

## All Access Pass Day 4 - The Taste of Rejection

**Day 1** - [Project Kickoff](#)

**Day 2** - [Making The Sales Map](#)

**Day 3** - [Nailing Our Pitch](#)

**Day 4 - Today: The Taste of Rejection**

Dear Blush,

Yesterday - we walked through making our pitch deck. That's the ammo we need to sell.

But ammo is useless if we're afraid to pull the trigger.

So why would we be afraid of pulling the trigger? Me? Your big bad dad? Afraid? Psh...horse-swaggle.

(Ok, fine. Yes - I feel fear. All the time.)

My brain has this fucked up loop. "What if I get rejected?" → "then I will fail" → "if I fail...then...I'm a...failure?"

Now let's be clear. It's not like I walk around thinking "wow I'm so afraid right now". It's subconscious. It's the reason I do dumb things.

Some people say they are fearless. I call bullshit. Fear never goes away. And being fearless would be stupid from an evolutionary point of view (if there's a lion, it might be good to be afraid) So Blushie what we want to do is learn how to recognize fear, and learn to execute in spite of the fear. I call this dancing with fear.

Now - "recognizing fear" is not easy. Fear wears many disguises. Especially for grownups.

When you're a little kid, it's socially acceptable to be "afraid". But the older you get, people will

start pretending they are never afraid. They come up with all kinds of fancy codewords for fear. Stress is grownups favorite codeword for fear. The next one is "anxious". And some silly grownups have all kinds of "superstitions" (no joke, they will wear the same dirty underwear on big occasions because they think that's the secret to success)

Anyways - back to the topic at hand. It would be really easy to spend today polishing the pitch deck. Surely there are many ways we could improve it, and make it better.

But we won't do that. That's fear taking the wheel of the car. We keep fear tied up in the trunk of the car. People are really afraid to go and try to sell, because they are afraid of getting rejected.

### Here's how I deal with this:

**1. ACCEPT** - that rejection is INEVITABLE in any sales process (and remember, fundraising is sales)

**2. EXPECT** - rejection to come. You see - most people only keep track of their "yesses". I also keep track of all my "no"s. My scoreboard has both. And when I create my sales funnel, I forecast how many **yes** and how many **no** I need to hit my goal.

For example: For this fundraise, here's my [Rejection Calculator](#)

What is My Sales Goal?	\$1,000,000	
What is my Average Customer Size?	\$32,000	
Pitched --> Closed rate?	10%	
	Yes's Needed	No's Needed
	31	313
what is a ____ worth to me?	\$32,000	\$3,200

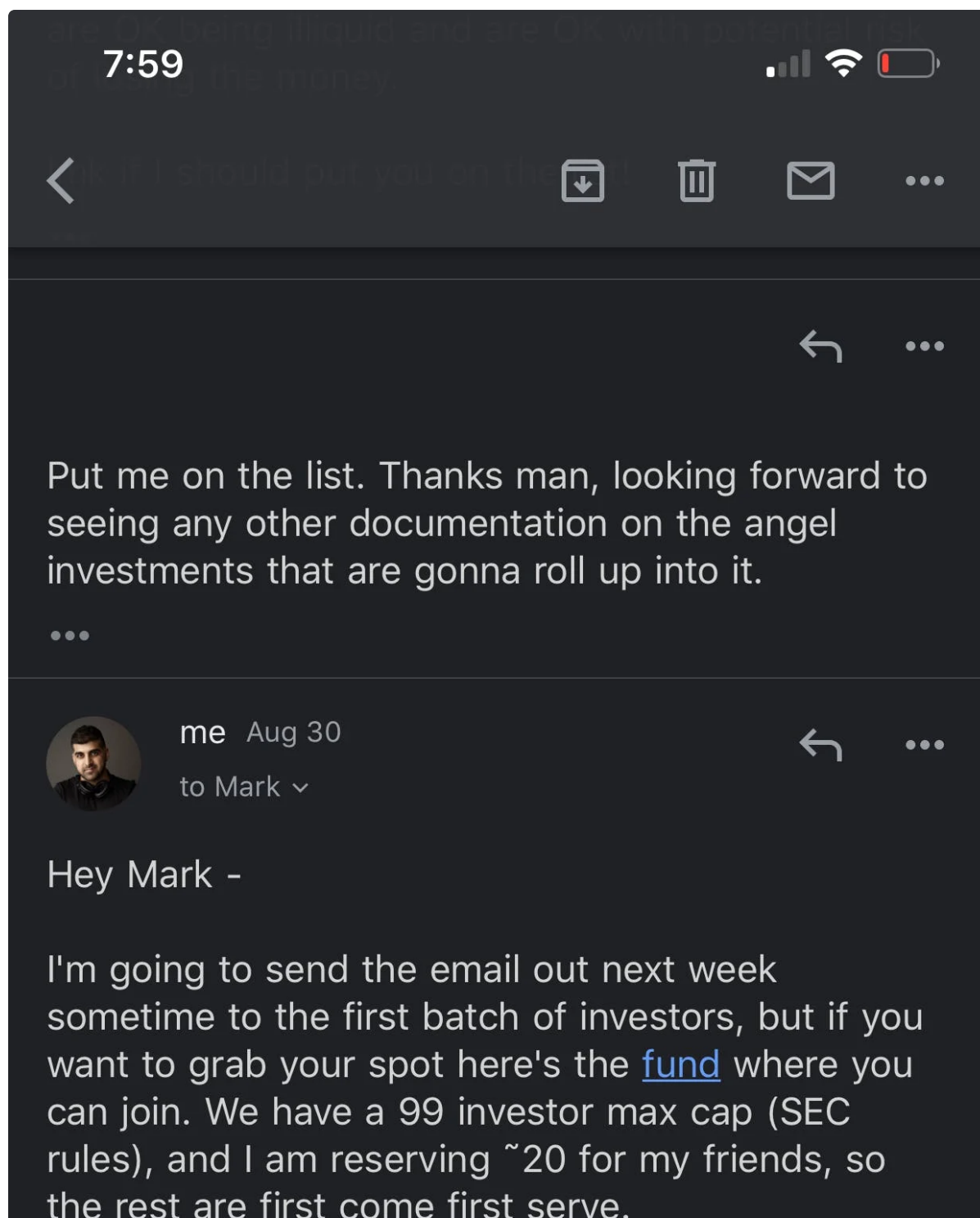
As you can see - I am literally planning to hear "no" 313 times after giving my pitch. And since a yes is worth \$32,000 to me, and I need to hear 10 no's to get a yes...each no is worth \$3,200 to me. (don't worry if you're confused - this isn't actually legit math. This is psychology!)

So anytime I get a response, I tally which side it's on. Was this a \$3,200 answer? Or a \$32,000 answer. Either way, I'm winning.

## Next - I start selling.

With selling, I like to start with the layups. My hot leads. These are people who came inbound from when I mentioned I would do this on the podcast. It's not a lot (19 folks) but it's time to send them the pitch deck and see how they react.

Here's an example of reaching back out to one of my hot leads (they reached out themselves to say they are interested)...that ended up in a **No**



btw - The 3 deals I'm rolling into this fund (no markup, investors who join this quarter get into these at my original cost basis). Whoever invests in this kickoff quarter will be in these deals.

1) [KarmaCheck](#) - Background check service that's 2x faster & 1/2 the price of today's options

- The CEO Eric was one of the original co-founders of LinkedIn, this is his next act
- They already have over \$1M+ Annual Recurring Revenue, just launched 4-5 months ago
- The space is very big (eg. Checkr, the last startup who did this 6 years ago, is worth \$1B+), and growing as people have more fluid work careers (eg. every person who joins uber, or instacart has to get a background

7:59



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2) [Nana](#) - On-Demand Appliance Repair

- They are in the \$6B/year appliance repair market
- The founder himself was an appliance repair

- The founder himself was an appliance repair technician and built a \$4M/yr repair businesses in the bay area
- They have a training school for people who want to become a technician. In 1 month you can learn to repair 1 appliance. Technicians make \$75k-150k/year and have flexible hours, so it's a huge step up for most people. Reminds me of Lambda School.
- Growing fast, 20% month over month, they get customers from appliance warranty companies who get customer complaints, and then they dispatch Nana technicians to do the local repairs. Each provider can give them 100k+ leads - so it's designed to grow fast.

### 3) [Deel](#) - payroll for remote teams

- The whole world just went remote, so they are positioned to grow like crazy
- 
- Compliance & taxation is a big headache when you have a remote workforce. No company wants to spend time figuring this stuff out. They make it simple for you.

7:59



Mark Rattery





Appreciate the info and you considering me for this.

My wife is about to pop (like, probably today) and in looking at the AngelList accreditation stuff in combination with how quick the fund is filling up, probably just gonna have to get in on the next one.

My face when looking at this pass me by...



...



me Sep 3

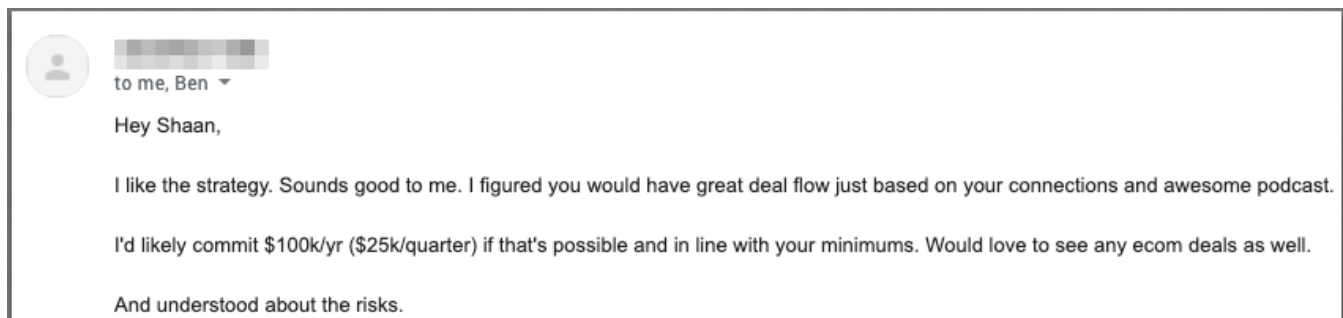
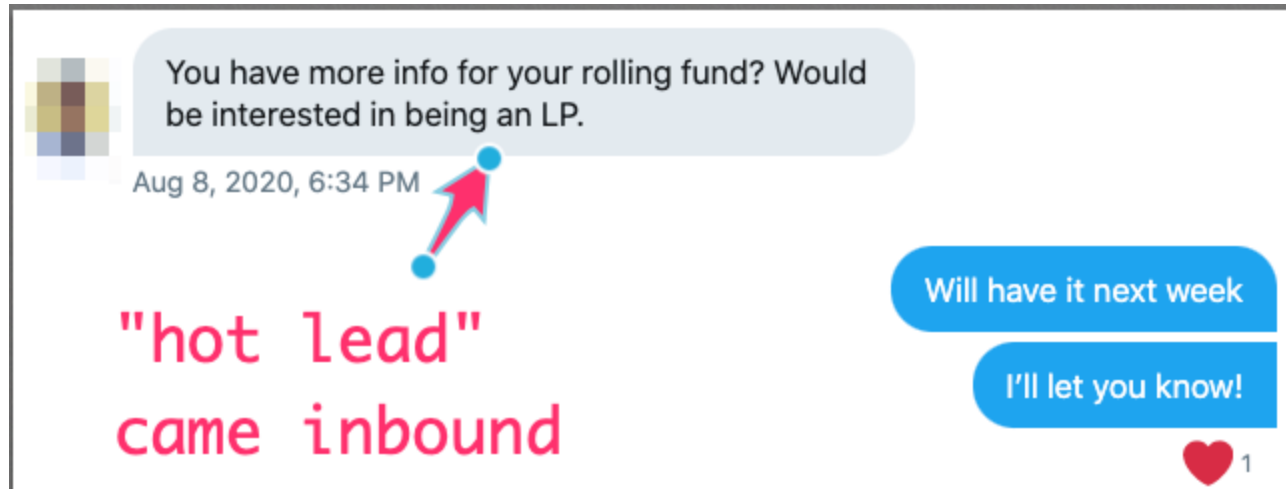
to Mark ▾



haha no worries! and congrats again!

...

No problem. Tally one up for the no column. Attempt #2 - He shoots....he scores!!



Boom! \$100k on the board! Now we can't get too cocky. Hot leads are always the easiest, but they run out quick (I only have 19). And this close (\$100k) is 3x bigger than what I think the average will be. Still, good time for a mini celebration. (I jumped in the pool to celebrate the first check. It was freezing, but who cares).

**End of the day:**

- Yes's : 4
- No's : 4
- Maybe : 6

- No Reply: 5
- Total Raised : \$190k
- % of the way to my goal: 19%

**Today was about "dealing with rejection". Fear of rejection is a silent killer. It strangles many founder's willingness to go sell their product. We won't let that happen! Today we did the easy bit. Danced with fear, and pitched our hot leads.**

Tomorrow things get trickier. Tomorrow we start pitching "warm leads". Aka people I know, but who didn't say they wanted to invest in the fund. This will be much harder, much more rejection coming, and much more skill required.

Talk soon,

Shaan

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