 --> 00:51:06.270

1 - Pedro Adao: But the question is.

299

00:51:06.450 --> 00:51:09.300

1 - Pedro Adao: He Okay, can I just, can I just tell you guys.

300

00:51:11.010 --> 00:51:23.460

1 - Pedro Adao: All right, let me just say some stuff here that I know we weren't so much to worry about it, this is, this is, this is a personal thing with me i'm not saying you have to adopt this belief, but.

301

00:51:25.200 --> 00:51:27.060

1 - Pedro Adao: here's something I tried to avoid.

302

00:51:28.440 --> 00:51:39.870

1 - Pedro Adao: I tried to avoid if someone sees something from me here's what i'm trying to avoid I don't want them to think oh this guy is trying to be like that guy.

303

00:51:44.760 --> 00:51:54.120

1 - Pedro Adao: So I just personally as a movement maker as a marketer as someone who's trying to you know who is running paid advertising.

304

00:51:55.140 --> 00:52:09.030

1 - Pedro Adao: I just personally would rather as people see me and go  
hmm that's interesting huh that's cool that might not be for me, but oh  
like I don't want them to compare me to anybody.

305

00:52:10.830 --> 00:52:15.240

1 - Pedro Adao: I want to be in a micro niche all on my own.

306

00:52:17.340 --> 00:52:25.860

1 - Pedro Adao: The minute they start comparing you to somebody you that  
proves you already lost the battle and you're not micro niched enough.

307

00:52:26.100 --> 00:52:39.000

1 - Pedro Adao: And you are not the leader, you are not the king, you are  
not the number one in your brand in your category, because if I saw and  
from you in America, I would think Oh, this is this guy's trying to be  
like Garrett.

308

00:52:39.630 --> 00:52:47.190

1 - Pedro Adao: And right away that you've lost because now he's the  
Leader you're not he's the premium brand you're a knockoff.

309

00:52:49.560 --> 00:52:52.320

1 - Pedro Adao: And I would just never want to be in that position.

310

00:52:54.090 --> 00:53:02.250

1 - Pedro Adao: Okay, now it doesn't mean that you can't make a decent  
living, having a small slice of a big pie.

311

00:53:03.780 --> 00:53:09.120

1 - Pedro Adao: But, quite frankly, that's not what i'm probably not your  
best teacher to do that.

312

00:53:10.350 --> 00:53:15.900

1 - Pedro Adao: Understand because to me that I don't want to live like  
that I don't want a small pie of something big I.

313

00:53:16.560 --> 00:53:24.090

1 - Pedro Adao: I want to create my own pie, I want to create something  
that's never been done before your way and I think that's what you guys  
all are here to do correct.

314

00:53:24.780 --> 00:53:37.230

1 - Pedro Adao: And that's what you want to do, Roberto so listen I, I would just say that I don't know how big the Netherlands is first of all how many how many Am I helping you, am I helping you through Roberto.

315

00:53:38.610 --> 00:53:45.720

1 - Pedro Adao: Good because the only reason that it is hot seats and take as much time, I have to be helping all of you are awesome this is really a bad use of time.

316

00:53:46.410 --> 00:53:55.350

1 - Pedro Adao: But so far I think we've been we've been very strategic hot seats, so I think we're speaking to a lot of issues that many of you are going to have okay so.

317

00:53:56.010 --> 00:54:06.300

1 - Pedro Adao: I would say that I would say that rebellion you may have a limiting belief about the Netherlands because I don't know how big that places but.

318

00:54:08.340 --> 00:54:24.270

1 - Pedro Adao: And I don't know what your financial ambition is maybe maybe you can't do 100 million dollars a year in the Netherlands, but like what would be an amazing amount of income for you to make in the next 12 months like what's it just give me a number.

319

00:54:25.050 --> 00:54:26.790

1 - Roberto Elan: 777 figures.

320

00:54:27.060 --> 00:54:29.970

1 - Pedro Adao: You can make a million dollars in Netherlands guarantee.

321

00:54:33.600 --> 00:54:34.020

1 - Pedro Adao: there.

322

00:54:34.830 --> 00:54:37.680

1 - Pedro Adao: I wonder percent hundred like there's no way.

323

00:54:37.920 --> 00:54:42.360

1 - Pedro Adao: there's no way, then you can't make a million dollars in a country.

324

00:54:43.230 --> 00:54:49.410

1 - Pedro Adao: In a country I know you're saying it's European i'm Portuguese, I understand European culture, a little bit more laid back.

325

00:54:49.740 --> 00:55:02.670

1 - Pedro Adao: A little bit more socialism, people are kind of more just chillin yes you're you're not for the masses but that's even more reason why, and I think what you can do for you, you can also.

326

00:55:03.750 --> 00:55:20.490

1 - Pedro Adao: there's some like i'm a big i'm a boxing like boxing MMA fan you got some you got some superstars you know, in the Netherlands and the MMA community and things like that so maybe you can kind of get your brand elevated by doing some stuff with.

327

00:55:21.570 --> 00:55:25.260

1 - Pedro Adao: You know celebrities in your nation, and you can do a.

328

00:55:26.340 --> 00:55:35.130

1 - Pedro Adao: interview them on your challenge bring them onto your challenge right i've done i've done a pretty good job of leveraging other people's influence them from on the challenge.

329

00:55:35.580 --> 00:55:37.890

1 - Pedro Adao: Because they want the platform, and so I just.

330

00:55:37.950 --> 00:55:47.490

1 - Pedro Adao: I would here's your homework Roberto do some research, how many men, how many men are in the Netherlands in your demographic than you think.

331

00:55:49.050 --> 00:56:00.510

1 - Pedro Adao: Think about how much you charge for your coaching how much you charge and do the math how many customers per year, will it take to get to a million dollars and let's just do the math and let's just see.

332

00:56:01.740 --> 00:56:17.820

1 - Pedro Adao: Am I right about this, is it you know, is the Netherlands big enough to support a seven figure married businessman's coaching business and i'm inclined to say it is i'm inclined to say that it is.

333

00:56:18.450 --> 00:56:18.990

Is it.

334

00:56:20.580 --> 00:56:28.110

1 - Roberto Elan: Better just to to wrap it up and not consume all of everybody's done if it were for women would your answer be different.

335

00:56:30.660 --> 00:56:31.680

1 - Roberto Elan: In preposition.

336

00:56:31.860 --> 00:56:34.530

1 - Roberto Elan: mothers who are also business owners.

337

00:56:35.760 --> 00:56:41.130

1 - Roberto Elan: will have difficulty managing combining the entrepreneurship, with the motherhood and that kind of stuff.

338

00:56:41.520 --> 00:56:43.740

1 - Pedro Adao: Probably not, I think there's a lot of.

339

00:56:44.430 --> 00:56:59.340

1 - Pedro Adao: Also there's a lot of now female business coaches are also moms you got people like jenna kutcher who are you know doing a lot with that space and other things, someone says that the Netherlands has 17 million people.

340

00:57:00.150 --> 00:57:00.540

1 - Roberto Elan: mm hmm.

341

00:57:01.740 --> 00:57:06.540

1 - Pedro Adao: So it half those are men you got a lot to work with my friend, you got plenty big.

342

00:57:07.380 --> 00:57:07.800

1 - Roberto Elan: Oh, but.

343

00:57:08.250 --> 00:57:13.140

1 - Pedro Adao: You know the partner that you're welcome the power, let me tell you guys this the power of local.

344

00:57:14.550 --> 00:57:15.720

1 - Pedro Adao: The power of local.

345

00:57:17.040 --> 00:57:28.980

1 - Pedro Adao: is very, very, very strong when you can say I am your local expert on you know when you can when you can actually do events and meet up with your people.

346

00:57:30.420 --> 00:57:30.990

1 - Pedro Adao: easily.

347

00:57:32.310 --> 00:57:34.710

1 - Pedro Adao: Oh gosh guys it's just so incredible.

348

00:57:35.790 --> 00:57:38.940

1 - Roberto Elan: They don't have to ask they told me, you have to aim.

349

00:57:39.030 --> 00:57:42.840

1 - Roberto Elan: At the big five, especially when you go advertising us.

350

00:57:43.920 --> 00:57:45.510

1 - Roberto Elan: Europe, the UK.

351

00:57:46.680 --> 00:58:00.360

1 - Roberto Elan: United States, Canada, New Zealand, Australia and do something like that, but just go big the five biggest countries, but you are Portuguese, but you also are like for the masses right for the world.

352

00:58:00.960 --> 00:58:04.770

1 - Pedro Adao: merican but like how I started Look how I started guys, this is that.

353

00:58:05.280 --> 00:58:08.730

1 - Pedro Adao: Roberto is giving us the classic advice that I think is for.

354

00:58:10.440 --> 00:58:12.930

1 - Pedro Adao: My advice is the opposite start small.

355

00:58:14.010 --> 00:58:21.240

1 - Pedro Adao: Small as the new big and all of us started small Russell brunson used to sell potato guns on the Internet.

356

00:58:22.680 --> 00:58:32.310

1 - Pedro Adao: Russell brunson the freakin owner of click funnels got started selling potato guns and that's how you learned about funnels.

357

00:58:34.140 --> 00:58:37.350

1 - Pedro Adao: Being grassy ozzy used to flip used cars.

358

00:58:38.970 --> 00:58:48.300

1 - Pedro Adao: I mean you talk about like starting low at the bottom he wasn't a used car salesman he was even worse, he was flipping used cars.

359

00:58:50.520 --> 00:58:51.150

1 - Roberto Elan: I agree.

360

00:58:51.390 --> 00:58:52.470

1 - Pedro Adao: Okay, and then.

361

00:58:52.860 --> 00:58:54.930

1 - Pedro Adao: And then he learned real estate.

362

00:58:56.700 --> 00:59:08.070

1 - Pedro Adao: Okay start flipping real so then he saw then he then he began selling his course on flipping cars, no, no to flip houses and he sold flipping houses and now he's a motivational.

363

00:59:08.550 --> 00:59:23.760

1 - Pedro Adao: Entrepreneurial coach and Tony robbins business partner so guys you can't start too small, you can't go too low it's impossible Okay, and this is the principle, you want to catch here okay agree.

364

00:59:23.850 --> 00:59:27.060

1 - Roberto Elan: But the country's doesn't matter according to you.

365

00:59:27.870 --> 00:59:37.500

1 - Pedro Adao: It doesn't it doesn't matter an hour just start now I feel like Pedro i'm from this i'm from this third world emerging country we don't have the Internet here.

366

00:59:37.920 --> 00:59:49.290

1 - Pedro Adao: Like we still like we trade chickens and goats on Sundays well Okay, maybe that's not going to work right, but you live in a modern first world nation.

367

00:59:50.700 --> 00:59:53.790

1 - Pedro Adao: And there's nobody in your country, trying to be.

368

00:59:54.840 --> 01:00:00.750

1 - Pedro Adao: The guy the Garret white of the Netherlands, so why wouldn't you do it.

369

01:00:02.130 --> 01:00:02.430

1 - Roberto Elan: Okay.

370

01:00:02.730 --> 01:00:09.120

1 - Pedro Adao: Before someone else does you're going to be like damn this guy's in my this guy's eating my lunch in my backyard.

371

01:00:11.880 --> 01:00:17.190

1 - Pedro Adao: yeah so i'm telling you guys like I would try it I would try it and I went his try it, I would go all in.

372

01:00:17.820 --> 01:00:18.810

1 - Pedro Adao: And i'm.

373

01:00:19.050 --> 01:00:23.430

1 - Pedro Adao: pretty sure i'm right about this guy's because here's what happens listen to this.

374

01:00:25.740 --> 01:00:28.230

1 - Pedro Adao: oak trees, you know we're oak trees come from.

375

01:00:29.790 --> 01:00:30.570

1 - Pedro Adao: acorns.

376

01:00:32.040 --> 01:00:49.260

1 - Pedro Adao: Oh trees come from acorns big things all start small I started out four or five years ago, working with female Christian nurses in vacaville California doing little retirement workshops for 20 people in a coffee shop.

377

01:00:50.490 --> 01:00:51.630

1 - Pedro Adao: Look, where we are today.

378

01:00:54.840 --> 01:01:00.210

1 - Pedro Adao: That would have never happened if I wasn't want to start but here's the thing trust the process.

379

01:01:00.690 --> 01:01:14.430

1 - Pedro Adao: because some of you are like Pedro but i'm like i'm ready for i'm ready for more like i've put in the work i've put in the time like I just feel like i'm called to reach more people won't guess what i'm not trying to steal your dream.



380

01:01:17.400 --> 01:01:27.060

1 - Pedro Adao: i'm not telling Roberta all that he can't one day have an amazing business in the UK or in America i'm not telling them that all but i'm telling right now his.

381

01:01:27.960 --> 01:01:37.890

1 - Pedro Adao: His quickest and best and most assured path to having a big business in the UK and starting in the Netherlands and starting small.

382

01:01:40.140 --> 01:01:45.630

1 - Pedro Adao: there's no other way to do it guys, this is the way I just believe spiritually I just believe.

383

01:01:46.020 --> 01:01:57.810

1 - Pedro Adao: Whether you believe in the universe from God whatever you believe in I just believe that how this whole thing works everything starts in the invisible and small before it comes in the visible in big.

384

01:01:59.070 --> 01:02:06.420

1 - Pedro Adao: And how you know you're committed to this is, you have the humility to start small.

385

01:02:07.830 --> 01:02:14.490

1 - Pedro Adao: And let the market promote you write this down let the market promote me.

386

01:02:16.080 --> 01:02:23.880

1 - Pedro Adao: I know people who run ads and they're trying to promote themselves as their this amazing this and that and they're full of crap.

387

01:02:29.040 --> 01:02:37.710

1 - Pedro Adao: And they're trying to promote themselves and they're trying to they're trying to bite off way more than they have actually earned the right to chew.

388

01:02:40.800 --> 01:02:43.740

1 - Pedro Adao: So if you're willing to start small.

389

01:02:45.210 --> 01:02:55.440

1 - Pedro Adao: Let God, let the universe, let the marketplace promote you higher because you're just will start to grow.

390

01:02:56.910 --> 01:03:08.790

1 - Pedro Adao: you'll start to grow look, I mean again like i'm a great example of this right, I was there, what there was not crusher with challenges I wasn't trying to be the challenge guy I was working.

391

01:03:09.510 --> 01:03:19.080

1 - Pedro Adao: I launched hundred X, I was running ads and building my movement with a very small micro niche passionate charismatic Christians.

392

01:03:20.970 --> 01:03:30.180

1 - Pedro Adao: I wasn't even trying to the challenge guy I wasn't even trying to get into this, but we were doing so well serving those people we became great at challenges.

393

01:03:31.260 --> 01:03:40.350

1 - Pedro Adao: So then, people like Dean rosie rosie and rolling frazier and and pete Vargas and I help all these people they're like dude this is amazing, you have to.

394

01:03:41.160 --> 01:03:50.700

1 - Pedro Adao: You have to sell a course on challenges, and I was like well Okay, if these guys are in the industry and they're telling me that that.

395

01:03:51.300 --> 01:04:03.570

1 - Pedro Adao: I would have success go into a broader market, I was like okay that makes sense, and then we launched this thing, three years ago and it's been crazy ever since but I wasn't I didn't go try and be the challenge guy.

396

01:04:05.670 --> 01:04:21.480

1 - Pedro Adao: Ryan dice said you're the challenge guy oh you're the challenge guy you're the guy that crushes challenges my peers, the marketplace promoted me here, yes I run the ads yes, I do it, but like i'm not trying to take more market then.

397

01:04:22.860 --> 01:04:25.920

1 - Pedro Adao: Then, are, then, then we have earned.

398

01:04:28.080 --> 01:04:40.230

1 - Pedro Adao: And how do we earn it through serving people well right it's kind of like it's a concept that we called stewardship right it's like people that want to own a home but they don't take care of their apartment.

399

01:04:42.510 --> 01:04:47.040

1 - Pedro Adao: or they want a Ferrari, but there but, but their car now looks like trash.

400

01:04:48.150 --> 01:04:55.260

1 - Pedro Adao: Like inside well why would why, would you be trusted with more if you're not taking care of the few, you have now.

401

01:04:57.930 --> 01:05:08.940

1 - Pedro Adao: And so there's a mindset and there's a willingness guys just to kind of go through the process not talking about paying dues i'm talking about just being willing to start where you are.

402

01:05:10.530 --> 01:05:13.320

1 - Pedro Adao: Now, again, there are sometimes.

403

01:05:14.550 --> 01:05:34.320

1 - Pedro Adao: Compensating factors, but this whole micro niche concept, this whole concept of growing your business over time, is it is such a great way to grow, because you start small it grows as fast as the market lets you you never have to worry about.

404

01:05:36.000 --> 01:05:39.000

1 - Pedro Adao: You never have to go into a create airs i'm trying to help you guys avoid.

405

01:05:41.250 --> 01:05:49.950

1 - Pedro Adao: Imagine the frustration, you have of knowing you have something so important to say and you walk into a crowded noisy room.

406

01:05:52.290 --> 01:05:56.220

1 - Pedro Adao: And you're screaming at the top of your lungs and nobody can hear you.

407

01:05:59.340 --> 01:06:12.630

1 - Pedro Adao: that's what we're trying to help you guys avoid with this micro niche okay all right let's come to glad yeah I saw you glad you glad you and then john McCain your next buddy but quick let's try let's try and do some questions Oh, because.

408

01:06:13.170 --> 01:06:15.330

1 - Pedro Adao: I think these two have been a good idea what's your question.

409

01:06:15.900 --> 01:06:19.620

1 - Gladia Etienne: My question is, I already have like a natural hair.

410

01:06:20.880 --> 01:06:24.090

1 - Gladia Etienne: kind of small business that I kind of started and.

411

01:06:25.290 --> 01:06:33.690

1 - Gladia Etienne: It I never really made like an extensive amount of money, but it's really small because I teach women with natural here how to develop a.

412

01:06:34.170 --> 01:06:43.920

1 - Gladia Etienne: Natural hair regimen and seven step, and so I started this about a couple years ago and it started to grow, but in 2020 that's when everything kind of.

413

01:06:44.700 --> 01:06:56.640

1 - Gladia Etienne: went downhill, for me, and I hadn't haven't had any bookings now i'm listening to you you're given us like really specific details on how to even Michael like go even deeper on my niche.

414

01:06:57.180 --> 01:07:07.650

1 - Gladia Etienne: I have about 7000 Members in my group page and over 13,000 people just following me on my glad use my just regular brand page.

415

01:07:08.970 --> 01:07:25.830

1 - Gladia Etienne: And even though there's no activity, they haven't left or anything like that so i'm trying to see should I still need to down or, should I still keep it the way it is and just start the challenge all Monday beginning.

416

01:07:26.040 --> 01:07:36.630

1 - Pedro Adao: Well, if you already got a group of people, if you already gathered like 7000 people how did you gather them what did they come there for like what was the what was the promise of the group.

417

01:07:37.350 --> 01:07:50.280

1 - Gladia Etienne: So the promise was that I will teach them basically how to develop a regimen so most people whenever I used to be in other group pages because there's plenty of other women who are teaching naturally here, but my.

418

01:07:50.700 --> 01:07:56.670

1 - Gladia Etienne: My main focus was, I wanted to answer people questions specifically I was tired of the broad.

419

01:07:57.360 --> 01:08:05.310

1 - Gladia Etienne: Answers meaning like well how do I grow my hair and they'll just throw out something like coconut oil, so what I will do, I will just go do my own research.

420

01:08:05.520 --> 01:08:14.520

1 - Gladia Etienne: And then I will bring them that information and be like okay here's the step by step that should be when it comes to this so that's how I grew to over 7000.

421

01:08:15.540 --> 01:08:29.730

1 - Gladia Etienne: In my group, page but i'm thinking, should I keep it the way it is because i've had students from Switzerland i've had students from my main group of people are in Nigeria, but here's what i've learned i've had a lot of frustration.

422

01:08:30.210 --> 01:08:48.960

1 - Gladia Etienne: with people from other countries, and you know the language barrier, the money issue you know things like that that does bring about about stress on myself, so I was like maybe I want to work with people that I want to work with that won't have, as you know, as many issues.

423

01:08:49.290 --> 01:08:49.770

1 - Gladia Etienne: yeah.

424

01:08:50.040 --> 01:09:01.260

1 - Pedro Adao: You know so again I don't know the whole groups makeup and so, but part of micromanaging guys is okay, let me talk about the money issue.

425

01:09:02.370 --> 01:09:09.990

1 - Pedro Adao: So I think even Alberto was getting to this a little bit he's like man like It just seems like the people a lot of the guys here don't want to pay.

426

01:09:10.860 --> 01:09:27.810

1 - Pedro Adao: kind of maybe the prices, I want to charge so let's talk about pricing real quick okay there's there's there's two ways there's two main ways to think about launching your movement based business when it comes to the money.

427

01:09:29.970 --> 01:09:35.040

1 - Pedro Adao: I think one way, probably the more business minded approach.

428

01:09:36.210 --> 01:09:47.460

1 - Pedro Adao: Is you can pick who you work with, so why don't you just carve your niche to pick an audience that you know, has the capacity to transact with you.

429

01:09:49.440 --> 01:09:49.830

1 - Pedro Adao: Okay.

430

01:09:50.850 --> 01:09:51.480

1 - Gladia Etienne: where's that.

431

01:09:51.840 --> 01:10:07.470

1 - Pedro Adao: Well, well hi well so it's simple it's like you're only going to you're going to pick who your who is and you're going to narrow in on people who are more than likely going to be have the ability and willingness to pay you what you want to make.

432

01:10:09.000 --> 01:10:09.480

1 - Pedro Adao: Okay.

433

01:10:12.000 --> 01:10:18.600

1 - Pedro Adao: So if you are already if you already know that like your offer you're already getting pushed back or a lot of oh I can't afford it.

434

01:10:18.900 --> 01:10:32.340

1 - Pedro Adao: From these the people that you have in your Community well and if that's if you have 7000 people, then all are from somewhere more telling you that that just doesn't work for them, then you might be starting over.

435

01:10:34.050 --> 01:10:43.890

1 - Pedro Adao: right because you're like well, what I want to do i'm on charge they can't pay so you might be starting over guys there's nothing wrong, let me tell you that there's nothing wrong with.

436

01:10:43.890 --> 01:10:45.780

1 - Pedro Adao: Launching a movement based business.

437

01:10:46.920 --> 01:10:48.750

1 - Pedro Adao: That is wildly profitable.

438

01:10:50.310 --> 01:10:55.440

1 - Pedro Adao: Okay, you got this is not about being Mother Teresa it's not about saving the world.

439

01:10:56.100 --> 01:11:07.140

1 - Pedro Adao: Like you guys are here to be entrepreneurs to prosper to to to create profit and have financial freedom so there's you know.

440

01:11:07.920 --> 01:11:26.610

1 - Pedro Adao: Not to be like well gosh Pedro I just feel bad only working with millionaires because you know, like dude like don't if hey if you enjoy working with those people, they have the money to pay you, you get great outcomes, do you do you again being a movie maker is not about being a savior.

441

01:11:28.590 --> 01:11:44.340

1 - Pedro Adao: we're leaders not saying we're not trying to save the world and i'm trying to save your niche right so on one hand, when you think about your micro niche you should be thinking about are they underserved and do they have a capacity to transact.

442

01:11:46.800 --> 01:11:47.790

1 - Pedro Adao: Okay that's.

443

01:11:47.880 --> 01:11:48.900

1 - Pedro Adao: One way of doing it.

444

01:11:48.960 --> 01:11:52.140

1 - Pedro Adao: Is make okay now here's the opposite approach.

445

01:11:53.760 --> 01:11:57.270

1 - Pedro Adao: If you are kind of more coming at this from a passion.

446

01:11:58.410 --> 01:12:04.320

1 - Pedro Adao: project a calling a passion and.

447

01:12:05.460 --> 01:12:22.890

1 - Pedro Adao: Maybe financially, you have another business, maybe you have a job, maybe you just maybe you're like hey I don't even need to make money from this, I just have a passion, I have an interest in this, and I want to help people with this then guess what you.

448

01:12:24.000 --> 01:12:32.010

1 - Pedro Adao: You do your thing you put out your message you launch a movement you run your challenge and and you can either.

449

01:12:33.270 --> 01:12:38.250

1 - Pedro Adao: Have a very small price offer maybe you start with no offer.

450

01:12:39.480 --> 01:12:56.310

1 - Pedro Adao: Because guys like i'm just be very real like when I launched hundred X, I was not trying to launch a business when I did my first ever challenge call the hundred next masterclass I taught for 30 days for free, I had no plans of launching a business.

451

01:12:57.750 --> 01:13:05.400

1 - Pedro Adao: I was just doing that, as a passion project, I was, I had a seven figure financial planning firm that we were planning on growing.

452

01:13:07.170 --> 01:13:17.550

1 - Pedro Adao: And if I was trying to launch a business I sure as heck would have not picked the micro niche I picked because those are the broke his Christians on the planet.

453

01:13:21.210 --> 01:13:28.830

1 - Pedro Adao: crazy charismatic super spiritual Christians, that is, the brokenness denomination and Christianity, I can tell you that.

454

01:13:29.340 --> 01:13:41.190

1 - Pedro Adao: The Mormons have more money, the Catholics have more money in the Baptist have more money episcopalians got more money everybody else if I was trying to make money, I would have never launched to those people.

455

01:13:43.380 --> 01:13:53.370

1 - Pedro Adao: which is also why think God trick me to not knowing I was launching a business, if I was if I knew I was launching a business, I would have never picked those people that's a horrible market.

456

01:13:56.820 --> 01:13:58.680

1 - Pedro Adao: that's a horrible market.

457

01:14:01.830 --> 01:14:02.580

1 - Pedro Adao: Yet.



458

01:14:04.140 --> 01:14:07.920

1 - Pedro Adao: It was incredible and change my life and we've.

459

01:14:08.850 --> 01:14:24.600

1 - Pedro Adao: we've reached over 100 nations were literally like making massive impact and credit millions of dollars in launch us into the challenge guy and I would have never picked it because, on the surface just looking at the facts it looked like a horrible market to go after.

460

01:14:26.970 --> 01:14:32.340

1 - Pedro Adao: So i'm giving you guys two different types of advice, if you need money.

461

01:14:33.810 --> 01:14:44.160

1 - Pedro Adao: If you're like bro I need to make money like, then you should pick a micro niche that you have confidence will have the capacity to pay.

462

01:14:46.200 --> 01:14:52.530

1 - Pedro Adao: If you're really more being led by a passion and interest just to serve some people and and you don't really.

463

01:14:53.130 --> 01:14:59.670

1 - Pedro Adao: You don't have a lot of strong financial needs like I had no financial needs I another business then don't worry about the money.

464

01:15:00.060 --> 01:15:11.460

1 - Pedro Adao: don't worry about the offer don't worry about what they can pay and how much they can pay, because you don't even know just get in there, show up start serving and see what happens.

465

01:15:13.620 --> 01:15:17.130

1 - Pedro Adao: So these are kind of two different approaches, but I wouldn't be.

466

01:15:18.510 --> 01:15:29.310

1 - Pedro Adao: I have to I just wouldn't be right me to not tell you guys that there's two ways to approach this Okay, so I wanted to speak to the pricing thing specifically okay.

467

01:15:29.760 --> 01:15:39.120

1 - Pedro Adao: um, especially for those you guys that are brand new now if you already have an offer, and you already know, is converting and selling, then you don't need to overthink this.

468

01:15:40.230 --> 01:15:45.000

1 - Pedro Adao: If you already have something that's working and selling and you're already making sales.

469

01:15:45.480 --> 01:15:52.890

1 - Pedro Adao: Then you don't need to overthink this you've got a proven product let's just help you market a little bit more effective and a little more strategic by maybe.

470

01:15:53.370 --> 01:16:03.270

1 - Pedro Adao: knitting down a little bit Okay, so does that help you i'm glad you like, I really I you know, I think, look at your group look well, first of all, what are you selling what what's your offer.

471

01:16:05.070 --> 01:16:11.700

1 - Gladia Etienne: um I wrote a book The ultimate guide to rock and then naturally here, I have a course.

472

01:16:11.790 --> 01:16:12.720

1 - Pedro Adao: Coming to the course.

473

01:16:13.290 --> 01:16:17.430

1 - Pedro Adao: i'm 990 7000 bucks.

474

01:16:17.580 --> 01:16:18.720

1 - Gladia Etienne: it's a seven week.

475

01:16:19.020 --> 01:16:22.680

1 - Gladia Etienne: course yeah where I meet with them once a week.

476

01:16:23.340 --> 01:16:23.670

1 - Gladia Etienne: and

477

01:16:24.630 --> 01:16:26.910

1 - Gladia Etienne: go through the entire process.

478

01:16:27.150 --> 01:16:27.720

1 - Pedro Adao: From credit.

479

01:16:27.900 --> 01:16:28.500

1 - Pedro Adao: And what's the.

480

01:16:28.890 --> 01:16:32.370

1 - Pedro Adao: what's the number one biggest problem you're helping them overcome with her hair.

481

01:16:33.510 --> 01:16:41.730

1 - Gladia Etienne: And so, these people are just unable to manage their hair, so they now have a systematic way to find the right products are they here.

482

01:16:41.820 --> 01:16:44.220

1 - Pedro Adao: And what's number one what's number one problem when when they.

483

01:16:44.850 --> 01:16:46.680

1 - Gladia Etienne: were done no problem i'm.

484

01:16:46.890 --> 01:16:48.960

1 - Gladia Etienne: row grow hair growth.

485

01:16:49.980 --> 01:16:50.190

1 - Gladia Etienne: Okay.

486

01:16:51.240 --> 01:16:55.050

1 - Pedro Adao: So they're so they're dealing with like hair loss know they want to regrow hair.

487

01:16:55.740 --> 01:17:02.970

1 - Pedro Adao: Right okay so guys watch this here's here's what this always happens i've been talking with gladney for several minutes now right.

488

01:17:04.590 --> 01:17:07.230

1 - Pedro Adao: Yes, you guys with me okay.

489

01:17:09.780 --> 01:17:11.730

1 - Pedro Adao: i'm literally about to wrap up with her.

490

01:17:13.020 --> 01:17:20.190

1 - Pedro Adao: And finally, at the end i'm almost wrapping up she tells me that most of these people are struggling with hair growth.

491

01:17:21.690 --> 01:17:30.600

1 - Pedro Adao: I would have never thought that it was always about hair management haircare this right, how many guys didn't have no idea that she was even helping people regrow hair.

492

01:17:32.190 --> 01:17:36.330

1 - Pedro Adao: But yeah that's the number one problem, she says she's helping people with.

493

01:17:37.590 --> 01:17:38.700

1 - Pedro Adao: And sometimes.

494

01:17:40.140 --> 01:17:42.360

1 - Pedro Adao: When i'm talking i'm talking you guys.

495

01:17:43.410 --> 01:17:57.000

1 - Pedro Adao: stuff like that comes out after three minutes five minutes 10 minute hot seat and you go oh yeah the biggest thing I do is help them regrow hair it's like will do, why was that not the first thing you said.

496

01:17:59.160 --> 01:18:13.500

1 - Pedro Adao: What that tells me is that even in your own mind you guys aren't always fully aware of what business you're actually in I would I would submit to body, you are not in the hair management business, you are in the hair regrowing business.

497

01:18:15.450 --> 01:18:20.040

1 - Pedro Adao: Based on what you said, if what you told me is true, and the majority of people.

498

01:18:20.520 --> 01:18:33.840

1 - Pedro Adao: Man, you are helping you're helping them regrow their hair naturally that's the business you're in you're not in management you're not in care you're in hair growth, and I can tell you right now, as a middle aged man there's a lot of money inherent growth.

499

01:18:35.940 --> 01:18:43.590

1 - Pedro Adao: I get all kinds of ads and now I pay all kinds of money just have my hair come back magically without having to go through crazy stuff okay.

500

01:18:43.980 --> 01:18:56.670

1 - Pedro Adao: So guys, this is a very good example and i'm not trying to put plenty on blast she's doing amazing, but I see this all the time,

write this down right now my challenge of this question what business are you really in.

501

01:18:59.850 --> 01:19:04.380

1 - Pedro Adao: And, most people don't know what business they're actually really in.

502

01:19:06.360 --> 01:19:21.900

1 - Pedro Adao: Even when, God, he or she thinks she's in the hair every growing business but she's actually really probably more in that confidence business she's probably more in that sexy business having these women so women one is for men.

503

01:19:22.350 --> 01:19:28.800

1 - Gladia Etienne: yeah women i've had i've had fathers actually come to my workshops with their daughters.

504

01:19:29.250 --> 01:19:32.700

1 - Pedro Adao: right but that's see guys that there's there's them.

505

01:19:33.900 --> 01:19:36.570

1 - Pedro Adao: to write this down your people.

506

01:19:37.410 --> 01:19:39.060

there's things that they want.

507

01:19:40.080 --> 01:19:41.490

1 - Pedro Adao: And there's things that they need.

508

01:19:45.450 --> 01:19:56.520

1 - Pedro Adao: there's things that they want and things that they need most of most people are not very self aware enough to to distinguish the difference.

509

01:19:59.220 --> 01:19:59.820

1 - Pedro Adao: So.

510

01:20:01.740 --> 01:20:07.920

1 - Pedro Adao: What these what these women really deeply need is they need to feel confident again.

511

01:20:10.440 --> 01:20:13.320

1 - Pedro Adao: Yes, what they want is their hair grow back.

512

01:20:14.400 --> 01:20:28.830

1 - Pedro Adao: Because in their mind if their hair was grown back and then, if what they want is their hair to be good, because they they have it linked, that is, that they would be they would feel more confident with their hair looking differently.

513

01:20:30.240 --> 01:20:39.240

1 - Pedro Adao: So what they want is hair growth what they need is confidence, but people don't tend to buy what they need.

514

01:20:41.850 --> 01:20:54.750

1 - Pedro Adao: People don't tend to buy what we need, we tend to not do what we need, we tend to buy what we want, so here is that a big key to succeeding with all this sell people what they want to buy.

515

01:20:56.940 --> 01:21:00.870

1 - Pedro Adao: sell them what they want to buy while still giving them what they need.

516

01:21:02.880 --> 01:21:09.060

1 - Pedro Adao: And if you know what they need that should be also in your sales copy.

517

01:21:11.520 --> 01:21:22.080

1 - Pedro Adao: So the name of your challenge right the name of your challenge could be the five day 31 day hair growth challenge.

518

01:21:23.520 --> 01:21:23.970

1 - Pedro Adao: Right.

519

01:21:25.500 --> 01:21:38.610

1 - Pedro Adao: And it could be how to confidently you know how to you know, a rapid principles for regrowing your hair and re establishing your confidence.

520

01:21:42.630 --> 01:21:51.660

1 - Pedro Adao: But someone's not going to just pay for confidence because they don't even know how bad they need their confidence, but they will pay for hair growth.

521

01:21:51.990 --> 01:22:00.990

1 - Pedro Adao: And what you'll give them along the way, is confidence and so many of you where are my life, where Am I woohoo people and I don't mean whoo whoo.

522

01:22:01.470 --> 01:22:14.100

1 - Pedro Adao: I mean that affectionately because i'm in the i'm as you guys can tell very spiritual as well, but many of you, having guys like a more spiritual whoo hoo you kind of help people with mindsets you help them with like.

523

01:22:14.730 --> 01:22:22.020

1 - Pedro Adao: You know identity mindset purpose guys listen, this is for you guys you guys gotta listen this.

524

01:22:22.590 --> 01:22:35.790

1 - Pedro Adao: Okay, I know so many you know we have a lot of Christians, that we serve and like Pedro I want to help people discover their identity in Christ, and if they just knew they were in God i'm like dude ain't nobody paying for that nobody is gonna buy that.

525

01:22:37.230 --> 01:22:43.440

1 - Pedro Adao: or they think it's free at their church and and clearly it isn't because few people actually have this.

526

01:22:45.630 --> 01:22:52.680

1 - Pedro Adao: So just because people this because you know that your people need it doesn't mean they're going to ever sign up for it or buy it.

527

01:22:56.640 --> 01:23:01.800

1 - Pedro Adao: One of the things that we have done a great job of and hunter X is creating a culture of family.

528

01:23:03.390 --> 01:23:16.290

1 - Pedro Adao: Most people are so alone isolated trying to be an entrepreneur, and especially people in the faith based community so 100 X, we put our arms around all those people we created a family.

529

01:23:17.910 --> 01:23:29.970

1 - Pedro Adao: And, most of our people aren't getting massive results and success and healed of all kinds of a scarcity mindset poverty mindsets getting healed of all kinds of traumatic stuff.

530

01:23:31.230 --> 01:23:41.640

1 - Pedro Adao: Because they're in a list now loving family and we have resources for them, but they didn't buy hundred X for that they bought it for the marketing.

531

01:23:44.010 --> 01:23:47.250

1 - Pedro Adao: They bought it to learn more about business to make more money.

532

01:23:49.590 --> 01:23:56.190

1 - Pedro Adao: Because they want to make more money, but what they really need is to get their heart fixed in their mind right, but nobody wants to pay for that stuff.

533

01:23:59.190 --> 01:24:04.320

1 - Pedro Adao: So if you're if you have a whoo whoo kind of thing here's my best advice.

534

01:24:05.340 --> 01:24:21.750

1 - Pedro Adao: Attached your room thing to a practical outcome that people are problem aware like nobody wakes up in the morning goes oh my God my life is such a mess, I just wish I knew my identity in Christ, nobody says that.

535

01:24:23.280 --> 01:24:28.440

1 - Pedro Adao: What they say is that they wake up like oh man i'm so stressed out if I just knew how to make an extra hundred bucks a month.

536

01:24:29.040 --> 01:24:43.170

1 - Pedro Adao: So I could pay these bills, if I just knew how to get rid of this, you know this 10 pounds of fat from college if I just knew and get my wife talk to me again if I just knew how to get my wife to want to touch me again if I just knew how to.

537

01:24:44.400 --> 01:24:59.910

1 - Pedro Adao: attach your whoo whoo thing to something like that and that's how you can get people to be like okay okay it's kind of like it's it's like the anyhow it's enough on that all right, let me come on one last one, a man john mckay.

538

01:25:00.900 --> 01:25:08.820

1 - Pedro Adao: let's come to john guys i'm i'm i'm coming in john there's an amazing worksheet for today, like today's worksheet.

539

01:25:09.510 --> 01:25:20.430



1 - Pedro Adao: Is is part of a worksheet I only use the share in my higher ticket coaching programs so like i'm giving you guys some real tools and these worksheets so please do them and.

540

01:25:21.150 --> 01:25:31.110

1 - Pedro Adao: These have all been really good hot seats i've been able to kind of unpack and create value for all you guys how many you guys are learning a lot through these other people okay that's what you're going to want to do.

541

01:25:32.280 --> 01:25:37.410

1 - Pedro Adao: Is i'm going to talk to john right now but i'm really not talking to john who am I talking to.

542

01:25:39.180 --> 01:25:41.400

1 - Pedro Adao: talking to you through john.

543

01:25:43.410 --> 01:25:53.310

1 - Pedro Adao: I just talked to you through glass here I just talked to you, Roberto and I think there was another lady before that mangy I think it was.

544

01:25:55.050 --> 01:25:56.790

1 - Pedro Adao: that's how you got to be here guys.

545

01:25:57.930 --> 01:25:59.760

1 - Pedro Adao: i'm talking to you through these people.

546

01:26:01.380 --> 01:26:10.470

1 - Pedro Adao: I believe that just i'm led to pick these people, I never believed this is random I believe i'm led to pick these people because there's things that.

547

01:26:11.580 --> 01:26:18.330

1 - Pedro Adao: are going to come out and through these interactions so I don't think these people i'm picking on picking on accident.

548

01:26:19.410 --> 01:26:29.010

1 - Pedro Adao: Okay, I don't know these people there's no nothing with this is not pre set up so but I just trust the process i've done this long enough, I know there's so much gold.

549

01:26:29.640 --> 01:26:41.610

1 - Pedro Adao: When I just kind of follow as i'm being led to pick people how many guys have seen that happen today, I mean you guys got something massively valuable from okay well let's so john no pressure, but i'm coming to you to.

550

01:26:42.960 --> 01:26:45.630

1 - Pedro Adao: To close, out the show today buddy what's your question my man.

551

01:26:46.320 --> 01:27:02.850

1 - John McKay: yeah So if you need any context along the way, let me know but i'm gonna jump right into the question, so my who is actually experts in a micro niche does that make sense, so I am looking to work with people that are experts in their micro niche.

552

01:27:04.020 --> 01:27:04.830

1 - Pedro Adao: Okay, so give me.

553

01:27:04.860 --> 01:27:06.480

1 - John McKay: How would you how would you approach that.

554

01:27:06.660 --> 01:27:08.400

1 - Pedro Adao: Now well give me a little bit more, what do you what's your offer.

555

01:27:08.910 --> 01:27:15.810

1 - John McKay: yeah yeah so I run a buying group and mastermind for independent label converters that's a micro niche and the printing industry right.

556

01:27:16.140 --> 01:27:26.790

1 - John McKay: And we help them be more competitive in the market and become stronger companies without sacrificing their independence, they range in size between two and 40 million bucks and it's here in the United States and Canada.

557

01:27:27.270 --> 01:27:28.410

1 - John McKay: I have the framework.

558

01:27:28.500 --> 01:27:31.410

1 - Pedro Adao: Long come having a good that you have.

559

01:27:32.400 --> 01:27:35.220

1 - John McKay: So we run a buying group map and and mastermind.

560

01:27:35.460 --> 01:27:36.630

1 - John McKay: To help small to mid.

561

01:27:37.320 --> 01:27:38.310

1 - John McKay: Mid size.

562

01:27:38.340 --> 01:27:39.270

1 - John McKay: yep a buying group.

563

01:27:39.540 --> 01:27:42.900

1 - Pedro Adao: Okay, so all right so explain a buying group I think I know what it means, but explain.

564

01:27:43.080 --> 01:27:43.590

1 - John McKay: What that.

565

01:27:43.980 --> 01:27:58.770

1 - John McKay: yeah so the way it works is we've grouped small to mid sized companies together and leverage their buying power to obtain national agreements with some of the largest vendors in the industry to get them pricing, similar to what the largest guys in the industry are getting.

566

01:27:59.400 --> 01:28:01.200

1 - John McKay: That they would never be able to obtain on their own.

567

01:28:01.560 --> 01:28:02.850

1 - Pedro Adao: And what industry isn't.

568

01:28:03.600 --> 01:28:04.680

1 - John McKay: we're in the printing industry.

569

01:28:04.950 --> 01:28:06.060

1 - John McKay: More specifically.

570

01:28:06.240 --> 01:28:09.390

1 - John McKay: We help label converters between the size of two and 40 million bucks.

571

01:28:09.450 --> 01:28:10.920

1 - Pedro Adao: label converters.

572

01:28:11.040 --> 01:28:11.370

1 - John McKay: yep.

573

01:28:11.670 --> 01:28:12.120

1 - John McKay: You got it.

574

01:28:12.570 --> 01:28:16.230

1 - John McKay: What does so they print labels stickers labels.

575

01:28:16.320 --> 01:28:20.550

1 - John McKay: Literally anything you see in the grocery store on the inside of your car door fire extinguishers.

576

01:28:21.030 --> 01:28:21.960

1 - John McKay: you name it they print it.

577

01:28:22.530 --> 01:28:25.680

1 - Pedro Adao: Okay okay that helps me so now what's the question.

578

01:28:26.250 --> 01:28:36.450

1 - John McKay: My question is, I have the framework and the way to bring this buying group method to any in any industry that has independent companies.

579

01:28:37.620 --> 01:28:45.540

1 - John McKay: From identifying what markets to get into to how to get your first 10 members to then how to leverage those Members to get contracts to.

580

01:28:45.870 --> 01:28:52.440

1 - John McKay: How to set up and make sure they're engaged to how to make sure they're buying through the group and you so that you can establish a seven plus figure.

581

01:28:52.890 --> 01:29:01.830

1 - John McKay: Group for your for yourself and then help all these independent businesses compete you know with with the large companies in that specific niche so.

582

01:29:02.400 --> 01:29:12.810

1 - John McKay: My question is, if my who is experts in that niche market right, because I do it in the label industry, but I don't know anything about gosh I don't know.

583

01:29:13.590 --> 01:29:22.230

1 - John McKay: restaurants right but somebody could know something a lot about restaurants and be like yeah there's a lot of independent businesses in the restaurant industry.

584

01:29:22.800 --> 01:29:34.500

1 - John McKay: I could establish a group, like this and help out a whole bunch of independent restaurants, using john's framework and his proven methods that he's used in a different industry, you know how would you approach something like that.

585

01:29:34.620 --> 01:29:38.820

1 - John McKay: specifically to targeting them because it's not really micro niches you know I understand.

586

01:29:39.120 --> 01:29:43.890

1 - Pedro Adao: So, are you looking just some clear, are you looking to partner and jv with these people.

587

01:29:44.160 --> 01:29:51.750

1 - John McKay: yeah that's a good question, so I guess there's a couple of different methods that I would take the first you know would be like a do it yourself method where I would provide them more of like a.

588

01:29:52.170 --> 01:29:59.820

1 - John McKay: Like a hey if you take these steps and then you work through them on your own you know you could potentially start this, but my high ticket offer would be yes.

589

01:30:00.180 --> 01:30:11.250

1 - John McKay: I will help you develop this group through and through for X amount of bucks at a high ticket item and 30% of your business and we'll make sure you run it the way or whatever that number is right.

590

01:30:12.300 --> 01:30:14.370

1 - John McKay: But that that would ultimately be.

591

01:30:15.000 --> 01:30:16.590

1 - John McKay: What the high ticket item is.

592

01:30:16.740 --> 01:30:19.560

1 - John McKay: And that would also sign my exclusivity to.

593

01:30:19.920 --> 01:30:24.750

1 - John McKay: Whatever market that was so that I wouldn't help somebody else develop that that mark.

594

01:30:24.840 --> 01:30:26.940

1 - Pedro Adao: How much you think i'm not charging for that up front.

595

01:30:27.450 --> 01:30:33.630

1 - John McKay: i'm not really sure, because I haven't we've had one person interested and they're looking to get into the microbrew market.

596

01:30:34.920 --> 01:30:45.900

1 - John McKay: Which is, which is a big you know big market with independent people, but really I don't know what what the cost is you know I know what the yield could be for that person if they were to.

597

01:30:45.960 --> 01:30:46.500

1 - Pedro Adao: Establish.

598

01:30:46.530 --> 01:30:47.520

1 - John McKay: The group correctly.

599

01:30:47.700 --> 01:30:48.120

1 - Pedro Adao: What is it.

600

01:30:48.210 --> 01:30:51.420

1 - John McKay: Well, I mean my group right now is doing over seven figures, which is awesome.

601

01:30:51.870 --> 01:31:03.000

1 - Pedro Adao: Right all right so Okay, so I think I got I think I understand the question Okay, so this Okay, so let me explain to you the situation that john is in Okay, and many of you are probably.

602

01:31:04.050 --> 01:31:09.240

1 - Pedro Adao: either here or close to being here and can relate to this john figured something out.

603

01:31:11.190 --> 01:31:12.240

1 - Pedro Adao: What did john figure out.

604

01:31:13.800 --> 01:31:26.400

1 - Pedro Adao: john figured out how to run create a group and a buying group he figured out that if he pulls all these people together from one industry they're all buying the same stuff on the same people.

605

01:31:26.820 --> 01:31:38.130

1 - Pedro Adao: And he fallon and see found away hey we're going to all pull together, so we can get amazing discounts on all going to save a bunch of money and i'm imagining john So do you make a rip want to make a spread or to make a little.

606

01:31:38.520 --> 01:31:39.540

1 - John McKay: yeah I mean the way that we've.

607

01:31:39.900 --> 01:31:41.640

1 - John McKay: made our money is that they pay dues to be a.

608

01:31:41.640 --> 01:31:54.120

1 - John McKay: Part of the group, you know and and so, but we organize in person events we have little peer groups that are popping up all over the place, with you know five to eight companies they meet once a once a month, just like this, you know, so it works.

609

01:31:54.390 --> 01:31:55.470

1 - Pedro Adao: Alright, so embrace it any.

610

01:31:55.470 --> 01:31:59.280

1 - Pedro Adao: Industry so john and basically form like a mastermind.

611

01:32:00.570 --> 01:32:16.410

1 - Pedro Adao: And he's offering mastermind they're not working they're sharing best practices for saving a bunch of money on all the stuff they buy and look at this micro micro micro micro niche these are label printers and asked the guy three times the hell, this was.

612

01:32:16.710 --> 01:32:25.110

1 - Pedro Adao: Something what is this and i'm pretty sharp guy right and that tells you like this is a very micro micro thing, so now.

613

01:32:25.740 --> 01:32:32.460

1 - Pedro Adao: john's like a I know I have a secret sauce to how to create these buying groups.

614

01:32:33.300 --> 01:32:50.880

1 - Pedro Adao: And let's say john's busy and john doesn't want to go do this for restaurants, bars micro brews barbershops like, but how many guys see there is an opportunity to go do this probably even 1000 different micro industries.

615

01:32:51.000 --> 01:32:52.050

1 - John McKay: don't steal my idea.

616

01:32:53.250 --> 01:33:08.460

1 - Pedro Adao: Well here's the problem you like here's here's why you here's why you kind of can't one it's your secret sauce to it's going to take so what john has I think when you have john is guys we call this a business opportunity.

617

01:33:10.800 --> 01:33:13.860

1 - Pedro Adao: I call this a bizarre, this is a bizarre okay.

618

01:33:15.960 --> 01:33:21.480

1 - Pedro Adao: what's a business opportunity when you're selling people away a new way to learn how to make money.

619

01:33:22.350 --> 01:33:41.640

1 - Pedro Adao: Okay, like selling crap on Amazon that's a biz op right doing airbnb stuff bizzle flipping houses, a biz op anytime you sell somebody a way to make money you're selling a business opportunity is that makes sense network marketing every single mlm is a biz up.

620

01:33:42.660 --> 01:33:48.450

1 - Pedro Adao: it's an opportunity to do business with a proven system or framework you guys got that make sense.

621

01:33:50.280 --> 01:33:54.420

1 - Pedro Adao: Okay, can I tell you that that there's nothing easier to sell in the biz op.

622

01:33:58.080 --> 01:34:09.840

1 - Pedro Adao: there's nothing easier sell than a bizarre because there's always people looking for a new way to make money and people are more likely willing to give you money.

623

01:34:10.920 --> 01:34:14.730

1 - Pedro Adao: A little bit of money to buy a path to make more money.



624

01:34:17.820 --> 01:34:27.690

1 - Pedro Adao: Okay, so that's how many of you guys have signed up for something or bought something that you are super fired up about and then later kind of felt like a dummy.

625

01:34:28.830 --> 01:34:44.040

1 - Pedro Adao: you're like Why did I sign up for this, because it was probably a super sexy biz op you're like oh you gotta do is you know, like do this and do that and then and guys it's whether it's Amazon or etsy or whether it's crypto trading or whether it's.

626

01:34:45.780 --> 01:34:58.740

1 - Pedro Adao: guys are so many Okay, but people love to buy biz OPS because because people are very happy to just be given a system and they're happy to train small money for big money potential.

627

01:35:00.510 --> 01:35:00.990

1 - Pedro Adao: Okay.

628

01:35:02.340 --> 01:35:14.190

1 - Pedro Adao: So P, I so that's good he has a biz op that's a good I like biz OPS is easy sell biz OPS, so I think we're I think we're john's are you my advice demise to john is just.

629

01:35:14.850 --> 01:35:25.590

1 - Pedro Adao: Just treating yourself this, I would just just you're in the biz op space Okay, so the fact is all to me you're looking for is an hungry entrepreneur.

630

01:35:26.010 --> 01:35:27.390

1 - Pedro Adao: who's willing to do the work.

631

01:35:27.450 --> 01:35:28.320

1 - John McKay: Because correct.

632

01:35:28.590 --> 01:35:39.810

1 - Pedro Adao: Knowing an Amazon store takes work running it running a bunch of airbnb take work flipping you know flipping crap at garage sales takes work.

633

01:35:41.010 --> 01:35:57.810

1 - Pedro Adao: And you have a you have this system of making money that's just going to take some work, but here it is, and I don't even

think people per se need sure what help, but I don't even think they need to have a deep deep deep expertise in that industry.

634

01:35:58.050 --> 01:35:59.910

1 - Pedro Adao: right because you've got the framework.

635

01:36:00.300 --> 01:36:03.810

1 - John McKay: yeah and i'll tell you what i've never printed a label in my life so.

636

01:36:03.870 --> 01:36:05.460

1 - Pedro Adao: yeah you know you proved my point.

637

01:36:05.850 --> 01:36:10.080

1 - Pedro Adao: yeah Okay, so if i'm answering your question, I think.

638

01:36:11.280 --> 01:36:12.630

1 - Pedro Adao: I would mark this as a business up.

639

01:36:13.230 --> 01:36:14.550

1 - Pedro Adao: And I would probably do.

640

01:36:15.030 --> 01:36:20.010

1 - Pedro Adao: I would probably take that guy the microbrew try another probably helped him next.

641

01:36:20.490 --> 01:36:29.340

1 - Pedro Adao: yeah because right now you've proven that you can do it, but do you have any other testimonials of other folks who've helped do this yet.

642

01:36:30.360 --> 01:36:37.560

1 - John McKay: So we have a strategic partner and another segment of printing that we that we work very closely with, and they have assessed successful group as well.

643

01:36:37.860 --> 01:36:47.880

1 - John McKay: i'm also looking to expand our current group into another micro niche market of the printing industry but outside of doing it on my own i've never this is this will be the first time.

644

01:36:48.270 --> 01:36:49.110

1 - John McKay: That I work with.

645

01:36:49.200 --> 01:36:51.210

1 - John McKay: Somebody else in a different industry.

646

01:36:51.270 --> 01:36:55.710

1 - Pedro Adao: So I think you got a guy who wants to do it that's your first guy go help that guy.

647

01:36:56.250 --> 01:36:56.550

1 - John McKay: Okay.

648

01:36:56.760 --> 01:37:04.020

1 - Pedro Adao: Go help that guy help that guy crush it and then that's your first testimonial and now you're ready to launch your thing.

649

01:37:05.280 --> 01:37:05.640

1 - John McKay: cool.

650

01:37:05.970 --> 01:37:07.140

1 - John McKay: Okay, thanks man appreciate.

651

01:37:07.200 --> 01:37:07.650

1 - John McKay: It very much.

652

01:37:08.820 --> 01:37:26.700

1 - Pedro Adao: yeah guys that that first customer that first testimonial that first person because naturally someone's going to go well, like that's great who have you helped you know, like you're going to want that social proof, I saw it on there so um.

653

01:37:27.750 --> 01:37:30.540

1 - Pedro Adao: And even your social proof will help you pick your micro niche.

654

01:37:34.170 --> 01:37:49.080

1 - Pedro Adao: Your micro niche it's like, if you look how I picked my micro niche from the financial business was I found the people that I just had the most I enjoyed working with the most that were really getting great results from the work I was doing.

655

01:37:50.580 --> 01:37:57.120

1 - Pedro Adao: So one way to pick your micro niche is just find out who is getting the best results with the work that you're doing.

656

01:37:59.280 --> 01:38:08.640

1 - Pedro Adao: Right and that's a great way to kind of niche down down so alright guys we're going to land the plane there, right now, good on you guys, for being here, putting in a little bit of time.

657

01:38:11.220 --> 01:38:17.400

1 - Pedro Adao: This takes a little time takes a lot of time to learn this stuff takes a little time to plan this stuff but.

658

01:38:18.930 --> 01:38:20.190

1 - Pedro Adao: I mean everything takes time.

659

01:38:20.850 --> 01:38:21.480

1 - Pedro Adao: Everything went well i'll.

660

01:38:21.510 --> 01:38:28.020

1 - Pedro Adao: take some time but i'll tell you there guys is we're giving you guys all the shortcuts back here we're giving you guys the shortcuts back here.

661

01:38:28.470 --> 01:38:38.970

1 - Pedro Adao: and good on you for being here non count the homework, how many guys got a lot of value today just do me a quick favor help me write this help me make this call today.

662

01:38:39.660 --> 01:38:46.680

1 - Pedro Adao: A 10 pretty freaking awesome one Pedro kind of suck today one to 10.

663

01:38:47.100 --> 01:38:58.440

1 - Pedro Adao: And let me know in the feedback, I want to make sure we're delivering value for you guys obviously know I can't get to everybody there's thousands of you guys that are on this thing but i'm hoping that you guys are all learning from.

664

01:39:00.600 --> 01:39:01.110

1 - Pedro Adao: From.

665

01:39:03.030 --> 01:39:11.910

1 - Pedro Adao: The other hot seats and questions I love it again if you guys went live in the Facebook group called live in the group just talk about your key takeaways from day two.

666

01:39:13.560 --> 01:39:25.290

1 - Pedro Adao: And we're going to keep building tomorrow guys movement based messaging how many guys, I mean you guys like how many guys were shot that I guy who looks like a caveman.

667

01:39:26.970 --> 01:39:31.740

1 - Pedro Adao: is crushing it building a movement telling people to eat raw liver.

668

01:39:35.160 --> 01:39:43.860

1 - Pedro Adao: yeah So if you like, our Pedro like I don't know my micro niches too small or too crazy, I think the crazier, the better.

669

01:39:44.670 --> 01:39:57.270

1 - Pedro Adao: This dude the liver king is literally blowing up he was just on the was just with jake just with the Logan Paul in the impulsive Pol Pot podcasts like one of the biggest podcasts in the world.

670

01:39:58.410 --> 01:40:06.480

1 - Pedro Adao: This guy in less than a year has completely blown up why micromanage prolific countercultural.

671

01:40:08.070 --> 01:40:19.140

1 - Pedro Adao: In the in a time where like veganism raw juicing badge in this area where like it seems like the vegans are having all the momentum this guy's like.

672

01:40:19.470 --> 01:40:25.410

1 - Pedro Adao: Why would you eat a vegetable like I watched his videos and someone is like I would eat a vegetable that's that's like done like.

673

01:40:25.860 --> 01:40:35.160

1 - Pedro Adao: Like so like he's like, if you look at all the powerful animals, they eat liver, like the killer whale goes to the liver like this guy's building a whole movement on raw liver.

674

01:40:37.170 --> 01:40:42.480

1 - Pedro Adao: Now it's more than just that it talks about this nine ancestral ways now but.

675

01:40:43.770 --> 01:40:48.900

1 - Pedro Adao: Think about like think about how that is so micro micro like think about the amount of people.

676

01:40:49.230 --> 01:41:05.130

1 - Pedro Adao: are going to look at this guy and you're like this guy's an idiot it's kind of barbarian which by the way he loves it that's what he's going for he's helping guys become barbarians but you see like his willingness, just to put himself out there could care less about what anybody thinks.

677

01:41:06.870 --> 01:41:13.380

1 - Pedro Adao: and completely stands out from the crowd definitely controversial definitely not mainstream.

678

01:41:15.240 --> 01:41:26.820

1 - Pedro Adao: Growing like crazy why because he's just super different now you're like well gosh Pedro or what are you telling me to do like do I have to look like Hercules and eat raw liver succeed no i'm.

679

01:41:27.660 --> 01:41:34.740

1 - Pedro Adao: I don't look like that guy I have not been good any role ever yet I don't know I it doesn't I think I might just buy the supplements.

680

01:41:35.700 --> 01:41:47.010

1 - Pedro Adao: Which is probably his which is probably his whole business model right he's like hey this guy's going to keep talking about eating raw liver liver and nobody wants to eat raw liver, but he's like but.

681

01:41:47.760 --> 01:41:57.480

1 - Pedro Adao: Do you want all the healing if you want all the properties, you can buy myself a bit go sign me up for that, because who the heck wants eat raw liver right, but you guys here's.

682

01:41:58.200 --> 01:42:12.780

1 - Pedro Adao: I use that crazy example just to kind of give you guys a little bit of idea about what you know how can you be more prolific, how can you stand out a little bit, how can you bring an edge okay last last note for today edge.

683

01:42:14.190 --> 01:42:20.130

1 - Pedro Adao: edge, how can I have an edge about you i'm a little, how can you make your thing punchy edgy different.

684

01:42:21.390 --> 01:42:29.400

1 - Pedro Adao: All everyone's saying in this, you know all everyone Sunday and do lead magnets and webinars and number one Tony you know, create a podcast and.

685

01:42:30.540 --> 01:42:39.720

1 - Pedro Adao: Do post on instagram at five times a day and go shake your butt on tick tock everyone's saying that you know, Pedro saying don't do none of that run a challenge.

686

01:42:42.690 --> 01:42:47.970

1 - Pedro Adao: that's what i'm saying I literally say everything opposite of all of my peers.

687

01:42:51.030 --> 01:42:53.130

1 - Pedro Adao: And I have the results to prove one is the way better.

688

01:42:55.500 --> 01:42:56.070

1 - Pedro Adao: So.

689

01:42:57.570 --> 01:43:07.560

1 - Pedro Adao: i'm you know i'm saying, like a NASA we cut through the noise with what we do here, and so, once one when you put those things together you're going to find your edge you're going to find your sweet spot.

690

01:43:08.550 --> 01:43:14.190

1 - Pedro Adao: you're going to find a lane for you that you can be one of one where nobody can compete with you.

691

01:43:16.080 --> 01:43:24.090

1 - Pedro Adao: And that's that's my goal for all of you guys so hey love you guys so much hope you guys had an awesome time back here with us got some good value.

692

01:43:24.480 --> 01:43:31.140

1 - Pedro Adao: knock out your homework and love to see in the Facebook group tomorrow day three movement, making messaging.

693

01:43:31.590 --> 01:43:42.120

1 - Pedro Adao: And we're going to put in a layer on this and then day for going to put it all into a challenge framework and that's an all the light bulbs going to start going off love you guys so much take care thanks.