

Be Your Own Hero: Why You Should Offer Value Instead of Selling Products



Last Week's Homework: the Ideal Week

- It is quite unpredictable, in that there are things that could interfere with the things you have planned, that's why it's called "ideal."
- It's more a matter of being able to work on your goals on a daily basis, one step at a time. If you missed a particular step because of something that may have prevented you from doing it, you reschedule it.
- The idea is to get you once step closer.
- Another thing to plot is to take the time to create some sort of a "brain dump" consisting of the things that are stressing you out. Record them.
- Don't hate yourself for the things you weren't able to do. Celebrate those that you were able to do.
- Be efficient by plotting similar steps together. If two steps resemble each other, like reading and writing a blog, plot them together, as opposed to plotting together things like reading here, driving there, writing here, driving there, etc.
- Batching things together helps greatly. Multi-tasking is not as it awesome as it seems. It takes around a minute to really get back on track on a task you put aside for the time being in favor of another and your effectiveness could suffer.
- Clearing the work environment goes a long way, not just material clutter but more so, the things that keep your mind from performing smoothly.
- Plotting some "fun blocks" on your calendar helps, in that you get to dedicate parts of the day to just having fun; also, if you've missed out on some of the essential steps in your ideal week due to unavoidable circumstances, you can replace those "fun blocks" with the missed steps. So, for example, if you missed reading up on something you plotted to read the other day because some emergency came up, you can use today or tomorrow's fun block to allow you to catch up on the reading.
- The ideal week will at some point fail to be followed to the letter; but that's why it's called the ideal week. Do not fall into a negative state if you failed to do some of the steps you've plotted in the ideal week. Celebrate your achievements instead.
- There will always be back up and assistance should you start falling away from your ideal week. There's Marc, Yannick, your Accountability Partner, etc., who can help you to get back on track.

Today's Topic: Difference between Marketing and Storytelling

- Marketing, which is kind of "salesy," bringing in different sets of emotions in people vs. Storytelling, which makes people feel like they're part of what you're doing.
- Old vs new ways of selling

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OLD	NEW
sell marketing product consumers	

- Old: Traditional interaction that happens when you go in a store. In essence, the words under OLD are very “transactional.” They are transactions. They are regular things that happen every day, and are in nature, not really inspirational things. It does not really offer value.
- Such kind of interaction does not really make us feel like we’re part of something. It lacks the community feel to it. It makes us feel like “cogs in the wheel,” often making us respond in a negative way.
- What we really want to do here is a social enterprise, a real movement, a real idea people would want to get behind.
- You’d want to do it in a “different way,” not just transactional, but you’d want to do it in a way that would “move” people.
- New: storytelling...

OLD	NEW
sell marketing product consumers	<u>storytelling</u>

- Example: a camera. “Sell” = value sold at a particular price. “Market” = marketed to do particular things. “Product” = built out of particular materials as a product. “Consume” = We consider the lifetime value of that camera. Traditional/transactional value: it boils down to price. Dollars and cents.
- However, another perspective from which you could sell a camera is the fact that it captures moments, makes memories, etc. Keyword: why. For the most part, people shop for cameras for “storytelling.” In a storytelling mindset, the true value camera is invaluable. You want the “pricelessness” of the things it can do to stand out.
- You’re not selling it, you’re OFFERING it. What you’re offering is essentially invaluable. What you’re offering is something they cannot get elsewhere.

OLD	NEW
sell marketing product consumers	<u>storytelling</u> offering

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- Things like honesty and integrity are things you cannot buy. These are things you don't buy or sell. They're something you have to be. There's no price on things like honesty, good customer service, and truly caring for somebody.
- Sure, part of marketing gets people to say "we have great customer service. We deliver right thru your door." However, that's still old paradigm. In that case, it's just selling convenience. It is still "marketing."
- One reason our speaker here, Marc, is loyal to his hairdresser is that when he comes over to her, the hairdresser, it's not merely a transaction. He doesn't go there, gets his hair cut, he pays, and that's it. What he gets is more than that: a space to sit down and relax, he gets offered to look good, and they tell and exchange stories. The whole thing ceases to be a transaction, it becomes an INTERACTION.

OLD	NEW
sell	<u>storytelling</u>
marketing	offering
product	interaction
consumers	

- Interaction: the presence of human connection. It's what makes us give a tip, not just some standard kind of tip, but the kind where we give it because we really want to show appreciation.
- One good way to go about that interaction is by calling people by name.
- Marc pointed it out when he called members of his class by their names. It made the members feel more connected with him, and stand out as they were called by name, in times when they'd give their input. It wasn't just some tactic but a real interaction.
- Interaction creates a certain amount of LOYALTY. It is a FEELING. It gives about a sense of WORTH.

OLD	NEW
sell	<u>storytelling</u>
marketing	offering
product	interaction
consumers	loyalty
	feeling
	worth

- Looking back at the camera with old paradigm, we get to think about what it does, what it's made of, how much it costs, etc. Looking at the new paradigm, which is storytelling, we get to think of what the real offering is, the interaction, the loyalty to the service of the person who provided it, a certain feeling we could not put a price on, a certain genuinity and authenticity.
- The authenticity is cultivated by people being real, by people being truthful, by people being upfront, by people calling each other by the name.

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- Sometimes, what kills off the authenticity is politeness. Sometimes, politeness can be one of the worst things in business.
- Another thing can be pretending to know everything, things like saying, “This is the perfect transaction for you, Mister/Madam!” when in truth, we don’t always know everything.
- Marc said, “In fact, the three most powerful words that I think I can ever say as a coach is I don’t know. I don’t know everything, and that’s the point. But I am learning...”
- Happiness: when treated as a commodity, it fades out fast. It’s different, seeing happiness not as a destination but a way of travel, navigating through life, not a place to get through. It’s the journey that is important.
- When you journey, we see what people buy into. People see the story, what you’re offering, the true value, the authenticity. They then become loyal followers, as they see worth that is beyond dollars... that’s happiness.
- Words matter. Use of the words under OLD all the time is not as effective as those under NEW.
- Adding another word under NEW, instead of using “marketing” let us use OUTREACH.

OLD	NEW
sell	<u>storytelling</u>
marketing	offering
product	interaction
consumers	loyalty
	feeling
	worth
	outreach

- The OLD terms have long been ingrained in us. In fact, that’s one of the faultiest things in society today, in that we’re all turned into consumers. Consumerism, thus the need for us, Superheroes and social entrepreneurs, to step up and change the story!
- There’s no monetary value in things like the first kiss on your wedding day, that sunset that changes your perspective in life, saving a life, etc., rather they have the worth we would all want to have, see and feel with the things that we do. We want priceless moments!
- It would be good to constantly remind yourself that happiness is not a destination but the journey itself.
- More money almost guarantees more problems: more money to spend, more tasks, higher taxes, more things to keep in check, etc.
- What you should be rich in is storytelling, creating more offerings, creating more real value. You can be rich in more than just dollars. You can be rich in social connections, networking, interactions and friendships, and value that you have created in the world.
- Keep these in mind, as the real riches you’re going to make and the real change that you’re going to create are the things that happen between what you’re doing with the OLD and how you’re shifting to the NEW.
- There’s this thing in America called “forward benefit businesses,” that are currently outperforming the average stock market business by a 126%. They’ve applied most of the

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principles under NEW, making more sales and more money than the best and leading people out there, not doing it the OLD way. They take care of their customers and they really care about what is being delivered.

Win-win Scenarios:

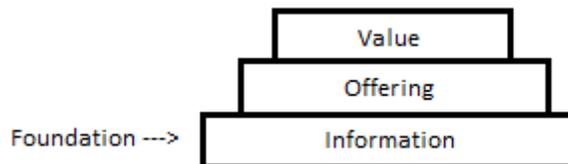
- Interactions: start with a certain foundation, where you have to understand and get information from the person that you're speaking to.
- You have to understand the story of the person you're talking to, their name, where they come from, what their needs might be, what value they are truthfully looking for.
- It could be the value of convenience. It could be the value of inspiration you could give them. It could be the value of you can create with whatever you're doing.
- You have to know the person. You have to have information in that foundation.



- In online businesses today, information is one of the most valuable things.
- Knowing the person's name and email can be a huge deal already. That's connection enough to make your offering and share your story.

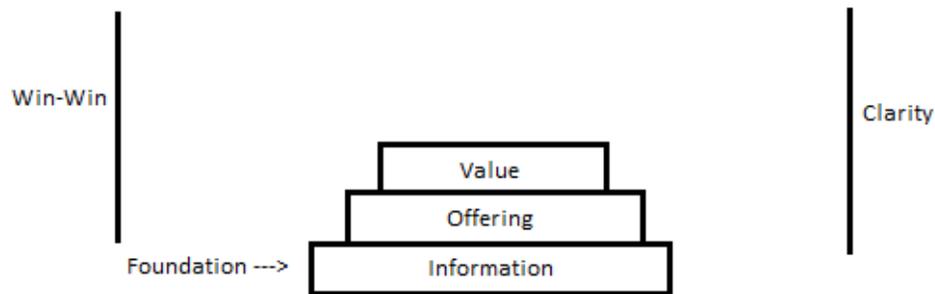


- You have to understand what you are truthfully offering, what you're truthfully looking to give these people, what you're truthfully putting in through your business, what you're truthfully putting forward that is creating value.

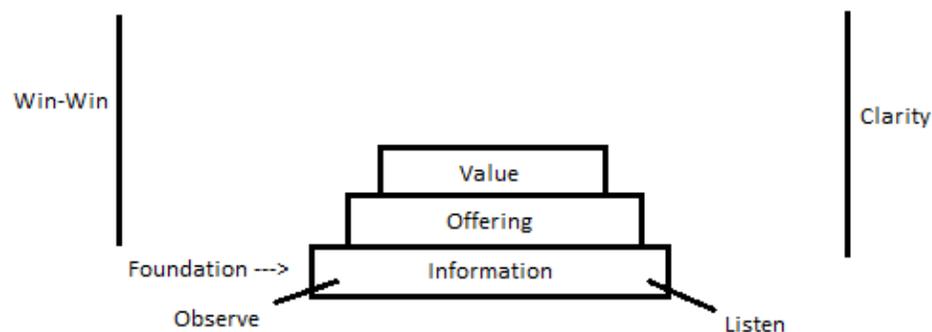


- The offer has to be clear. All of this are wrapped in win-win scenarios, but all of this also has to also be wrapped in clarity. You really have to be clear as to what you're offering for somebody to be able to receive that value from you.

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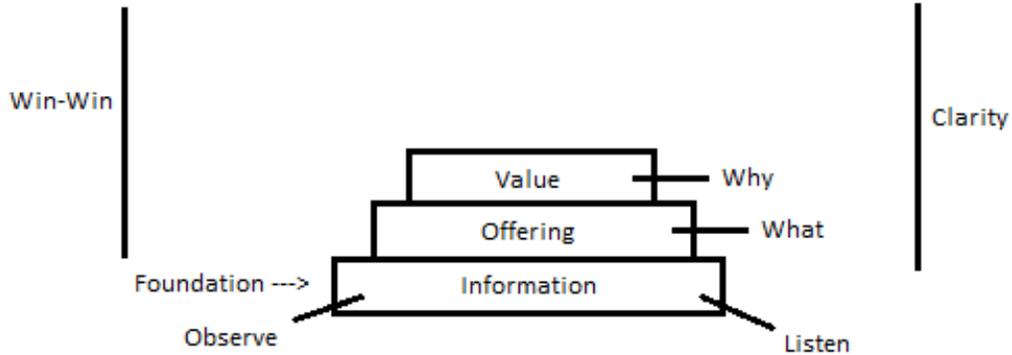


- Be clear with the information about those you're talking to. Information is something you have to get out of your way to gather. You have to listen, observe.

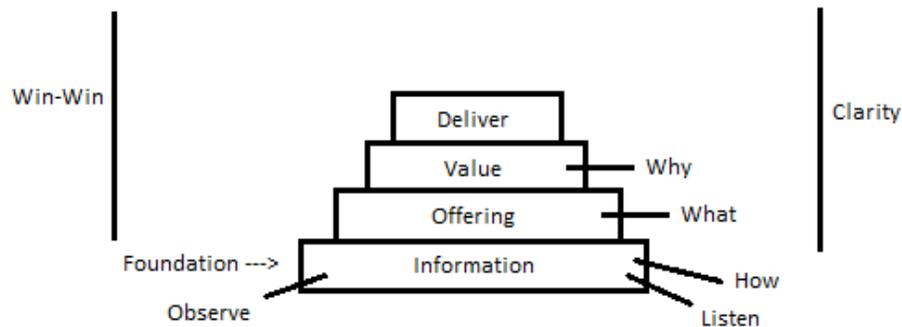


- Sometimes the information that you get is not something the people tell you but something that you notice, something you've researched before you've spoken to the person, something that you understood about the audience that you can observe, something that you've observed them to have the tendency to have trouble with.
- From the information you have gathered, you get to create a very specific offer, that you are willing to offer, which is not really beyond the scope of what you're truthfully doing or engage in.
- You create value by offering that to the people, by giving them what they could not have otherwise. That value is the very thing they're buying. They don't buy the camera because it has 21 megapixels. They buy the camera because it captures a moment that has value for them.
- Connecting to the value of what it is they want allows you to create something unique in your offer, offer being more a matter of "what" and value more a matter of "why."

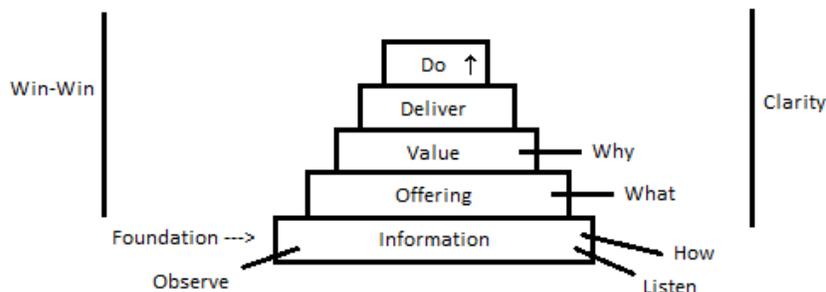
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- The information can lead you to make a better “how.” The information allows you to better position yourself for the offer that you’re going to offer and for the value that you’re going to deliver, and the keyword there is DELIVER. You have to deliver.



- If you really want to do business, if you want your idea to fly, you have to “over-deliver” to exceed expectations by topping this cakelike structure with DO and exceed their expectations.



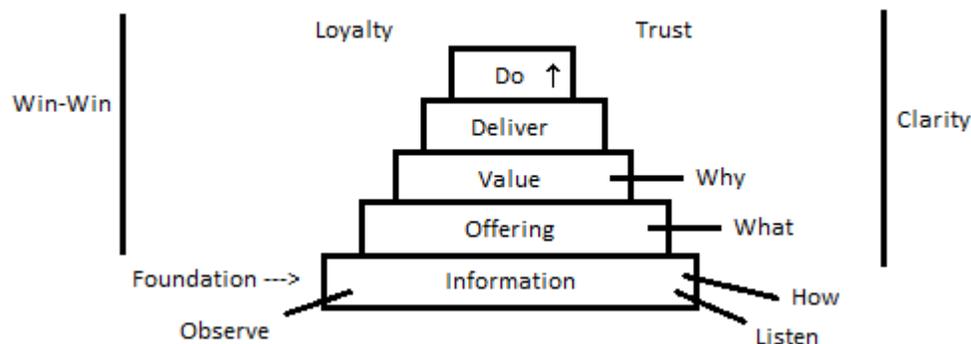
More on Value:

- Making the value invaluable is important.
- Yannick helping Marc do his work is invaluable. While Marc can put a price tag on the hours Yannick works, the invaluable thing here is the time he saves and the stress he’s spared from; and in the end, it all becomes more than just the money.
- Using the example of taking pictures, sometimes the invaluableness is not in getting the best photographer but being the person most connected and his connectedness to the moment whose picture needs taking, like say, that kiss in the wedding. It has to be “that” person, and it’s priceless that it’s that person taking the picture.

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- The invaluable thing is that when you talk to me, you're not feeling scammed.
- The invaluable thing is the service, the engagement, the interaction.
- The invaluable thing with Marc's hairdresser is that it's only with her where he gets to that interaction he'll never get elsewhere: the fact that it's she who cut his hair when he was two years old.
- That value is just something that you cannot buy and would want your movement and your mission to be something that cannot be bought, things like goodwill, honesty, etc.
- While it can be tried, putting monetary value on the upkeep of the movement, things like the website, the number of hours worked to maintain it, etc., what you gain personally out of it cannot be put a price tag on: things like reputation, credibility, etc.
- All that value, however, is not worth anything without the delivery. We must simply deliver. This brings about two of the best things you could gain to earn a living: LOYALTY and TRUST.



- This whole sequence package brings about invaluable-ness!
- Bring in humanity into the business. Bring in interaction, not transaction.
- The OLD story of being transactional is going down, and the NEW story of being interactional will flourish. It's knowing and calling people's names, smiling and engaging.
- Number one way to start interactions is to ask questions.
- Three things Bill Clinton gives tribute to success to:
 - o Knowing people's names: the way to be influential is truthfully knowing a person's name, which means you will remember their names when you see them.
 - o Never speaking to people sideways, rather squaring up to them, facing them and giving them no less than full attention, not looking over the shoulder.
 - o A 70-30 rule, in which you allow them to do the talking 70% of the time. That way he gets information.

Key Things to Remember:

- Marketing is all about transaction. It's old paradigm. Storytelling is the new paradigm.
- Selling something vs offering something are two very different things.
- Creating products vs things that create value to people.
- Don't lay all your cards in one shot. Lead people to the questions.

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- When Marc talks about Valhalla, he doesn't say it all. The person who then responds says all sorts of things he knows about sustainability and all, and then Marc says, "Hey, we built one." A good move.
- If you go out there and tell everything and not get the people to talk, nothing's going to happen, because that's going to be salesy and pitchy. I don't want to be pitched. I want to be spoken to. I want to be listened to. I want to have people understand me.
- I promise you one thing, but I give you more. In turn, you give me more than what you and I would have given each other, were it merely some transaction.