



BARRY FRIEDMAN PRESENTS...

**SHOWBIZ BLUEPRINT**

MASTER THE BUSINESS OF SHOW BUSINESS

**PLATINUM CLUB**

PREMIUM CONTENT ~ UNLIMITED CONSULTING ~ WHITEBOARD SESSIONS





# Platinum Podcast Episode 23

90-Day Money Game  
Create and Propose – Deep Dive

# 90-Day Money Game

- In 22 and 22a we covered *Connect* and *Invite*
- You've had a week to listen and take notes
- This game is about radical behavior
- I want you to transcend your past



# *Create Stage* – What Happens Here?

- After *Connect* and *Invite* it's rubber on the road time
- The *Create* stage is where we show them possibility
- We use our creativity to blow open their reality
- We have an opportunity to make price not matter
- It's our responsibility to get a HELL YES or HELL NO



# *Create Stage* – Nuts and Bolts

- We drive this conversation based on what we know
- The notes from *Connect* are your lifeline
- There are 3 strategies for the *Create* stage I'll share
- One you know well, and I'll enhance it
- Two others I've never taught but use extensively



# *Create Stage* – Option 1

- This is the Video Intro in two important flavors: Generic and Customized
- Remember the goal of this game is proposals
- If you don't have a generic video introduction – make it
- We are going to send these out at a blinding rate
- If you have a powerful *Connect* and *Invite*, send a custom video intro



# *Create Stage* – Option 2

- Live Presentation on a Zoom or Skype
- This is a big step and should be done in some cases
- The technology is simple – and make it look good
- You present the opportunity – live in real time
- It's interactive and engaging – inject video, screen shares, photos, testimonials



# *Create Stage* – Option 3

- Live Presentation in Person!
- If this makes sense, it closes deals pretty easily
- Same schematic as Zoom Conf but more powerful
- Bring an energy they've never seen – your visit should haunt them when it's over.
- Give them the experience they'll get when you are at their event.



# *Create Stage* – Main Points

- This is a precursor to the *Propose* stage
- Put out what it takes to justify your proposal
- Make offers in line with the trust you have earned
- The money game removes perfectionism
- At the same time it requires efficiency – know what serves the goal and do it



# *Propose Stage* – The Money Shot

- Do some basic math – total you need to propose divided by how many proposals you'll make
- Could be your current price or you could play around
- How much do you need to propose in each 30 days?
- What if you get behind – staying true to your goal
- Doing this part of it properly will leave you better off in every way.



# *Propose Stage* – How and When

- This happens soon after the *Create* stage concludes
- A summary of all you know – and the price for it
- This can happen verbally or in writing – your call
- The price being perfect – no apology or justification
- Don't talk past the sale – he who speaks the most leaves with the product.



# *Propose* Logistics – Nuts and Bolts

- We always assume we have the gig – money is line item
- Focus on their desired outcome and their opportunity
- Speak in the “when” and not “if” voice
- Put expiration dates on your proposal – act as if you have other opportunities – and then create them.
- Mark your chart the second you send the proposal!



# 90-Day Money Game - Itinerary

- By the 30<sup>th</sup> we'll have my final wrap up on this
- 31<sup>st</sup> on our Live Whiteboard we'll get into it
- Game runs Feb 1<sup>st</sup> – May 2<sup>nd</sup>
- If you're doing it email me your proposal amount (desired x 3)





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