

**DOMINATE A NARROW  
NICHE. EXPAND INTO A  
NEW ADJACENT NICHE.  
DOMINATE THAT NEW  
NARROW NICHE. EXPAND  
INTO ANOTHER NEW  
ADJACENT NICHE**

*Start by owning one specific market segment completely. Once dominant, use that success to expand into related segments. Move step by step, mastering each new market before advancing.*



# A PERFECT 100-POINT PRODUCT MULTIPLIED BY ZERO SALES AND MARKETING WILL ALWAYS BE A BIG FAT ZERO

*Market aggressively while improving your product. An imperfect solution with effective marketing beats a perfect product that nobody discovers.*



**BY ANALYZING THE  
RESPECTIVE RECENCY,  
FREQUENCY AND MONETARY  
VALUE OF CUSTOMERS, YOU  
CAN IDENTIFY YOUR  
HIGHEST-VALUE AND  
HIGHEST-POTENTIAL  
CUSTOMER GROUPS**

*Examining purchase patterns reveals your most valuable customers. Looking at timing, frequency, and spending amounts helps identify which customer groups drive the most revenue or have the best potential for growth.*



# **YOUR ROLE IN SALES IS TO "SELL AND AFFIRM DECISIONS AND GOOD FEELINGS" ABOUT THEIR CHOICES**

*Help prospects and customers feel confident about their decisions. Guide them toward solutions while reinforcing that their choices make sense to help them build both trust and satisfaction with their purchase.*



**THE WIDER THE GAP  
BETWEEN WHERE PROSPECTS  
CURRENTLY SEE THEMSELVES  
VERSUS YOUR CLAIMS OF  
WHAT LIFE WILL BE LIKE BY  
USING YOUR PRODUCT, THE  
MORE LIKELY THEY ARE TO BE  
SKEPTICAL**

*Align promised outcomes with customers' self-image. When your claims suggest too big a leap from how they see themselves today, skepticism rises naturally.*



# A PROSPECT'S WILLINGNESS TO PAY FOR SOLUTIONS IN YOUR SPACE DOESN'T MEAN THEY HAVE A SPECIFIC WILLINGNESS TO PAY FOR YOUR SOLUTION

*Customers might readily spend money in your market, but they need clear reasons to spend it with you rather than competitors. Prove why your solution deserves their budget.*



# **UNDERSTANDING UNCONSCIOUS DESIRE IS CRITICAL: CUSTOMERS MAKE DECISIONS BASED ON MOTIVATIONS THEY AREN'T EVEN AWARE OF**

*Probe for customer behavior patterns that conflict with their stated preferences. These reveal hidden motivations driving real decisions. Build features that serve these unconscious needs rather than just responding to surface requests.*



# **MARKETING AND SALES BECOME MUCH SIMPLER WHEN YOU REALIZE THAT WE ARE JUST CHILDREN AND TEENAGERS IN ADULTS' BODIES**

*Adults are just physically grown-up versions of their younger emotional selves. Behind professional titles and logic, people still respond to basic desires - status, belonging, recognition, validation and other impulses.*



# **THE BIGGER THE GAP BETWEEN HIGH PERCEIVED VALUE AND LOWER PRICE, THE EASIER IT IS TO SELL AN OFFERING**

*Demonstrate value that clearly outweighs your price. When customers immediately see they're getting far more than they're paying for, purchase decisions become obvious.*



# **EXPLAINING THE MECHANISM OF HOW YOUR PRODUCT WORKS PROVIDES THE LOGICAL AND/OR EMOTIONAL JUSTIFICATION PROSPECTS NEED TO MOVE FROM SKEPTICISM TO INCREASED BELIEF IN YOUR PRODUCT CLAIMS**

*Show how your solution works, not just what it does. When prospects understand the underlying process, they're more likely to believe your claims and trust the results. Clear explanations turn skeptics into believers more effectively than bold statements alone.*

