



RESPOND → PLAN → RETURN STRONGER

# Maintaining Relevance in the Eyes of Your Customers

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PRESENTED BY  
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# Buyers Began to Scrutinize Every Penny



Photo Source: thelens.news

# Relevance Lessons from Fly Fishing



# Relevance Lessons from Fly Fishing

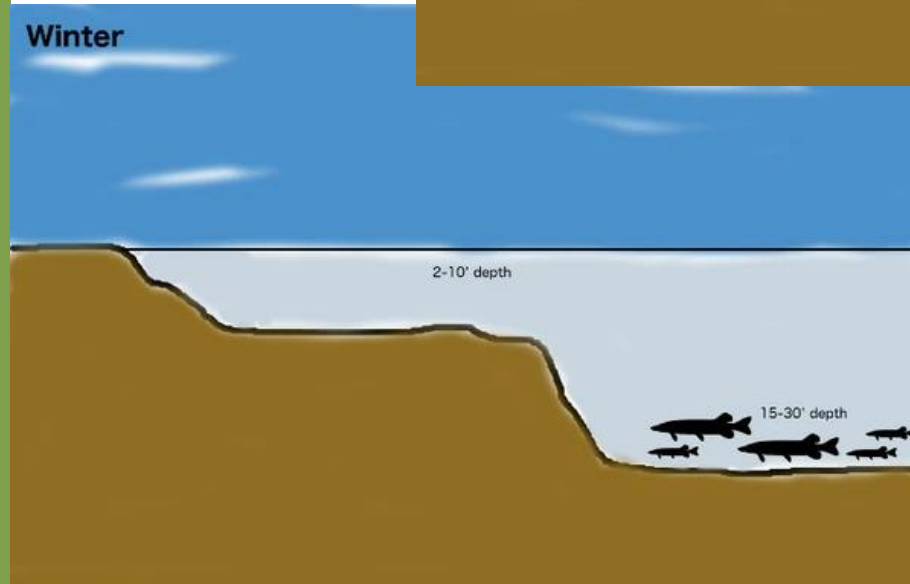
1. Go to where the fish are
2. Select the right fly
3. Present an irresistible offer

# Go to the Fish!

Spring/Spawn



Winter



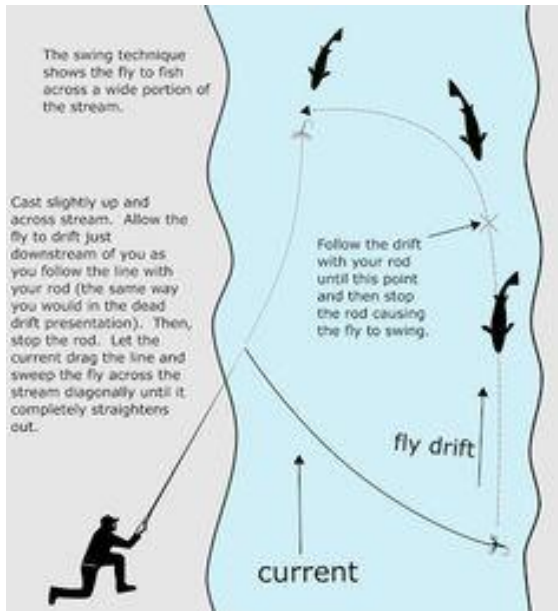
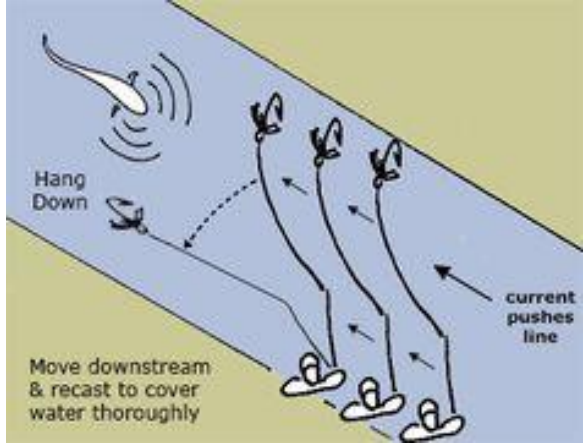


# Fly Selection

Do your homework!



# Presentation (Irresistible Offer)



# Apply the Lessons from Fishing

1. Go to where the fish are
2. Select the right fly
3. Present an irresistible offer



# Where Are Your Fish Hanging Out?

1. Facebook or LinkedIn?
2. Google Search?
3. Podcasts or blogs?
4. Networking events?
5. Virtual events?
6. Partner channels?

# Crank Up the Relevance!

1. Do your homework - you **MUST** find out what your customers need
  - a. What pains are they solving for?
  - b. What benefits are they reaching for?
2. Then, configure (or reconfigure) your offering to match

# Present an Irresistible Offer

1. Stack **value**
  - a. Base offer perfectly **RELEVANT**
  - b. Value-added bonuses
2. Increase **urgency**
3. Create **scarcity**
4. Make it **easy to buy**
5. Reduce/**eliminate risk**

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# Events & Services Online



# Relevance is the Key!





# 7-Figure Business Experts

## Predictable Solutions to Common Challenges

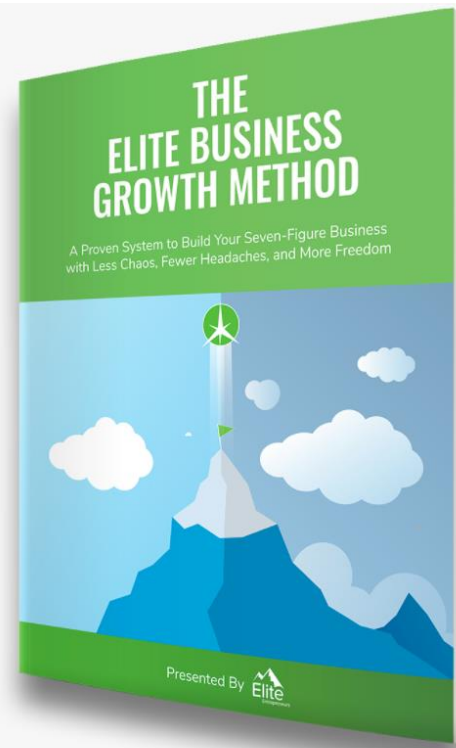
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# Q&A