

What is a business?

- A business is a fair exchange of Value between 2 people.
- Both sides must feel as if they won the trade

EX- I go to the gas station and give them \$50, I get a tank of gas.

Business gets my money, I get to drive around

Value Equation.

$$\frac{\text{Dream Outcome} \times \text{Perceived likelihood of success}}{\text{Effort \& Sacrifice} \times \text{Time Delay}} = \text{Value}$$

Dream Outcome- The result that is provided by the product or solution

Perceived likelihood of success- What are the chances that the dream outcome will come to fruition

Effort & Sacrifice- What the person must give up to receive the dream outcome. I.E. Time and Money and Hard work.

Time Delay- How long does it take to get to the dream outcome

EX- Dentist teeth cleaning vs toothpaste

Dentist cleaning ~ \$150 = $\frac{\text{clean teeth} \times \text{guaranteed to happen}}{\text{Go to the dentist's office} \times 1 \text{ hour}}$

Toothpaste ~ \$5 = $\frac{\text{clean teeth} \times 80\% \text{ chance of success}}{\text{Brush teeth multiple times} \times \text{weeks}}$

What are the two levers of success?

1. Sell to people whom you have already sold to (increase LTV)
2. Sell to new people

You MUST pull both levers to have a successful business

Value Ladder:

__! High Ticket Item
__! Mid Ticket Item
__! Low Ticket Item
__! Lead Magnet
__! Social Media

Start by getting attention on social media

Monetize that attention through a funnel

Get the reader to commit to a piece of the ladder

Then over time move them up the ladder

EX- SM post > Lead magnet > low/mid/high ticket items

What is a Market?

- A group of people who share the same needs, wants, desires, and pains

EX- people who want fried chicken on Sunday

- Men in mid-twenties who want to lose weight via a carnivore diet

What are Human Motivators?

- The main 2 motivators are pain and pleasure

People will run from pain or run to pleasure

People take action due to emotion and emotion alone

EX- I was unhappy with life and Tate came in and maximized my pains causing me to join.

What is a roadblock/

- Something preventing a person from reaching their dream state
- Should be able to turn a roadblock into an IF, THEN statement

EX- Not getting enough energy throughout the day- current state

Not enough electrolytes- roadblock

Fully energized to take on the world- Dream State

Where does the product fit in?

- A product is simply a tool that the person in need will use to overcome whatever roadblock they are facing.
- PRODUCTS ARE NOT THE SOLUTIONS

EX- current state- Car needs lubricant to prevent locking up the motor

Dream state- Well running lubricated engine

Roadblock- Have nothing to lubricate the engine

Product(Oil)- helps you lubricate the engine and prevent seasure

P.S- some brands sell status, or identity more so than products that solve an isse

EX- Versace, Rolex, Bugatti

How do businesses get attention?

1. Find people who are actively looking to buy something you sell
 - Organic: Hope your content makes it onto the first page of whatever the customer is looking for
 - Paid: pay for ads to make your brand be the first to pop up when certain keywords are searched
2. Find people that are just going through life. Grab their attention and monetize it to bring them to your product
 - Organic- Show up on social media feeds by figuring out the algorithm
 - Paid- FB, IG, X ads

Attention through search.

- Companies can either pay for ads to get them on the front page of whatever platform they choose(usually Google) or they can optimize high-quality content with the correct keywords and win SEO
- SEO- Search Engine Optimization

Attention through interruption

- Just like search but on social media platforms. You either pay for ads to get recommended by the platform to people or you figure out the algorithm to put yourself in front of the proper audience

What makes humans pay attention?

- Stand out in the best way possible
- Trigger emotion
- Provide value
- Address human desires as in removing pain or bringing happiness

What is a funnel?

- The process in which you convince another person to commit to something like buying a product or giving you their email.
- Lead Funnel -
The process in which you get a person to give you contact info in exchange for value

EX- quiz>give email>get results

blog>give email>get free gift

- Sales Funnel -
Same thing as a lead funnel however, instead of getting their email in exchange for free value, you will instead sell them a product.

EX-

SM>Sales Page>Upsell/downsell> order>thanks

SM>Video Sales>pageUpsell/downsell> order>thanks

SM>Advertorial>Upsell/downsell> order>thanks

SM>Sales Page>application>call>order>thanks

- Event Funnel -
A mix between a lead and sales funnel that includes some sort of event

EX-

> Emails -

! V

SM> Opt in> Emails> Webinar> Sales Page> Upsell> Order> Thanks

^

Email> Webinar replay— !

SM> Opt in for new product info> emails> sales page> upsell> Order> thanks

- Home Page Funnel -
Central hub for all funnels
Any funnel can be activated from here

EX-

HP>Opt in> Info> gift

Hp> Sales page> Upsell> Order> Thanks

Hp> blogs and other shit