



Problem:

Being too selfish, I need to figure out ways to get better at working with people.

Brainstorm (Reverse thinking):

How can I be as selfish as possible to a client?

- Not listening when they talk to me.
- Only talking about myself.
- Not paying attention to how he might feel when I present him my offer and ignoring what they want.
- Only focusing on myself and what I can get from this deal.
 - Instead, focus on the value you can provide to them.
- Not ask my clients enough questions and thoughts on the work I provide for them.
(Going way too rogue)
- Assuming that they'll just like every idea I present.
- Not giving them any props of their existing marketing and completely shitting on it.
- Not respecting their time enough, assuming they have all the time for me and my marketing.
- Complaining about the feedback they give.
- Be an asshole to them
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Dreamer

- Listen to what they say & always be on the same page with them.
 - Better to always agree and then just reframe if you actually disagree.
- Nobody cares about you so don't make the relationship about you, make it more about them, let them shine and they'll like you for it.
- Even if they don't know what they're doing with their previous marketing, be sure to find some good things about their marketing and give them props for that.

- Be 100% there when they talk to you, and pay attention to the messages and the dialogue you have.
- Stop focusing on what you want out of this deal, start focusing on providing as much value as possible.
- Respect their time, don't send them useless messages or schedule useless calls...
- Assume that they'll always hate something about the idea you're presenting to them.
 - Be prepared to take feedback and adjust.
- **Let yourself fail.**

Realist

- I'm not always going to remember all of these things, I don't know people that well yet.
- I don't have the ability to be 100% there like Tristan Tate for example, so I'll have to just try my absolute best and focus all my energy on the communications when I'm communicating with my clients.
- I don't know how to properly reframe an objection & disagreement yet...
- You will probably feel really awkward when you fail, but that's actually a good thing, since you'll now never want to fail again.

Critics

- You will most likely fail at most of these since you've never paid close attention to them before.
- All you can do is to just practise more & fail more so that you'll eventually learn without too many client relationships going to shit.
- You don't even see the mistakes when you make them all the time.
- You'll probably embarrass yourself a lot.

Solutions

1. **Start observing and paying close attention to the way you communicate and are with people and look for gaps.**
2. **Then once you find the uncomfortable gaps, just ignore every fiber of social anxiety you might have and throw yourself at that gap as much as you can and fix it.**

BONUS: Let yourself fail and learn from the pain of embarrassment & consequences of bad communication.

BRAINSTORMING STRATEGIES

1 Sketching diagram of process

Map it out to figure it out

2 Free Flowing Word association

What words come to mind when I think of my avatar's dream state GO!!

3 Forced Connections

What does my problem have in common with a candle?

4 Roleplaying

Let's imagine I'm the prospect going through my day and checking my inbox

Let's imagine I was performing this task 1000 years ago, or 1000 years in the future.

5 Compare/Contrast with an Analogous area

How is cold email outreach like finding a book at the library?

6 Reverse thinking.

How can I make this headline as bad as possible?

7 Extra constraints.

How would I do outreach if I could only use one line?