

Headlines:

- People say "Don't Judge a Book by its Cover", and That's Wrong.
- The benefits of having a recognizable name.
- Why being well known among the right people can CHANGE YOUR LIFE.

Outline:

Subject: Why being well known among the right people can CHANGE YOUR LIFE

Problem: People don't know who you are, and it's a problem. I'll tell you a story about a guy I met at my gym.

Agitate: You are missing out on a lot of opportunities and benefits because you are less known.

Solve: Become a more well known person. Make sure people remember as many positive attributes about you as they can.

1st Draft

Why Being Well Known Among the Right People can CHANGE YOUR LIFE

Most people have been going through life without being well known.

You walk down the street, and people don't recognize you, they don't know who you are, and you haven't changed their life in a meaningful way.

Now for the average person, this really isn't that important, and it also isn't massively important to be recognized when you are walking down the street, but there is a point to this topic.

Let me give you an example of a guy I met in my gym and this might make a bit more sense.

I am a pretty active guy, and I make an effort to go to the gym to get some form of exercise every single day, and I go around the same time every day so I end up seeing the same people there often.

Now there was one guy in the gym that I met, and he was also there every day, so we started to recognize each other and eventually started talking.

He was a very nice guy, and mentioned how he sees me here a lot and can tell I put a lot of work into the gym and that I work hard.

I remember him now, so anytime we see each other we talk to each other and have a normal conversation.

But I started to notice that this guy knows a lot of people in my gym. And I mean EVERYONE, in the gym.

He's friends with the guy at the front desk, the guy who barely shows up, and everyone in between.

Most people might think that knowing this many people would be a bit of an annoyance, but when you think about it a bit more you might realize that there are huge benefits to this.

Consider this.

Let's say he needed some help with marketing (What I am good at), and he came to me and asked for some help with running an ad for whatever reason.

I would 100% help him out, because I know him, and he is a nice guy.

And I think that a lot of other people that he knows would feel the same way.

This is why being well known is important

Being well known, especially as a business owner is extremely important, because when you are well known among the right people, you have people who will be willing to help you out, give you advice, or perhaps do business with you someday.

I am not saying that you should aspire to become uber famous and an online star because that takes a lot of effort and a large investment, but as a business owner, it is necessary to be well known among at least a small crowd, and it is much easier than you might think.

Take the guy at my gym as an example.

The only reason that he is well known in the gym, and among others outside of the gym, is because he is a genuinely kind person, and likes to talk to people. He also works hard in the gym which garners respect from people, but the fact that he is a nice guy makes people remember him a lot better.

So if you want to become a bigger fish in a small pond the only thing that you need to focus on is making sure that people remember as many positive attributes about yourself as they can.

Be a nice person, dress well, be physically fit, be somewhat intelligent, and have the ability to hold a meaningful conversation with someone.

That is really all it takes, and once you start becoming well known among the right people, opportunities will flow through your door very fast.

2nd Draft

Why Being Well Known Among the Right People can CHANGE YOUR LIFE

Most people have been going through their lives without being a well known person, and this can really be a problem, especially if you own a business.

Now for the average person, being well known isn't something that they might think about, and it honestly might not be super important, but being well known can easily change your life, and it can especially change the success of your business.

Let me show you an example of a guy I met in the gym that might help this make more sense.

I am a pretty active guy, and I like to make an effort to go to the gym every day, and once you have been going every day for a while, you start to notice the same people who go around the same time as yourself.

I met this guy in the gym who I noticed was there a lot and there around the same time as me, so we eventually started talking.

He was a very nice guy, mentioned that he sees me here a lot and can tell I work really hard. And I was happy to hear that.

I remember him because of how nice he was and now anytime we see each other we have a normal conversation.

But I started to notice that this guy really knows a lot of people in the gym. And when I say a lot of people I mean EVERYONE.

He's friends with the guy at the front desk, the guy I have never seen before, and everyone in between.

To a lot of people this might seem like it would be a hassle, having to talk to everyone all the time because you know them all, but I'll tell you why it is important to be well known.

Imagine if the guy I met at the gym needed some help with marketing.

I would 100% help him out, because I know him well, and he is a very nice guy.

This is why being well known is important

I am not saying that you should aspire to be an ultra famous internet star, unless that's what you want, but I am merely suggesting that you make an effort to become well known among your community.

All you need is to become a big fish in a small pond, and it's a lot easier than you might think.

Take the guy at my gym for example.

The only reason people remember him so well is because he is very kind and can easily hold a conversation.

The main thing that you should focus on is making sure that people only remember positive attributes about yourself, and you will notice that people will start remembering who you are very often.

If you own a business, you should make an effort to meet people in your area, both random people in the gym, and other businesses around you.

Once you start doing this, you will immediately notice massive growth in your business, and you will probably be presented with some massive opportunities.

If you are interested in learning more about how you can make your business well known among your community, contact me with this link below. After all, that's exactly what I am good at.

Tweets

Tweet #1

- Most people go through life being unknown.

They don't realize the massive benefits they would get from being well known.

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I am not saying you should try to become an internet star (unless that's what you want)

But you should aspire to become someone that is well known in your area.

—

Especially if you own a business, you will soon see the benefits once you try to become somebody.

Tweet #2

- How do you become somebody that is known and liked by everyone?

It's a lot easier than you might think

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All you need to do is make sure people remember positive traits about yourself

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Dress well, speak clearly, hold a conversation, and being physically fit are some of the easiest ways to do it.

Tweet #3