

PROPRIETARY METHODOLOGIES:

*What Is Revolutionary About **The Transformation** You Provide
And **How** You Provide That Transformation?*

YOUR HOSTS TODAY

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WHAT IS A METHODOLOGY?

DO YOU RECOGNIZE THESE?

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- 2) "The 10 Commandments"

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- 3) "Profit First"



YOU ALREADY “KNOW IT WHEN YOU SEE IT”
Now It's Time To Understand What You're Seeing

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But Rather A Process That Builds On Itself For An Outcome

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- 4) **A Dressed Up Checklist Or A Random Assortment Of Information**,
But Rather A Process That Builds On Itself For An Outcome
- 5) **A Huge Compilation Of Steps Just For The Sake Of Doing Them**, But
Focuses On The Most Necessary “Meta” Skills Needed To Highly Function



THAT'S WHAT IT IS "NOT"
But What Exactly "IS" A Method?

METHOD =

**METHOD =
TRANSFORMATION**

**METHOD =
TRANSFORMATION + PROCESS**

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TRANSFORMATION + PROCESS + FUNCTION

IN OTHER WORDS:

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- **WHAT** Is The Process You Use In Providing That Transformation?
- **WHAT** Function Do You Serve In That Process?

NOW WHAT MAKES IT 'PROPRIETARY'?

Good Method Vs. Bad Method

PROPRIETARY METHOD =
[TRANSFORMATION + PROCESS + FUNCTION]
X THE REVOLUTIONARY EXPRESSION

IN OTHER WORDS:

- **HOW** Is The Transformation You Provide **Unique**?

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- **HOW** Is The Process You Use In Providing That Transformation **Revolutionary**?
- **HOW** Do You Serve Your Function In That Process In A **Revolutionary Way**?



LET'S TALK TRANSFORMATIONS

Is It Just "The Problem You Solve"?

SUPERFICIAL TRANSFORMATIONS

- **Physical** (Lose Weight)
- **Psychological** (Gain Confidence)
- **Professional** (Make Money)
- **Personal** (Find Love)

MICRO TRANSFORMATIONS

- **Micro-Physical** (Lose Pregnancy Weight)
- **Micro-Psychological** (Speak Confidently)
- **Micro-Professional** (Make Retirement Money)
- **Micro-Personal** (Find Christian Love)

UNIQUE TRANSFORMATIONS

- **A Specific Paradigm Shift Requiring Transitioning From One Archetype To Another And Characterized By A Unique Set Of Values, Beliefs, And Philosophies** (Shift From “Technocrat” Who Just Posts Content With No Strategy Or “Strategist” Whose Strategies Are All Superficial Blueprints To “Thought Leader” Whose Content Embodies The Entire Content Continuum And Posts With The Conscious Intention To Influence The Thoughts & Behaviors Of Others)



LET'S TALK PROCESSES

Is It Just "The Steps"?

PRACTICAL STEPS

- Build A Facebook Group
- Send Welcome DMs Inviting To A Funnel
- Funnel Into Phone Call
- Sell \$10K Offer

STRATEGIC CONCEPTS

- Community - Conversations - Cash
- Book Calls - Convert Calls - Slay Objections
- Eat Right - Build Muscle - Destroy Fat

PROPRIETARY PROCESSES

- An Organized Set Of Circular Or Layered Concepts That Inform The Action Steps You Recommend, Articulated In A Memorable Manner And Executed In A Purposeful Way That Embeds Identifiable Values, Beliefs, And Culture



LET'S TALK FUNCTIONS

Is It Just "Coaching"?

PASSIVE FUNCTIONS

- Sharing Personal Experience
- Coming Along For The Ride
- Creating Awareness Of A Problem

COACHING FUNCTIONS

- Offering Perspective
- Create A Safe Space
- Holding Non-Judgment
- Resource Intensive

REGULATED FUNCTIONS

- Diagnosis
- Treatment
- Cures
- Recommendations In Protected Fields

HIGH ORDER FUNCTIONS

- Opening Eyes To A New Paradigm By Showing What's Possible
- Adapting To Unique Circumstances

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X THE REVOLUTIONARY EXPRESSION

IN OTHER WORDS...

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**PROPRIETARY METHOD =
UNIQUE TRANSFORMATION +**

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PROPRIETARY PROCESS +
HIGHER ORDER FUNCTION



FOR EXAMPLE

Let's See This In Action

PROFIT FIRST (™)

- **Transformation:** the business is no longer a cash eating monster
- **Process:** digital “envelope” system for specific categories of spending
- **Function:** Accountability

RENAISSANCE PERIODIZATION (™)

- **Transformation:** optimal sports performance and recovery
- **Process:** macronutrient timing and counting
- **Function:** Adaptation (through technology and user-provided feedback)

**AND NOW... OUR PROPRIETARY METHODOLOGY FOR...
CREATING PROPRIETARY METHODOLOGIES**

It Just Got Meta...

G.O.L.D. METHODOLOGIES™

- **Transformation:** From “Steps” And “Concepts” To “Proprietary Methodologies” That Take You From A “Personal Brand” To An “Idea Brand” Which Allows You To Stop Being The Bottleneck While Still Maintaining The Human Element That Drives Results

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- **Process:** The 5 Factors
- **Function:** Provide Depth & Substance

SO WHAT ARE THESE 5 FACTORS?

The 5 Factors That Characterize G.O.L.D. Methodologies

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5. **Rooted Culture:** The People, Traditions, Artifacts, And Cultural Elements That Live On As A Result Of The Existence Of The Method



FOR EXAMPLE
Let's See This In Action

PROFIT FIRST (™)

- **Rationale:** Philosophical underpinning is the concept of constraint
- **Required Factor:** It won't work without facing, not avoiding, what the numbers tell you
- **Revolutionary Expression:** Unique expression of this is through a system of bank accounts and benchmarks
- **Recognized Name:** Profit first (™)
- **Rooted Culture:** Culture of improvement; a desire to be official

RENAISSANCE PERIODIZATION (™)

- **Rationate:** Philosophical underpinning is the concept of science-driven nutrition
- **Required Factor:** It won't work without an honest assessment of activity levels
- **Revolutionary Expression:** Unique expression of this is a totally different way of counting fats, carbs, and proteins
- **Recognized Name:** Renaissance Periodization (™)
- **Rooted Culture:** No excuses



AND NOW... LET'S GET META AGAIN...

Our 5 Factors!

G.O.L.D. METHODOLOGIES™

- **Rationale:**

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 - Personal Brands Die With You, Brands Based In Ideas & Methods Live On

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- **Archetype:**
 - “Professionals” → Practitioners, Students, Etc.
 - “Mentors” → Coaches, Teachers, Etc.
 - “Facilitators” → Creator Of Practitioners & Coaches, Universities, Etc.
 - Professionals And Mentors Are Bottlenecks, While Facilitators Release The Bottleneck Without Dropping Quality

G.O.L.D. METHODOLOGIES™

- **Rationale:**
 - **Values Of The Paradigm:** We Value G.O.L.D. Ideas
 - G - Grandiose & Visionary
 - O - Original & Revolutionary
 - L - Legacy & Impact
 - D - Depth & Substance

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- **Beliefs Of The Paradigm:**
 - Leverage & Scale Reduces Quality, Certifications Keep The Human Element But Still Allow For Scale
 - The Lack Of Formal Education Is Holding The Industry Back (It Has Limitations BUT Its Value Is Immeasurable)
 - You Can't Be A Thought Leader Without Knowing How To Think Critically

G.O.L.D. METHODOLOGIES™

- **Rationale:**
 - **Philosophies That Drive How We Serve Our Function:**
 - **Function Philosophy:** Transformations Create Trackable Results AND Transcendental Experiences
 - **Coaching Philosophy:** Predictive, Process Oriented, Research Based Coaching That Uses Recipes For Foundation And Encourages Critical Thinking For Understanding
 - **Design Philosophy:** We Assist In Learning For Students Who Are Already Intrinsically Motivated By Providing Versatile Learning Environments, Lectures, & Critical Thinking Exercises With Explicitly Stated Desired Outcomes, Visual & Written Resources, Left-Brained And Right-Brained Learning Tools, Support, Time Constraints, & Assessments
 - **Communication Philosophy:** We Use Reflective, Empowered Language, Adapting Our Style Based On The Student's Specific Needs to Create The Greatest Impact

G.O.L.D. METHODOLOGIES™

- **Required Factors**

- **Immersion In A Subject Matter:** It won't work without intentionally thinking through, researching, and experiencing a subject in depth to the point of developing original ideas on the subject.
- **Invention Of Body Of Work On That Subject Matter:** It won't work without turning your ideas into an original process and body of work that embodies your unique experience, perspective, and values.
- **Immortalization Of The Body Of Work:** It won't work without sharing that work with mentors, students, AND THE PUBLIC, which requires the intentional protection and marketing of that work, so that it lives on after you.

G.O.L.D. METHODOLOGIES™

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- **Rooted Culture:**
 - Cares About Legacy And Impact
 - Always Looking For An Original Or Revolutionary Angle
 - Values Intentionality, Depth, And Substance
 - Protects Proprietary Work By Taking Legal Steps
 - Create Certifications & Licensing Based Offers

LET'S RECAP

What Did We Learn Today?

PROPRIETARY METHODOLOGIES

- **Method** = Transformation + Process + Function
- **Proprietary Method** = Unique Transformation + Proprietary Process + Higher Order Function
- **The 5 Factors Of A Proprietary G.O.L.D. Methodology:**
Rationale, Required Factor, Revolutionary Expression,
Recognized Name, Rooted Culture



UP NEXT...
Your Rationale