

Hi Patrick,

I enjoyed your video on how investing in index funds can provide financial independence. I have a quick question about your site, investing on autopilot – mind if I ask here?

## **Step 1: Outreach**

- 1) What are top players doing that they aren't doing (Look for potential to fill the gap)
- 2) Come up with a thesis
- 3) Write an outreach

## **Step 2: Sales call** - Understand the potential partner's situation, goals and current strategies.

- 1) Begin with the call with a friendly greeting and gauge their vibe to foster a comfortable atmosphere: "Hey Aditya, it's great to connect with you today! How's your day treating you?"
- 2) Engage with questions aimed at building rapport and establishing a trustworthy relationship: "Excited to chat about your business."
- 3) Preferably conduct interactions face-to-face or via a visual medium like Zoom to enhance connection and trust.

## **Step 3: Diagnosis (SPIN)**

### **1) Situation Questions**

- What's your story, how did you get involved in this business?: "I'm really curious, Aditya, how did you first get started in the fitness industry?"
- What are your goals: "What's the main vision you have for your business moving forward?"

- What is your target market?
- Indicators of active listening (“Mhm”, “Yup”, “Really?”, Readbacks, follow-ups)

## 2) Problem Questions

- What’s keeping you from reaching this goal? (Ex: Not enough people purchasing X product)
- What mistakes are you making that you like to fix?: “Are there any specific hurdles that you believe are holding your business back, Aditya?”

## 3) Implication Questions

- What would your business look like in x years if they never get people to purchase this particular product?: “If the current obstacles aren’t addressed, how do you think they might impact your business over the next year?”
- Let’s say you get this right, and people start purchasing your product. How does that change your business x years down the line?: “Imagine a year from now, what would your business look like if you get this right and people start purchasing your product?”

## 4) Needs/Payoff Questions

- If they are able to solve this problem and get more people to purchase your product, how much more revenue is that going to bring to your business: “How much more revenue is that going to bring to your business if we are able to solve the current challenges and drive more sales?”

# Step 4: Discovery Project - Establishing a benchmark for future business

- 1) Give them a summary of what needs to be done
- 2) Instead of charging them thousands of dollars for a full retainer, let’s start with this project. That way I can get to know what it’s like working with them, and vice versa. (A way to determine if we’re gonna be a good fit and to get you some quick and easy results so that we can start this thing off right)

## **Step 5: Pricing**

- Calculate potential payout from the Needs/Payoff. Propose 10% of that.
- When in doubt, calculate 10% of 3 - 4 more products if they have a small list
- Hey, look, I realize this is the first time we're doing business. Here's how we're gonna do this: Let's do \$500 upfront. We're going to do the discovery project. Once we're done, we launch and you get the results, then we'll do \$500 at the end of completion.

## **Step 5: Handling Objections**

- Often involves identifying their root cause, which typically falls into one of three categories: lack of trust, disagreement with the idea, or financial constraints.
- offering reassurances and risk reversals to build trust, reiterating the potential benefits and logic behind proposed solutions
- Implementing SPIN questioning effectively and conducting a thorough discovery project should minimize the risk of objections.

## **Step 6: What to do when they say yes**

- 1) Invoice (stripe, wise, etc)
- 2) We're going to do a little research phase where I'm gonna ask you a bunch of questions about your target market. I'm gonna want access to testimonials, access to the program I'll be selling or whatever. (Data collection)
- 3) Hey, I'm gonna send you a 1st draft. It's gonna be rough, it won't necessarily match your voice. That's the whole point of this first draft, for us to go back and forth and go through a revision phase where I send over a google doc. You make comments, I make changes, we go back and forth until we get something that matches your voice and the goal. (Revision phase)
- 4) You or they are gonna launch the project and it's gonna get results. After the launch, you're going to have a review call a week or two, set in advance.
- 5) Send the 2nd invoice
- 6) Pitch them on the next, bigger and better project.

7) Collect a testimonial

#### **THE 4 MAIN “VALUE VEHICLES”**

- **Information & Coaching**
- **Products (third party, business)**
- **Services**
- **Software**