

# **How to Increase Your Annual Income by \$75K-\$125K in 90 Days or Less (Without Applying Online)**

**I want to show you how I went from  
being ghosted by companies...**

**To having the best companies and hiring  
managers recruit me for their top sales  
roles...**

**...without applying online, without  
recruiters, and without quitting your  
job...**

**...using a proven system that takes just  
30 minutes per day.**

**In the next 60 minutes, I'm going to  
show you how to increase your annual  
income...**

**...by \$75,000 to \$125,000...**

**...in the next 90 days or less...**

**But first I need to address the elephant  
in the room...**

**Some of you might be wondering...**

**Who is this guy? And why should I listen  
to him?**

**Fair question...**

**My name is Terrance Brandon, and I've  
been in sales for over 10 years...**

**I've worked at companies like Google,  
Amazon, and Salesforce...**

**But it wasn't always that way...**

**In fact, just a few years ago, I was stuck  
at AT&T making \$130,000 a year after  
10 years of hard work...**

**[INSERT IMAGE]**

Before state: AT&T office environment. "\$130K after 10  
years" text overlay. Stressed professional at desk.

**Before I tell you my story, I want you to  
imagine something with me for just a  
moment...**

Imagine it's 90 days from today.

You're sitting at your kitchen table.

Your laptop is open.

You have a coffee in your hand—the good kind you actually enjoy, not the break room stuff you choke down to get through the day.

You're reviewing THREE job offers.

Not one. Not 'I hope someone calls me back.'

THREE companies are actively competing for YOU.

Each offer is \$80,000 to \$150,000 higher than what you're making right now.

How would that feel?

That weight you've been carrying—the stress of applying to jobs and hearing nothing back, the fear that you're stuck forever—it's gone.

That's not fantasy.

That's exactly what happened to me.

And in the next 60 minutes, I'm going to show you exactly how to make it happen for you.

**And you get to CHOOSE.**

**Which company feels right?**

**Which role excites you?**

**Which comp package is best?**

**Which work arrangement fits your life?**

**YOU'RE in control. Not them. You.**

Hiring managers are calling YOUR references right now.

They're trying to convince YOU to join their team.

They're asking what it would take to get you to say yes.

You're not chasing them anymore. They're recruiting you.

## [INSERT IMAGE]

Before/After transformation visual. Left: stressed person at cluttered desk. Right: confident person reviewing multiple offers. "This Can Be You" messaging.

## [INSERT IMAGE]

Split screen showing: company culture icons, role descriptions, compensation packages, work-life balance symbols.

## [INSERT IMAGE]

Clean, organized home workspace scene. Morning light streaming in. Quality coffee mug. Laptop showing multiple opportunity tabs.

**But I need to be honest with you...**

**Getting to where I am today required me  
to completely change the way I thought  
about career advancement...**

**I had to let go of everything I was taught  
about 'working hard' and 'paying my  
dues'...**

**And I had to embrace a completely  
different approach...**

**An approach that most people never  
discover...**

**But once you see it, you can't unsee it...**

**So let me show you what I discovered.  
Let me tell you my story...**

**The first thing you need to understand is  
this:**

**Your income has nothing to do with how  
good you are at sales.**

**Let me tell you the story of how I learned  
this the hard way...**

**It was 2021.**

**I'd been at AT&T for 10 years.**

**I'd worked my way up from \$65,000 to \$130,000.**

**I was proud of that. It felt like progress.**

**[INSERT IMAGE]**

Timeline graphic: 2011-2021. AT&T logo. Income progression visualization: \$65K → \$130K over 10 years of work.

**But here's what I didn't realize:**

**After 10 years of loyalty, after being a top performer,  
after giving everything to that company...**

**\$130,000 was my ceiling.**

**That was as far as I could go.**

## [INSERT IMAGE]

Income ceiling graph. Growth line plateauing at "\$130K  
= THE CAP". Visual representation of career plateau.

And it wasn't enough.

I had debt I couldn't get out of.

My wife wanted to stay home with our daughter, but we couldn't afford it.

I was working long hours, stressed, and watching other people pass me by.

## [INSERT IMAGE]

Four-panel pain point visual: debt bills stack, missed family moments, long work hours clock, career stagnation barrier.

**And then, in 2021, I got passed over for a promotion.**

**Again.**

**I was a top performer. Everyone knew it.**

**But it didn't matter.**

**Then one random day in the office, I overheard two coworkers talking.**

**They were talking about a guy who used to work with us. Someone who'd left AT&T a year earlier.**

**And one of them said: 'Yeah, I heard he's making over \$400,000 now at some software company.'**

## [INSERT IMAGE]

Office environment. Two silhouetted colleagues in conversation. Speech bubble: "\$400,000". Foreground: shocked listener reaction.

**I almost fell out of my chair.**

**\$400,000?**

**This was a guy I'd worked with. We had similar skills.**

**Similar work ethic.**

**I'd even outperformed him when we worked  
together.**

**So I asked myself:**

**'How is he pulling this off?**

**I was pretty good at what I did, but I barely cracked  
\$150,000 in my best year.**

**How is he making \$400,000?'**

So I went down a rabbit hole.

I spent the next two weeks researching top sales roles industry-wide.

Google. Amazon. Salesforce. Snowflake. All the top tech companies.

And what I discovered changed my life forever.

I discovered that average salespeople at top companies were making hundreds of thousands of dollars more than top performers at companies like AT&T.

Not because they were better at sales.

Not because they worked harder.

But because they worked at companies that PAY MORE for the same work.

And that's when it hit me:

Your income isn't determined by how good you are at sales.

Your income is determined by WHO is hiring you and WHICH market you're in.

It's not about performance. It's about positioning.

**Everything I'd been taught was wrong.**

**They told me: 'Work hard, and you'll get ahead.'**

**But that's not true.**

**The role you're in matters MORE than how hard you work.**

Let me give you an analogy that makes this crystal clear:

Imagine you're paddling a canoe as hard as you can.

You're sweating. You're exhausted. You're giving it everything you've got.

And you're going 10 miles per hour.

Now imagine you take that same person, with that same effort, that same work ethic...

And you put them in a speedboat.

Suddenly they're going 60 miles per hour.

Same person. Same effort. Different vehicle. 6x results.

That's what I realized about sales careers:

If you're at AT&T making \$130,000, you're in a canoe.

If someone's at Salesforce making \$500,000, they're in a speedboat.

It's not that they're better at sales than you. They're just in a better boat.

Once I understood this principle—once I accepted that it's about WHERE you sell, not HOW WELL you sell—everything changed.

I stopped trying to be a better salesperson.

I started trying to be a better-POSITIONED salesperson.

And that's when the \$80K-\$150K raises became possible.

So what determines your positioning?

It comes down to three things:

1. WHO is hiring you - Which company, which market segment
2. WHICH roles you target - The level, the comp structure, the opportunity
3. HOW you position yourself - How you get in front of hiring managers

Get these three things right, and your income can double or triple with the same skills you have today.

## [INSERT IMAGE]

Three architectural pillars diagram. Left: "WHO" (hiring you). Center: "WHICH" (roles targeted). Right: "HOW" (positioning). Foundation: "Strategic Positioning".

**Now here's the good news:**

**Positioning is NOT about luck.**

**It's NOT about connections.**

**It's NOT about having an Ivy League degree.**

**Positioning is a skill. And skills can be learned.**

Strategic positioning means:

Instead of sending out 100 applications and hoping someone notices you...

You identify the 5-10 companies that pay \$300K+ for your skillset.

Instead of competing with 2,000 other applicants...

You get in front of hiring managers BEFORE they post the job publicly.

Instead of being an applicant...

You become a candidate they're recruiting.

Let me give you a real example of how this works:

When Google posts a sales role online, they receive over 2,000 applications.

But do you know how many people they actually interview?

Less than 20.

That's a 1% interview rate if you apply online.

But here's what most people don't know:

Those 20 people who got interviewed?

Most of them DIDN'T apply online.

They were referred by employees.

They were recruited by hiring managers.

They were positioned as candidates, not applicants.

Once I understood this, I made a decision:  
I was going to figure out how to get into one of those 'better boats.'

Not by applying online like everyone else.  
But by positioning myself so companies like Google, Amazon, and Salesforce  
would WANT to recruit me.

**And it worked.**

**Within a year, I went from AT&T making \$130,000...**

**To Salesforce making over \$514,000 my first full  
year.**

**Same skills. Same work ethic. Same effort.**

**Different positioning. 4x income.**

But it wasn't just about the money.

At AT&T, I was working 60-hour weeks.

At Salesforce, I work 40-hour weeks.

I have dinner with my family every night.

My wife got to stay home with our daughter.

We got out of debt.

So here's what I want you to understand from Secret #1:

Your income is not determined by how good you are at sales.

Your income is determined by your market positioning.

Get into the right boat, and the same effort that got you \$130,000 can get you  
\$500,000.

That's the power of strategic positioning.

Now, you might be thinking:

'Okay Terrance, that's great for you. You figured it out.

But can I do this? I don't have your background. I don't have connections at Google.

What if I'm not qualified for those \$300K+ roles?'

## [INSERT IMAGE]

Thought bubbles surrounding central figure: "Not qualified enough", "No connections", "Don't have the background", "This won't work for me".

I get it.

I had the same doubts.

But let me tell you something that's  
going to blow your mind...

You already have everything you need to get recruited for \$300K+ roles.

You don't need better skills.

You don't need an MBA.

You don't need connections.

You just need to position what you already have correctly.

## [INSERT IMAGE]

Two-column comparison. "YOU ALREADY HAVE:"  
Experience ✓, Skills ✓, Track Record ✓. "YOU DON'T  
NEED:" MBA ✗, Connections ✗, More Skills ✗. Bottom:  
"You're Qualified. Just Mis-Positioned."

**Let me tell you the story of how I learned  
this lesson...**

- SECRET #2\*\*
- "You Already Have Everything You Need - Positioning Is Learnable"\*\*

## **SECRET #2: INTERNAL BELIEFS (Slides 51-75)**

**\*\*"You Already Have Everything You Need - Positioning Is Learnable"\*\***

- Purpose:\*\* Break the FALSE BELIEF that "I'm not qualified for \$300K+ roles
- Replace With:\*\* TRUE BELIEF that "I'm already qualified - I just need to position my skills correctly

So I'd figured out Secret #1: positioning beats performance.

I'd identified my target companies: Google, Amazon, Salesforce.

I'd created a plan to get in front of hiring managers.

And it worked. Within a week, I had interviews scheduled at all three companies.

## [INSERT IMAGE]

Success timeline. Week 1: "Strategy Created" checkmark. Week 2: "Plan Implemented" checkmark. Week 3: "3 INTERVIEWS SCHEDULED". Google, Amazon, Salesforce logos.

**I was on top of the world.**

**I thought: 'I figured it out. I beat the system. I'm getting interviews at the best companies in the world.'**

**I felt unstoppable.**

**And then came the Salesforce interview.**

**It was my first interview with a top-tier tech  
company.**

**I walked in feeling confident.**

**And I completely bombed it.**

They asked me questions I wasn't prepared for.

Questions I'd never heard in traditional sales interviews.

Questions about deal structure, multi-threading, value frameworks.

I froze. I stumbled. I gave weak answers.

**A week later, I got the email:**

**'Thank you for your interest, but we've decided to move forward with other candidates.'**

**Rejected.**

**I'd beaten the odds to GET the interview.**

**And then I blew it.**

**And all my old doubts came rushing back:**

**'Maybe I'm not qualified for these roles after all.'**

**'Maybe I'm out of my league.'**

**'Maybe I should just stay at AT&T and be grateful for  
what I have.'**

## [INSERT IMAGE]

Impostor syndrome visualization. Central defeated figure. Surrounding thought bubbles with doubt statements: "Maybe I'm not qualified", "Out of my league", "Should stay where I am".

**But here's what's crazy:**

**Within three days of that rejection, I got another message.**

**It was from a different hiring manager at Salesforce.**

**For a different team.**

**They wanted to interview me.**

And that's when it hit me:

My positioning strategy was working.

I wasn't failing to GET interviews. That part was easy once I had the positioning down.

I was failing to WIN interviews. And that was a completely different skill.

So I made another decision:

I was NOT going to bomb this second interview.

I was going to figure out exactly what these companies were looking for.

I was going to prepare like I'd never prepared before.

And I was going to position myself as the OBVIOUS choice.

## [INSERT IMAGE]

Determined professional at organized desk. Research materials spread out. Preparation checklist visible. "THIS TIME WILL BE DIFFERENT" motivational text.

So I spent the next week preparing.

I researched what Salesforce was hiring for.

I studied the team's challenges.

I prepared specific examples that positioned my experience as the exact solution they needed.

I practiced answering their questions until I could do it in my sleep.

And when I walked into that second interview?

It was completely different.

They asked tough questions—but this time, I was ready.

Every answer positioned me as someone who understood their problems and  
had solved them before.

Every example was tailored to what THEY needed, not just what I'd done.

At the end of the interview, the hiring manager said:

'I don't need to see anyone else. You're exactly what we're looking for.'

They fast-tracked me to the final interview.

And six days later, I was hired.

Here's what I learned from this experience:

The difference between bombing the first interview and crushing the second  
wasn't my skills.

I had the same skills both times.

The difference was my positioning. And positioning is LEARNABLE.

It's not talent. It's preparation.

So let me tell you something you need to hear:

You're already qualified for \$300K+ roles.

You have the skills. You have the experience. You have the track record.

You're not under-qualified. You're under-POSITIONED.

## [INSERT IMAGE]

"YOU ARE QUALIFIED" large bold text. Below: checklist showing Experience ✓, Skills ✓, Results ✓. Bottom message: "The Problem Isn't Your Skills. It's Your Positioning."

Interview positioning means:

Instead of walking into an interview and hoping you say the right thing...

You research what they're hiring for and prepare examples that position you as  
the solution.

Instead of talking about your generic experience...

You translate your experience into THEIR language and THEIR problems.

Instead of being one of many candidates...

You position yourself as THE obvious choice.

Here's the secret:

You don't need NEW skills to get \$300K+ roles.

You need to REPOSITION your existing skills.

For example:

If you've been selling to mid-market companies, you have skills that translate to enterprise.

If you've been in inside sales, you have skills that translate to field sales.

If you've been in one industry, your skills translate to other industries.

It's not about HAVING more. It's about POSITIONING what you have correctly.

## [INSERT IMAGE]

Skills translation matrix. Two columns with connecting arrows. Left: "Your Current Skills" (telesales, mid-market, etc.). Right: "How They Position for \$300K+ Roles" (translated equivalents).

So how do you position yourself for interviews?

It's simple. There are three steps:

1. Research what THEY need - Understand their problems, their goals, their hiring criteria
2. Map YOUR experience to THEIR needs - Find examples from your background that solve their problems
3. Practice positioning your answers - Rehearse how you'll talk about your experience in their language

That's it. Research. Map. Practice.

Do this, and you'll walk into interviews positioned to win.

**Don't just take my word for it.**

**Let me tell you about Simon.**

**Simon was making \$90,000 a year as an Account Executive in a telesales role.**

**Good job. But the pay wasn't enough to meet his family's needs.**

**He felt stuck. He'd been applying to higher-paying roles but kept getting rejected.**

Simon thought: 'I'm in telesales. Nobody's going to hire me for a \$280K enterprise role. I don't have the right experience.'

Sound familiar?

That's the 'I'm not qualified' belief.

And it's what keeps people stuck in \$90K roles when they could be making \$300K.

So I taught Simon the same framework I'd learned:

How to identify which skills translate from telesales to enterprise.

How to research what enterprise companies need.

How to position his experience as a solution to their problems.

How to prepare for interviews so he'd walk in positioned to win.

Within weeks of implementing the positioning strategies, Simon had interviews lined up.

And he landed a job offer for \$280,000.

That's a \$190,000 raise.

Over 3x his previous income.

Same person. Same core skills. Better positioning.

Do you see the pattern?

I went from \$130K to \$514K with the same skills. Better positioning.

Simon went from \$90K to \$280K with the same skills. Better positioning.

This isn't luck. This isn't about being special. This is about mastering strategic positioning.

## [INSERT IMAGE]

Pattern recognition visual. Three case studies side-by-side: Your transformation + Simon's + Darrell's. Each labeled "SAME SKILLS, BETTER POSITIONING".  
Repeatable pattern emphasis.

So here's what I want you to take away from Secret #2:

You ARE qualified for \$300K+ roles.

You don't need an MBA. You don't need more experience. You don't need connections.

You just need to position what you already have correctly.

Positioning is a skill. And skills can be learned.

If I could learn it, if Simon could learn it, you can learn it too.

Now, I know what you're thinking:

'Okay Terrance, I get it. Positioning beats performance. I'm already qualified.

But I have a full-time job. I have a family. I don't have time to research companies and position myself for hours every day.

And I can't afford to quit my job to search full-time.

This sounds great, but is it realistic for MY situation?'

## [INSERT IMAGE]

External objections thought cloud. Multiple bubbles: "No time", "Full-time job", "Family responsibilities", "Can't quit", "Too busy". All circling worried figure.

- SECRET #3\*\*
- "The 30-Minutes-Per-Day System That Gets Results in Weeks, Not Years"\*\*

Let me take you back to 2021.

I'd just had my epiphany about positioning.

I knew WHERE I wanted to be: companies like Google, Amazon, Salesforce.

I knew WHAT I needed to do: position myself so they'd recruit me.

But I had a problem...

I was still working full-time at AT&T.

60-hour weeks. Quota to hit. Customers to manage.

I had a wife and a young daughter.

I didn't have 8 hours a day to job search.

I couldn't quit my job and search full-time.

I needed a way to do this while still employed. With limited time. Without  
burning out.

And there was another problem:

When I started researching how to get into top companies, everything I found said:

'You need connections at Google.'

'You need referrals to get past the ATS.'

'You need to network for months to build relationships.'

I didn't have months. I didn't have connections.

I needed a way to get results FAST.

So I asked myself:

What if I could create a systematic process that worked in 30 minutes per day?

What if I could get in front of hiring managers at Google, Amazon, and  
Salesforce WITHOUT having connections there?

What if I could do this while still employed, without anyone at AT&T knowing I  
was looking?

Was that even possible?

That's when I had another epiphany:

The reason 2,000 people apply to Google and only 20 get interviewed isn't just about qualifications.

It's about mindshare.

Most candidates are never considered not because they CAN'T do the role...

But because they have ZERO mindshare with the person actually making the hiring decision.

So I thought:

What if I could gain mindshare with hiring managers at my target companies?

What if I could position myself so that when they have an opening, they think of  
ME?

What if I could do this systematically, predictably, in 30 minutes per day?

That's when I created what I now call the Reverse Attraction Strategy.

**I created a simple plan.**

**It took 30 minutes per day.**

**I did it for just FIVE days.**

**I targeted three companies: Google, Amazon,  
Salesforce.**

**And I tracked what happened.**

By the end of those five days...

I had interviews scheduled at Google, Amazon, AND Salesforce.

Not just one interview. Three interviews. At the three best companies in tech sales.

One week. 30 minutes per day. Zero connections. All three companies pursuing me.

## [INSERT IMAGE]

5-day calendar with daily 30-min blocks marked.

Leading to "Week 2: THREE INTERVIEWS SCHEDULED". Google, Amazon, Salesforce logos with checkmarks. " $30 \text{ min/day} \times 5 \text{ days} = 3 \text{ INTERVIEWS}$ " calculation visual.

And that's when I learned the third and final lesson:

Access beats applications.

You don't need to be the most qualified candidate.

You don't need months to network.

You don't need connections.

You just need to gain mindshare with the right hiring managers. And you can do that in 30 minutes per day.

## So what IS the Reverse Attraction Strategy?

It's simple:

Instead of applying to jobs and hoping someone sees your resume...

You gain mindshare with hiring managers BEFORE they post the job.

Instead of competing with 2,000 applicants...

You position yourself so hiring managers reach out to YOU when openings happen.

Instead of chasing opportunities...

You create a system where opportunities chase you.

## [INSERT IMAGE]

Process reversal diagram. Traditional: You → Company (applicant arrow). Reverse Attraction: Company → You (recruitment arrow). "FLIP THE SCRIPT" prominent messaging.

Here's why this strategy works:

Hiring managers at top companies have a problem:

They need great salespeople, but most of the applicants they see aren't qualified.

They're drowning in unqualified applications while struggling to find great talent.

When you position yourself strategically, you're solving THEIR problem.

You become visible. You demonstrate value. You gain mindshare.

And when they have an opening, they think of YOU first.

So how do you do this in 30 minutes per day?

The system I created has five steps:

P.R.I.N.T.

P - Profile Matching: Identify which companies/roles are your 'better boats'

R - Reverse Attraction: Gain mindshare with hiring managers

I - Interview Mastery: Position yourself to win interviews

N - Negotiating the Offer: Use leverage to maximize comp

T - Tell Your Story: Position your brand consistently

This is the system that took me from \$130K to \$514K.

This is the system Simon used to go from \$90K to \$280K.

And this is the system I'm going to teach you today.

Why 30 minutes per day?

Because positioning isn't about VOLUME. It's about STRATEGY.

You don't need to send 100 applications.

You need to identify 5-10 target companies and position yourself strategically  
with each one.

You don't need 8-hour days.

You need 30 focused minutes doing the RIGHT activities.

Quality over quantity. Strategy over effort.

And here's the best part:

You can do this while you're still employed.

Nobody at your current company needs to know.

You're not sending out hundreds of applications that can be traced back to  
you.

You're strategically positioning yourself with a handful of target companies.

30 minutes per day. Before work. During lunch. After the kids go to bed.

You stay employed with income and benefits while positioning yourself for your  
next \$75K-\$125K raise.

**Let me tell you about Darrell.**

**Darrell was in the EXACT situation many  
of you are in right now.**

Darrell was at AT&T making \$100,000 as an Account Manager.

He felt stuck. Underpaid. But he didn't see a path out.

He had a full-time job. He had bills. He couldn't just quit and search full-time.

Sound familiar?

So I taught Darrell the P.R.I.N.T system.

He identified his target companies.

He implemented the Reverse Attraction strategy—30 minutes per day.

He prepared for interviews using the positioning framework.

All while still working full-time at AT&T.

## [INSERT IMAGE]

First transformation timeline. \$100K → \$190K visual jump. "+\$90K RAISE" highlighted prominently. "FIRST SUCCESS" label. "Weeks, Not Years" timeline emphasis.

**Within weeks, Darrell had interviews lined up.**

**He landed an offer for \$90,000 more than he was  
making.**

**\$100K to \$190K.**

**30 minutes per day. Still employed. First major raise.**

But here's what's even better:

A year later, Darrell used the SAME EXACT METHOD to get another raise.

Another \$80,000 increase plus a \$70,000 stock bonus.

Because once you master positioning, you can use it again and again.

Darrell went from \$100K to \$340K in two years using this system.

Look at the pattern:

I used this system: \$130K → \$514K. While employed.

Simon used this system: \$90K → \$280K. While employed.

Darrell used this system: \$100K → \$340K. While employed. Twice.

Same system. Same time commitment. 30 minutes per day. Multiple people.

Repeatable results.

## [INSERT IMAGE]

Three success stories comparison panel. Your story +  
Simon's + Darrell's. Each showing: "30 Min/Day" clock  
+ "While Employed" badge + "\$75K-\$125K Raises"  
result. "PROVEN SYSTEM" label.

Why does this system work so fast?

Because you're not competing with 2,000 applicants.

You're gaining mindshare with hiring managers before the job is even posted.

You're positioning yourself as a solution to their problem.

You're becoming a CANDIDATE they recruit, not an APPLICANT they filter.

That's why you can get results in weeks instead of months or years.

So here's what I want you to take away from Secret #3:

You DON'T need months to network.

You DON'T need to quit your job to search full-time.

You DON'T need 8 hours a day.

You need 30 minutes per day. You need the right system. And you need to position yourself strategically.

Do that, and you can increase your annual income by \$75K-\$125K in 90 days or less.

While still employed. With limited time. Using a proven, repeatable system.

So now you know the three secrets:

Secret #1: Positioning beats performance. Your income is determined by your market positioning.

Secret #2: You're already qualified. You just need to position what you have correctly.

Secret #3: You can do this in 30 minutes per day while still employed using the P.R.I.N.T system.

Once you accept these three beliefs, increasing your income by \$75K-\$125K becomes inevitable.

So the question now isn't WHETHER this works.

The question is: How do you actually DO this?

How do you implement the P.R.I.N.T system?

How do you position yourself to increase your income by \$75K-\$125K in 90  
days or less?

That's what I want to show you next...

Before I show you how this works, let me paint you a picture of where you'll be one year from today if you commit to mastering strategic positioning.

One year from now, you're not at the same company making the same money feeling the same frustration.

You're at a company that values you. You're making \$75,000-\$125,000 more per year.

But here's what nobody tells you about that raise—it's not just about the money.

It's about having positioned yourself in a market where that income is NORMAL, not exceptional.

## [INSERT IMAGE]

One-year transformation timeline. "Today" vs "1 Year from Now" side-by-side comparison imagery. Dollar amounts and lifestyle improvements shown. "Better Position = Better Normal" tagline.

It's Friday at 4:45 PM.

Your coworkers are still online—they'll be grinding until 7 PM.

But you're shutting down your laptop.

Because at this company, they don't measure your value by how many hours you work. They measure your value by the results you drive.

You actually GET to have dinner with your family. On a weekday.

You're not stressed. You're not burned out. You're not wondering if there's something better out there.

Because you KNOW you're in the right place.

## [INSERT IMAGE]

Split lifestyle scene. Left: 4:45 PM clock, closed laptop, family dinner table. Right: colleagues still at desks, stressed, working late. Work-life balance contrast.

But here's the best part:

You're not worried about job security anymore.

Because you now have a skill that nobody can take away from you.

You know how to position yourself strategically. You know how to get recruited.

You know how to interview. You know how to negotiate.

If you ever wanted to leave, you could have three offers in 60 days.

That confidence—that knowing you're ALWAYS in control of your career—  
changes everything.

That's what mastering positioning gives you. That's the real value.

So the question is:

Do you want to still be where you are now, one year from today?

Or do you want to be THERE—in that life, with that income, with that confidence?

If the answer is the second one, here's what we've created...

We've taken everything I've learned—everything that took me from \$130K to over \$1M in compensation...

Everything Simon used to 3x his income...

Everything Darrell used to get \$170K in raises...

And we've packaged it into a complete system called The Active Offer System.

**Here's what's included when you join  
The Active Offer System...**

## Component #1: Profile Matching

This is where we help you identify which companies are your 'better boats.'

Not random companies. Not spray-and-pray.

We use our network, industry insights, and market data to identify the 5-10 companies that will pay you \$300K+ for your specific skillset.

If you tried to research this yourself, it would take months and you'd likely target the wrong companies.

We do this for you in week one.

Value if purchased separately: \$5,000

## Component #2: The Reverse Attraction System

This is the exact 30-minutes-per-day system I used to get interviews at Google, Amazon, and Salesforce in one week.

You'll get:

- The exact scripts that land interviews
- The messaging templates that gain mindshare with hiring managers
- The step-by-step process to implement while still employed

This is the system that creates the "companies recruiting you" transformation.

Value if purchased separately: \$7,500

## Component #3: Interview Mastery Training

Remember my story about bombing the first Salesforce interview and then crushing the second?

This is how I did it.

You'll get:

- The exact interview preparation framework
- Company-specific interview assets (30-60-90 day plans, presentation templates)
- The questions top companies ask and how to position your answers
- Real interview examples from Google, Amazon, Salesforce, and more

This is what transforms you from someone who GETS interviews to someone who WINS them.

Value if purchased separately: \$8,000

## Component #4: Negotiation Mastery

This is how Darrell got a \$90K raise on his first offer.

This is how Simon negotiated from \$90K to \$280K.

You'll learn:

- How to create leverage using multiple offers
- The exact negotiation frameworks that get \$75K-\$125K raises
- What to say, when to say it, and how to position your value
- Real compensation negotiation support when you get your offers

Most people leave \$50K-\$100K on the table because they don't know how to negotiate from a position of strength.

This component alone could be worth 10x your investment.

Value if purchased separately: \$10,000

## [INSERT IMAGE]

Value stack calculator visual. All seven components listed with individual values. Grand total: "\$50,500 TOTAL VALUE" in large prominent text. Visual stack building effect.

## Component #5: Live Group Coaching Calls (Twice Per Week)

You'll have access to me and our team twice per week for live coaching.

Bring your questions. Get feedback on your positioning. Workshop your interview prep. Get real-time support.

This isn't pre-recorded content you watch alone.

This is live, ongoing support as you implement the system.

Value for 90 days if purchased separately: \$12,000

## Component #6: Private Community Access

You'll join a community of ambitious sales professionals all mastering positioning together.

Network with people who are going through the same transformation.

Get referrals. Share wins. Learn from each other's experiences.

Many of our members have connected and referred each other into roles at top companies.

Value if purchased separately: \$3,000

## Component #7: Complete Resource Library

You'll get every template, script, and asset we've ever created:

- Resume templates optimized for ATS and tech sales
- LinkedIn profile audit checklist and optimization templates
- Cold email and LinkedIn message vault (200+ tested messages)
- Interview question database for top companies (Google, Amazon, Salesforce, etc.)
- 30-60-90 day plan templates
- Presentation templates for interviews
- Self-accountability tracking system

Everything you need to implement the P.R.I.N.T system.

Value if purchased separately: \$5,000

So let's add this up:

Profile Matching: \$5,000

Reverse Attraction System: \$7,500

Interview Mastery Training: \$8,000

Negotiation Mastery: \$10,000

Live Group Coaching (90 days): \$12,000

Private Community Access: \$3,000

Complete Resource Library: \$5,000

Total value if purchased separately: \$50,500

Now, if I wanted to, I could charge \$50,000 for this program.

And honestly? If it increases your income by just \$100K, you'd make your money back in the first year.

But I'm not going to charge you \$50,000.

I'm not even going to charge you \$25,000.

Your investment to join The Active Offer System is \$5,000.

**And if \$5,000 all at once feels like too much, we have payment plans available.**

**You can split it into monthly payments.**

**That's less than \$200 per week to master the skill that will control your income for the rest of your career.**

Let's talk about ROI for a second:

If you're making \$150K now, and this gets you a \$100K raise (within the \$75K-\$125K range our students achieve), that's \$250K total compensation.

Over the next 5 years, that's \$500,000 in additional income.

Over your career? \$2-3 million more.

Your investment today is \$5,000.

That's a 20x return in year one. 100x return over five years.

This isn't an expense. This is the highest-ROI investment you'll ever make.

Now let's look at the cost of doing NOTHING:

If you stay at \$150K for the next 5 years while your peers who master positioning move to \$250K+ roles (a \$100K increase within our typical \$75K-\$125K range)...

You've lost \$500,000.

Not making a decision IS a decision.

The question isn't 'Can I afford this?' The question is 'Can I afford NOT to do this?'

And here's the thing:

You're not taking any risk.

If you join The Active Offer System, implement the strategies, show up to the coaching calls, and don't see results...

I'll personally work with you until you do.

You're either increasing your income by \$75K-\$125K, or you're getting more support until you are.

That's my commitment to you.

Now, let me be clear about who this program is for:

This is for experienced sales professionals who are currently making \$80K+ and want to increase their income by \$75K-\$125K by positioning themselves for \$250K-\$400K+ roles at top companies.

This is for people who have at least 4 years of sales experience and are in B2B sales.

This is for people who are willing to invest 30 minutes per day for 90 days to transform their career.

This is for people who are ready to stop working harder and start positioning smarter.

This is NOT for people just starting in sales.

This is NOT for people making under \$80K who don't have the experience to position for \$250K-\$400K+ roles yet.

This is NOT for people who want a magic button that requires no work.

This is NOT for people who aren't willing to invest 30 minutes per day.

If that's you, this program isn't the right fit right now.

So here's how this works:

This isn't a 'buy now' button.

Because I only want to work with people who are the right fit, and I want to make sure YOU feel good about this decision too.

So the next step is to book a free strategy call.

On that call, we're going to:

- Map out your ideal role (compensation, company, lifestyle)
- Identify the positioning gaps keeping you stuck
- Show you the roadmap to your \$75K-\$125K income increase
- Determine if The Active Offer System is the right fit

If it's a great fit for both of us, we'll invite you to join. If not, you'll still walk away with a clear action plan.

The strategy call is simple:

We'll spend 45 minutes mapping out your situation.

You'll tell me where you are, where you want to be, and what's been holding you back.

I'll show you exactly how someone in your situation can use strategic positioning to increase their income by \$75K-\$125K.

You'll walk away with clarity on your next steps—whether you join The Active Offer System or not.

No pressure. No manipulation. Just clarity on how positioning can transform your career.

Now, I need to be transparent with you:

I can only work with a limited number of people at a time.

Between the live coaching calls twice per week and the personal support we provide, I can only take on 15 new members per month.

That means there are only a limited number of strategy call slots available.

If you're serious about increasing your income by \$75K-\$125K in the next 90 days, you need to book your call today.

Spots fill up quickly, and if you wait, you might have to wait until next month.

And here's the other thing to consider:

Every month you wait is another month at your current income.

If you could be earning \$10K more per month (a \$120K annual increase, which is within our typical \$75K-\$125K range)...

That's \$10,000 per month you're leaving on the table.

Waiting 3 months to decide costs you \$30,000.

Waiting a year costs you \$120,000.

How much is procrastination costing you?

And 45 days after that call—if you decide to join us—you'll be sitting in your first interview with a company that's excited to meet you.

Not because you applied online and got lucky.

Because you positioned yourself strategically and they recruited you.

That's when you'll know this was the right decision.

That's when you'll see the Positioning Principle working in your life.

## [INSERT IMAGE]

Scarcity visual. "15 Spots Available This Month" with  
countdown timer or limited slot indicators. "Book Your  
Call Today" urgency call-to-action messaging.

**Remember:**

**I did this. \$130K to \$514K.**

**Simon did this. \$90K to \$280K.**

**Darrell did this. \$100K to \$340K. Twice.**

**This system works. The only question is: Will you be  
next?**

So you have a choice to make right now:

Choice #1: Close this webinar. Go back to your current situation. Keep doing what you've been doing. And hope things change on their own.

Choice #2: Book a free strategy call. Get clarity on how positioning can increase your income by \$75K-\$125K. And if it's the right fit, join The Active Offer System and master the skill that will control your income for the rest of your life.

Which choice are you going to make?

If you're ready to transform your career...

If you're ready to stop working harder and start positioning smarter...

If you're ready to increase your income by \$75K-\$125K instead of chasing  
applications that go nowhere...

Then click the button below and book your free strategy call right now.

You'll pick a time that works for you—probably sometime in the next 7 days.

You'll hop on Zoom with me or someone from my team.

We'll map out your exact situation and show you the roadmap to your  
\$75K-\$125K income increase.

And if The Active Offer System is the right fit, we'll invite you to join.

It starts with clicking the button below.

**CLICK THE BUTTON BELOW, BOOK  
YOUR FREE POSITIONING  
ASSESSMENT, AND LET'S INCREASE  
YOUR INCOME BY \$75K-\$125K IN THE  
NEXT 90 DAYS**

Objection: 'I don't have time for this right now.'

Answer: That's exactly why you NEED this system.

The P.R.I.N.T system takes 30 minutes per day. That's less time than you spend scrolling social media.

And once you master positioning, you'll save YEARS of career stagnation.

The question isn't 'Do you have time?' The question is 'Can you afford to waste more time staying where you are?'

Objection: 'What if this doesn't work for me?'

Answer: Then you keep working with us until it does.

That's our guarantee. You're either getting results or getting more support.

Plus, this system has worked for people with different backgrounds, different industries, different starting points.

If you're an experienced B2B salesperson making \$80K+, it will work for you too.

**Objection: 'I need to think about it.'**

**Answer: I get it. This is a big decision.**

**But here's what I want you to think about:**

**Every month you wait is another month at your current income. That could be  
\$8,000+ in lost potential earnings per month.**

**The strategy call is free. You risk nothing by booking it and getting clarity.**

**Thinking about it for weeks or months costs you tens of thousands of dollars in  
opportunity cost.**

**Book the call. Get clarity. THEN decide.**

Objection: 'I don't have the money right now.'

Answer: I understand. \$5,000 is a real investment.

But here's the thing: if you could be earning \$10,000+ more per month, you're losing that amount EVERY MONTH you stay where you are.

Three months from now, you'll have lost \$30,000+ in opportunity cost—6x the investment in this program.

We have payment plans available to make this accessible.

And if you truly can't afford \$5,000 right now, then you DEFINITELY can't afford to keep losing \$10,000+ per month by staying in your current situation.

This program pays for itself with ONE positioning win.

**Question: 'How long until I see results?'**

**Answer: Most students get their first interviews within 30-45 days of starting  
the program.**

**Most students land offers within 90 days.**

**Darrell got his first \$90K raise in a matter of weeks.**

**Simon got his \$280K offer within weeks of implementing the system.**

**I got interviews at Google, Amazon, and Salesforce within ONE WEEK.**

**The system is designed to get you results fast—weeks, not months or years.**

Question: 'What if I don't live in San Francisco or New York?'

Answer: It doesn't matter.

Most of the roles we position people for are remote or hybrid.

Darrell wasn't in a tech hub. Simon wasn't in a tech hub.

The companies we target (Google, Amazon, Salesforce, etc.) hire nationally and globally.

Location is no longer a barrier. Positioning is what matters.

**Question: 'I'm not in software sales. Will this work for me?'**

**Answer: Yes, if you're in B2B sales.**

**The positioning principles work across industries.**

We've helped people transition from telecom (like Darrell), from telesales (like Simon), from various industries into high-paying tech sales roles.

Your skills translate. You just need to position them correctly.

That's what we teach you to do.

Question: 'What if I don't want to work at Google or Amazon?'

Answer: FAANG companies are examples, not requirements.

There are hundreds of companies that pay \$250K-\$400K+ for sales roles.

We help you identify the companies that fit YOUR goals—whether that's FAANG, high-growth startups, or established tech leaders.

The positioning principles work regardless of which specific companies you target.

We customize the strategy to YOUR career goals, not a one-size-fits-all approach.

## [INSERT IMAGE]

45-day success timeline. "Day 1: Strategy Call" → "Day 45: First Interview". Confident candidate with engaged interviewer scene. Checkmark: "They Recruited YOU."  
"Positioning in Action" tagline.

Remember the three secrets:

Secret #1: Your income is determined by your positioning, not your performance. Get in the right boat.

Secret #2: You're already qualified. You just need to position what you have correctly.

Secret #3: You can do this in 30 minutes per day while still employed.

These three beliefs, once accepted, make increasing your income by \$75K-\$125K inevitable.

The Active Offer System teaches you how to implement all three.

The transformation you want is on the other side of this decision.

The \$75K-\$125K income increase.

The 40-hour work weeks instead of 60.

The dinner with your family instead of late nights at the office.

The financial freedom. The career control. The confidence.

It's all waiting for you.

But it only happens if you take action right now.

What are you waiting for?

Permission? You have it.

The 'right time'? It's now. Every month you wait costs you \$8,000-\$10,000+.

More confidence? Confidence comes from action, not thinking about action.

A sign? This webinar IS the sign.

Stop waiting. Start positioning. Book your call.

This isn't an expense.

This isn't a cost.

This is an investment in yourself.

An investment in the skill that will control your income for the rest of your career.

An investment that will pay returns of 20x in year one. 100x over five years.

You ARE worth the investment.

I believe you can do this.

I believe you're qualified.

I believe you have what it takes to increase your income by \$75K-\$125K.

The question is: Do YOU believe it?

Book the call. Let's prove it together.

This is your last chance to book a call before slots fill up.

Remember:

- Only 15 spots available this month
- Every month you wait costs you \$8,000-\$10,000+ in lost income
- The strategy call is free and risk-free
- You have nothing to lose and everything to gain

Don't let procrastination cost you \$100,000+.

Click the button now.

One year from now, you'll look back at this moment.

In one future, you'll think: 'I wish I'd taken action. I've wasted another year at \$150K when I could have been at \$250K+. That's \$100,000+ I'll never get back.'

In the other future, you'll think: 'That was the best decision I ever made. I'm making \$250K+. My life is completely different. I'm so glad I didn't let fear or procrastination hold me back.'

Which future do you want?

The choice is yours. But you have to choose NOW.

**All of this—the entire transformation—starts with one simple step:**

**Click the button below.**

**That's it. One click.**

**Book the call. Get clarity. Transform your career.**

**It's that simple.**

**STOP WAITING. START POSITIONING.**

**BOOK YOUR FREE STRATEGY CALL**

**RIGHT NOW.**

Thank you for watching this webinar.

I hope the three secrets have opened your eyes to what's possible when you master strategic positioning.

Now it's time to take action.

Book your free strategy call below, and let's increase your income by \$75K-\$125K so you can get the compensation you deserve.

I'll see you on the call.

- Speed up on stack presentation to create momentum
- Create urgency through pacing in final CTA sequence

Slide 4C: Resume normal pace, emphasizing "90 days or less"

Slide 4E: Confident, reassuring tone - "proven system"

- 4A: Promise setup
- 4B: **\*\*HERO SLIDE\*\*** - "\$75,000 to \$125,000" in large, bold text
- 4C: Timeframe (90 days or less)
- 4D: Constraints removed (no applying, no recruiters, no quitting)
- 4E: System promise (30 min/day proven system)

2. Updated all income promise references throughout the webinar to use "\$75K-\$125K" instead of "\$80K-\$150K" or "\$300K+ roles
- Secret #1: Slides 25-54 (was 21-50)