

Sean Mize 60 Day Coaching

Day 2

Influencer Maven Business

Audio Length: 47 minutes

This is a way to build an influencer maven business in 7 days. Don't be fooled by this "intro" title-- this is an entire modern model of coaching and sales.

Over the next 7 days, he'll build out an influencer maven business. If you go through each of the days and make good decisions, you'll have your own influencer maven business.

Your business can be 100% unique to you-- though it will have some common components.

At the end of you following along, you'll have a complete business right there ready to start selling your expertise.

If your first exposure happens to be exposure based on theory, you don't have a real business.

Today is going to be a lot of theory, which will serve as the foundation and the framework.

Background On The Business

What is an influencer business?

Your business is going to be unique. There's no one definition.

This is any business you create where you're sharing your expertise with other people, and in any form you want to share your expertise in.

There are so many different ways to share your expertise. If you think you're going to build a maven style business without having some expertise, you're fooling yourself.

You can just buy someone else's product, sell it, and claim you're an expert. You don't want to buy from someone who's just pretending and others don't either.

Why did you invest with Sean? It's because you want to learn something where he has a level of expertise.

Maybe you bought into the lie that you could sell someone without knowing anything about it. Do you really want to be a farce?

Getting Unstuck

Do you really believe you can build a business in the next week? Absolutely. You have to dig inside of yourself to find a way to get unstuck.

Most people fail because they get stuck and don't find a way to get through it.

If you look at most diets, marriages, businesses, etc... people just didn't push through and finish it. Things don't happen when people get stuck and don't push through.

Sean can guarantee you that you'll get stuck on something when you're building your business. You're going to get stuck again and again if you're constantly restarting and not following through.

You have to make a personal commitment to barrel through even when you get stuck. The same holds true in dieting and anything else.

When you get stuck, find help. Don't give up and start something new-- just get unstuck.

You have to be willing to do whatever it takes.

One of the reasons people fail online is because no one else is willing to be this brutally honest.

What Will This Business Look Like?

This is not a cookie cutter business. You're going to get to build it the way you want.

He's going to give you the mindset, structure, and flexibility.

Your business is going to offer real value. If you don't have the expertise, you're going to go out and get it. Then, you're going to share it with people.

A real business doesn't start with, "I'm going to sell a product."

Think of your computer-- consider the visionaries who created that computer.

Your mindset can't be that you're selling 'the thing'... you have to have the mindset that you're selling your expertise.

You're Selling Your Expertise... Not Products

Most of the sales letters out there have a fake emphasis on creating something to sell people something.

The delivery vehicle is different from the actual goods... your expertise.

Your mindset must shift from the delivery vehicle to the expertise you're sharing.

When someone buys "coaching" from Sean, they aren't buying his time or that phone call. They are buying the change Sean can help them achieve.

You're listening to Sean right now. You're not buying the sound of his voice. You're buying a mindset shift.

Don't follow what the guru of the month says you should sell. Build your site out based on how you want to deliver the value you want to deliver.

Do you want to offer one on one? Do you want to deliver audio? Do you want to deliver material?

There are two sides to this. You also have to figure out how your audience wants the material delivered.

You're working backward from what you normally see.

Start with your purpose and your expertise, then your website presence, then how to deliver it.

Most people have you start the other way around.

If You Don't Have A Purpose For Your Business, You Won't Sell Very Much

Your purpose isn't making money. You want to make money but you can't stop there. One of the reasons so many people fail is because they don't have a purpose.

What are you supposed to be doing and how are you supposed to be helping people? Sean can't do this for you... only you can do this for you.

If you don't know your purpose you can never build a business. You have to know how you're meant to change the world.

Maybe you need to spend time with God, your wife, your husband, or someone like Sean to help you figure out what you're supposed to be doing.

If you don't know the purpose of your message, how can you choose something like your domain name.

Sean isn't trying to beat up on anyone but he needs to be upfront with you. Figure out how you're going to change the world and you'll have a real business.

This isn't something you can cookie cutter.

If you don't know what your purpose is you need to set aside time every day until you determine your purpose.

Ask others what your strongest point for helping others is.

Once you have your purpose everything else will fall into place. You're going to teach something that moves other people.

Your next step is to really dig in and think about your purpose.