



SCORCHED EARTH

GRAB ATTENTION

Lots of noise, smoke, and heat.

Get in front of as many people as possible — anybody, anywhere — regardless of whether they need, know, or trust you.

Use hype, tricks, and manipulation to get as many people “on your list” as possible. (Prizes, over-promising, bait and switch, etc)

The priority of every communication is an immediate sale - always at the expense of alienating the majority.

Big list, high email list “churn and burn” rate, low conversion rates.

GENERALIZED MESSAGE

Watering down the message so that it will be likely to appeal to the greatest number of people.

LOW VALUE

Providing generalized, introductory information that can be true in a wide variety of circumstances, for a wide variety of people, no matter who they are.

HYPE

Because you are providing a general solution for a undifferentiated group of people, it is guaranteed not to work for every single person. In order to make your sales copy compelling, you have to over-promise and downplay the exceptions so you don't scare away people for whom your message is less true. This is hype.

RANDOM TACTICAL ACTION

Chasing latest “shiny object” tactics and tools in hope something “works.”

NUMBERS, TACTICS

Scorched Earth tactics have to churn through huge numbers of people because it only will “convert” a few of these into customers, and even fewer purchase more than once. In this situation you naturally focus more on getting a small percentage of improvement in your results by focusing on executing tactics well. This places more emphasis on the tactics and the statistics than on the people.

TRANSACTIONS

Because you are selling to a huge, diverse audience, it is extremely difficult to create a product that is genuinely better than your competition and that is really unique and a good fit for your audience. This means that most customers will be one-time customers. You necessarily end up focusing on just that initial transaction because you know that it is the only income you will get from most customers. This, again, encourages over-promising, hype, and hard-sell techniques.

UNSTABLE “JAGGED EDGE” REVENUE

Repeated “launches” with lots of attention, heat and one-time sales.

SHORT TERM MONEY MINDSET

Authority and reputation take backseat to profit: “Does this make maximum money with the least amount of effort?”



SUSTAINABLY EVERGREEN

EARN AUTHORITY

Lots of affinity, resonance, and warmth.

Identify your audience that really wants what you have - not “everyone.” Actively filter so you don't attract those who are not motivated or interested.

Earn trust by first providing solid value and proof.

Offer deep value, use interaction and feedback to fine-tune an offer that yields a much higher conversion in the end.

Big enough list, low attrition, high and consistent conversion rates.

FOCUSED MESSAGE

Focusing your message to make it more powerful and more compelling by specifically addressing an audience you know well and filtering out people that are not your ideal prospect.

HIGH VALUE

Providing in depth, high value information because you can be specific and take into account many of your audience's personal circumstances and specific challenges and needs.

TRUTH

Because you are providing a solution for a specific, well-defined group of people, it is very likely to work in most cases. Your sales copy can be very compelling just be being truthful because you are not afraid to scare away the people for whom this is not a good solution.

STRATEGIC ITERATIVE VALUE

Create value, build greater value by listening and responding to your audience.

PEOPLE, STRATEGY

Sustainably Evergreen principles work because its goal is to attract only the best-matched readers who will be become raving, loyal fans. Because you are bravely focused on only the right prospects, once you attract a loyal reader, you will convert a high percentage of them into customers over a longer period of time. You will not need to focus so much on small incremental improvements in tactics. You will be free to focus on people and bigger picture strategy.

RELATIONSHIPS

Because you are selling to such a specific audience, and because part of what caused them to choose you is your personal style, voice and work - it is much more likely that they will continue to buy from you - because you are you. You will be free to focus on building long-term relationships and you will earn income over a long period of time from each customer. You will not have to make everything focus on the first transaction. You will benefit more from investing in each person, nurturing them, and creating a genuine relationship of trust that endures.

SUSTAINED, GROWING REVENUE

Evergreen “funnels” with consistent and growing monthly sales growth.

LONG-TERM IMPACT MINDSET

Income follows Impact and Influence: “Does this forward my mission, align with my values, and establish my Authority with those who matter most?”