

# THE SYSTEM!

By Eric Louviere

# Homework:

- **Step One: Dig deep into who you are, spend at least 45min to 2 hours laser focused on YOU. Who do you want to be? What type of lifestyle do you want? How do you see your ideal day going, your ideal clients/customers, who are they?**
- **Step Two: What type of business model jumps out to you?**
  - **D4Y / Done with you**
  - **Workshops / Seminars / Masterminds**
  - **Coaching**
  - **Services**
  - **Home Study Courses**
  - **JV Deals**

- **Step Three: What ONE problem do you want to solve and build a business around?**
- **Step Four: Start mapping out your irresistible offer:**
  - **Headline “I can change your life, quadruple your happiness level, and help you find Mr. Right in 90 Days or less!”**
  - **You Get: What do they get as part of this offer? What will you do for them?**

# Your Market

- First, you need to know who YOU are and we discussed that in the last video training.
- Next, you need to know who YOUR market is.
- By figuring out who you are and who your market is, you will find fulfilled and be able to have an IMPACT on people.
- Money / Activity / Impact
- Here's how I have discovered my “who I am” and “who my market” is over 10 years!

# Eric's “who he is and who his market is”

- Low ticket offers, membership sites... (not huge fulfilling impact on people from distance like that). I wanted impact. I had the money coming in, lots of staff, moving parts, big business, team, overhead, offices, etc.
- Sold it all really, and went less work, less team/staff, no offices, low-low overhead, just did consulting for high ticket. Big impact, Big money, Good on activity to a degree.
- activity I did not like was: Who my 1on1 clients are/were and the market for that.
- 2 markets for me now:
- Group coaching, content creation, etc. = smaller ticket to medium ticket (\$67 per month to \$3k, 4k, 5k)...
- Consulting / Services (10k, 24k, 50k+++ ) = already in business, high caliber, high level people. Language appeals to them!

# Got to know your market

- Because of the language and messages and content, etc.
- My lower priced market (67/month to 3k each)... I know they are mostly new to making a full time income in their own businesses. I know who that market is big time.
- “Let me show you how to make 4k per month in the next 10 minutes in 3 easy steps.” = low ticket market
- if I showed that message to the high ticket market, they’d run. They’d laugh at that.
- Large market = “make 100k per month”... “hire an explosive team and free yourself up to only work 2.5 days per week maximum” (does not apply to low ticket newer marketers business people).
- 67 to 3k = have day jobs, looking to quit them, opportunity seekers
- 24k to 50k++ clients = own businesses, makes money, experienced

# Who is your market?

- Who is your ideal client?
- Demographics
- Avatar: Pick the perfect character or person... avatar.
- age, male or female, kids, income, etc.
- pain points: how do they feel? People buy on emotions. What is keeping them up at night? Why do they need this fixed?
- Make sure the language perfectly matches them.
- When I said “100k/mo.” I got advanced prospects.

# Repel the one's you don't appeal to

- If you so laser target your language and marketing to your perfect, ideal market, you will repel the rest who do not fit it.
- If I target people who will pay me 50k each, I'm targeting a sliver of the market place (1-3% of the entire market). The language will attract them... but repel the 97%.
- Example:
- “How to set up systems to free up your time, cause you to be more productive and help you build the perfect team” =
- = not interesting to the opportunity seekers level. It repels them.
- I call them “tire kickers, bottom feeders, snapper heads” etc. and I've been called out on that many times. It's repelling them. (at the time) as I'm marketing high ticket.



# We've covered YOU, covered your market, now let's cover your marketing and content delivery system!

- In the basics, what you are doing to earn money is providing a solution to a problem.
- How will you provide the solution? Know you first, if doing 1on1's or group coaching is not your thing, then maybe providing services is! See? Power of knowing YOU.
- How will you provide the solution?
- Writing \_\_\_\_\_ (is that you or not you, maybe?)
- Speaking \_\_\_\_\_ (is that you?)
- Managing a team \_\_\_\_\_ (is that you?)
- Doing a service yourself \_\_\_\_\_ (is that you?)
- Brokering, striking deals, JV deals, affiliate \_\_\_\_\_ (is that you?)

# Lot's of different ways to skin a cat

- Paid traffic \_\_\_\_\_
- or free traffic \_\_\_\_\_,
- or both? \_\_\_\_\_
- Social media posting or not? \_\_\_\_\_
- Putting out content regularly to turn people on to you \_\_\_\_\_?
- Will you be the guru (face) or not \_\_\_\_\_?
- Recruiting affiliates? \_\_\_\_\_?

# Here's what I love the most:

- 1. Doing live presentations and teaching!
- 2. Recording content where I teach and share
- 3. Doing workshops and teaching people live and in person.
- 4. Doing 1on1's with high-caliber, BI people.
- BNI versus BI
- 5. Managing a top-shelf team (starting to like this more and more)

# Homework:

- Old homework from last video first:

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  - **Have you done this homework yet? If so... then:**

# Create Your Perfect, Ideal, Customer Avatar!

- What is this perfect customer like?
- Age?
- Income level?
- Type of character?
- Pain points? Emotions?
- What does he/she like? Hate? LOVE? What turns this person on?
- What is this person after? What change or transformation is this person after?
- Where does he live? What is his daily life like?
- Then, what do you NOT want in a customer? Figure out the worst type of customer, the one you want to repel from being a customer.
- Thanks! :)