

The Birdhouse - IP Extraction

Disclaimer:

*Only write what you are willing to share with the world - you will be a public figure/influencer.
If you want to keep something private... DO NOT TELL US.*

1/ OPINIONS/BELIEFS/VALUES

Why this works:

Your ideal client wants to follow someone who can help them get to a greater version of themselves. Make them aware of the philosophies you abide by that have helped you get to where you're at now, and accomplish the things you've been able to accomplish.

P.S. (The more controversial, the better.)

What is a strong opinion, belief, or value that you hold?	Why do you have this opinion, belief, or value?	How is this relevant to your target audience? How can it be applied?
If you're not growing it or enjoying it - look for something else	This has pushed me out of several jobs. It took me a long time to find entrepreneurship. But thankful I left when the learnings dried up.	Good luck competing against someone playing.
Invest in yourself	No one can take away skills. Having the skill to make money is worth more than any amount of money. If you have to start again you can. Some crypto millionaires and nepo babies would be in a similar position if they lost their stack.	Seek out mentors to shortcut learning.
Have strong beliefs held loosely	OP. Test your ideas. Borrow and improve. People who do	Don't assume things. Dive deep.

What is a strong opinion, belief, or value that you hold?	Why do you have this opinion, belief, or value?	How is this relevant to your target audience? How can it be applied?
	this over a lifetime will dominate. Compound interest, innit.	
Ownership over victimhood	Don't start biz if you act the victim. I remember playing football for the high school and a goal was scored and they were being marked by the full back but I was playing centre back. I would always take the blame. I put myself in a position to learn from it. Within reason obvs	You're not going to address any issues without taking ownership. Then making concrete plans to follow through.
You can systemize just about anything	I've been going wild with checklist recently. And am loving it. No airplane start without going through a trusty checklist. I	If you know something inside out, your'e still going to have the odd error every once in a while. And have the mental bandwidth to remember.

2/ LIKES/DISLIKES

Why this works:

Your ideal client wants to build a relationship with the person they follow. Your likes and dislikes serve as a window for them to relate to you. This will create interest, establish rapport, and solidify connection.

What is something you passionately like or dislike? (EX's:	Why do you like or dislike it?

<p>“I love gaming.” “I hate travelling.”)</p>	
Hate having things thrown onto me last minute when it could've been communicated sooner	I want to be able to lock in and throw away the key...
I love new experiences	<p>I tested very high for seeking new experiences.</p> <p>My brain gets bored with same situations... unless I am improving at something.</p>
I hate someone interrupting another person's learning. Like someone laughing in someone's face when it's their first time doing karaoke & the person is fighting anxiety to do it. Or an adult unwittingly stunting a child's growth by holding their kid up rather than letting them fall and catching them (stabilizer vs safety net).	<p>A learner needs to be allowed to fail and learn from failure.</p> <p>People look down on beginners, forgetting they were at that stage once.</p>
I love having a system	Without a system I follow shiny objects every 5 mins and burn a whole lot of energy without much to show for it.
I hate: someone using 'it's going to be hard' as an excuse not to start a biz/do something they would love	<p>Worst case you grow from failure.</p> <p>I see too many people in a prison of their own comfort zone.</p>
I love growth & learning	No one can take skills and experiences away from you.

3/ FUN FACTS/QUIRKS

Why this works:

Your ideal client wants to build a relationship with the person they follow. Fun facts serve as a window for them to relate to you. This will create interest, establish rapport, and solidify connection.

What are some things not a ton of people know about	What are some fun/funny/interesting	What are some of your pet peeves, quirks, or little
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you?	stories that have happened in your life?	things that only those close to you may know?
<p>Youtube is my tv... I used to love naked & afraid on discovery channel - iykyk. Recently I've been watching Will Survives on yt.. An american dude builds his own house and survives in the snow.</p>	<p>I worked on a banana farm in Australia for 4 months. Bagging: I worked as a bagger on a crane on tractor wheel (cherry picker). We would take off some bananas to 'prune' and I'd store them and then launch them over the top of the banana trees and hit another bagger in the head a couple rows away. They'd be jumping around like whatdafuq was that. Humping: humping at least in the UK means to fuck ha... the job title was banana humper lol... but it was carrying the fruit on the shoulder. The cutter would have a machete. Some of the fruit would weigh up to 90kg (~190/200lbs). I'd have to catch it on my shoulder and sprint just as it was cut. Otherwise I'd have the tree + the fruit on top of me.</p>	<p>I don't like ketchup. Brown sauce everytime.</p>
<p>I was Scottish school champ in volleyball... at the banana farm in Oz I was the only backpacker who was up to the level of the Samoans. On the truck ride to the banana paddocks they said to me 'Oh you good man' I thought they meant you're a nice guy... 'left hand good'... oooh you mean my spike was good at vb?</p>	<p>I had 2 boxing fights in one night in a night club in Cambridge (England). My entire squad were 2 Danish guys (one of which I'd shared a caravan with on the banana farm in Oz). The guy in the final was an irish gypsy traveller with ~200 people to see him. They were all singing 'there's only one Tony Price' the whole time. It was my first fight and the</p>	<p>I used to only think about football. Now I barely catch any highlights never mind a full game. I seem to either be fully in or out. Especially with entrepreneurship being my main priority in general.</p>

	<p>semi I'd absolutely went through my gas tank.</p> <p>We were in a group of 3, so this fighting man was well rested for the final. [got the final on film]</p> <p>I would say I won the first round as I let my backhand go and he was more getting out the road.</p> <p>Second round he hit me to the stomach and it was hug city from there (lol).</p> <p>Made it to the end with the ring girls for the presentation of the belt. Well beaten in the end.</p> <p>Tony Price Snr (his dad) was so drunk at the pub after, the police came and put him into the policevan ha.</p> <p>Oh yeh Tony Price was 17yo and I was 25 yo ha.</p> <p>It was so powerful for me having that fight in my head when shadowboxing/training afterwards.</p>	
<p>I was working 12 hour shifts building the sydney metro tunnels for 4 months. The money was actually crazy £60k/year equivalent. I used the money I saved from Oz to travel NZ and south america. I had to come back for my sister's wedding after 15 months away.</p> <p>There was a guy who ended up being from an adjacent home town to mine on my team working on the metro tunnels. I ended up hanging</p>		

out and partying with his hometown friends in sydney.		
<p>I have been struggling with gut issues for sometime.</p> <p>Have had to severely limit my diet to cooked meat and salt whilst seeing a specialist and hopefully finding out why my body is not accepting a lot of foods.</p> <p>Has been tough running a business with fatigue, cramping etc.</p> <p>Just wait till I get rid of these issues. I still put in a lot of work despite these issues.</p>		

4/ LIFE LESSONS

Why this works:

Your ideal client wants to follow someone who can help them get to a greater version of themselves. Make them aware of the life lessons that have served you well that you want to pass on to help them in their journey.

What life lesson served you well in your life? Where/who did you learn it from?	Why is this life lesson important for your ideal audience to adopt?	How might your ideal audience member apply it in their life to reach their desired future state?
Max growth comes from the edge/outside of your comfort zone	Life can pass you by and instead of riding the wave of compound improvement, you're in the exact same spot.	If you have 2 choices, default to the harder one.
Drinking to excess is not worth it. I used it as a crutch	Drinking costs you days of recovery, focus.	What is the need to drink hiding?

<p>in social situations for years. I woke up on the street in the early morning with my gf worried sick. This was after a tech meetup. I still had my work laptop on my back. I was sick of not remembering and having anxiety about the night before and the overall loss of control.</p>	<p>It can add extra stress to your life rather than let you let off steam.</p>	<p>Focus on fixing that. All about moderation. I've made a checklist for work nights out. If there's not a proper meal for me to eat, I go away and get a burrito. Then limit to 5 drinks. I got sick of waking up, thinking: is someone worried where I am? Did I do something regrettable?</p>
<p>Energy is so important. My best friend until I was 22 or so: there was a rift in the friend group and he didn't want to deal with the conflict so he said he was going to turn his back on me. He said he had to stay with the other guy as he was a colleague of his band mate or whatever. This hit me hard, crying from the abandonment. This situation made me assess the relationship. I realized these guys' chat was always negative. And I've been more aware of people's energy... and how it affects me.</p>	<p>You can have your dream life from the outside. It ain't worth living if your energy is off. If you surround yourself with people who drag you down.</p>	<p>Have some sort of audit on the people in your life. Tasks too. If they're family and they're a drag, still see them. But check out, don't get involved. And don't feel you have to spend every second with them. If it's friends, get them chucked.</p>

5/ RESOURCES

Why this works:

What resources exist that only an industry-insider would know that your ideal client would benefit from to get to their desired result. This positions you as a trusted source.

What's a resource you believe would be beneficial for your ideal audience to know about?	Brief description of this resource and its main takeaway?	What makes this resource you're giving them important?	What result can they see from using this resource?
Rory Sutherland's Alchemy book	It's logical to follow the crowd. Stand out by being illogical.	Everyone logically competes like commodity vs commodity	To not need to compete on price etc
10x not 2x	Think bigger and narrow focus to separate from competition	Life changing book. I have roughly 200 highlights. Takes you through how Michelangelo studied dead bodies for years to learn how the veins, skin, bones etc were. Before he made his masterful paintings that were so above and beyond everyone else.	10x results
Dan Martell buy back your time	As soon as you can pay someone 4x less than your hourly rate, do it.	Everyone assumes they are the best person to do every task	Allows people to work on rather than in the biz

6/ MISINFORMATION

Why this works:

What's just plain ole' BAD INFO your audience is following that is keeping them stuck or creating more problems that get in the way of them achieving their desired result?

Using AI to pump the volume up before they have a proof of concept
DMs are sleazy
Don't use AI.
They copy someone else's messaging (in their niche)

7/ MISTAKES

Why this works:

Your ideal client doesn't know what they don't know. Make them aware of WHAT they're doing right now that's actually a mistake... WHY it's holding them back, and the alternative they SHOULD be doing instead.

What's a mistake your audience is making right now?	What about this mistake makes it ineffective?	What should your ideal audience be doing instead?	What can your ideal client expect to see in terms of outcomes and results if they do the alternative you've noted?
Not having a proper follow up strategy	Leaving money on the table	Systemize follow ups and optimize	More booked calls
No system to track their messaging in funnels/content, then iterate & retest if required. E.g. if their icp resonates with one particular pain point or another, or their heaven or hell is more effective.	They are in the dark. Stuck with their own assumptions.	Systemize and optimize	How we scaled Wik to 60k/month in 60 days was by assessing the system. The good fit/call was very low so we changed the messaging. And we got people on the calls who could actually afford the service.
OFFER: Not differentiating themselves (positioned as comodity). E.g. current client says he helps people publish a book. VS using <a unique mechansim> to guarantee	They must compete on price/not seen by prospects	Use unique mechanism or other to stand out	A great offer uplifts everything in the sales funnel

bestseller in <timeframe> attracting high ticket clients			
Outreach without a system	Leaving money on the table	Systemize follow ups and optimize	More booked calls
No strategy with content to attract their icp	Non buyers or no one is attracted	Speak to the icp pain points	More sales
Chasing views/likes	Can turn off potential buyers	Mix in viral aspects into posts showing expertise etc (following your pillars)	Likes = cash
Content hamster wheel	No time for client delivery etc		
Using AI without a winning strategy/Using AI to pump the volume up before they have a proof of concept	Garbage content & results	Iterate to create winning content without AI or at most AI helping with ideas etc. Then bring AI into your workflow more	100x your content
Not using AI at all. Turning their nose up at it.	Takes more time than needed.	Same as above	

8/ STRATEGIES

Why this works:

Highlight methods, means, and other things that your audience doesn't know that will help them get closer and eventually achieve their desired result. Think tips, tricks, and how-tos. **We want to understand where our ideal audience is right now as it relates to the intersection of what we do and what they need. And then list what they should do instead.** This gives direct access to your thinking and expertise.

What's a problem or challenge your audience is experiencing towards	What's causing them to experience this problem or	What would you do or advise them to do to avoid
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progress? (Lagging Indicator)	challenge? (Leading Indicator)	this problem to begin with OR solve it?
Posting without strategy	Not enough focus is applied to why they make certain types of content.	Get them to follow your PESTO system at the start 20% each pillar. Then go all in on the winners.
Poor/No outreach system: not systemized follow ups etc	It can be a full time job managing and optimizing a system.	Systemize, make it repeatable so you can track metrics.
They just give VAs some script and forget about it	VAs are cheap. They think it's a smart play. They don't realize what they think resonates doesn't matter. It's what the feedback from the market is that does.	Test different angles until you see one that resonates.
Positioning as a commodity	They're sheep	Have a unique mechanism.

9/ FAQs

What are frequently asked questions you often hear or receive from your target audience or prospects? (Lagging Indicator)	What do you think is the reason for why they're asking this question? What's led up to them having to ask this question? (Leading Indicator)	What would be your response to this question? What information would you share?
How did I arrive at the system I use	they want to know if your system is something you developed through real-world experience or if it's just a generic framework you put together. They need to be confident that it's been	I come from a software development background, so I naturally look for ways to optimize and automate processes. Originally, I was building chatbots for businesses, but when I worked with fitness

	<p>tested, refined, and actually works in practice.</p>	<p>professionals on Instagram, I realized they needed a full sales system, not just automation.</p> <p>So I started building sales funnels and content strategies that automated engagement, nurtured leads, and booked sales calls on autopilot. Over time, I refined the process into what's now a full-loop AI system</p>
<p>What input do they give for the system to work</p>	<p>They don't want to spend 10 hours a week to get the system to work.</p> <p>It probably wasn't clear to them what their involvement would be.</p>	<p>at the start, we create a content blueprint based on your offer, your personal stories, trends from Google Trends, and other sources.</p> <p>We also get weekly insights from you—so every week, we check in to gather your opinions, experiences, and industry insights. AI helps us generate the structure, but the content itself is based on your expertise and voice. This only requires 45mins or</p>

		<p>so of your time.</p> <p>Everything that gets posted goes through you for approval first, so nothing goes live unless you're happy with it</p>
How will you understand what things to post and what my offering is?	They want to know whether I'd just be guessing what they think etc.	<p>We'd be in a weekly conversation where you share your latest insights, tools you're using, and any new updates in your industry.</p> <p>We're not just guessing—we extract knowledge directly from you through Loom videos, voice notes, or calls. Then, we turn that into high-value content using proven content structures.</p> <p>We also repurpose your past content and case studies—so it's always in your voice and reflects your expertise. And of course, you approve everything before it goes live."</p>
How does your system	It probably wasn't clear	We put you in a position

help me sell my <services>?	how the system would help their bottom line.	where you have predictable sales, so you're not constantly chasing new clients. You have time freedom to focus on closing deals instead of generating leads. And your brand growth runs on autopilot because of our content and outreach systems.
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10/ MINDSET

Why this works:

Most times it's not the lack of information that prevents your audience from achieving their results, but their thoughts, perspective, and beliefs that hold them back. Your responsibility is to enlighten, reframe, debunk, and eliminate their mindset so they're better equipped to apply the information you give them towards action.

What beliefs are your ideal audience holding onto that do not serve them towards their desired result? (Lagging Indicator)	What's the reason for why they have these beliefs? (Leading Indicator)	What would you tell them to enlighten, reframe, debunk, or eliminate these non-serving beliefs? What should they believe and know instead?
They have to create viral content to get clients from content	Naturally people want more likes and views. They forget at the end of the day we are looking to grow businesses here.	Who not just how many.
It's not a sales problem when they close 1/30.. It's a marketing issue only...	They've made an assumption without investigating.	You gotta get your head out of your ass. Be open minded to being wrong.
They're not interesting	They've probably tried some	The internet is so vast just

enough to go viral/have organic success	content that didn't pop off. Or haven't allowed themselves to try.	about any personality can have an audience. Put content out, get feedback from the market.
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11/ TRENDING TOPICS

Why this works:

One of the easiest ways to accumulate high awareness is to “hack” culture – because it is already on everyone’s radar. Adding your two cents will show you’re up-to-date on current events and you have an authority’s perspective.

What's on everyone's mind right now? What's a popular point of discussion in your industry right now? (Provide link if it exists)	What's on everyone's mind right now? What's a popular point of discussion in your industry right now? (Provide link if it exists)
AI in marketing	Self help/improvement topics
When and how to use AI	
Anything Elon	
I like the cinematic aesthetic Matt Gray borrows from some aesthetic youtubers. It stands out vs the over edited style. https://x.com/matt_gray_/status/1894755178047283406	

12/ INDUSTRY

Why this works:

You leverage the media to then become the media, and offer your take on what's already being perpetuated. This cements you as an expert who's part of the conversation that your audience and prospective audience can trust.

What is the media talking about as it pertains to your niche? (Provide link if it	What's your insight, perspective, or thoughts (2 cents) on this topic as it
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exists)[https://chatgpt.com/share/67c016e7-88a8-8002-a0d5-8f65c7390ea4] <-deep research chat link	relates to your industry and ideal audience? What would you want to share with them about this? (It's okay if it's multiple things.)
Questions of trustworthiness grown since pandemic in online coaching	I would say consumer trust has never been lower. So there requires greater trust built within the buying process. This is where building a personal brand acts as dynamite.
"with a median 7x return on investment for coaching" https://luisazhou.com/blog/life-coaching-statistics/#:~:text=work%2Flife%20balance%2C%20and%20wellness.%20,150%2Fhour	Crazy stat. That's just the direct money you get back. Never mind the skills, paradigm shift from a solid course/coaching.
The idea of being a location-independent "digital nomad" consultant or running a lean online agency continues to be romanticized in lifestyle media	Likely a % of my potential clients are living that life. Everyone is gunning for having the option to do so at least.
AI Disruption: The explosion of artificial intelligence tools (like ChatGPT) is a double-edged sword widely discussed in media. On one hand, AI is touted as a powerful aid for online businesses – from automating administrative tasks to enhancing personalized marketing. Trade publications note that about 69% of marketers have integrated AI for content or data analysis, and coaches are using AI to streamline client interactions and target pain points. On the other hand, there's speculation about AI replacing some functions of coaches and consultants. Headlines have asked whether AI coaches or chatbots could replace human coaches. Expert opinions vary: some say AI will never fully replace human coaching due to the need for empathy and complex judgment, while others believe automation of basic consulting analysis is inevitable. The	AI replies super fast and can have perfect memory of its knowledgebase (when controlled enough to not make shit up lol). Those that don't use AI are leaving a lot of resources on the table. Those that use AI without understanding how will have shitty products. It's a balancing act.


consensus in media by 2025 leans toward augmented, not replaced – i.e., the best online consultants are leveraging AI for efficiency, but also honing uniquely human skills (emotional intelligence, creative strategy) to stay relevant.	
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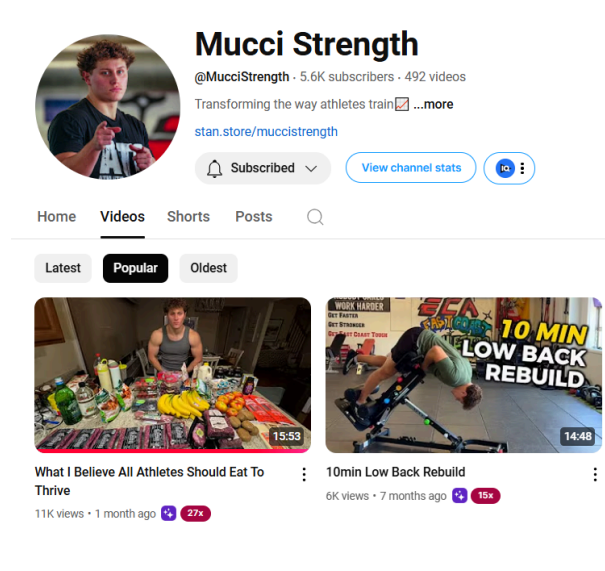
13/ STORIES & CASE STUDIES

Why this works:

What niche-specific stories and case studies already exist that you can use to explain a concept or provide your perspective on? This highlights you being both a student of your field and a source for its sharing. If you have some of your client's/student's, please share those as well.

What's a niche-specific story or case study that exists that you can reference? (Provide link if it exists)	What's your insight, perspective, or thoughts on this topic as it relates to your industry and ideal audience? What would you want to share with them about this? (It's okay if it's multiple things.)
<p>Mandi Ellefson -</p> <p>A few years ago was getting solid results through linkedIn - methods have changed little but results had tanked to zero new clients through linkedIn.</p> <p>She started with zero social proof on her profile and a overly busy banner.</p> <p>Was using copy and paste templates without systematic follow ups.</p> <p>We scaled her to \$25k/month through linkedIn targeting CEOs</p> <p>Scaled to Booking 4 calls/week</p>	<p>Everyone is numb to the copy/paste pitches that are not relevant to the prospect. These do not get results.</p> <p>Even CEOs are open to offers - provided you maintain the frame you are looking to understand and help them specifically</p>
<p>Cam Beaudoin</p> <p>Scaled to \$35k+/month serving speakers</p> <p>\$15k one off sales and retainers leading to higher LTV</p> <p>Booking 4 calls/week</p>	<p>Don't keep changing offers. Stick with a core one. The buying cycle can be 6 weeks for some prospects. When you change offer all the prospects in the system need to be re-engaged for that offer.</p>

	<p>This is where we built a system that was far more conversational and value orientated. We maintained the frame of looking to genuinely help the prospect - whether that be with the client's services, sharing free valuable resources to them or making valuable intros.</p>
<p>Travis Book publishing for coaches/consultants Scaled to 5 calls/week</p>	<p>First client for LinkedIn Sticking out in the inbox/marketing isn't about being better - it's often about being different Used methods such as voice notes for initial message</p>
<p>Evin Keane Started on 20k ig followers: grew to 80k or so whilst I was managing his funnels from his organic content First \$10k month. Email list grew from 300 to 10x or so. My testimonial post on X (with video from Evin & screenshots of email growth etc): https://x.com/ShawOnTech1/status/1890838433834123276 His ig: https://www.instagram.com/the.ancestral.athlete/</p>	<p>Organic content can be crazy lucrative when the content really nails down the ICP. If the content is right, leads flow.</p>
<p>Justin Mucci Similar to Evin. Started around 20k on ig. I managed his funnels from organic content (ig only). My yt on the funnel for \$10 ebook that got > 500 leads in 7 days :  X post showing screenshots from stan store: https://x.com/ShawOnTech1/status/1809603865936871714 His ig/X (I only worked on his ig.. He got X at a later date): https://www.instagram.com/muccistrength/ https://x.com/muccistrength</p>	<p>Justin's top performing content on yt is him giving his opinion on what every athlete should eat. Which speaks to your opinion and expertise pillars.</p> <p>Everyone is shocked with the amount of leads and sales generated from the organic funnel on ig.</p>

	 <p>The image shows the YouTube channel page for 'Mucci Strength'. At the top, there's a profile picture of a man and the channel name 'Mucci Strength' with 5.6K subscribers and 492 videos. Below this is a description: 'Transforming the way athletes train' and a link to 'stan.store/muccistrength'. There are buttons for 'Subscribed', 'View channel stats', and a menu icon. The navigation bar includes 'Home', 'Videos', 'Shorts', and 'Posts'. Under 'Videos', there are tabs for 'Latest', 'Popular', and 'Oldest'. Two video thumbnails are visible: 'What I Believe All Athletes Should Eat To Thrive' (15:53) and '10min Low Back Rebuild' (14:48). Below the thumbnails, the first video has 11K views and was posted 1 month ago. The second video has 6K views and was posted 7 months ago.</p> <p>https://www.youtube.com/@MucciStrength/videos</p>
<p>Wik</p> <p>Was stuck on \$15k/month for >1 year</p> <p>Scaled to \$60k/month within 60 days</p> <p>📺 This scaled our client to \$60k within 60 ...</p> <p>Client wasn't okay with sharing their face etc.</p>	<p>Bottleneck analysis is key: then focus on that one key area, then re-assess.</p>
<p>AI hackathon second place - flew to Northern Ireland (Belfast)</p> <p>https://www.linkedin.com/posts/ianshaw93_hackthehub-hackthehub-activity-7120355323504123904-pgfl?utm_source=share&utm_medium=member_desktop&rcm=ACoAABfwb4QBEM34VpGSI3mQBIJFQtSd5Csvg4A</p>	<p>Invest in yourself. Upskill but do it just in time for something. Rather than study for 5 years only to realise it ain't for you/useful.</p>

14/ LIMITING BELIEFS

Why this works:

What are some limiting beliefs people have that hold them back from success in your industry/niche? This allows us to identify your prospect's pain points and create content that directly hits them.

What are some limiting beliefs people have that hold them back from success in your industry/niche?	What is an example of this limiting belief holding your past self, a student, or someone you know back?
Some don't want to be polarizing with their opinions.	I guess I'm still finding my feet for opinions that are polarizing. I must access what I feel strongly.
They don't follow up	Too polite. I like to inject some humour. Way easier when it's systemized rather than writing a fresh one each time.
You have to know about technical details like 'back propagation' (method to train models) to use AI... I got an objection from an AI nerd about this... but brought him round after saying about being self taught and the project I built at the AI hackathon	I've seen plenty of people in the AI space think they need to study python for 4 months, rather than just building what they can and learning just in time. Not just in case. That's from the old go to uni mode of thinking.
They need success fast	<p>Play the infinite game. Every loss is a learning experience.</p> <p>I get the sense when I say yeh I was part of a paid AI group a couple of years ago but was making a fitness app, then tried chatbots, ended up making funnels for fitness pros. Then the last year, one success scaling to 60k, one failure (see final loss). I get the sense a lot of people would look at that as failing.</p> <p>Now I've found the model I can invest decades into. No matter how algos and AI change, knowing how to write killer organic and have funnels going off it that builds audiences and lands sales calls will be valuable.</p>
Investing is a cost	Investing in mentors etc gets easier each time. Previously paying \$60/month for a paid group was a lot. Last year I paid 10k for a year.
I feel massive internal friction when I don't	First paid community gave zero system for

have a system.	<p>outreach just text 50 people a day something, write it on a spreadsheet.</p> <p>I felt way more confident with a well oiled system that I would tailor to my niche/icp.</p>
Not going all in	<p>I have someone in my network, who jumped between like 5 HT courses and didn't get results.</p> <p>I'm happy that my boy is finally getting a paid client. But clear evidence that not enough was being done previously.</p> <p>They'd tell me they wrote 5 emails that day.</p>

15/ COMMON OBJECTIONS

Why this works:

What are common objections you get (from potential customers/clients)? This allows us to pre-handle them in content, and ideally, raise your close rate.

What is a common objection you get on sales calls, DMs, etc.?	How did, or would, you handle this objection?
I'm not sure what you're providing.	<p>Yeh no problem here's a case study on us scaling this client to \$60k/month through end to end systems. With each client it is somewhat different. Let's sit down so we can learn more about your biz and how we can help you scale</p> <p>https://www.youtube.com/watch?v=p3ogSQtcSOQ&t=4s&ab_channel=IanShaw</p>
How does your system help me sell my services?	<p>We put you in a position where you have predictable sales, so you're not constantly chasing new clients. You have time freedom to focus on closing deals instead of generating leads. And your brand growth runs on autopilot because of our content and</p>

	outreach systems.
How do you improve results over time?	as time goes, we're able to get even more likes, even more viewers, even more engagement on your posts because we feedback all the information that we're getting from the content that we're posting—what's working well, what's not working well. As time goes by, you're able to get more engagement, and ultimately this converts into getting more deals. You don't have to figure anything out.
How long does it take before I start seeing results?	We've used our systems to scale one of our clients to 60K per month in just 60 days. Within 2 weeks we'll have the content and outreach systems running. 4 weeks will be when we can optimize using the flow through the system. 60-90 days is when you will see the system in full flow.
"Right now, I'm not focusing on getting more clients; I'm focusing on delivering for my current ones." [I've only had 2 sales call really for new offer]	So at the moment, are you creating your own content?

16/ FAQs

Why this works:

What are some of the most frequently asked questions you get when it comes to: Your vehicle, your offer, your niche, your industry, your lifestyle?

What is the Frequently Asked Question?	What is your Answer?
How does your system help me sell my services?	We put you in a position where you have predictable sales, so you're not constantly chasing new clients. You have time freedom to focus on closing deals instead of generating leads. And your brand growth runs on autopilot because of our content and

	outreach systems.
What is your process for onboarding?	<p>We kick everything off with a deep dive, one-hour onboarding call. This isn't just some basic setup - we're crafting your entire content blueprint, making sure every piece of content resonates with your voice, vision, and ideal client.</p> <p>We also build a video sales letter that we'll add into the DM flow so people get educated before they jump on a call with you. And every single week, we're connecting through Loom videos or voice notes. Why? Because we want to add your personal insights, your stories, your unique perspectives into everything we do. This is what makes the content authentically yours while we handle all the heavy lifting</p>
Do you help with YouTube as well?	<p>We have helped clients with YouTube, so we do have that expertise. But for this service, we're focusing on LinkedIn and X because the feedback loop is much faster than doing long-form YouTube videos.</p> <p>But certainly, yeah, we're happy to help. We can pull insights from our past YouTube clients to guide you in that area as well.</p>
How long does it take before I start seeing results?	We've used our systems to scale one of our clients to 60K per month in just 60 days. We don't just give you tools—we run and optimize the system for you.
What do you do exactly with AI?	as time goes, we're able to get even more likes, even more viewers, even more engagement on your posts because we feedback all the information that we're getting from the content that we're posting—what's working well, what's not working well. As time goes by, you're able to get more engagement, and ultimately this converts into getting more deals. You don't have to figure anything out.

Do you have a team or is it just you?	Lean team of killers and ai agents. Always humans in the loop
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17/ WINS / LOSSES

Why this works:

People will relate to your losses.

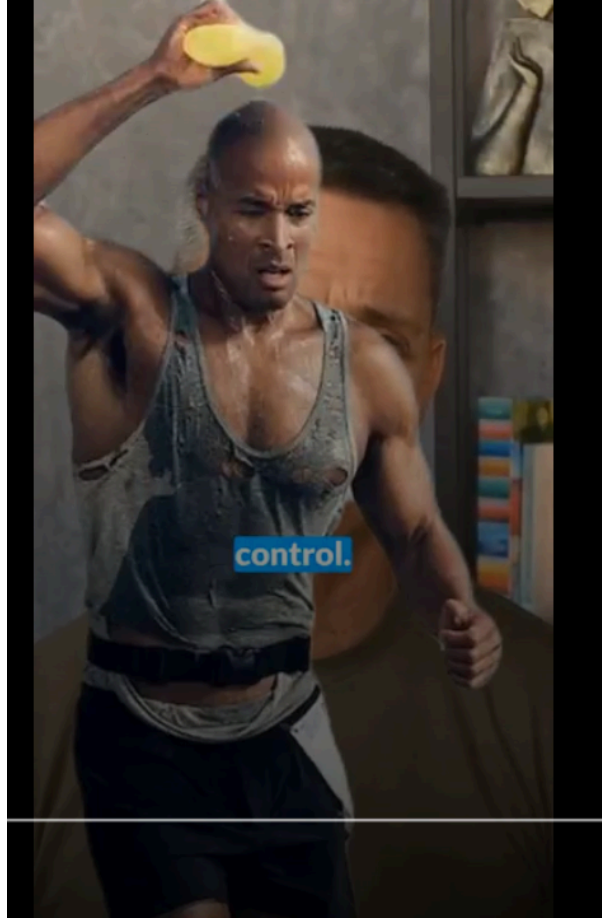
People will be motivated by your wins.

Please list all of your biggest wins (health, wealth, and/or relationships).	Please list all of your biggest losses (health, wealth, and/or relationships).
Health: >2x bodyweight back squat 160kg; powerclean 95kg	Having issues with inflammation, eczema, stomach issues. Not sure what the problem is yet.
Touch basketball rim; dunk 9ft rim with tennis ball	Not earning enough to live on without working 2 days a week as software dev yet. [income loading]
Wealth: signed first client for new offer... this offer I can see myself working on for decades	Having my relationship fall apart. Somehow we stayed together.
Finding entrepreneurship: growth in my work	Health hasn't been a main priority for some time.
Relationship: working through therapy. Work in progress, but can see the light at the end of the tunnel. Now engaged to be married in April 2026. Partner is there emotionally for me now. She's a fun person.	A close mate, was feeling really low for some time and I was away in Spain and didn't realise. He attempted to commit suicide in his bro's flat bathroom. I wish I had reached out to check in. This is actually a reminder to do that.
2 nephews (2 & 6 yo)	The one client that was a failure: https://x.com/ShawOnTech1/status/1850552942836805652 I was doing more growth operating with a skool group with this client. Every video post couldn't have any absolute language in it.

Everything was heavily scrutinized. We were still figuring out the model for the free group to paid. The client changed their mind from a HT offer to LT community. It was likely never going to work with their size of audience without a tonne of ads. We got ads working. I was starring in the ads actually. 🚩 free group ad final ian p4l.mp4 There wasn't much engagement in the group. The new members didn't attend the weekly calls that were 9pm Dubai time. The assistant of the client would have zero filter, I'd wake up in the morning with 8 msgs from her on whatsapp all deleted. We had to support every decision made. It was a nightmare. It all came apart when we got the client to make scripted shortform. And then we had david goggins in the video with his nip showing through a sleeveless top. They said that won't fly in UAE with nudity [image below]

🚩 Why Goggins like willpower is not the a... .

So I said I'll take it down until further discussions with you. They said we were the experts though lol. So nothing of a paid group was launched. Looking back should've cut our losses. My biz partner was in debt and needed the money. I felt obliged to stay loyal. But I wanted to leave. Many lessons were learnt.

	
<p>Previous client who has a \$15k high ticket offer referred me several times to others; and said we were a massive reason why he scaled to \$70k+ in his business.</p>	<p>Everytime I got a second client my capacity redlined. And one of the clients left. I was listening to people telling me - bring someone in when you have 3 or 5 clients. They were going off businesses that only did ghostwriting or only did DMs. We do both.</p> <p>This lesson made me bring in a team when only having one active client. And building slowly.</p>
	<p>Not having bulletproof terms of engagement for clients. Such as communicating in slack and agreeing before they jump into conversations with prospects.</p> <p>Have had 2 clients jump into conversations. And the second it was multiple times after warning.</p>

	<p>This was solved through showing our expertise how the conversations would have gone and certain things that they can't see are going on in the conversation.</p>
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