

Brainstorming Day 12

Problem: Business Outreach

Action: start to sit down and actually provide quality value.

Analyze business current situation using ideas to improve actual stuff.

Use controversial but realistic claims, use images to create relevance.

Repeat process and make it a habit, More Quality + Quantity = Better outcome.

Free Value Outreach improvement.

Desired Outcome
(Prospects get interested)

After a 15 min "perspicacity walk"

Start to give more "controversial" claims if possible, but keep them at a realistic level. This can be different depending on what situation the prospect is facing and what kind of ideas I'm providing.

Images can be used for illustration as well as to create relevance, like a picture of their business logo "make it more personal and tailored for them"

Make it a non-negotiable "a habit" to create more tailored messages. When it becomes a habit I'm able to create the vivid "More quality + Quantity = Better outcome."

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<https://docs.google.com/document/d/1dzosAhD1qoFW6tYOFrpML40EJRlvJHCc4s2GQFPnucl/edit?usp=sharing>