The 3k Code™ - Why People Buy

Assembling, Crafting and Delivering A High Converting Hybrid Offer inside The Sovereign System

The 3k Code is a prescription.

Assembled, it's a formula.

While I give some variables and teach you how to think along the journey, results will flow from following the prescription.

My job is to give you the prescription.

This formula is designed to be tight and minimal.

It fails if you try and look for complexity or 'more'.

Your job is to assemble, test, learn and iterate.

All results happen in the marketplace, not in the consumption of ideas.

Most people get in their own way to prevent getting in the game.

I can give you the formula but you must mix the potion and apply it.

The System We Use - The Sovereign System™

The Phases - Essential Stages of Evolution

To generate a client we can break it into phases:

Lead = Someone we've earned the right to communicate with
Customer = Someone who has transacted with us
Client = Someone we commit time/resources to

To obtain a client efficiently we must demonstrate competence at each stage. People **can** skip any of these steps. Eg a lead can quickly become a client, but this is the exception rather than the rule.
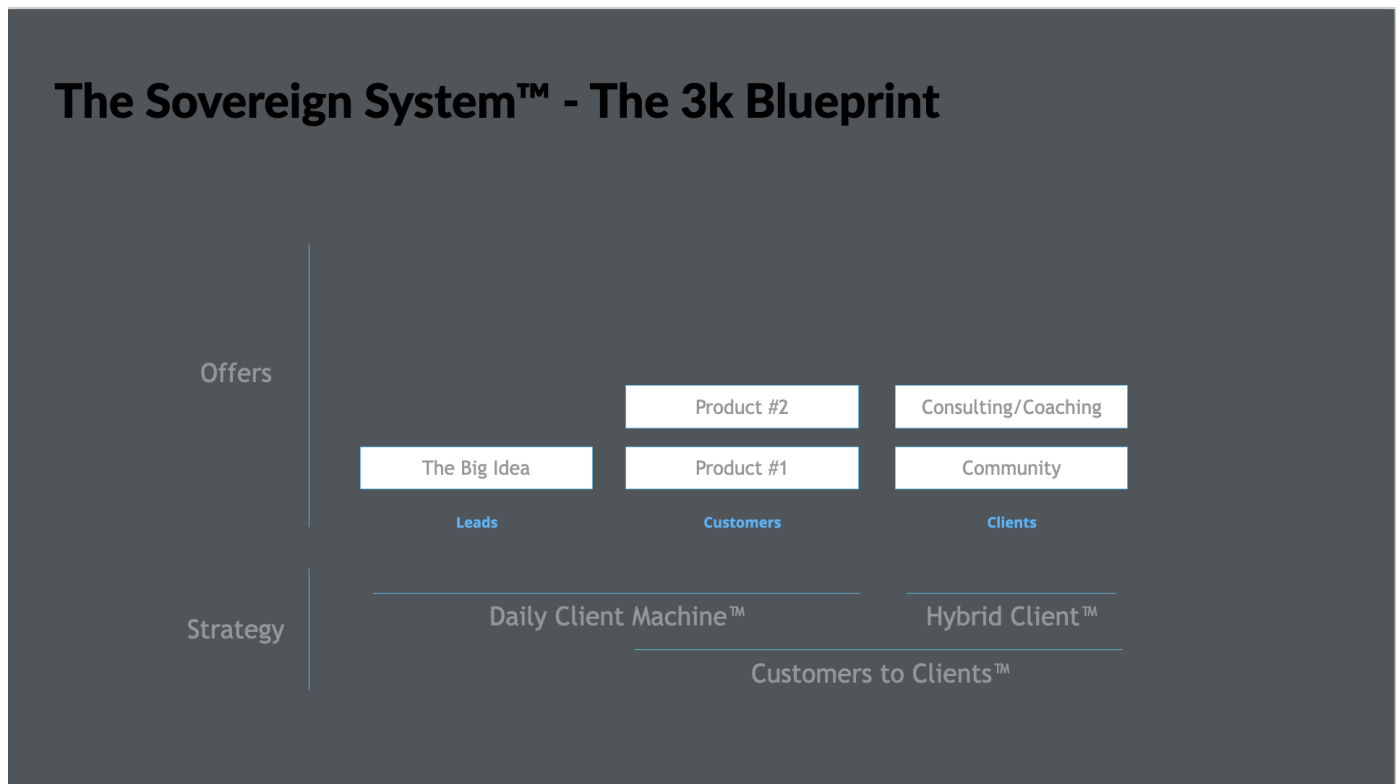
For a client to ascend and identify themselves we must understand intent and desire.

The fastest way to understand intent and desire is to initiate a transaction.

IE Get someone to give you money.

For someone to give you money you must gain their attention and trust by demonstrating you have something they desire.

The Model - Simplicity Scales

The Sovereign System™ - The 3k Blueprint

Offers		Product #2	Consulting/Coaching
	The Big Idea	Product #1	Community
	Leads	**Customers**	**Clients**
Strategy	Daily Client Machine™		Hybrid Client™
		Customers to Clients™	

For Clients - We have one community offer and one upgrade option.

For Customers - We have one time products to generate customers and cashflow

It is offer driven.

We get Leads and turn them into Customers. We turn those Customers into Clients
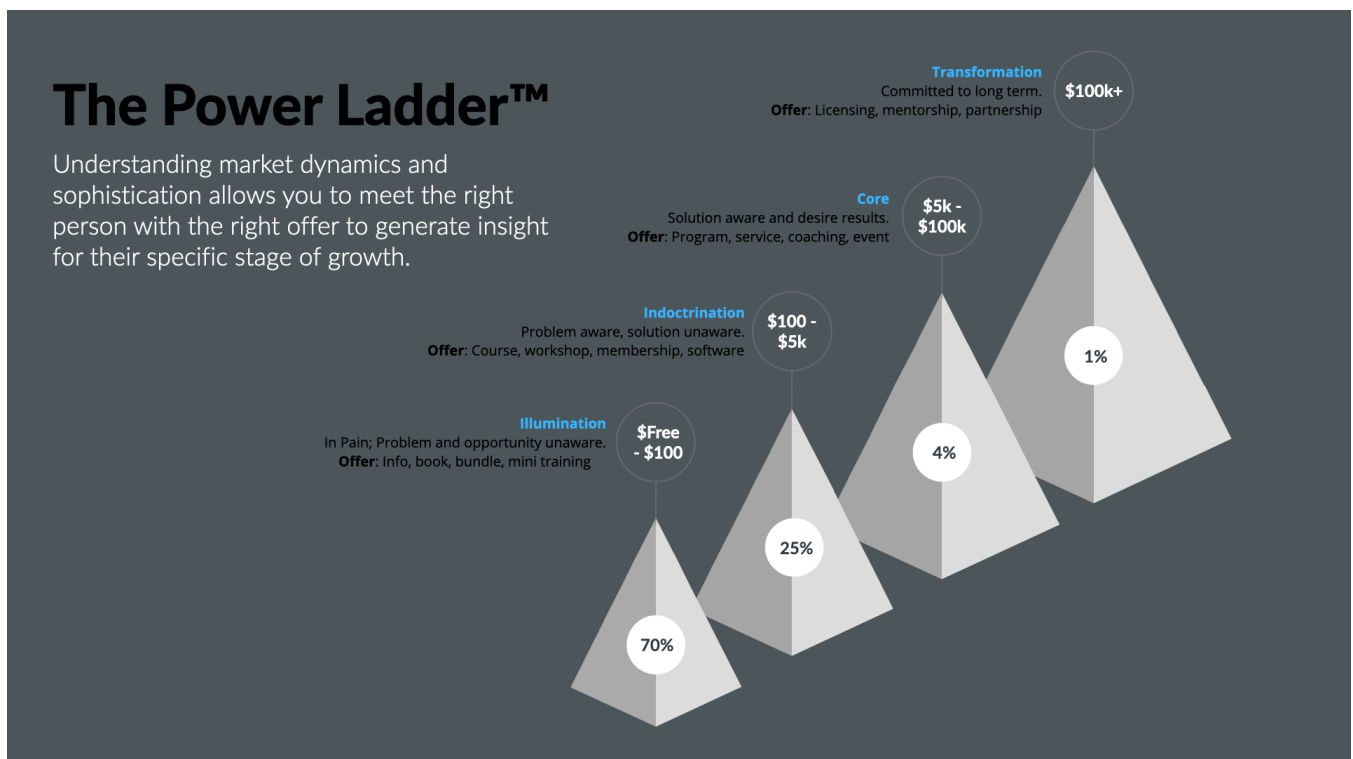
This is the model I use myself.

I aim to do as little 'selling' and 'marketing' as possible.

Working backwards, I want to create highly valuable long term relationships, to find those I create clients and help them generate value, to find clients I generate customers to understand their intent, to find customers and demonstrate my ideas to earn attention and trust.

Approaching EVERYTHING as an offer whether it's free or paid helps construct the most efficient ecosystem possible.

Clients are not created equal.

Power Laws apply.

The Power Ladder™

Understanding market dynamics and sophistication allows you to meet the right person with the right offer to generate insight for their specific stage of growth.

Transformation
Committed to long term.
Offer: Licensing, mentorship, partnership
$100k+
1%

Core
Solution aware and desire results.
Offer: Program, service, coaching, event
$5k - $100k
4%

Indoctrination
Problem aware, solution unaware.
Offer: Course, workshop, membership, software
$100 - $5k
25%

Illumination
In Pain; Problem and opportunity unaware.
Offer: Info, book, bundle, mini training
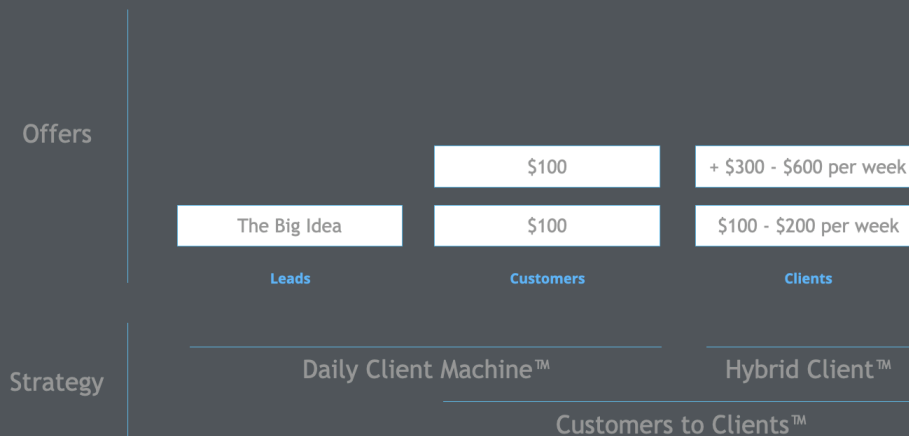$Free - $100
70%

There are people in your audience, leads, customer and client's bases that will **happily** pay you 50x what others will.

You just need the right offer to enable them to do so.

Pricing is both art and science.

To get to $1m in one year, you need to average $83,333 revenue every month.

You have two tiers in your Client Offer - Tier 1 Community and Tier 2 Consulting.

15 Tier 2 Clients @ an average of $600 per week = $38,700

50 Tier 1 Clients @ an average of $150 per week = $32,250

65 Clients generates $70,950 of recurring monthly revenue.

This requires signing just 1.25 clients per week.

Sell 30 Customer Offers at $100 per week and generate $12,900 per month.

$83,850 every month.

Only 4% of your Customers need to convert to Clients to hit your numbers.

We choose pricing that maximises conversions and economics.

I have 5 years of data behind this and I'm giving you the shortcut:

Community offers at $100-$200 per week and a $3k PIF work the widest range of markets.

Consulting offers at $300-$600 sell to the right people in the right ratios.

$100 Customer Offers convert 5-15% of buyers into Clients

This is the path of least resistance.

You 'can' charge higher prices. You 'can' use 7, 9's and angel numbers.

It's more likely to divert you from the path than keep you on it.

Creativity is better deployed into your products and clients.

You earn the right to experiment after you have followed the simple path.

The Sequence - The Order of Events Matters

To hit $1m, it is critical we attack it in the right order.

The common approach is to work 'forwards' from marketing to sales to offer.

This is deeply flawed because of the number of variables at each stage.

The best way to hit a goal is not to work towards it, it's to work backwards from it.

Working forwards is chaotic because there are so many potential variables.

Working backwards is methodical because it reduces the variables to only the ones that move you to the next stage.

Over a long enough time period, both approaches get you to the goal, but working backwards gets you there faster and with more certainty.

Broken down we work in this order:

1. Create and validate $3k Offer by making 3 sales from a simple Google Doc
2. Create and sell Customer Offer that converts 5% of buyers into Clients
3. Automate lead flow and Customer Offer and ascend Customers into Clients weekly

We go from making $3k to $3k a week to $3k a day.

We use 3 systems to do this:

1. The Hybrid Offer™
2. Customers to Clients™
3. The Daily Client Machine™

Each of these systems solve for a specific stage.

Mastering one before moving to the next one is the pace.

Skipping steps is not speed, it's skipping steps.

Mastery in this sequence compounds.

The better your Hybrid Offer the more Clients you convert. The better your Customers to Clients system the more Customers AND Clients you generate. The better your Daily Client Machine the more Leads turn into Customers who turn into Clients. Compounding in action.

The Hybrid Offer™

Traditional coaching and consulting sells one or more products at specific price points for specific durations.

While it is 'simple', it is closer to easy than simple.

This is why the majority use it, it's easier to leave money on the table than work out how to take it off in a simple manner.

The Hybrid addresses this by selling across the range of prices and times with a single offer.

Simplicity is having ONE OFFER.

There is a useful distinction between offers and products that is rarely made.

Hybrid is a single offer with multiple products inside it.

We sign them up for an ongoing commitment with clear promises, outcomes and timelines along the duration.

Why People Buy

There are Four Core Reasons people buy help:

- Make more money
- Save money
- Stay legal
- Live a better life

You only solve for one Core.

All other benefits are exactly that, benefits.

The difference between two companies:
- Help business owners build business systems to free up time so they can make more money (better life)
- Help business owners build business systems to make more money so they can have more time (more money)

Both businesses 'do' the same thing.

Yet both companies will attract a very different type of customer.

If you offer both as your core benefit both you and your client will be confused.

Personally I solve for making money.

Stemming from on of my core beliefs that true freedom is downstream from financial freedom.

The benefits that come along with working with me, and the way I make it, keep people around but they are attracted to the core idea of making money first..

Validating Your Market

1. Which one of these four things are you solving for your customer?
2. What is the main problem you are solving?
3. How does this problem show up in people's lives?
4. Are they aware this problem exists?
5. In what way are people trying to solve this problem right now?

These questions are an exercise in understanding, not a test.

Any confusion around your Core reason bleeds out into your offer creation and marketing.

What's your Core?

Stacking Your Client Offers

The Stack

Before we can create great products we must be clear on what we do for others and how.

Modalities and Strategy Matching

Fixation on the identity of these labels distorts value creation.

Seeing them as simple modalities allows creativity to match the principles.

The principles can be present in all these modalities.

Coaching - Helping people discover the answer inside them.

Consulting - Giving someone the answer.

Mentorship - Showing someone how I would do it

What I put into practice:

I create for my community, I coach on the weekly calls, I consult on Slack and I mentor on Zoom. I curate and demonstrate these actions to pull more people towards me who might benefit from these actions.

You can sell each modality individually or bundle them up together into products.
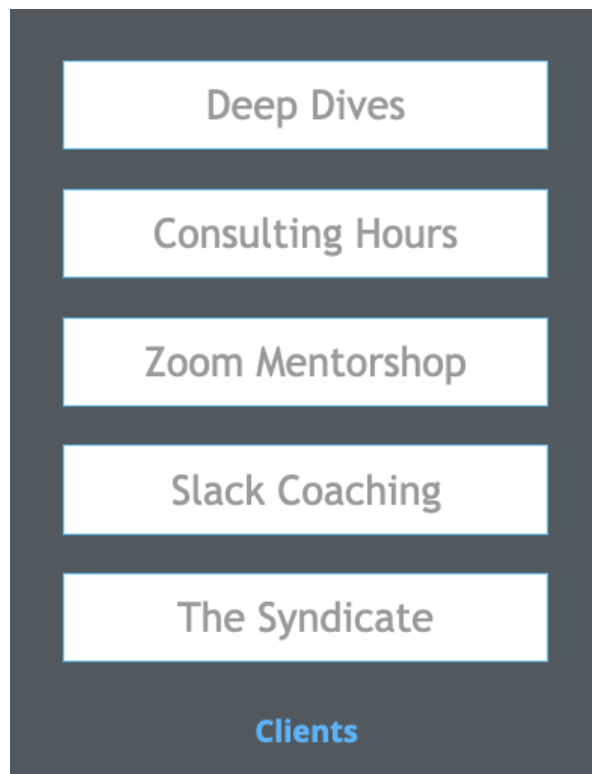
I am showing you this to demonstrate the potential in this model.

We are going to use the simplest Stack with two products to start:
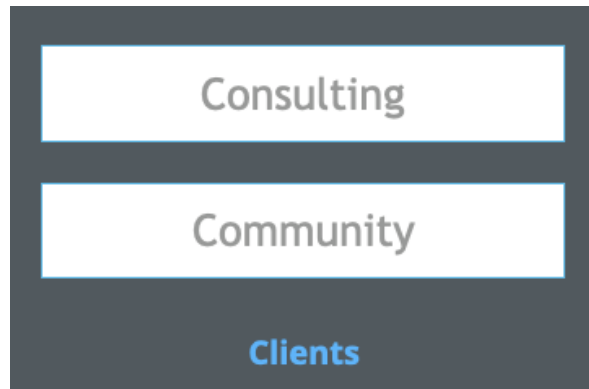
A Community product and a Consulting product.

These stack in the sense that a Consulting client gets the Community product included.

Constructing Your Products

Construction of a product is simply:

What's in it and how long is it

What's In It

Delivery has 3 components:

Content, Community and Customisation.

Under the Hybrid Model we provide everything someone needs to get the promised result.

The simplest model looks like this:

Those who wish to go faster, or have a higher level of access, opt for Tier 2 while getting everything in Tier 1.

You include only what is required for them to get them the Core result.

Permitted changes to delivery:

Tier 2 can include Done For You components, your existing coaching program or packages of hours.

The key is to have a product that allows for higher client value over and above the Community level.

How long is it

Your community offer is 12 months.

We get into the nuance of how to sell this next but laying out a plan allows us to maximise lifetime value on a pathway that makes sense to the prospect.

Offer Creation Using The 3 P's

These are 3 principles to get you started with offer construction:

1/ Promise and Plan Drive The Offer

The offer lives and dies on the first page. Actually, the first 3 paragraphs. Get these right and the offer sells itself.

Clearly articulating the Promise of what gets done and the Plan of how it rolls out allows the prospect to 'see' the future if they commit to buying.

This is distinct from the logistics of how and when the offer is delivered.

No one cares how many calls there or how much coaching they get until they are committed to the result that the Promise and Plan describe.

Match this to the 'right' price and you are 80% there in having a high converting offer.

Promise

- What gets done?

- What can you point at?
- Can you describe what they will see show up in their lives if they commit?
- Can you articulate in words their deepest desires better than they can?
- Bonus: What arent they going to do and what negatives downsides are you helping the avoid?

Plan

- What happens first?
- What happens next?
- What happens after that?
- Have you painted a clear picture of how the next few days and weeks look like and what they will see show up? (future pacing)
- Clear beat's cute. Name and brand your systems but don't overdo it.

Price

- Is there a clear ROI?
- Have you made it easy to get started?
- Does your price factor in the cost of inaction?

No one wants to watch 54 videos and attend 10 hours of calls a week.

More offers fail because they are indigestible than lean.

Telling people whats IN it is more likely to kill demand than enhance it.

Examples:

Your next task is to construct an offer using a simple Google Doc.

We use a Google Doc as it is fast to create, share and modify.

It is most useful to demonstrate via examples:

Syndicate Member Example:

Elevate - Private Invitation

Do you want support from me and my incredible community to install a system that consistently attracts five prospects every month, securing at least one high-value client, every single month, all on your terms, with the visibility you deserve and without becoming stuck in the frustration of being the best kept secret.

PROMISE (handwritten annotation)

Elevate is a 12-month mastermind program but in the next six weeks we dig in and install three key systems.

SELL (handwritten annotation)

In the first six weeks we will install:

COMMIT (handwritten annotation)

1. We will develop your **Client Roadmap™** so you are laser focused on who you work with and more importantly why they will want to work with you. This roadmap is the very system that helped me streamline my marketing efforts and as a result my retention rate averages 7+ years and I have a regular flow of ideal clients – private and corporate – approaching me every week. Goodbye the stress of chunky revenue and hello consistency.

2. We install your **Product Roadmap™** - let's get clear on what you are selling and at what price so you can become easier to buy. Many of my clients experience a penny drop moment at this stage as they realise they are under pricing for the work they do given their levels of expertise. They also identify that they are over complicating their proposals and pitches and can see the opportunity that exists with building a simple business.

3. Then we spin up your **IP Generator System™** and the Content Strategy to lock in your positioning - this system enabled me to build a LinkedIn following of 17,000+ followers and a consistent 7-figure income.

PLAN (handwritten annotation)

The Syndicate Example

- Offer conversion rate of 32%
- Average client value 121% above entry price
- Chosen to make no guarantees or promises

December 2023:
https://docs.google.com/document/d/1L0n2n_YYd8fPgYyqvHqPo6B-4p2UPkTk2Iy8Q5t984c/edit?usp=sharing

Your 3k Hybrid Offer Template

https://docs.google.com/document/d/1uDWMbdc8Lb1sqFDGcc-6Lq5b-mSKY3kLWeNFEy_L5XY/edit?usp=sharing
(make a copy)

Implementation:

Checklist:

1. Are you clear about your Core?
2. Have you decided what Content, Community and Customisation to include?
3. Does your offer have a Promise, Plan and Price with a clear ROI?

Offer Validation

You now have the first draft of an offer inside a Google Doc.

Your goal is to get that offer in front of 10 people and validate it with 3 sales.

During this time you will be listening intently to feedback from prospects.

Audit your Audience Assets

- Clients you haven't closed in the past 1-12 months
- Email database
- Social media messages
- Current advertising
- Partners
- Network

Send them a simple message:

Hi xx,

I'm opening the doors for 5 people to work with me to get (your promise) in (time it takes).

I've made it easy to get started for $$$ per week.

Shall I send you the details?

Xx

Create A Conversation around your offer:

- Is the promise meaningful to them?
- Getting a No is as good as a Yes
- What questions do they ask?
- What questions don't they ask?

Activity and action trump perfection and procrastination:

- 5 email follow ups every day
- 10 cold outreach on Linkedin/Facebook/Instagram/Email every day
- 3 pieces of content published weekly on social and emailed to my database

Create a Plan:

- Who are you going to reach out to in the next 14 days?
- What assets can you utilise to validate sooner rather than later?
- What daily tasks are non-negotiable to have these conversations