

RATIONALE:

WHY Do You Do What You Do HOW You Do It?

YOUR HOSTS TODAY

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WHAT IS A “RATIONALE?”

“RATIONALE” ANSWERS THESE QUESTIONS:

1) HOW Is Your Transformation Unique?

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“RATIONALE” ANSWERS THESE QUESTIONS:

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HOW IS YOUR TRANSFORMATION UNIQUE?

REMEMBER ...

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 DIVE DEEPER ...

THE PARADIGM SHIFT - THE "A"S

- 1) **Accepted Reality:** The starting point

GIVING YOUR PARADIGM(S) A NAME

- **The Persuasion Paradigm:** A reality that many businesses live in characterized by the need to use push, persuasive marketing tactics to get prospects to buy
- **The Personality Paradigm:** A reality that more experienced business owners are living in, characterized by prospects who buy with less push-back or persuasion required, because they Know, Like, And Trust the face of a brand
- **The Proof Paradigm:** A reality that few businesses ever experience, characterized by prospects who engage, purchase, and refer others seamlessly without any persuasion needed, because you have so much proof, testimonials, case studies, and UGC, they trust you.

THE PARADIGM SHIFT - THE "A'S

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GIVE THEIR “BREAK” A NAME

- **Persuasion Fatigue:** When you've been spending so much time persuading prospects, answering objections, and using misaligned sales tactics, that you start to burn out and wonder “Is There A Better Way?”
- **Brand Bottleneck Burn Out:** When you've been branding yourself around your face and voice for so long that you've become a bottleneck and you start to wonder “Is There A Better Way?”
- **Launch Fog:** When you've been stuck in a constant cycle of product launches and without any passive, automated income to rely on if one of those launches doesn't go well, you start to wonder “Is There A Better Way?”

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GIVING THEIR “FEARS” A NAME

- **Certification Skepticism:** When you've been stuck selling courses and coaching programs for so long that even though you know certifications are the right next step, your Default Brain hesitates to go all in.
- **Rebrand Reluctance:** When you've been branding yourself one way for so long that you hesitate to make the necessary changes that would take your brand up to the next level even though deep within you, you know you should.
- **High Ticket Hesitation:** When you've sensed that High Ticket offers are your next step, but the idea of selling offers at a premium scares the crap out of you, so you hesitate, giving in to the fears and doubts that come up.

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 - d) **Assets:** What resources we need to navigate that reality and take those actions

GIVING THE “ARCHETYPES” A NAME

Archetypes Within The Current Paradigm Of Coaching:

- **Commoners:** They have no ideas and no influence
- **Creatives:** They have a lot of good ideas, but they're not influential
- **Coaches:** They have a lot of influence, but not a lot of ideas
- **Commanders:** They have a lot of influence and a lot of dangerous ideas

The Archetype Of The New Paradigm:

- **Thought Leader:** They have a lot of influence and a lot of good ideas

GIVING THE “ARCHETYPES” A NAME

Archetypes Within The Current Paradigm Of Content Creation:

- **Implementer:** No strategy, all tactics
- **Integrator:** No substance, all surface-level trends & regurgitated ideas
- **Influencer:** No intention, all flair

The Archetype Of The New Paradigm:

- **Thought Leader:** Tactical execution of creative content in intentional ways that make a long-lasting impact

GIVING THE “ARCHETYPES” A NAME

Funnels Should T.E.S.T. Your Philosophy:

- **Technical Funnel:** Functioning technically, but not financially or influentially
- **Evasive Funnels:** Avoidance of strategy or marketing
- **Superficial Funnels:** “Hacked” based on a template or trend
- **Trendy Funnels:** Based on what’s popular right now

If They Don’t, Use:

Philosophical Funnels: Based on an underlying belief system

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LET'S RECAP

What Did We Learn Today?

RATIONALES

- **Rationale** = Unique Transformation + REASONING Behind WHY You Serve Your Function In The Process The Way You Do
- **Unique Transformation** = Paradigm Shift
 - **Paradigm Shift** = Accepted Reality Has Anomalies Signaling A New Reality That Is Being Assaulted By Fears And Current Beliefs, Which Upon Overcoming Leads To A New Archetype Characterized By New Questions, New Answers, New Behaviors, and New Resources

HOMEWORK

*Begin Outlining And Naming Your Paradigms,
The Signs Of The Paradigm Break,
The Fears And Current Beliefs Holding People Back From the Shift,
And The Archetypes Within Both The Old & New Paradigms*

UP NEXT...

*The Values & Beliefs That Characterize Your New Paradigm
And Inform How You Execute Your Function*

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