

Sean Mize 60 Day Coaching

Day 32

Advanced Summary Of Presence Based Business

Audio Length: 55 Minutes

In this segment, Sean is going to reaffirm what you've already learned about your online presence.

Your expert presence anchors you—this is what people buy into. They aren't buying your product, they are buying you.

This is simply the medium through which they are buying what you're selling. That's why this expert presence is so important.

Many people focus primarily on the need of their target market. They don't focus on building their level of expertise.

But, 5 years down the road, they've become the perceived expert.

Reverse Engineer Your Success

You can reverse engineer this for yourself. Present yourself as having an expert presence from the start.

This allows you to cut off the time frame that's required to get to the place where you're perceived as an expert.

This doesn't mean you're fraudulent. You spend 60 days becoming an expert in whatever it is. It's incredible the expert presence you can create in a month or two. You can create a lot of content and spread it all over the web in that time.

You can holistically attract multiple methods of exposure. This can create your expert presence.

But, you have to be able to back it up.

You're Perceived To Be An Expert

Over time, you become perceived as an expert because of the work you're doing.

This gives you the go-ahead to put your page up offering your services as a coach. If you can legitimately create that experience, do it at the very beginning. Don't wait five years... do it right away.

The perception in the world is that you have that program, so you must therefore be an expert.

Coaching is just the way you deliver the results. You don't focus on the product... you focus on the results.

People often go to Sean and ask which products they should create first. But, that's not what it's all about. It's about the results you can help people have.

What If People Can't Afford You?

If someone can't afford you, maybe they could allow you to record the session so you can use it later. They get a discount and you get an instant product.

Sean's showing you this to show you what it's like to build your business from the top down. You'll create lower levels so people can always afford something of yours.

If you're an expert first, don't spend all your time on lower products when people could benefit from your coaching and high-end training. You want your positioning to be high ticket.

Spend Time Every Day Becoming An Expert

You should always be learning more. Sean does this almost every day. You're never done learning and growing as an expert.

In addition to learning, you should always be communicating as an expert.

Sean's shown you how you can sign up your first coaching client. Now, expand your circle of impact.

This, of course, implies that you have a circle to expand.

You should have high level videos, audios, and articles on your website. People should know that you know what you're talking about. Start to connect with other experts.

Expanding your circle of impact is something that happens over time.

Notice that Sean is giving you this holistically. He's reiterating things that he's already shared with you.

You're not a seller... you're an expert who sells.

You give value and people pay you for it.

People aren't buying the words that come out of your mouth.

Even if we mine gold out of the ground, we didn't make it. We don't make money. When you run your business, you're not making money... ever. You're exchanging value.

You have to believe in your mind that you're not selling a product. You're exchanging value. This is a mental shift and it will help you transform your business.

Become an expert who has something to share with others

Give people what they want.

Focus

Distraction is very common. But, if you allow the distractions in your life to overtake you, you'll never be able to move forward.

Look at what you use your time for—you'll be able to tell what's really important to you. What do you spend most of your time doing?

If your mindset is that you're going to do whatever comes to your mind first instead of what is important, you're not going to follow through on the important things in your business. You'll get stuck trying different things.

Don't answer email in the morning. Only be exposed to things when they serve a purpose at that time.

If you're listening to Sean, you have this problem. Maybe it's not email, but it's something.

What's more important—building your business or email? You'll say it's your business... but if you're getting stuck in your email (or wherever) all the time, you have a problem.

Why do you satisfy and focus on things other than your business? This is a very important thing to think about and most people ignore it.

You are allowing yourself to be controlled by other things.

If you're allowing your urges to take over, you've made the decision to live in mediocrity.

Focus on not being distracted. Your total dedication is to build your business and nothing else matters.

Identify what it is that holds you back and distracts you. Don't let those things sabotage your success.

Another problem is wanting to try different business models all the time. You've tried out multiple things in the past. Nothing works the first time! You can't jump around. You can't give up right away. Imagine someone doing this in the offline world. You wouldn't jump from business to business offline.

Sean has the same formula and model. He believes it will be the same 10 years from now. You need to get to the place where you're not changing direction constantly.

Imagine your email account was taken away tomorrow. What would you really miss? How many hours, of those you spend reading email, are actually important.

If email's your problem, do something about it.

Do something about whatever it is that's distracting you and holding you back.

Who Are You?

What are you an expert in? If you don't know, stop everything and figure that out. If you don't figure it out, you'll always be stuck in the same place.

Your clients are going to work with you because of what you can deliver.