



The Reciprocity System

*Use the Sidebar to Navigate - Click the Arrow Next to Each Heading to Expand or Collapse
Go to file, and "make a copy" to copy into your own Drive.*

[Watch My Video Walkthrough](#)

— Why this guy?

I went from \$15 to \$250 per hour in 18 months...

1 Podcast, 1 Platform, and 1 Service = \$100k+

From 9-5 to Digital Creator

I used to be a mechanic, now I'm a podcast coach.

⚠ Read with intention, write down questions that appear in your mind, and ask me.

⚙ Use chapters marked with "— ()" to navigate.

—First, what are my goals? (1)

→ Emulate an agency; turn your personal brand into a real brand

→ Use your best customer as the persona to aim toward

→ Draw people in with your personality, not gimmicks

→ Create your funnel, and iterate on it as you go

—How do I start? (2)

1. Get on LinkedIn and sell something for free

2. Create case studies from these customers, then ask for referrals

3. Create an undeniable, free, & binge-able content magnet

4. Charge more after every 5 customers served

(Doing this helped us sell 30 \$2500 coaching programs)

—What do I charge? (3)

NOTHING.

Increase the price for every 5th client:

Clients 1-5 = Free

Clients 5-10 = 80% off

Clients 10-15 = 60% off

Clients 15-20 = 40% off

Clients 20-25 = 20% off

Clients 25-30 = 10% off

Clients 30-35 = Full price

You can't increase price without increasing value unless you run a college.

—How do I increase the value? (4)

- interview your top customers
- define their previous pain points
- repeat step 3 with solutions to the new pain points





—What is my funnel? (5)

- 5) Social media posts (on LinkedIn to start)
- 4) Email newsletter, website, and landing pages
- 3) Binge-able podcast content with CTA's
- 2) One-on-one paid calls/consultations
- 1) Monthly recurring services

—How do I create content? (6)

1 great podcast/video/newsletter/YouTube idea and strategy.

This creates:

- demand for your content 
- demand for your service which 
- positions you as an authority and 
- accelerates trust with your audience 
- with an everlasting gobstopper of free content.

—How do I make it unique? (7)

 → Opinions

This is content with an angle, an industry opinion, a remix of somebody else's opinion, or old information gathered in a new way. Short, sweet, compelling, competitive.

 → Predictability

This isn't a one-off video for the website. This is content released on a predictable basis.

 → Creative

This is a spin on an old idea, not just another "tips" newsletter or interview show.

—What's next?

I get 3 booked calls per day with this system.
You can begin to run it with 0 experience.

1. [Join my coaching program](#) (4 spots remaining for Q1 2024)
 - a. When booking, select “I’d like to grow my audience.”
2. [Watch my full presentation](#) at my alma mater (my college)
3. Copy this system below and [join our email list](#)

