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WHO are you talking to?

WHAT are you saying to them?

WHERE are you saying it?



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**WHO ARE YOU TALKING TO?**



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**2014**

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**WHY** are they my  
**favorite client?**



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DEMOGRAPHICS      PSYCHOGRAPHICS

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**What PROBLEM**  
do you solve?



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★★★★

**What's your PROCESS**  
for solving it?

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★★★★★

**What RESULT**  
does your process create?

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**The RICHES**  
are in the  
**PSYCHOGRAPHIC**  
**NICHES**



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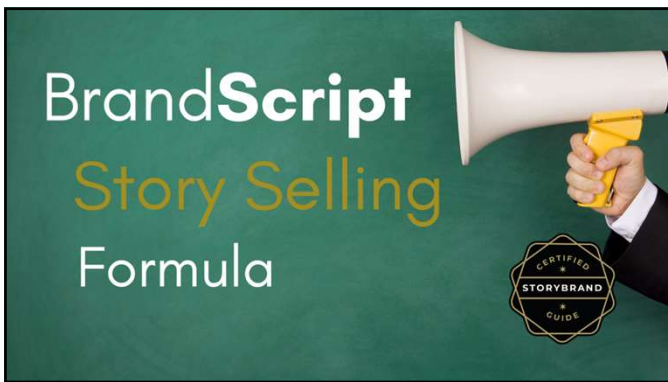
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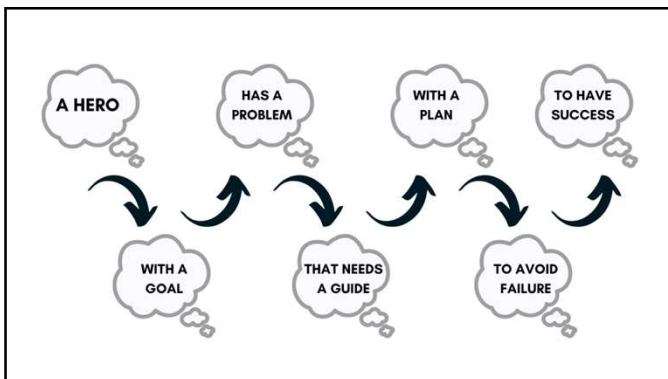
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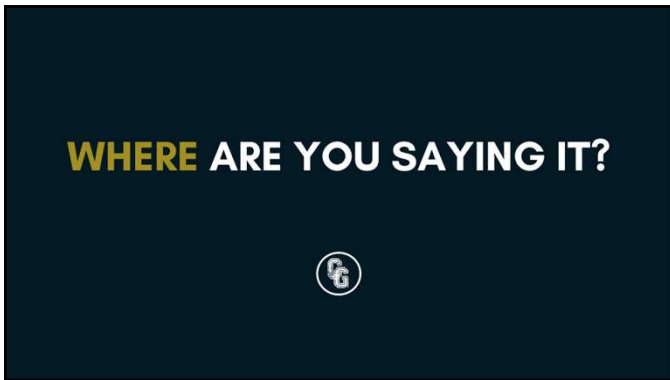
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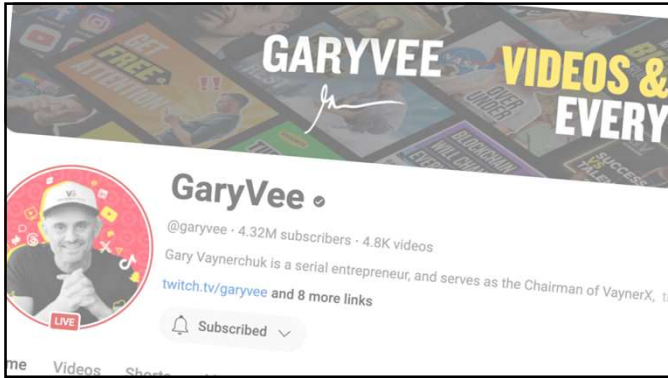
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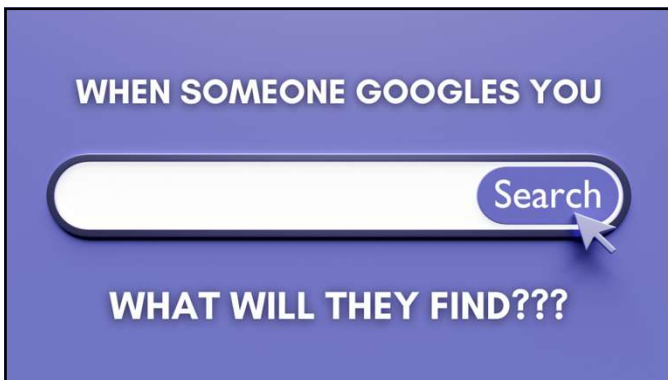
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**WE** trust people we **SEE**.

**WE** trust people we **KNOW**.

**WE** trust people we **LEARN FROM**.

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VALUE x VOLUME = CREDIBILITY VELOCITY



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**SPHERE OF INFLUENCE**



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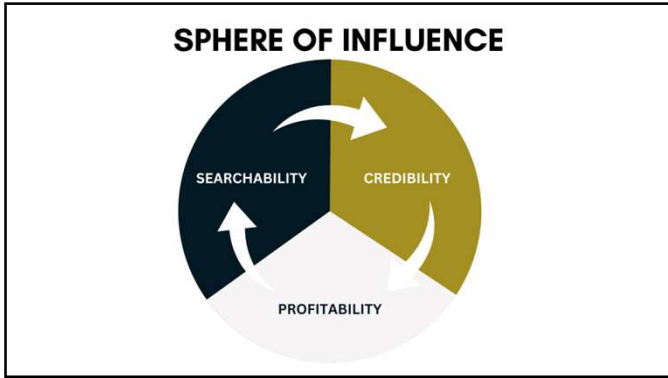
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