

DON'T SELL A PRODUCT. INSTEAD SELL

YOUR INFLUENCE

1. THE VIRAL GROWTH FORMULA

- ▶ PASSION (insane/irrational) +
 - ▶ CONTROVERSY (sparks anger) +
 - ▶ COMMUNITY (natural groups) +
 - ▶ TRENDS (current events) +
 - ▶ RELEVANCY (1 in 5,000 people)
- =
- VIRAL GROWTH, ONLINE AND OFFLINE

2. THE WIN WIN WIN STRATEGY

- ▶ WHAT to INFLUENCE NOW

The problem or challenge in the world that hasn't been adequately solved yet. What is it?

- ▶ WHO to INFLUENCE NOW

Get to know everything you can about the people impacted by this problem. Use this data to create conversations.

- ▶ WE can INFLUENCE NOW

Make your mission bigger than you from the beginning. Affirm and elevate the people you get to know as solvers.