

## Email 82

**Subject:** Closed **Body:** The Sovereign Playbook cart is now closed. Thanks to everyone who grabbed a copy. Looking forward to helping you implement the concepts!

If you missed out, don't worry. The Playbook will eventually be available again... but only to members of the Sovereign Community.

It's a good reminder: The best opportunities go to those who are ready to take action when the chance appears.

To your success

James 'playbook' Kemp

## Email 83

**Subject:** It's Not Scalable **Body:** Yes, that's the point. I just posted a 3000 word post on social media on scaling your value.

Specifically on how to earn more by creating more value.

And creating value is scaling with a soft edge.

You're on a newsletter list with 16,000 experts on it.

Great people just like you who want to advance their business.

Everybody's focused on scale. But the fastest path to revenue is value.

Here's the catch: it's not scalable at first.

You're far more likely to earn more by doing unscalable high value activities than you are from doing automated low-value activities.

- 1:1 email exchanges
- 1:1 DMs
- 1:1 meetups
- 1:1 calls
- 1:1 zoom coffees
- 1:1 in-person meetings
- Small group intensive programs

- Customized offers
- Full attention sessions

They all beat large scale automated activities for generating cash flow.

The fastest path to higher revenue is direct value creation.

The fastest path to sustainability is recurring revenue.

You need both. And a roadmap for building both.

That's the essence of the Sovereign Model. Cash flow for sustainability. High value clients for growth.

These emails are exactly that...high value unscalable activities. Eventually they generate some recurring revenue and clients. But they have to, must, need to create value for you first.

Else the future activities are futile.

So think about it - what's one high value interaction you could create for your audience this week that would move you forward?

For your most valuable clients or followers?

Something that couldn't be "scaled" beyond this initial group?

Try it. Create it. Be generous and specific in the value you create. See what happens.

To your success

James 'not scalable' Kemp

## Email 84

**Subject:** Delegation Is The Path **Body:** I've spent most of today in meetings with my team. Getting everyone aligned on our plans for the next quarter.

It feels like a lot of coordination for a very small group.

But the discussion and alignment means we're all working together to get stuff out the door.

One of the primary skills I teach in my model is delegation.

Specifically using the right frameworks for task management, delegation and team oversight so that you're spending most of your time on the highest leverage activities (not in management).

Most folks get this wrong because they use delegation as a way to clear their task list.

The Sovereign approach is to use delegation to free up the mental space for high leverage activities.

The results of this are:

1. Higher revenue
2. Higher impact for clients
3. Higher satisfaction

It's one of the core principles in the Playbook. The foundation of leverage.

For those who got it, I look forward to seeing how it changes your approach to delegation. For those who missed it...well it'll be available again. Eventually.

But only to Sovereign members.

Hit reply with 'sovereign' to be on the list for the community invite when it reopens.

To your success

James 'delegation' Kemp

## Email 85

**Subject:** Unsung Wins **Body:** Most days I post a win on social media. The Syndicate members kicking ass with revenue wins like:

\$57k month from Hannah \$110k from Damian \$45k week from David \$37k in 3 weeks from Michael  
\$25k day from Ross \$24k MRR from Lauren

These are exciting. Flashy. Attention getting.

But the unsung stories from these clients are often more impressive to me.

The little wins, the lifestyle shifts, the implementation success.

Like David who spent 5 days in Paris on vacation with his wife while delivering his cohort program from their hotel suite. Beautiful room, amazing food, all covered from his new income. Using the principles of delegation, document selling, and hybrid delivery to make it happen.

These are the stories that the Sovereign Model is built for.

Less time spent. More joy from delivery. More fun in your day. More freedom in your schedule. More vacation time.

Creating the environment to build a business you can actually sustain for the long haul.

These wins always matter more than money. But they're the outcome of having built a solid business model with sustainable revenue.

If you want to see how some members of the Syndicate are applying the model in their business, I'll be doing a group share on Monday at 7am Singapore time. Will drop a zoom link in the next email for those of you who want to join.

And you can also join our world directly through the Sovereign Community, which will be reopening for limited registration the week of Nov 20th.

Get on the list with a reply of 'sovereign' to be first to hear about it.

To your success

James 'winning' Kemp

## Email 86

**Subject:** Going Off The Grid **Body:** I'm leaving for 8 days with near-zero internet access. True disconnection from work.

I've done this multiple times throughout the year. 4 days in Komodo. 10 days in Europe. 5 days in Nusa Penida. Even a full month of 90% disconnection in August.

It's possible because of the business model I run. Everything is designed to run without my constant monitoring.

The Syndicate continues to grow when I'm offline. The Community continues to run.

Not because of incredible systems (though we have some good ones). Not because of a giant team (we're actually quite streamlined).

But because the model was built from the ground up to operate without me needing to be constantly available. Clear expectations. Clear boundaries. Clear outcomes.

The true goal of the Sovereign Model isn't just to make money. It's to create a business that serves your life.

For me that means taking time off, disconnecting, and having the confidence that everything will be there when I get back.

Whatever your definition of freedom is, it's the pursuit of that, not just money, that makes the whole adventure worthwhile.

I'll see you in a few days!

To your success

James 'freedom' Kemp

## Email 87

**Subject:** Zoom Link For Audience Call **Body:** Here's the zoom link for the audience call today! For those who'd like to join, we'll be talking about how members of the Syndicate are implementing the Sovereign Model in their business.

[Zoom link would be here]

Starts at 7am Singapore time (4pm Pacific, 7pm Eastern).

See you there!

To your success

James 'zoom' Kemp

## Email 88

**Subject:** Being Proud Of Work **Body:** I was proud of the earnings my business created. I was proud of the lifestyle it affords me.

But I was most proud of the quality of the work.

That we do what we say we will do. That we impact those we touch. That we grow as we help others grow.

The whole purpose of business is to serve. It's the creation of value for others.

But it's easy to get lost in metrics that matter less.

The number of followers, the size of the audience, the vanity metrics that make us feel like we're moving forward without actually moving forward.

The Sovereign Model can work without a huge audience. It can work without a massive email list. It can work without 10k followers on social.

But it can't work without delivering real value to those who have already engaged with you.

The biggest leveraging factor in a consulting business isn't the growth rate of your audience. It's the quality of service to those already in your orbit.

Because high quality service creates the environment for growth, including brand-building and high volumes of referrals.

I teach this concept differently inside the Sovereign Community (starting with the content production approach). I'm opening the Community back up for a limited time next week.

If you'd like to learn more, hit me with a 'sovereign' in your reply.

To your success

James 'proud' Kemp

## Email 89

**Subject:** Your Focus Is Misplaced **Body:** What's going to drive your growth in 2023? If your immediate answer isn't client results...your focus is misplaced.

In 2022, most of our Syndicate members focused on creating more clarity in their offerings, more consistent delivery, more impact for their existing client base.

In 2023, most of them have a LOT of momentum to work with.

I'm not saying growth hacking, acquisition, funnel building, and paid marketing can't work (they can)...I'm saying there's an easier place to get SPEED.

Focus on client results first. Growth will follow.

That's how the Sovereign Model is built. Client-centric from the ground up.

The Sovereign Community will be opening up for limited enrollment next week. If you're an expert looking to create a more profitable, more sustainable consulting business, we'd love to have you.

To be on the invite list, reply with 'sovereign'.

To your success

James 'focus' Kemp

## Email 90

**Subject:** Sovereign Reopening **Body:** The Sovereign Community is reopening. Just for this week.

And only for folks who meet a certain criteria.

If you're reading this, there's a high chance you're a good fit for the community.

But let me save us all some time. Let's be super clear about who the Sovereign Community is for:

This is for experts, consultants, coaches or service providers who already know their stuff, have a track record of client success, and want to scale their impact and income.

You might be an agency owner, a freelancer, an independent consultant, or a coach with expertise in a specific domain.

The commonality is that you want to build a consulting business model that gives you more freedom and more profit without adding more overhead.

Inside the community, I teach the key elements of the Sovereign Model:

1. OFFER SYSTEM: A model for creating high converting offers that don't require sales calls, with the specific scripts and frameworks that have worked for me at price points from \$100 to \$100,000
2. SALES SYSTEM: How to create document-based selling that converts at 60-80%, including the templates for the documents, the invitation emails, and the follow-up sequences
3. AUDIENCE SYSTEM: How to get qualified leads through high value, authentic content that brings people to you, including my outlines for creating this content across multiple platforms
4. VALUE DELIVERY: How to create a delivery system that creates great client results without burning you out, including all my community building protocols, specific delivery systems and client management frameworks
5. OPERATIONS: How to run a lean, profitable consulting business with minimal overhead and maximum freedom, including all my training for task management, delegation, and team building

The community model includes:

- Weekly Q&A calls on Monday mornings at 7am Singapore (4pm Pacific) or Friday at 8am Bali time (5pm Pacific), talking about the key elements of the Sovereign Model in depth
- A private community hosted on Skool.com where you can share, ask questions, and connect with other experts building their practice
- Monthly workshops on specific aspects of building a consulting business, recorded if you can't attend live
- Full access to The Hybrid Offer, The 3k Code, The True Fans Build, The Community Code and The Sovereign Playbook - all my trainings in one place

The investment is \$100 per week or \$3900 for the year (which includes a 1:1 call with me to help you set up the most strategic piece of your consulting business right now).

If this sounds like what you need in your consulting business, hit reply with 'sovereign' and I'll send over the registration page.

To your success

James 'sovereign' Kemp

## Email 91

**Subject:** Offer to Client Magic  
**Body:** Two clients were going back and forth in the Syndicate Whatsapp. One was using a super powerful filter for finding high value clients.

It was a total money maker for him.

The filter? Recent consulting spend.

The simple reality is that people who have spent money on consultants are much more likely to spend money on consultants.

So when he finds his target audience (in his case, solopreneurs who help others grow), he filters for and focuses on those who have spent money with another consultant in the past 18 months.

This dramatically improves his conversion rate on offers.

His colleague asked, "How do you find out if they've used consultants before?"

His answer was simple, "I ask them."

In our model, we use the question, "Have you worked with a coach/consultant before?" consistently as part of our qualification process. And the data is striking.

The conversion rate from offer to client for those who have purchased consulting before is about 4X that of those who haven't.

This is a perfect example of the kind of data-driven approaches we use inside the community.

We're reopening The Sovereign Community for registration this week. If you want to learn these kinds of specific tactics (plus the frameworks, models and systems that go with them), you should join us.

Hit reply with 'sovereign' to get the registration page.

To your success

James 'data' Kemp

## Email 92

**Subject:** Hard But Worth It  
**Body:** Let me tell you something that may be hard to hear: Changing your business model is hard.

Changing your mindset is harder.

Nothing in the Sovereign Community is rocket science.

But it does require you to think differently about what you know, how you structure your business and what you spend your time on.

So joining the community isn't a perfect solution.

It's not a magic pill.

It's a commitment to change how you think about and operate your business.

When done well, these changes result in more revenue, more personal freedom, and more sustainable growth.

But they require discipline to implement.

If you'd rather stick with what you're doing now because any change feels overwhelming...

If you're more committed to your existing approach than to the outcomes you're trying to create...

Then the Sovereign Community isn't for you.

But if you're ready to make real changes in how you approach your consulting business...

The community can be a perfect environment. Full of successful consultants, useful frameworks, and specific approaches that get results.

The Sovereign Community has never been closed to new members. It's just that I only open it periodically. This week is one of those times.

Hit reply with 'sovereign' if you'd like a link to register.

To your success

James 'hard but worth it' Kemp

## Email 93

**Subject:** The Hidden Benefits **Body:** Most Sovereign folks join for the model. They want the frameworks, the approaches, the methods.

They want to learn the systems for scaling, leverage and specific targeting.

All good reasons to join.

But the most consistent positive feedback is about stuff I didn't expect.

Like the caliber of the community - all high integrity individuals who actually care about results, not just talking about results.

Like the specific suggestions they get from other members - whether it's marketing copy, visibility opportunities, partnerships or new ways to serve clients.

Like the vibe in the community - it's extremely generous, honest and caring, especially inside the Whatsapp groups where most of the action happens.

Like the commitment to rigor - people don't just want to "hear" ideas, they want to know if they work in practice. So we do a lot of field testing and tracking.

These aren't the things they signed up for. But they're the things they often value most after their first few months.

If you'd like to experience this for yourself, reply with 'sovereign' and I'll send you the link.

To your success

James 'hidden benefits' Kemp

## Email 94

**Subject:** It's Your Choice **Body:** There is no should. There is only what you choose.

You get to decide your model. You get to decide your offers. You get to decide your niche.

There are only consequences.

So you weigh the options and consequences and choose.

Sovereign means owning your choice.

There's no one business model you should build. No single niche you should choose. No one offer you should make.

There's only the consequences of choices.

And if you want a model that creates more freedom, more cash flow, less overhead - I've got a specific approach to that for consultants.

But you have to choose it. Own it. Run it.

Registration for the Sovereign Community is ONLY open until tomorrow.

And it won't reopen for at least 3 months. Maybe longer.

If you'd like to get access to all my frameworks, templates, scripts and approaches for scaling a profitable consulting business, reply with 'sovereign' and I'll send you the registration link.

Or choose not to.

Your call.

To your success

James 'choice' Kemp

## Email 95

**Subject:** Sovereign Is Closing **Body:** The Sovereign Community is open until Midnight Friday (Singapore Time). If you've been thinking about it, now's the time to commit.

The doors are closing at the end of the week. And not reopening for at least 3 months. Maybe longer.

Hit me with 'sovereign' in a reply if you want the registration details.

We've got a great group coming in this week. And the existing members are already welcoming them.

To your success

James 'deadline' Kemp

## Email 96

**Subject:** Sovereign (Closed) **Body:** The doors to the Sovereign Community are now closed. Thanks to everyone who joined over the last few days.

The Community won't reopen for at least 3 months.

If you missed out, don't worry, I'll still be sending valuable emails and insights.

For those who don't yet have a consulting business, didn't meet the application criteria, or for whom the timing wasn't right, I'll be creating more opportunities in the future.

But for now, the train has left the station.

To your success

James 'closed' Kemp

## Email 97

**Subject:** Being Liked Is A Competitive Advantage **Body:** Being liked is a competitive advantage. It shouldn't be your goal. But it is a legitimate advantage.

When people like you, they extend themselves to help you.

When people like you, they cut you slack when you mess up.

When people like you, they bring you opportunities you wouldn't see otherwise.

And of course, when people like you, they are far more likely to want to work with you.

For many consultants and coaches I know, this seems manipulative. To focus on being likable. They say, "I'd rather keep it professional and focus on competency."

Which is your choice. But that's why I think being likable is a competitive advantage. Because if you're just as competent, but more pleasant to be around than the next expert, you're going to win.

Likability isn't just about being "nice" - it's about being authentic, attentive, thoughtful, generous, curious, and genuinely interested in others.

I can tell you for sure I'd rather spend time with those qualities.

And from a purely selfish perspective, focusing on those traits makes business more fun.

Being liked is a competitive advantage. But it's also a life advantage.

Being liked makes the journey itself more enjoyable.

To your success

James 'likable' Kemp

## Email 98

**Subject:** Solve Cash Flow Once **Body:** Cash flow solves a lot of problems. But it creates new ones.

When you're focused on getting clients and getting enough money to survive, the hustle is relentless.

Cash flow is always the first problem to solve. No question.

But once you've got solid cash flow (like where you're making at least low six figures in profit annually), the game changes.

Now you're solving problems like:

- How do I spend my time?
- How do I create impact with scale?

- How do I set up systems for sustainability?
- How do I enjoy my work more?
- How do I create more freedom?

The last 10 days I've been with 35 different members of the Sovereign Community and Syndicate mastermind here in Bali.

We do deep work sessions, individual coaching around specific challenges, fun dinners and experiences, and a ton of strategic workshops.

The topics are rarely about 'how do I make more money'.

They're almost always about 'how do I make money in a better way that creates more freedom and more joy'.

It's interesting. Because your priorities shift. Then your metrics shift. Then your actions shift.

Where are you on the journey right now?

Still solving for cash flow?

Or creating something beyond that?

To your success

James 'cash flow' Kemp

## Email 99

**Subject:** Who Do You Know? **Body:** I'm in Bali having fun with 35 coaching and consulting clients from the Syndicate and Sovereign Community.

We're talking about this idea that I want to bring to you:

Who do you know that can help someone else?

One of the habits I've learned over the years is to consistently ask this question:

"Who do I know that would be perfect for this person?"

Sometimes it's about a business challenge. Sometimes it's about personal stuff. Sometimes it's pure fun. Sometimes it's serious.

When someone shares a challenge with you, and your immediate response is, "I know someone who would be perfect for that..." you are adding massive value while building your network.

So let me ask you:

Who's in your audience that could use some immediate help from someone specific?

Who's on your client roster that could benefit from a personal introduction?

Who's in your network that would thank you endlessly for making a brilliant connection?

Identify them. Make the connections. Be genuinely helpful.

The principle at work here is that value multiplies value.

When you connect great people, the resultant value from their interactions is significantly higher than going it alone.

In essence, one plus one equals three.

You are the third, the multiplier, the catalyst.

And this isn't some do-gooder tip. This is straight up good business. When you're known for making valuable connections, your value goes up. Your reputation spreads. Your network grows.

So make some valuable connections today. It's Monday. People are looking for good news. Be that for someone.

To your success

James 'who do you know' Kemp

## Email 100

**Subject:** One Last Thing **Body:** After a 10-day run hosting clients in Bali, I'm taking a real break. The Christmas holidays are going to be light.

I'm focused on rest. Family. Play. Leisure. Adventure.

I am not, and will not be focused on work.

This is the power of building a sustainable business model - you can actually take time off.

When I come back in January, I'll have some big announcements about The Syndicate and what's next for us in 2023.

It's going to be an amazing year. Lots of opportunities. Lots of value creation.

But for now...

I wish you all a wonderful holiday season. Whatever you celebrate, however you celebrate, I hope it's filled with joy, connection, and a deep sense of peace.

When we work as hard as we do, we need these moments of respite.

Enjoy yours. I'll enjoy mine.

And I'll see you in the new year.

To your success

James 'holiday' Kemp## Email 61 **Subject:** Final Reminder **Body:** This is your final chance to grab the 1000 True Fans Build recordings, slides, and all resources.

I wanted to give you the weekend to decide, and now there's just 24 hours left before I shut it down.

Get it before 10am Bali time Monday, September 1st.

For those who were there, it felt like one of my best workshops.

A powerful methodology for turning occasional followers into true fans who want to buy from you. For \$597.

It included 4+ hours of workshop time, slides, resources, examples, and more.

Truly a masterclass in audience building.

If you've been thinking of joining my community or mastermind but want a taste of the work and quality first...this is one of the best examples I've put together.

Just reply with 'recordings' and I'll send you payment details.

To your success

James 'opportunity' Kemp

## Email 62

**Subject:** Why You Should Start A Community In 2022 **Body:** I've been super bullish on communities for a long time. But if there was ever a perfect time to start a community, it's now.

Creating a community means building a product that appeals to people in your audience who might not be ready for your 1-to-1 or done for you service.

Creating a community means building a product that has higher margins and higher revenue than your current product or service.

Creating a community means sharing your IP so that it can help more people with less direct input from you.

Creating a community means creating more revenue with a small number of clients.

Creating a community means having the option to service more people without going wider for new clients.

Creating a community means building a model you can grow without adding personnel.

Creating a community means making your clients more successful than they would be with just you.

Creating a community means getting more cash in your bank account and more time in your day.

Creating a community means building equity in your business and a true asset that you can eventually sell without selling your time forever.

I ran a workshop on creating a community with my Sovereign folks earlier this year.

In mid October I'm going to be teaching it again, walking folks through exactly how to set up and launch a community that drives revenue for you.

I'll be making a few seats available to guests.

If you'd like to be on the invite list when I open registration, just reply with 'community' and I'll make sure you're on it.

To your success

James 'community' Kemp

## Email 63

**Subject:** If You Can Help Them, Let Them Know **Body:** I often find consultants, coaches, experts who love helping people but don't want to sell.

They get uncomfortable with the concept or the activity of offering something for money.

So rather than create a great offer that solves a problem for a reasonable investment, they don't ask.

But the truth is if you can help someone and you don't tell them you CAN help, you deny them the thing they need most.

So much of sales is ethical communication.

If you're not confident in your solution, you need to go back to work on that solution until you are confident in it. Then tell the world. Tell them you can help. Ask them if they have the problem. Tell them you solve it.

My Sovereign Community is about to hit 500 members. Each one is experiencing an ethical communication about how I can help.

Clear communication about what problems I can solve. Clear message about investment and how it works.

It's not a pitch. It's not hard selling. It's ethical communication that allows the community to grow.

Think about the 5 core questions your client is asking themselves before they buy (whether they vocalize it or not):

1. What makes you special to solve this problem?
2. Can I trust you to do the job?
3. What's the specific solution you are offering?
4. How will you make it easy for me?
5. Can I afford it and is the value obvious?

If your message doesn't answer these 5 questions, it's not ethical and it's not clear.

Clarify your message. Make your offer clear. And if you KNOW you can help, let them know.

Community workshop coming in October for those who are ready to build a Sovereign model in their own business.

If you'd like to be on the invite list, hit reply with 'community'.

To your success

James 'ethical communication' Kemp

## Email 64

**Subject:** Why It Works **Body:** The community model works because it's 90% the same for everyone who uses it.

Getting clients into a Skool or Circle, getting them to participate, setting up a learning environment, encouraging peer support, content access and having group calls...all of this is stable and identical for almost everyone implementing it.

Sure there's a different topic, different price points, different audience and a few other factors.

But the model is so stable that it makes it easy to learn from those ahead of you in the journey.

Like Graeme:

His community is a group for service-based business owners who sell direct response marketing. It's gone from launch to \$50k recurring in about 8 months.

Like Lauren:

Her community is a group focused on productivity, implementation and accountability. It's gone from launch to about \$100k recurring in about 9 months.

Like Chris:

Her community provides support, feedback and confidence to her high ticket clients. Grown from Zero to \$130k recurring in 14 months.

All of these communities are different. But the core model that powers them is 90% identical.

And that's why the Community Code workshop is the single best thing I've ever taught.

It creates a structure, a protocol, and a format for building a service people want.

That's 10x as scalable as 1:1 delivery.

And it creates raving fan clients.

The Community Code workshop is coming back at the end of October.

Hit reply with 'community code' if you'd like to be put on the invite list.

To your success

James 'community' Kemp

## Email 65

**Subject:** You're Already Qualified **Body:** You already know what works. You're already qualified to run a community.

There's 5 reasons the community model is so effective.

#1. Community beats self-paced learning for behaviour change 10X.

People don't need more information. They need more implementation, more connection and more support. This is what community does out of the box.

#2. When you build a community, you build equity.

Your community is valuable because it delivers results, it delivers connection and it delivers answers.

You're building a real asset that solves a real problem. This can be sold, transferred, grown or kept functioning as a core engine for both clients AND revenue.

#3. Community creates stability.

Recurring revenue means month after month your service is generating income. Your clients get a stable support system and a core group of people who are like them that they can rely on.

Your revenue becomes more predictable and more reliable.

#4. Clients want connection.

They value your skills, but they also value the connection to peers. Community out-delivers 1:1 for many people not because of YOU but because of THEM (the other members).

#5. The highest form of wealth is the ability to wake up every morning and say "I can do whatever I want today".

Working on a community model gives you back your time. No calendar full of 1:1s. No rushing from meeting to meeting. No having to show up at clients offices.

You can get as much or as little involved as you want. Working on a community model does this better than any other model out there.

You can see why I'm bullish.

And I'm excited to teach my Community Code workshop in October.

Registration opens this weekend.

If you already know you want to be a part of it hit reply with 'community code' and I'll make sure you're on the invite list and hear about it first.

To your success

James 'community' Kemp

## Email 66

**Subject:** Community Is The Business Model Of The Future **Body:** The future is already here. It's just not evenly distributed.

Communities are the future.

Paid and free communities on platforms like Discord, Slack, Circle and Skool are the future of coaching, clients, growth and learning.

And the opportunity to build and grow them is now.

The internet has solved the problem of information. But information isn't the problem for most people anymore.

The internet has NOT solved the problems of:

- Interpretation (what does this information mean to me?)
- Implementation (how do I apply this information?)
- Connection (who thinks like me, works like me, lives like me?)
- Support (who will help me get there?)

And that's where communities win.

Your community gives your clients the chance to learn from more than one 'source', to ask for help when they need it and to directly connect with people who think like them.

They get more value from that hybrid (you + community) than they will from most forms of direct 1:1.

It's not the only valuable learning and support format...but it is the most valuable right now.

This is why I'm running the Community Code workshop.

Not just to tell you about communities...but to walk you through every step of building, launching and growing your own.

It's running on 3 Thursdays: October 20th, 27th and November 3rd at 7am Singapore time.

This is your chance to learn how to create a recurring revenue stream where you get paid, on average, 25-50% more per client than you do now.

All without needing to hire extra team, build out expensive infrastructure or mess with complex technology.

It's simple, it's repeatable, it grows fast once you know the fundamentals.

And I know this from helping hundreds of consultants and coaches do it.

If you'd like to know more, hit reply with 'community code'.

If not, no stress. I'll see you next time.

To your success

James 'community' Kemp

## Email 67

**Subject:** The Community Code Workshop (Tickets Available) **Body:** Recently I ran a version of the Community Code workshop for my Sovereign folks.

The results have been wild. I'll share a few with you:

Michael joined the workshop. Then he built out his community program based on what he learned from the workshop. 4 weeks later...\$37,000 in recurring revenue.

Lauren launched her community almost a year ago. Started with 30 members. Used it as a place to help her high ticket clients succeed. Now at almost 100 members. \$10k per month of recurring revenue.

Zac grew from flat and stuck at \$20k a month to \$30k per month with his community.

Ross was at \$500k a year with his agency. Added the community model...now into \$70,000 a month.

And if you want some examples that don't directly involve money...

Jermaine got 6 qualified leads the first time he ran his community approach.

Sophie got a 95% attendance rate in her community calls (much higher than her 50% attendance rate for private calls)

Chris got her own time back...went from working 60 hour weeks to 30 hour weeks with the same revenue.

I LOVE sharing these examples but I have tens more just from the past year.

The Community Code is doing something special.

And my October workshop on building your own community of True Fans is now available to you.

But first let me save you the time. If you want to stay locked in a model trading time for money and being 100% responsible for every aspect of your client's success, this isn't for you.

If, however:

- You want to scale your income without more time spent at work

- You want to earn more for every hour you work with clients
- You want to build more flexibility in your days
- You want to create a recurring revenue stream for your consulting business
- You want to build assets that can be sold later or become passive streams
- And, to be honest, if you want to help more people with less direct effort from you...

Then this workshop is for you.

The Community Code is 3 live sessions via Zoom.

We run The Community Code on October 20th, 27th and November 3rd at 7am Singapore time.

Each session is 90 minutes long.

We'll teach you how to start, build and grow your community.

Including a specific step-by-step plan for setting up and populating your community.

If you're already delivering high value to clients, have a service they're happy to pay for, and a small audience of engaged fans...this could be ideal.

The Community Code is \$297 for all 3 sessions, the recordings and resources.

I'm making 20 slots available to guests from outside the Sovereign Community.

If you're interested, hit reply with 'community code' and I'll send you the details.

Looking forward to sharing the power of community with you.

To your success

James 'community code' Kemp

## Email 68

**Subject:** Breaking The Ceiling **Body:** I see a pattern of folks who create revenue ceilings without meaning to. They define their revenue through their capacity to service clients personally.

Which means they're limited by the hours in the day.

This is why we love adding a community model to our clients' business models.

It creates the perfect environment to create a revenue stream that's not directly tied to time spent.

There are other ways to break through capacity and revenue ceilings, for sure.

But they almost always involve adding significant complexity.

You can:

- Add team (but you need to handle management, sales, consistency, etc)
- Offload work to contractors (but quality can vary and you need to be great at delegating))
- Group programs (can be excellent, but have inconsistent client results unless carefully managed)
- Digital products (which usually have higher marketing costs and lower LTV of clients)
- Workshops/bootcamps (can be lucrative but time-consuming to make excellent)

Like I said, all of these can work to break revenue ceilings. They also introduce complexity.

Communities are the single model I've found that scales easily, creates more value for clients, builds higher LTVs, and improves results.

And if I'm honest...it's just a ton of fun to run communities.

The Community Code workshop is filling up fast.

Currently 6 spots left as Sovereign folks have taken a bunch of the spots.

If you want one, the investment is \$297.

Hit reply with 'community code' if you want access.

To your success

James 'ceiling' Kemp

## Email 69

**Subject:** It's Not "Create Your Own" **Body:** There are right ways and wrong ways to do things. The Community Code workshop is about finding the right way.

It's not a "build your own community" workshop.

It's about building a model that already works from those who have done it successfully.

Taking the operating system that makes communities work.

So you can eliminate the guesswork and risk that comes from an untested system.

Skipping the mistakes that I and many others have already worked through.

Getting a massive shortcut to a recurring revenue stream in a model already proven to scale.

I watched those who took the workshop in June completely change the way they built out their community offers. They eliminated 80% of the effort on things that wouldn't have made their community stronger.

They cut away the non-essential parts. They maximized the parts that would add value.

They got better at turning casual members into regular participants.

They got more clear about the value and purpose of their community.

They saw results. Faster.

And now it's your turn.

The Community Code is filling up.

Currently 4 spots left.

Hit reply with 'community code' to snag one.

\$297 gets you 3 sessions, a step-by-step method, recordings, resources and amazing support.

To your success

James 'community code' Kemp

## Email 70

**Subject:** Show Up Consistently, Get Different Results **Body:** Consistency is the hack to getting new results. But most of us aren't designed for consistency.

Our attention wanders.

We get distracted by shiny objects.

We get busy with clients or the day-to-day work for our clients.

Consistency takes planning and commitment.

And creating a community ensures both.

When you make a commitment to a group of others, you're more likely to keep it.

The more people involved, the more social pressure to keep that commitment.

A community introduces a level of planning and commitment to delivery (usually at a date and time) that means showing up isn't optional.

It creates a high level of consistency for you AND your clients.

And when you show up consistently, you get results.

They get results.

Everybody gets results.

If you want to create a community model for your own business, breaking through to a level of consistency that delivers results for everyone involved, this is your chance.

The Community Code has 2 spots left.

Hit reply with 'community code' for details.

To your success

James 'consistency' Kemp

## Email 71

**Subject:** The Community Code (Sold Out) **Body:** The Community Code is sold out. All the guest spots are taken.

Thanks to everyone who jumped on and grabbed a spot.

We're starting Thursday at 7am Singapore time (or Wednesday at 4pm Pacific, 7pm Eastern, midnight UK).

If you missed out on The Community Code workshop, don't worry, I'll have more opportunities for working together in the future. In the meantime, my Sovereign Community is always open to new members.

Have a great day.

To your success

James 'sold out' Kemp

## Email 72

**Subject:** Instant Feedback **Body:** It happened on the first day of the workshop. The Community Code session 1.

During the workshop, Becky had a lightbulb moment. She'd been trying to build a community for 9 months and wasn't getting traction.

By the 40-minute mark she could see exactly what was going wrong. And what to do about it. By the next morning she'd already implemented two new approaches directly from what she learned.

She messaged me to tell me that she'd already made positive changes that were going to set her community up for success.

This is the beauty of focusing on models that work. Models proven through hundreds of implementations across consultants and coaches all over the world.

When you get the fundamentals of a business model right, you can implement almost instantly.

A good system speeds up your implementation.

That's why inside Sovereign we focus on models for growth. Not individual tactics. But entire approaches that have been proven over and over.

And that's what the Community Code is all about.

If you didn't get into this round, don't worry, another one will come around next year some time.

For now, I'd suggest you keep doing what's working. And explore your options for scaling beyond your time.

To your success

James 'feedback' Kemp

## Email 73

**Subject:** Replacing Launches **Body:** Launches are overrated. Not because they don't work. They do.

But they create one-time sugar high revenue.

The big spike. The launch day.

And then it feels like cocaine user withdraws.

There has to be an easier way. Especially for folks like us with small teams.

The simplest way to replace launches is with a community model.

Predictable income.

Consistent delivery.

Better results.

Recurring, reliable revenue.

For small consultants who are scaling, this means shifting from big launch energy (one-time, complex, expensive-to-market programs) to a community engine (recurring, simple, easy-to-market memberships).

And this is what we're teaching over the next few weeks in the Community Code workshop.

We've had so many people reaching out to ask for access to the recordings. If you're one of them, I've got good news and bad news.

The bad news is I won't be selling access to the recordings.

The good news is I'll probably run this workshop again sometime in 2023.

For now, happy consulting!

To your success

James 'launches' Kemp

## Email 74

**Subject:** The Sovereign Playbook **Body:** The Sovereign Model is very specific. It's how I went from having a consultancy with good money but no freedom to having a consultancy with good money AND plenty of freedom.

For those who are curious, the model looks like this:

1. LEAD ENGINE: where potential clients come from. For me now that's organic social, speaking, podcasts and referrals.
2. POSITIONING: The specific messaging, voice, authority and trust-builders I use to create desire to work together.
3. OFFER SYSTEM: The specific levels of offers (paid and unpaid) that create opportunities to say yes. For me currently this means the Sovereign Community (\$100 per week / \$3900 per year), the Syndicate Mastermind (\$400 per week / \$17k per year), and the Private Consulting (\$3k per hour).
4. SALES SYSTEM: How I communicate value and create opportunities to say yes. For me this was traditionally done via calls. These days it's a document-driven approach.
5. DELIVERY: Methods of creating value, transforming clients, ensuring results. For me this is primarily community-driven. I create through peer pressure, accountability, challenges, and resource-rich environment.

6. OPERATIONS: Running the engine that is the business efficiently. Few spreadsheets, less meetings, lightweight communications, more delegation.

7. LEVERAGE: How I maximize time and create more value for less effort, which currently means higher ACV, lower number of clients.

Every single one of these elements is learned. None of these are innate.

We use a system (yes, even for the mindset shifts and high-level 'principles').

We prioritize which elements to improve as we build the business.

We tinker, optimize, test and iterate on each one.

And I built out all of these lessons into a new training called The Sovereign Playbook.

The Sovereign Playbook is a collection of specific protocols to make your cash flow consulting business run more efficiently.

It details the models I use and how you can implement your own version. The focus is on specific tools, skills and hacks you can use to grow a small, cash flow business at speed.

I've been working on it for the past 3 months. And it's finally ready for folks.

I'll be sharing more information about it over the next few weeks.

For now, if you want to know more about what's in the Sovereign Playbook, hit reply with 'playbook'.

To your success

James 'playbook' Kemp

## Email 75

**Subject:** Start With Reverse Engineering **Body:** Reverse engineering a business model is the simplest way to learn. If it's working well, there will be a pattern, a formula or a model that can be understood, iterated and applied to your own business.

"But everyone's different!"

I hear this a lot.

It's true...we're all special flowers. At the level of the individual, everybody's unique, with different identities, skills, client needs, service offerings, etc.

But at the level of the business model, there are many general principles that work regardless.

I can teach an expert how to sell from a document, create offers that convert 80%+, build an engaged and monetized audience, and run lean operations regardless of their individual identity...and the concepts almost always translate.

If the audience is addressable, the problem is real and the solution is valuable, the business model can follow a pattern.

The Sovereign Playbook is literally this - the patterns that work for our clients.

The models, scripts, templates, protocols, and frameworks that have made our clients successful. These can be mimicked, practiced, and applied in your own business.

If you're an expert, a consultant, a coach, or service provider looking to build a profitable, lean, and efficient practice that serves results-focused clients, the Sovereign Playbook can be a crucial step forward for you.

The Sovereign Playbook shows you exactly what works right now:

- Creating offers at multiple price points that compel purchase
- Developing hyper-relevant, high-conversion sales documents
- Building predictable recurring revenue streams
- Creating free and paid lead engines that drive qualified engagements
- And every other element of a modern consulting business

You can either spend 10 years figuring this all out yourself...or you can reverse engineer the models that are already proven to work.

The Sovereign Playbook is a detailed guidebook for how to start and scale a highly profitable consulting business without adding staff or messing with expensive marketing.

If you want to start with reverse engineering, this is the place to start.

Hit reply with 'playbook' to learn more about how to get access!

To your success

James 'reverse' Kemp

## Email 76

**Subject:** The Playbook (Opens Today) **Body:** Alright my aspiring Sovereign Consultants. It's time. The cart for The Sovereign Playbook is open today.

Here's what this is all about.

The Sovereign Playbook is a detailed guidebook that shows you the exact steps to build and run a highly profitable consulting/coaching/expert business.

The Playbook is your guide for how to implement and get results from the Sovereign Model:

1. LEAD ENGINE: How to drive ideal clients into your world with little or no paid ads
2. POSITIONING: How to tell a story about you and your work that people respond to, inquire about, and tell others about. (The Core Story Protocol, the Authority Matrix, the Brand Angle Finder, and more)
3. OFFER SYSTEM: Structuring offers as simple solutions with powerful transformation, adding the right bonuses, and creating real scarcity.
4. SALES SYSTEM: The exact steps to shifting from sales calls to selling from hyper-responsive documents, DMs, Slack and email.
5. DELIVERY: Simple methods of creating value, transforming clients, achieving results for many at once. Use pre-recorded resources, live experiences, group dynamics and specific engagement structures.
6. OPERATIONS: Running the smallest possible team to achieve the largest possible impact. From hiring to firing to training to delegating to operations with lightweight contracts, payments, onboarding and management.
7. MINDSETS/LEVERAGE: How to build and grow a multiple 6 or 7-figure consulting business without burnout so you can enjoy the freedom of the Sovereign model AND the cash flow.

I spent 12 years building this model. I've spent the last few months turning it into a guide for you.

Now for the details:

The cost is \$1497 one time or 3 payments of \$597 (total \$1791).

You get the training, the workbooks, the resources, the scripts, the templates, and all the additional items that will help you implement The Sovereign Model.

Unlike The Hybrid Offer, The Community Code or 1000 True Fans Build workshops, this is not a live experience with me.

It's pure, on-demand learning that you can use at your own pace.

But if you purchase during this open cart period, I'll include a special bonus...

I'll be hosting a 90-minute, live Q&A call only for Playbook buyers. You can ask specific questions about implementing the Sovereign Model in your business. This call will take place on Nov 16th. So you've got time to dive into the material first.

The cart for the Sovereign Playbook closes on Nov 4th. After that, the only way to get access will be through the Sovereign Community.

If you're ready to transform your consulting business, hit reply with 'playbook' and I'll send you the payment link directly.

To your success

James 'playbook' Kemp

## Email 77

**Subject:** What I Got Wrong With The Last Launch **Body:** I've been coaching and consulting for over a decade, with multiple 7-figure businesses. But this doesn't mean I get everything right the first time.

Last month, during the 1000 True Fans Build Workshop, I made 3 fundamental mistakes that impacted results.

1. **WRONG TIMING** - I ran the workshop too close to the end of summer/start of September when many people are focused on back-to-school, getting back to work after summer vacation, etc.  
Lesson: Consider your audience's seasonal patterns.
2. **WRONG PRICE** - I charged too much for a live workshop with no implementation support in between sessions. The content was worth it, but without the structure to help people implement, I was setting them up for failure. Lesson: Pricing should reflect not just the value of information but the likelihood of results.
3. **WRONG OFFER** - I sold "access" to a workshop rather than results from that workshop. When you sell based on the outcome people will get from your offer, you get better qualified buyers who are ready to do the work. Lesson: Sell the outcome, not just the access.

These are the exact mistakes I talk about in the Sovereign Playbook. There are specific frameworks to think through what offer to make, when to make it, and how to price it.

I'm committed to pointing out my own mistakes. I work with smart people who can learn from what I mess up.

The reality is I create a damn good consulting business model that gets results. And when I don't follow the elements of the model, I get worse results than I could.

This is a model I've helped dozens of clients implement. It works.

And all the details for making it work are now written, organized, and packaged into The Sovereign Playbook.

Grab your copy before Nov 4th.

Hit reply with "playbook" for details.

To your success

James 'mistakes' Kemp

## Email 78

**Subject:** The Hidden Cost Of Sales **Body:** Sales cost more than we think. I don't just mean the cost of a sales team, the cost of acquisition, etc.

I mean the hidden energy cost of a client that doesn't fit.

A client that drains you can cost 10X the fee they paid.

Working with the wrong type of client has a high hidden cost. It's not just that they take more time or have unrealistic expectations (though these are common with bad client fits).

It's also that they drain your energy, your will to serve, and your enthusiasm for your work.

Inside the Sovereign Model, there's a core framework for filtering clients:

Every potential client gets evaluated with the VLP framework: VALUE, LIKABILITY, POTENTIAL.

- Value: Do they have the budget, the urgency, and the need for your service?
- Likability: Are they a pleasure to work with, coachable, and respectful?
- Potential: Can they create outsized results with your help, becoming advocates and success stories?

If they score high on all 3, they're an ideal client. If they score low in any dimension, you need to be careful that their hidden costs don't exceed their explicit value.

The Sovereign Playbook is full of frameworks like this, designed to help you build a thriving consulting practice with better clients, better cash flow, and way less stress.

Now is the perfect time to learn how to implement these frameworks in your own business.

The cart closes Nov 4th.

Hit reply with 'playbook' to get the link.

To your success

James 'hidden costs' Kemp

## Email 79

**Subject:** It's Not Even About The Money **Body:** It's not even the money. For most experts I know, the real prize is freedom, peace of mind, and satisfaction.

Success at that level means:

- Working with the right clients
- Delivering the service you were born to give
- Being appreciated for your work
- Staying present for your family
- Not working 18 hour days
- Having time and energy for health
- Not stressing about money

This is the whole 'having your cake and eating it too' conversation.

Far too many experts, consultants and coaches believe these goals aren't simultaneously possible.

But they are.

When you build using the right model, they're highly achievable outcomes.

And that's what the Sovereign Playbook gives you: the blueprint for achieving all of these outcomes, built from the ground up by someone who's done it.

The Sovereign Playbook gives you the roadmap to build truly fulfilling work. Not just from scratch but from exactly where you are now.

3 days left to get your copy.

Cart closes Nov 4th.

Hit reply with 'playbook' to get the link.

To your success

James 'freedom' Kemp

## Email 80

**Subject:** The 3 Phases of a Consulting Business **Body:** Consulting businesses go through phases. Each phase has different priorities, constraints, and opportunities.

PHASE 1: STABILITY - We need to establish a stable base of clients, cash flow, and reputation. Here your focus is on survival. Getting clients, serving them, staying afloat.

PHASE 2: SCALE - We need to build processes, streamline delivery, and optimize results so we're not the bottleneck. Here your focus is on growth. Getting clients efficiently, serving them effectively without dying, thriving.

PHASE 3: SATISFACTION - We need to optimize for joy, impact, freedom. Here your focus is on fulfillment. Getting clients you love, serving them in ways that energize you both, enjoying your craft and your life.

Each phase requires different skills. Different systems. Different priorities.

Most experts I meet are stuck in Phase 1 or Phase 2, not even aware that Phase 3 is possible.

But it is.

Inside the Sovereign Playbook, there are detailed protocols, scripts, templates, guidelines and formulas to help you navigate each phase. Plus the mindsets shifts you need to make to evolve from one phase to another.

If you want to stop feeling stuck, get beyond the phase you're in now, and build the consulting business you actually want, you need a specific plan of attack.

And that's exactly what the Playbook gives you.

Weekend deal: Use the code WEEKEND300 to get \$300 off the regular price.

This weekend only, and the cart still closes Nov 4th.

Hit reply with 'playbook' to get the payment link.

To your success

James 'phases' Kemp

## Email 81

**Subject:** Last Chance For The Playbook **Body:** This is it. The cart for The Sovereign Playbook closes in 24 hours.

If you haven't grabbed your copy yet, this is your final chance.

By tomorrow, this offer will be gone.

The opportunity to learn the exact business model I've used to create a highly profitable consulting business that gives me freedom AND cash flow will be gone.

Now is the time to decide:

Do you want to have a proven blueprint for building a lean, profitable, fulfilling consulting business?

Or do you want to keep figuring it out on your own?

The Sovereign Playbook is \$1497 or 3 payments of \$597.

Today only, use the code LAST300 to get \$300 off the price.

If you're ready to transform your consulting business, hit reply with 'playbook' and I'll send you the payment link directly.

To your success

James 'last chance' Kemp

## Email 82

**Subject:** Closed **Body:** The Sovereign Playbook cart is now closed. Thanks to everyone who grabbed a copy. Looking forward to helping you implement the concepts!

If you missed out, don't worry. The Playbook will eventually be available again... but only to members of the Sovereign Community.

It's a good reminder: The best opportunities go to those who are ready to take action when the chance appears.

To your success

James 'playbook' Kemp## Email 40 **Subject:** Failure Doesn't Scale **Body:** By any measure I've had a successful 12 months. Revenue growing.

Personal time growing.

Travel and experiences plentiful.

Client results stacking up.

But.

There have been a ton of failures.

Products that went nowhere. Bad hires. Courses that bombed. Joint ventures that broke even.

Marketing that got crickets.

And recently a big fuck up.

My VA quit with no notice and a ton of things slipped through the cracks.

My fault.

I created a situation where she felt she could not communicate her growing overwhelm to me.

Then she was gone.

She was the grease in the wheels of my entire operation.

And the business screeched to a halt.

The way I fixed it was a conversation with my business partner who runs the agency that I'm a part of, and a huge mindset shift.

The mindset shift was no longer accepting failure as the price of doing business or a necessary part of success.

Instead, I started using the same principles I use with clients:

Minimum viable energy, maximum potential impact.

Applying a 20:2 lens to every potential project, product, campaign, marketing launch, content piece or system.

That means finding the 2% of projects that is creating 20% of the results.

A 20:2 lens means looking at your current efforts such as content, advertising, sales, product creation and working out which pieces if optimized would make a meaningful difference to the end result.

And which pieces if cut would make no difference to the end result.

This is the origin of the 80:20 rule, but most people get it wrong by focusing on 80:20 outcomes where 20% of clients make up 80% of revenue.

That's descriptive only. Knowing that doesn't move you forward.

But when you focus on the 20% of your TIME AND ENERGY that would create the next 80% of your growth, you are being strategic.

You are eliminating the waste. And adding the amplifying pieces.

You are being Sovereign.

I'll be documenting my journey with the 20:2 approach to revamping my business systems live inside the Sovereign Community.

Follow along if you like drama and simplification.

Tomorrow I'll be running a quick workshop exclusively for Sovereign folks on the updated sales systems that we're using at the moment.

To your success

James 'failure' Kemp

## Email 41

**Subject:** The Lowest Effort, Highest Leverage Growth **Body:** Audience growth is a super common sticking point for most coaches, consultants and experts.

Most often they're stopped because they're looking for the shortcut.

The fix all audience building approach that has never worked.

And because they can't grow their audience quickly and easily they fret about size.

They fret if it's big enough (it always is) They fret if they're getting engagement (they always need more) They fret if they're saying the right thing (they're usually saying the wrong thing)

It's not about the size. It's about the way you work with your audience regardless of the size.

One of my clients calls it 'doing outreach at scale with intimacy'.

He's up to \$10k a day revenue on a good day using this approach.

He spent a decade worrying about audience size and 3 months focused on getting hyper relevant with the same audience.

That's why I'm super excited to help more people through my approach to audience relevance and growth.

The 1000 True Fans Workshop is for Sovereign folks but will have a handful of places for outsiders.

Registration will open next week.

If you're at all interested in audience building in a non-guru, non-bro, practical, 'build a business not a personal brand' kinda way, hit reply and I'll make sure you get an invite.

To your success

James 'true fans' Kemp

## Email 42

**Subject:** Clarity Is The Game **Body:** It happens in every consultation. Clients sitting in front of me. Smart. Credentialled. Respected. Leaders.

But telling me what they're offering and selling....vague, generic, abstract bullshit.

The gap is like the Grand Canyon.

Who they are and what they're offering...wide apart.

And if that's happening with the expert, their clients have no idea what they're selling or why it's worth buying.

Because they're not clear themselves.

I've been down that road too, more than once.

Where I've built something that seems useful to me but doesn't translate well to others.

But more and more I approach building offers, products and services almost exclusively on clarity.

Am I clear on what problems it solves?

Am I specific about why it's useful for them?

The more specific the problem set, the better.

The clearer the promised outcomes, the better.

It's common that clarity comes during conversations.

But you can shortcut them.

One of the most useful elements of any consulting business is the diagnostic.

The diagnostic is the way you help the client understand where they are relative to their desired outcomes.

You help them self-diagnose. And through that activity set up problem-outcome pairs that help the client build momentum.

Inside the 1000 True Fans build, we're creating a brand-driven, social-powered simple audience building framework.

The main benefit of this approach is that the audience is enrolled in your mission, not your tactics.

The main outcome is higher engagement, simpler marketing, better flow of clients, more consistency...

And most importantly less need for tactics that nobody masters.

If this gets you curious, good.

I'll be making some invites to the 1000 True Fans workshop for those who have reached out and are interested.

There are a handful of tickets for under \$300.

Hit reply with 'true fans' if you want to be considered for an invite.

To your success

James 'clarity' Kemp

## Email 43

**Subject:** The 1000 True Fans Build (Instant Access) **Body:** What if you could show up as yourself, get a 100x return on your content output and have a stream of clients come to you?

Sounds too good, right?

But that's exactly what the 1000 True Fans Build is all about.

I'm showing you the detailed content and audience strategy I've used to build an audience online without big paid ads, launch hell and constant creation.

It's taking place Thurs Sep 14th, 21st and 28th 7am Singapore time.

I give you a step-by-step system of how to create authentic content that stands out, gets engaged with and brings people closer to you.

We'll be covering:

- How to build your audience with the minimum viable set of content, promotion and marketing. No bloat, no fluff. Just minimum viable content to stand out.
- The 1:20:4 rule for turning one idea into 20 pieces of content in 4 formats to hit everyone in your audience where they already are. Most people can create more content this way in a week than they've created in the last quarter.

- Diagnosing your audience to create content that resonates like you've been reading minds. So many experts are stuck creating content about their solution rather than content about your problem...we fix that.
- Build one hero narrative so powerful that people will insist on working with you. Most narratives about yourself that experts tell leave the audience cold. We build warm ones that invite participation.
- Creating a brand so desirable that clients just show up.
- The 1000 True Fans Build will be live at 7am Singapore time over three Thursdays in September.
- We'll set up a micro social media strategy, build a hero narrative and content so compelling that clients want to work with you on any level you choose.
- By the end of the third session, we'll be ready for an instant launch into your favourite audience without complex systems or a heavy infrastructure.

There are 3 ticket types:

The 1000 True Fans Build \$297: (20 slots) - Gives you access to all 3 sessions, recordings, resources and the templates.

VIP \$497: (Limited to 6) - You get all that AND a 30 minute 1:1 private session with me to talk specifically about your business, your audience and your true fans.

Sovereign Access Free: For Sovereign Community members.

All prices will double on Sunday night Bali time.

Want in? Hit reply with 'true fans' and I'll send over the payment link.

To your success

James 'true fans' Kemp

## Email 44

**Subject:** Skipping The Steps **Body:** One of the big reasons businesses fail is that they go with the herd on building their business.

The online business world is absolutely hooked on approaches that work...eventually...and probably not for your business until you're pretty big.

Once you build a team.

Once you have a marketing engine.

What builds a business right now:

Having a product or service that people want.

Talking to people who may buy that product or service.

Asking them to buy it.

Collecting the cash.

Delivering an incredible, valuable experience.

Rinse. Repeat.

I see thousands, especially smaller operators, skipping those steps for others that sound sexier but don't turn into results until you've got a solid foundation.

Create ads on any platform. Build a complex funnel with 14 steps. Spend half your life on new social platforms. Write a book. Start a podcast.

All of those can work. But if you're not making revenue, focus on that.

If you're already making money from a personal brand, an audience and a clear product or service you can move to the next step.

That's what the audience build methodology is about.

It's that sweet spot for folks with an established business that want to raise their prices, generate more of the right type of customer and have a higher quality client relationship....without the usual guru stuff.

Starts September 14th.

Limited to 20 guests.

Drop me a reply with 'true fans' if you'd like to get an invite.

Sunday night cut off for ticket prices.

To your success

James 'skip' Kemp

## Email 45

**Subject:** Raise Your Prices. Serve More. #Weird **Body:** Everyone has their go to move. Mine is putting people into communities.

There are many, many reasons.

Because coaching is about progress of the cohort not the perfection of the individual...and groups make progress faster than individuals.

Because the economics of individual coaching means you spend all your time in the weeds of delivery instead of on the top level direction.

Because the experience of the average individual coaching client is better in a group than 1:1 on their own.

And the cherry on top...when you do this right....everybody pays you more.

You can double your prices. Serve triple the number of people. Make 5-10x the revenue.

While doing less work.

When this first occurred to me it felt almost magical.

It felt like cheating.

It's not. It has a cost.

Time upfront. Learning. Changing what you're used to.

But the wins on all sides are so obvious.

You get to help more people.

You get to make more money.

And your clients get better results.

Because they now have social proof and peer accountability built in.

The only loser is your competitors who are stuck selling 1:1 time to individuals.

Finding the model that turns your success upside down is a key to scaling a cash flow consultancy.

I work with Syndicate clients to make this their reality.

In the meantime I'm going to be doing a talk on the same topic on September 14th. Showing how to build an audience for group programs.

Interested? I've only 8 guest slots left.

Hit reply with 'true fans' if you'd like to hear more.

To your success

James 'community' Kemp

## Email 46

**Subject:** Opportunity Cost (Hint: It's Killing You) **Body:** The topic came up this morning. Our new team. Our systems. Our capacity.

And one phrase that gets thrown around a lot is opportunity cost.

In economics, opportunity cost is the value of the next best alternative forgone. It's what you lose by not choosing the single next-best option.

I like to frame it as the cost of missed future opportunities because of current choices.

Most consulting and coaching businesses pay an outrageous opportunity cost all day, every day.

They give away too much of their time and energy to unqualified leads, bad clients, low leverage activities, unimportant tasks, other people's priorities, etc.

They spend their precious time.

They show up with energy.

And they're missing future opportunities because of it.

Our new business processes are focused on lowering our opportunity cost.

Get more selective with clients.

Get more focused on qualified leads.

Get more deliberate with time investments.

Get way more rigorous with energy management.

We think that the opportunity cost of NOT being better at these things will be seven figures in 2022 alone.

And I know the opportunity cost in my audience is well over eight figures.

Time, energy, focus and attention often feels like you have plenty to spare.

People who value your time, pay you well and respect your capacity often feel like they can be hard to find.

Reality: your time is more scarce than you think. People who value it are more plentiful than you think.

Your job is to stop paying the opportunity cost and start capturing the opportunities.

That's exactly what the 1000 True Fans is about.

(3 invites left)

To your success

James 'opportunity' Kemp

## Email 47

**Subject:** This Gets Personal **Body:** Growth is seldom a matter of capacity. It rarely has to do with capability.

It seems there is a ceiling that affects everyone's confidence in their ability to charge more, serve higher, and add more value.

The ceiling of identity.

You currently deliver to people at the level of your identity.

If you think you're worth \$250 an hour you won't consistently sell \$1500 an hour.

If you think you're not quite good enough then you'll consistently find a way to self sabotage in charging what the market can bear.

There's good news and bad news to this truth.

Bad first:

Identity work is hard. It's more rigorous. It takes hard work and introspection and a level of awareness and practice to shift your identity.

The good part: it's accessible to everybody. All you've gotta do is be willing to do the specific internal work to upgrade your identity. And the right identity upgrade compounds your results.

Upgrading how you see yourself internally is one of the keys to upgrading how you are seen externally.

It allows you to charge more.

Demand more from your clients.

Raise your standards generally.

And get the results that your clients have been hoping for from you.

This is Identity Driven Business.

It's what drives everything we do.

And it drives the entire 1000 True Fans Build too...where identity is the basis for building an engaged audience that says yes to your offers.

2 guest spots left.

Final invite.

To your success

James 'identity' Kemp

## Email 48

**Subject:** Your Momentum Is Your Reality **Body:** It starts and ends with momentum. The positive feedback loop of being in motion.

Making stuff.

Selling stuff.

Helping clients.

Getting results.

Having fun.

Making friends.

Doing life.

You can tell yourself whatever you want to.

You can wish for whatever you like.

You can want any result under the sun.

But your momentum is your reality.

No amount of clever constructions you tell yourself will compare to the reality of your momentum.

Momentum is a funny one.

It's hard to create when you don't have it.

Hard to stop when you've got it rolling.

And sometimes the push you give yourself to start this huge flywheel actually moves it a fraction of a millimetre.

And you think the boulder isn't moving because you can't see it.

But it is.

The opposite of momentum is friction.

What's causing you friction?

Bad thinking.

Bad client or customers.

Bad systems.

Bad community.

Your job as a creator, a coach, a consultant, an expert is to identify the friction and remove it.

That's the fastest way to more momentum.

That's the Sovereign way to go.

No final invite for you about the 1000 True Fans Build because we're full for guests.

But I am going to be selling the recording when we're finished. You can buy it for your own momentum.

To your success

James 'momentum' Kemp

## Email 49

**Subject:** It's Live Now (the 1000 True Fans Build) **Body:** The 1000 True Fans Build is kicking off today. The first of three sessions.

If you're reading this more than an hour after I send it, it's happening.

Right now.

And the recording and resources will be available afterwards.

For the last 48 hours I've been inundated with 'damn I can't make it live' messages.

So I'm letting you know now...

If you want access to this training after it's finished it will be available as a recording.

It will cost 2X what the guest price was.

It will run you \$597 if you want it.

But the information and framework are designed to build engaged, caring, buying audiences.

Working with an audience that gives a shit is worth 100X this price tag.

That's why this email is so short.

I'm actually gathering my team to kick-off in 20 mins.

I'll be sharing how the recording went later. If you want details of access once it's ready reply with 'recording'.

To your success

James 'true fans' Kemp

## Email 50

**Subject:** Just Follow The Steps **Body:** Today was the 1000 True Fans Build Session 1. It went deep on audience engagement.

We went beyond 'do more content' and looked at the strategies that actually engage your dream clients.

Identifying and targeting their core aspirations.

Creating a communication protocol for connecting with authenticity and vulnerability.

And creating content that makes the audience feel seen and understood.

This is the most powerful stuff I know about creating engaged audiences.

It's more detailed and more powerful than anything I've taught to those outside Sovereign.

And despite how much I hate to say it the feedback was just darn wonderful.

One member even took a picture of all the pages of notes she had made:

It's great when folks take so much out of a session.

Now the step by step system is the true benefit of this workshop.

Here's what comes in the next two sessions:

Week 2: True Fan Messaging Matrix, Relationship Protocol, Hero Story Framework. (Building your engagement and connection)

Week 3: Activation & Action Protocol, Audience to Client Conversion, True Fans Launch. (Building your sales and conversion)

The pieces together creates an entire audience growth framework built on engagement and leadership.

These sessions will be available as a package when we're done.

If you want to get on the list to purchase the recordings when complete, reply with 'recording'.

Once we're done it will run you \$597.

In the meantime, I suggest you follow the steps you already know. You already have information about marketing, offers and clients that you know works.

Double down on what works.

Follow the steps.

Discard the rest.

Especially the small, simple actions that you're not taking because they would only work a bit.

Turns out working a bit all the time stacks up pretty well.

To your success

James 'steps' Kemp

## Email 51

**Subject:** 3 Questions For Relevance **Body:** Spent the morning planning for the 1000 True Fans Build Workshop. For session 2 tomorrow morning.

We're covering the messaging tactics that actually build true fans.

Not just engagement.

Not just subscribers.

Not just followers.

Fans.

When I say fans, I mean people who are all in on your message, mission and approach.

But not because of your content.

They're in because of how relevant you are to them.

It's a different order of magnitude to create relevance vs normal social content.

At the highest level it requires 3 things:

1. Recognition (does this person see my problem or aspiration?)
2. Resonance (does this person understand my experience?)
3. Relevant solution (does this person have a solution that makes sense?)

When you hit these 3 elements you don't get engagement. You get fans.

And fans are 100x more valuable than those who engage with you.

They're 1000x more valuable than those who follow you.

Inside the 1000 True Fans workshop tomorrow. I'll share the entire framework for creating fans.

If you want the recordings when they are ready, reply with 'recording'.

To your success

James 'fans' Kemp

## Email 52

**Subject: Niche Within A Niche** **Body:** I woke this morning with what I thought was a clever insight. I was thinking about my niche within a niche approach to both market AND message.

Not only is it our most reliable strategy for breaking through the noise.

It's one where we double down on what's already resonating with audiences based on our True Fans approach.

This strategy has led me to growing the Sovereign community beyond 450 people.

The Syndicate continues to grow towards 100 members.

These are not large numbers in growth terms. But my consistent six figure profit months and the number of people who are getting results from my methodology is more than 100x what it was in previous businesses I've worked in where we were focused exclusively on 'growth'.

Because my numbers are focused on 'relevance'. Two very different things.

Relevance scales better than growth in my world.

Super pumped to be teaching more folks on creating relevance that turns into fans in tomorrow's workshop.

Session 2 is going to be a cracker.

The recordings of all these workshops will be available to those who want them within 24 hours of the event finishing.

And all my various bits will be available as part of the package.

If you want the recordings when they are ready, reply with 'recording'.

To your success

James 'niche' Kemp

## Email 53

**Subject:** Being An Expert In 2022 **Body:** Quick email today. Full focus mode.

Today we're having session 2 of the 1000 True Fans Build.

Yesterday I had a convo with some of the folks who are coming that hit on an important aspect of being an expert in late 2022.

Experts who rely on authority no longer have monopolies on expertise because information is becoming so common. Anything that can be repeated easily (advice, guidance, strategy, plans) are very close to becoming commodities.

That's why the best experts are not just experts...they're also brands (personal and corporate).

Building a brand creates preeminence. It creates a sort of moat around your expertise.

It's not the only path. You can also work on experience, frameworks and protocols that create an expert position based on specific (not general) expertise.

These are both highly accessible strategies for those with the right skills.

It's one of the things I specialize in.

And it's what I'm teaching part 2 of the 1000 True Fans approach.

Busy prepping for that right now...recording package to be available soon.

If you'd like to buy access to the 1000 True Fans build workshop recordings, resources etc, reply with 'recording'

To your success

James 'expert' Kemp

## Email 54

**Subject:** A Fan Vs. A Follower **Body:** The 1000 True Fans Build rolled through session 2 yesterday morning. The feedback was lovely, and the information was a deep dive on the concept of fans vs. followers.

Here's an insight:

Followers engage. Fans participate.

Fans participate in your mission, vision, outcomes, product, or idea.

It happens through engagement on your stuff.

If someone comments, likes, or shares your content that's a passive signal of potential interest.

But if they show up on your calls, answer your questions, engage in learning and reply to your emails... those are active signals of participation. They're no longer engaging with content. They're participating with the story you're telling them and the movement you're building.

I've seen people with 5 figure follower counts on social who can reliably get 2 figure groups onto their Zoom calls. That's a bunch of participation but on a very different ratio.

I've seen people with 5 figure followings on LinkedIn that can't get a couple dozen people to participate in anything else.

Both are doing 'audience growth' but one built followers and one built fans.

One is growing a list. The other is building a movement.

Fans are what we're after.

I'll be breaking down the exact playbook for getting fans instead of followers in the final session of 1000 True Fans Build on Thursday.

Interested in the recordings? It will include all my messaging templates, frameworks and reusable assets. Everything in a searchable package. Just reply with 'recording'.

To your success

James 'fans' Kemp

## Email 55

**Subject:** Where Fans Come From **Body:** My prep today for the third 1000 True Fans Build session. Tomorrow I'm sharing the ways to turn engaged audience members into True Fans.

An engaged follower does exactly what the name suggests...follows you...watches what you do, sees your content, clicks your links.

But a fan is different.

They see themselves in your content. They identify with the problems and solutions you're talking about. They see aspects of themselves through your topics and in your stories.

One of the best ways to build a base of true fans isn't trying to get to 1000 of them.

It's trying to find the 1 who already exists and serve them.

Then the 10.

Then the 100.

Most brands and marketers make the mistake of creating the content that they'd enjoy...or that they think will go viral...or they've seen other people use with some success.

What they miss is the opportunity to serve the 1 or the 10 existing fans with the EXACT message or content they need.

When you first get a fan, be as remarkable with them as you possibly can. Serve them deeply. Like they're your only fan in the entire world.

Now multiply by 10.

This is the process of building a true fan base. It's not top of funnel or volume, it's specific service.

I've been pretty rigorous in my discipline to apply this for the last 12 months.

And it's led to a high trust, high equity, high leverage, high profit business.

Something I teach and model.

Session 3 of the 1000 True Fans Build is tomorrow. Plus bonuses!

Reply with 'recording' if you'd like to have a complete copy of all the resources, examples, templates, frameworks, and 4+ hours of education on building your own true fan base.

To your success

James 'one fan' Kemp

## Email 56

**Subject:** Momentum Moments **Body:** Where are your momentum moments? The times when the force of forward motion takes over from obligation.

When work feels easy and in flow.

For me, it's when I help someone with a problem. Especially one I've worked on deeply.

When they get it. When they see it. When application happens.

It's easier to design interactions that fit these energy drivers than work against them.

For example, I used to hate 1:1s.

But when I host group Office Hours where people show up with messy, interesting challenges, I'm energized.

The 1000 True Fans Build session 3 which I host tomorrow is a momentum moment for me.

I love going deep on audience messaging and growth. It energizes me. The audience response and implementation boosts my momentum.

So I ensure I have stuff like this in my schedule. And I cut stuff out that doesn't do this.

Time to find the things that boost momentum for you.

And make more of them happen.

1000 True Fans Build Session 3 is tomorrow.

Reply with 'recording' if you'd like access to all of the worksheets, resources, and sessions.

To your success

## Email 57

**Subject:** The Client Activation Framework **Body:** Today I taught the Client Activation Framework from the 1000 True Fans Build. Its super simple:

1. Core Problem
2. Core Outcome
3. Core Story
4. Core Offer

And build a very specific format offer within this framework aimed only at your super fans.

And do that in a clear, concise, compelling document that sells for you.

The actual templates, frameworks, and scripts are pretty easy to use but I dare say in the wrong hands they can fall flat.

The key is linking these elements with rigor and precision.

The problem (what you resolve) and outcome (what you create) must be linked so closely that they are a pair.

The story has to explain a bit about how you solve the problem or create the outcome.

And the offer needs to directly and explicitly drive the outcome.

When these are closely aligned the copy becomes obvious and the offer becomes easy to say yes to.

When they're misaligned, the whole structure collapses.

If your offers aren't converting well there's almost certainly a mismatch in these 4 elements.

If you fix that, you'll see a dramatic jump in conversions.

The 1000 True Fans build sessions have now been completed.

And the recording of today's session is available as part of the complete package.

If you want to access the complete recordings and resources reply with 'recordings' and I'll send over a link directly.

(Only going to do this for a handful of days so the folks who came live feel like they had a proper exclusive experience).

To your success

James 'client activation' Kemp

## Email 58

**Subject:** 16,000 Reasons **Body:** I was asked my favorite thing about my business: Is it the consulting?

Is it the clients?

Is it the communities?

Is it the delivery?

The answer is actually the outcome:

Freedom.

The freedom to make decisions.

The freedom to choose who I work with.

The freedom to make my business work around my life.

That's why I'm in Bali sitting on my porch writing this email as the sun comes up after a dawn swim.

That's why.

Two other perks of the consulting life that I enjoy:

16,000 people who have been getting these emails.

16,000 reasons to consistently get better at what I do and how I message.

And one of the extra dimensions of the 1000 True Fans Build I taught yesterday was in creating audience experiences that increase consistency.

Showing up regularly.

Being of service frequently.

Connecting with relevance daily, weekly, monthly.

Weirdly enough, this is the part that most experts and consultants struggle with.

They create an audience. They make some offers. But they can't maintain consistency for the long haul.

They don't create the engine for consistent relevance.

They don't have the discipline to solve the problem or create the outcome over and over.

The 1000 True Fans Framework creates a process for this.

It's not a simple approach because consistency isn't simple. But it is accessible. If that's interesting enough to consider for your own biz, there's an opportunity to learn, adapt and implement it for yourself.

The recordings of the 1000 True Fans Build are now available.

If you'd like access to them reply with 'recording' and I'll send over the details.

To your success

James 'freedom' Kemp

## Email 59

**Subject:** Biggest Breakthrough Since The Hybrid Offer **Body:** This is just quick one. I need to share the feedback I've gotten in the past 24 hours since finishing the 1000 True Fans Build.

The folks who participated in the workshops are already seeing big results. People in already existing audiences are connecting with their messaging. They're reaching new people.

The specific feedback is about the Desire Matrix.

I've never taught this before, and it was the center of session 1.

When I created it, it took about 6 months of work in different campaigns to figure out and systemize it properly.

Participants are saying it's the biggest messaging breakthrough they've had since the Hybrid Offer.

A long-term audience member says it broke a 3-month plateau in their business results.

And the best part? It's a methodology for getting engagement, not just followers.

It's working right out of the box for those who made the time to show up to the workshops.

I'm making the recordings and worksheets available, but only for a few days.

They include the Desire Matrix, the True Fans Protocol, the Hero Story Framework, the Activation Framework and so much more.

The investment for this access is \$597.

If you want details on how to get access just reply with 'recordings'

To your success

James 'Desire Matrix' Kemp

## Email 60

**Subject:** You Don't Need Another System **Body:** Spent the morning working on systems. It happens to all of us.

We reach a level of complexity with our work that demands better systems and processes to keep our momentum.

But the first question I ask in this phase is:

What SHOULD be in my system vs. What COULD be in my system?

Just because you can systematize an activity doesn't mean you should. And vice versa.

Ask a few questions:

Is this really recurring? Does it need to be done regularly? Should it be delegated or eliminated? Should it be automated? Should this be done at all?

Only then should it be made into a system.

So many folks miss this filtering process which means they systematize stuff that would be better dropped altogether. It's so easy to fall in love with a system instead of the outcome it's meant to drive.

I'm not saying don't systematize. I'm saying do it selectively.

You don't need another system.

You need a system that produces the exact outcome you want.

When it works the upside is huge.

The 1000 True Fans recordings are available if you want them.

Just reply with 'recordings' and I'll send details.

Closing it down tomorrow morning Bali time.

To your success

James 'systems' Kemp

## Email 61

**Subject:** Final Reminder **Body:** This is your final chance to grab the 1000 True Fans Build recordings, slides, and all resources.

I wanted to give you the weekend to decide, and now there's just 24 hours left before I shut it down.

Get it before 10am Bali time Monday, September 1st.

For those who were there, it felt like one of my best workshops.

A powerful methodology for turning occasional followers into true fans who want to buy from you. For \$597.

It included 4+ hours of workshop time, slides, resources, examples, and more.

Truly a masterclass in audience building.

If you've been thinking of joining my community or mastermind but want a taste of the work and quality first...this is one of the best examples I've put together.

Just reply with 'recordings' and I'll send you payment details.

To your success

James 'opportunity' Kemp## Email 33 **Subject:** Closing Time **Body:** Alastair has been in my Syndicate for 12 months. He's been in my world for 2 years.

He just closed 5 qualified prospects in 20 mins.

All from doc based selling.

He uses the same style I use.

He gets the lead. Asks a couple of questions. Then sends a Google doc that sells for him.

No pitch. No call.

5 new clients.

These closed by themselves by reading a very specific sequence of words designed to create behavior change.

My style of doc selling has been refined through 500 deals.

I show every aspect of it in The Hybrid Offer.

I know I've been heavy on the pitch about The Hybrid Offer...

The problem is, the investment in that product is probably the highest leverage thing you could do this week by a country mile.

That's why virtually everybody who comes into our sales system and becomes a client buys or gets access to the Hybrid Offer.

Because once they implement it, they are forever done with pitching strangers.

They're forever done with discounting.

They're forever done with trying to convince people who don't want to be convinced.

Selling with a document is by far the most reasonable way to sell.

For you and for the buyer.

This is not a once in a lifetime opportunity.

It's not your last opportunity to get it either.

I'm sharing this information because for those who go and implement this document with their leads it's one of those obvious changes that they find hard to believe they didn't do sooner.

Just go grab it.

And then go do it.

Here's the store link:

Use the code TINKER50 at checkout for 50% discount.

To your success

James 'hybrid' Kemp

## Email 34

**Subject: Velocity Hack Body:** I use velocity as a measurement. It means the rate at which something moves in a specific direction.

Less mass means more velocity.

Less decisions, less offers, less content, less meetings.

Less in the business means more velocity.

Clarity of destination means more velocity.

Clarity of product and offer means more velocity.

Consistency of showing up and communication means more velocity.

The moment I start to feel slow is the moment I have to examine what I'm trying to carry.

Often it's not what I consciously choose.

It's what I've been doing and haven't choose to stop.

Unexamined habits are an invisible drag on velocity.

The hack is: cut the drag.

Every business I work with I look for growth via subtraction rather than growth via addition.

Because velocity is the key driver of long term growth.

So today look at what you've been doing.

Not for the sake of doing it.

But as a scientist observing the behavior of the entrepreneur who runs your business.

What habit, project, approach, system, communication, meeting, obligation, client can you cut that will increase velocity?

The best businesses have a small number of processes they are world class at.

Any process you're carrying that you would not want to do world class (delivery, sales, marketing) is a distraction.

Sometimes pruning is the fastest path to growth.

To your success

James 'velocity' Kemp

## Email 35

**Subject:** Killing Products **Body:** I'm gearing up for a streak of new programs. Getting the new workshop ready for the Sovereign Community on audience building.

Expanding my community offerings.

Creating a podcast.

All new things.

But before I start I need to kill stuff.

When I had my big growth spurt 5 years ago I took my consulting revenue from £300k a year to £1.5m per year.

But I still spent all my time working.

And not creating much new stuff.

I fell in love with killing products.

That was the secret.

Before creating anything new I had to kill at least 3 things.

And so my Sovereign Community folks will bear witness to this process.

This week I'm going to kill 3 products for every one I create.

I've got about 20 trainings in the store right now.

Not all of them get the same action (not even close).

I've already shared which ones I think are best in here.

So rather than you going and looking at the whole damn lot.

Let's just make it easy.

The 3k Code + The Hybrid offer.

The one two punch of creating something people buy and create a offer in a document that sell for you.

And in this one email I'm going to make it daft not to take them both.

Use the code VELOCITY75 to get 75% off both of them in the store:

Only available for both together.

I'm sending the links to my team now to kill about 60% of the store next week.

Excited to share the audience building workshop next week too.

But first: Cut.

To your success

James 'cut' Kemp

## Email 36

**Subject:** The Difference **Body:** I got up super early this morning. And read a long thread of clients inside The Syndicate mastermind.

Many are having breakthrough months.

Going from 'steady' to getting big growth spikes.

For some that means breaking through to \$50k months.

For others that means going from zero to \$10k months.

And of the recent successes all of them can trace it to a specific change.

They came in with a model that was consultant and sales call centric. Making content for leads. Filling a calendar with sales calls. Spending all their time and energy selling and fulfilling.

They came out with a model that was client centric. Making content for clients. Selling from a document. Being paid to create, coach and lead.

The difference seems subtle.

But the outcomes are extreme.

Clients in instead of leads out.

The reason the Sovereign Model works is that it turns everything upside down.

It's the model I built because I needed a model that would allow me to build predictable revenue while having enough time to be a dad to my boys.

This sounds like a subtle distinction but it's light years difference in approach.

For those with a sales call driven business doubling down on The Hybrid Offer should be your first move.

For those with a traditional high ticket offer creating a weekly charge community is your best bet.

For those who know their clients get results with high leverage teaching, having both is the best of both worlds.

You don't care which is which. You just pick the one that will get you the next inflection point of growth.

The only product I'm leaving in the store now is The 3k Code + The Hybrid offer.

The one two punch of creating something people buy and create a offer in a document that sells for you.

Use the code VELOCITY75 to get 75% off both of them in the store:

To your success

James 'client centric' Kemp

## Email 37

**Subject:** The 1:20 Rule **Body:** Most of the growth in consulting and coaching comes in jumps. Linear growth is unusual and slow.

Bumps come when you try new approaches and they work. Then you have a new baseline.

In the 3k Code I outline The 1:20 Rule that's been a north star for me for many a year.

It's a simple approach to testing new ideas. And has led to many cash injections and business model shifts over the years.

There have been 3 or 4 occasions where some variant of this rule lead to me having 6 figure months from a new approach or idea.

I actually first heard about it from a friend of mine and have since polished it. Like most good ideas it's not my original idea but my version has some good moves ;)

Here's a recent post I made on the topic.

The good news is I'm currently implementing it...again.

Only I've changed it to 1:100.

I'm making 100 little bets on content and engagement to find the 5 moves to double down on.

For the next 30 days I'm doing just that.

Then I'm going all in on the 5 approaches that meet the criteria of awesome:

Low effort - high leverage - enjoyable - gets responses.

All will be documented in the community.

Sovereign folks on tour as I validate new approaches to an age old problem.

This is the last time I'll mention it but you can get The 3k Code + Hybrid Offer at 75% off here:

Use the code VELOCITY75 at checkout.

To your success

James '20' Kemp

## Email 38

**Subject:** The 1000 True Fans Build **Body:** I'm in the thick of creating a whole new batch of cool stuff. In particular The 1000 True Fans Build for Sovereign Community.

It's all about building an audience that actually gives a damn about what you have to say.

So you can grow your audience, help more people and make more money.

And it got me thinking about relationships.

The community is up to 1000 subscribers.

The Syndicate is creeping up on 100 active members.

There are 10 private clients.

That's the 1000:100:10 model.

And I go deep on how any coach, consultant or agency can build that in their own business inside The 1000 True Fans Workshop next month.

Yesterday I had a call with a founder/expert. He was worried about building an audience.

Doesn't like social. Doesn't like promotion. Doesn't like selling.

He's like the audience I'm building The 1000 True Fans workshop for.

The 'I wish people would just buy my shit and give me money' crowd.

He's wary of social. He's not sure what to talk about. He doesn't want to go viral or show off.

He has no team. No budget. And not much time.

It's OK for him. He doesn't need the audience.

But he's missing something.

An audience is the way to relationships.

Relationships turn into commerce.

Commerce at scale is a business.

Your personal brand doesn't have to be a thing in your business.

But it does have to exist.

Because people have relationships with people.

People buy ideas, solutions and possibilities from people.

If you disappear, you lose leverage.

Traction is hard to create.

Momentum is precious.

Disappear for too long and you need a lot of energy to restart.

If you show up consistently in a place people can see you where you're talking about problems they have and offering credible solutions, you win.

Oh, and create a doc that turns leads to clients. Because the combination is just tremendous.

One of the biggest challenges that people have is they spend too much time on content. Too much energy on making it perfect.

But the truth is: your audience doesn't notice perfect.

They notice consistent.

They notice you showing up with good stuff often.

They don't notice perfect less often.

That's the bar.

Good, not perfect. Often, not occasional. Improving, not static.

If this hits. Let me know if you'd like an invite when I announce The 1000 True Fans workshop.

To your success

James 'true fans' Kemp

**Email 39**

**Subject:** Unqualified For Life **Body:** I got an email today from a prospective client. She wants to hire me privately for a consulting gig.

Let me be clear from the off that I am unqualified to do this.

Unqualified for life.

Unqualified for business.

Unqualified for the specific problem at hand.

But qualified is not what gets hired for the job.

Ready is what gets hired.

Let me tell you a story:

12 years ago I founded a start up.

We made a simple text based survey tool.

We built it out in Bali for 3 months, then moved back to Europe to start making revenue.

It wasn't going well.

My cofounder and I went to a VC for advice and money.

His advice was simple: if you want to make money you don't need a product, you need to sell your time as consultants.

Our response?

But we don't know how to be consultants, we haven't done it before. We're not qualified.

His response was even simpler: neither is anyone else, find people who have the problem you solve and tell them you're ready to help fix it.

We weren't qualified to be consultants...but we were ready.

Ready to explore working with a client.

Ready to turn up and do our best, stay late and learn fast.

Ready to sell our time as the top people in the world at this new tool even if we only started learning it a month ago.

And guess what? Our clients didn't care that we were unqualified. They didn't ask us about our history with the tool.

They really didn't care as long as we solved the problem.

They were looking for people who were READY to solve the problem at the right time for the right price. Just like the lady looking to hire me.

She doesn't know that everything I teach in my business I've built from models I've found that I improved by testing and modifying.

She doesn't know that I use no certifications, qualifications or credentials to help clients.

None of this matters to her. She's looking for a guy who's READY to help.

The same is true for your audience.

Don't waste time creating unnecessary qualifications or certifications or badges to position yourself as an expert.

Go directly to the problem.

Position yourself as the owner of the solution. Be ready to solve it every time it arrives in front of you in your audience.

The answer to every question of 'can you help me with X problem' is a version of 'do you have a budget and when do you need this by?'

If you're NOT ready for your own solution to the problems and opportunities in your audience, go fix that first. You're going to struggle with everything else in your biz until you address that.

If you ARE ready, spend every waking moment LOOKING like the solution to that problem.

So your audience feels you're ready no matter if you're 'qualified' on paper or not.

So my prospective client is likely to become a private client. One I'm ready to help. One I'm qualified by the universe to serve. Just not qualified on paper in a way anyone would recognize.

Same's true for you.

I'm teaching audience-building, deal-making and business models that I created, tested, and verified that work.

I'm not qualified but I'm more than ready.

Ready trumps qualified. Every time.

So get ready.

To your success

James 'ready' Kemp

## Email 40

**Subject:** Failure Doesn't Scale **Body:** By any measure I've had a successful 12 months. Revenue growing.

Personal time growing.

Travel and experiences plentiful.

Client results stacking up.

But.

There have been a ton of failures.

Products that went nowhere. Bad hires. Courses that bombed. Joint ventures that broke even. Marketing that got crickets.

And recently a big fuck up.

My VA quit with no notice and a ton of things slipped through the cracks.

My fault.

I created a situation where she felt she could not communicate her growing overwhelm to me.

Then she was gone.

She was the grease in the wheels of my entire operation.

And the business screeched to a halt.

The way I fixed it was a conversation with my business partner who runs the agency that I'm a part of, and a huge mindset shift.

The mindset shift was no longer accepting failure as the price of doing business or a necessary part of success.

Instead, I started using the same principles I use with clients:

Minimum viable energy, maximum potential impact.

Applying a 20:2 lens to every potential project, product, campaign, marketing launch, content piece or system.

That means finding the 2% of projects that is creating 20% of the results.

A 20:2 lens means looking at your current efforts such as content, advertising, sales, product creation and working out which pieces if optimized would make a meaningful difference to the end result.

And which pieces if cut would make no difference to the end result.

This is the origin of the 80:20 rule, but most people get it wrong by focusing on 80:20 outcomes where 20% of clients make up 80% of revenue.

That's descriptive only. Knowing that doesn't move you forward.

But when you focus on the 20% of your TIME AND ENERGY that would create the next 80% of your growth, you are being strategic.

You are eliminating the waste. And adding the amplifying pieces.

You are being Sovereign.

I'll be documenting my journey with the 20:2 approach to revamping my business systems live inside the Sovereign Community.

Follow along if you like drama and simplification.

Tomorrow I'll be running a quick workshop exclusively for Sovereign folks on the updated sales systems that we're using at the moment.

To your success

James 'failure' Kemp# James Kemp Email Collection

## Email 1

**Subject:** Why I'm Going To The Same Restaurant Twice **Body:** We arrived in Venice last night. Italy, not California.

Got to the apartment via water taxi and went out to dinner.

Went into the first place we stumbled upon.

Tiny restaurant in a courtyard.

It was excellent.

Amazing carpaccio in a huge portion.

Lucked into a smooth Montepulciano.

Great service.

And tonight we will go back there.

I've travelled a lot.

I don't know how many countries. Dozens.

And I learned a long time ago that in unfamiliar territory good is better than new.

You can move from place to place but unless it's a destination, you often don't find better you just find new.

And the way to have a good time for a long time is better.

Not new.

We are tuned for chasing new and novel.

But it rarely moves you forward.

Once you find something good, double and triple down on it.

I'm planning the next 3 months Sovereign workshops.

There's not a lot of new in them.

There's a whole lot of better.

Better ways to get leads.

Easier ways to sell offers.

Faster ways to get clients.

Simpler ways to deliver.

(these workshops are all included in the community which you get started in for \$100 if you're on the waitlist)

The only new part is me sharing what I've been doing better.

I'm doing the same things and I keep growing.

And it keeps getting simpler.

To your success

James 'better' Kemp

Work with me:

Get the playbook for a \$1m+ solo consulting business Get an invite to join the Sovereign Community

Work with me personally to build a \$100k pm solo consulting business inside The Syndicate. Reply with 'Syndicate' to apply

## Email 2

**Subject:** Mild Mannered Fascist Dictator **Body:** I've been running the Daily Client Machine for over 10 months. This is a little funnel that Sovereign folks use that pays for itself and gives you free leads.

Currently getting \$2 leads all day.

I'm giving away a template of the highest converting offer.

The offer hasn't been available for years.

Even though it's free and very, very useful I get responses.

'this isn't a template'

'why are you pitching me'

'you send me too many emails'

All of these things are clear in almost every page and email they see.

When I'm feeling punchy I respond to point out their silliness or entitlement.

99% I delete and unsubscribe.

Same when people buy my products and send me pages of questions.

or ask me what offer to make.

or want to be coaches for free.

I'll give a basic reply setting the boundary.

If they come back: refund, remove and sometimes block from future purchases.

Same with folks who miss deadlines and send me pathetic excuses and entitlement to buy something that had clear instructions on it.

All the evidence points to me being a very kind person.

I have plenty of goodness and optimism and empathy and patience.

But I deal with people trying to take time and energy from me like a fascist dictator.

My clients get my brain bandwidth. Even when I'm not with them I'm chewing on opportunities and problems they are dealing with.

Even then there are layers to that access and proximity.

Community folks use the community.

Syndicate folks use our whatsapp groups and calls.

Private clients have a direct line.

I guard it for me and I guard it for them.

And I ruthlessly police intrusions outside those.

Democracies in idea businesses don't work.

All prospects, customers and clients aren't created equal.

Trying to please everybody ultimately robs you from the very work you're here to do.

But this is how most operate.

'nicely', 'fairly' with the illusion they are being kind.

Clear is kind.

To be clear you need to communicate.

Mild mannered dictator is the way to do it.

To your success

James 'dictator' Kemp

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with 'Syndicate' to apply

## Email 3

**Subject:** Stuck at \$30k **Body:** Getting stopped out at a revenue level is a reality. Depending on audience, market and offer the number differs.

But a very common ceiling in the coaching and consulting world happens around \$30k a month.

The reason is addition.

To get to \$30k a month and create something that feels like a real business you have to throw stuff at the wall.

Stand up an offer that people buy, turn leads into prospects and get people responding to your message.

While none of these require high levels of skill they require decent levels of effort.

By the time you're hitting \$30k months you are used to addition and effort.

You grew through adding more.

By then you've made the sales to the folks ready to work with you.

Then it gets harder

So you do more.

And you get lower responses.

And do more...for a lower response.

Many such cases and a common path for folks in The Syndicate.

Who learn from me that distillation is the way.

David and Craig going from £25k a month to £80k

Lauren and Hannah £30k to £70k

Ross from \$25k to \$45k

All broke through the ceiling.

And not from doing more but distilling out the elements of what's working and discarding the rest.

Applying financial engineering into their offer to make it easier to buy.

Using The Stack to grow client value.

Increasing offer volume by shifting to selling via doc and waitlist.

All simple.

Not easy to change the ways you operate but simple on the other side as the business feels easier while growing again.

When you want to grow doing more is the answer until it isn't.

Once you're past the establishment phase smarter always beats harder.

If you want some help, you know where I am.

To your success

James 'distilled' Kemp

Work with me:

Get the playbook for a \$1m+ solo consulting business Get an invite to join the Sovereign Community Work with me personally to build a \$100k pm solo consulting business inside The Syndicate. Reply with 'Syndicate' to apply

## Email 4

**Subject: This Is The Plan Body:** A client was in town recently to work on his plan to go from \$800k to \$3m. He's going to get there with no additions to his team and by doing less.

In an afternoon we mapped ways to get more from his current program, get leverage from his current training portal and use content he's already got to generate customers.

When you visit me in Bali, one of the main ingredients in putting together the plan is high grade rib eye to fuel ideas

The other is window markers because it's funner to think and draw on windows than boring old whiteboards.

But in terms of The Plan there's only two components you need to master run a highly profitable consulting biz:

First is The Model, your business model dictates how hard you work, the results your clients get, how much you make - it's the central biggest lever to pull. Wrong model and you work really hard for little reward, right model you work really smart for huge rewards.

Over here we run an offer driven model.

Stack the right offers and you have something for the right client at every level.

We use the Hybrid Offer approach to maximise conversions and lifetime value.

Sovereign Consultants generate 2-3x the revenue over other types of consultants when they deploy a Hybrid Offer.

Second is The Message,

Who are they now, who will they become when they work with you, what steps do they need to take to get there.

You must sell them on the idea and the future before you sell them on becoming a client.

A huge part of being gaining and keeping momentum is being clear with the identity and the mechanism used and that being distinct to their alternatives.

These are The Basics of a profitable consulting and coaching practise.

But most don't have them.

And if they do have them, they are not optimised to get maximum results.

If you want to come to Bali and get a plan I have dates in July to do it 1:1 and 4 spots left in the Blueprint Retreat in August or September.

Blueprint details here:

Hit reply if you have questions.

To your success

James 'plan' Kemp

## Email 5

**Subject:** 2 Reasons You Should Have A Community **Body:** I love communities. I've always had a client community as part of my offers.

The connection that it enables has many dimensions.

Both individually and collectively.

Having a level of access that is easily investable is a game changer.

This is reason number one:

The reality is that 1-3% your audience will buy your high ticket offer.

That leaves 97%+ plus with no way to work with you if you don't have other products.

The Sovereign Community for \$100 a week is a lot more accessible than \$400 for the Syndicate, \$3000 an hour or \$1500 for private mentorship.

I include the community access, my full back catalog of trainings and programs and live workshops 2-3 times a month.

Making it more accessible to more people is good for everybody.

Clients inside The Syndicate find similar results.

There is existing demand in your audience outside the 1-3% who havent bought your high ticket offer.

Michael found this out over the past 25 days:

The second reason is making it easy to get started in your world.

Most coaches and consultants aren't as good as they think they are at articulating why someone should work with them.

Having a \$100 a week offer to get into your world does a lot of heavy lifting.

It's a pure value equation.

And it doesn't need much to make sense.

Having a community forum and a library of half a dozen trainings will tip enough people off the fence to working with you that makes it worthwhile.

And having people consuming your trainings dramatically enhances the chances of them working with you in more intimate and higher investment levels of coaching, consulting or mentorship.

I'm bullish on communities.

Anyone with a half a dozen trainings and a few hundred people on their list can get 10 people into a community in less than a week.

\$1000 a week of new recurring revenue in nothing to sniff at either.

Unironically, I teach you how in my own community, you might consider joining.

To your success

James 'communities' Kemp

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## Email 6

**Subject:** Why They Arent Showing Up To Your Sales Calls **Body:** It was a different lifetime. It used to be the flex alongside Stripe screenshots.

Showing a picture on Facebook of your full calendar.

'look at all these booked calls I have'

And I did it. Many times.

Because I was good at filling my calendar with booked calls.

When I lived on Waiheke Island in NZ I used to troop down to the office every morning for my first call at 9am.

And often comes upstairs at 4pm after my last one.

I made bank.

It's how I first hit six figure profit months.

Among the many dirty secrets of running a sales call model is that a third of people don't turn up.

And there's a simple reason.

Fatigue.

People are in search of a solution to their problems.

And when you book calls you're looking for people who are in that high state.

Then you ask them to give them your email address. Then you ask them to tell you what the problem is. Then you ask them to book a time. Then you ask them to take a couple of steps before the call to prepare.

All the way you have agitated their problem and dangled the solution in front of them.

But a decent number have run out of stamina by the time the call comes around.

It's all got too much for them and burying their head in the sand is preferable than another round of pain agitation.

Even the 'nicest' funnels ask repeatedly about the problems someone is currently facing.

I called time on sales calls after 1500 of them, the first thing I noticed was how calm the sales process was with text conversations and an offer document.

I don't have no shows because there is no event to show up to so there is no time wasters.

I don't get ghosted because I take away the opportunity if the prospect can't or won't make a decision so I don't get maybes.

Selling with a google doc was simple after doing the sales calls.

I just used the words I said multiple times a week and write them down.

More people bought because I could make more offers without having to rely on people booking and showing up to calls.

And I've got the new flex on Facebook with a screenshot of any empty calendar.

All