

# Are you ready for this to be easy?

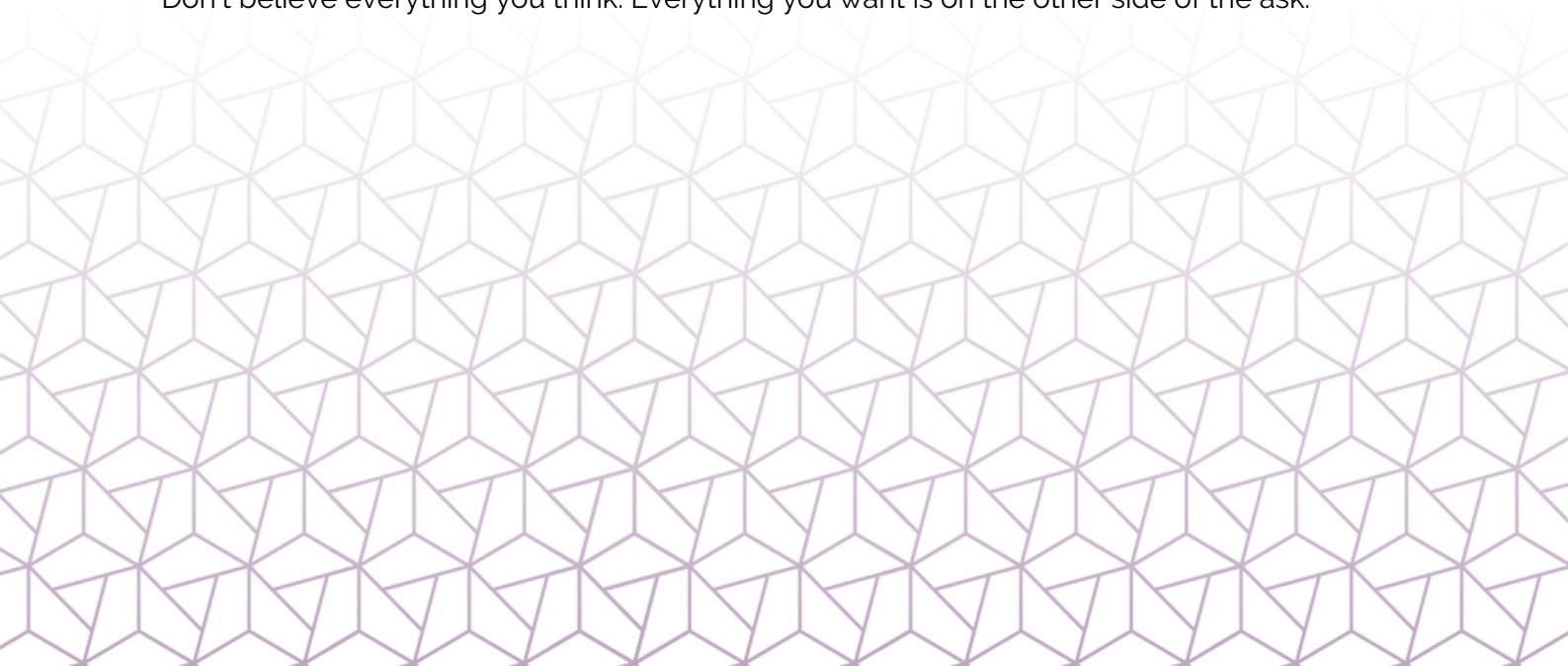
Are you ready to experience massive momentum, amp up your courage, and create your own opportunities? One short, sharp pitch – that takes precisely two minutes to write – can change your business overnight. How do I know? Because I've done it. And I've supported hundreds of my clients to do the same.

Every great bound forward in my business has involved taking a leap of faith and hoping like hell that I could figure it out. I have discovered that you can't die of embarrassment or self-consciousness. The worst that's likely to happen? You get ignored. And nobody's died of that either.

So how can you make this easy for yourself to press 'send'? Because this Life's A Pitch! challenge isn't technically difficult. I've made it as easy as possible for you – like copy-and-paste easy. We make it difficult part with the psychological warfare that we oftentimes wage against ourselves.

If this challenge provokes you, I want you to ask yourself: are you going to let your fears and ego take the reins? Or are you willing to let it be easy? Anytime you hear your brain saying something like, "but what about...?" or "I don't know enough" or "but she doesn't know about my unique situation", this is your cue to stop, press pause – then press 'send'.

Don't believe everything you think. Everything you want is on the other side of the ask.



## Some beliefs that may be unhelpful, or sabotaging your progress

If you feel annoyed or defensive by the below, then these are likely sabotaging you:

- Work is hard. Results take a lot of time and effort, and are very difficult to achieve.
- My work should speak for itself.
- When I'm 'good enough' or 'ready' for the next step, people will tell me.
- Modesty is a virtue. I should be grateful. It's (wrong/insulting) to ask for more.
- People will think I'm full of myself if I put myself forward.
- I can't talk myself up or people will judge me.
- If people wanted me, they'd have asked.
- I'm easygoing. It's not good to appear too eager.

## Some helpful beliefs to try on for size (print this out!)

Print this out, and tuck these into your brain to marinate on. Try them on for size:

- Pitching and sales is a fun game of possibilities, especially because it's social!
- Making more money could be easy. It could be simple. It could be fun.
- My earnings have absolutely nothing to do with my self-worth. My bank account isn't a reflection of my value, virtues nor talents. These things aren't related.
- Displaying enthusiasm – through reaching out and following up – is a good thing. Enthusiasm makes the world go 'round. Enthusiasm could be charisma.
- Being courageous doesn't always feel good because I'm challenging myself.
- The more I play to my strengths and preferences, the easier business will be.

## Okay, are you ready? First script: pay a compliment

Let's warm up by introducing ourselves to a stranger and paying a compliment:

"Hello {first name, spelt correctly},

I've been admiring you from afar for some time, but your recent {blog post / video / email / work} inspired me to reach out to tell you how much I love what you're doing. Specifically, I appreciate {specific bit}. Thank you for doing what you're doing. Keep on keeping on.

{Your sign off} "

# For love *and* money

## Are you ready to make boldness your business strategy?

Our flagship Hustle & Heart program is specifically designed for values-based business owners to magnify their impact and earn consistent \$10K+ months WITHOUT compromising their integrity (or working weekends).

If you want to uplevel your marketing and sales skills and have a clear, powerful plan of action ...

If you're sick of being the town's best-kept secret and ready to magnify your impact and reach more people ...

If you want to marry profit with purpose, hustle with heart ...

If you want clarity, confidence, direction and a clear plan to get you there ...

... then the Hustle & Heart program is for you.

You'll learn essential marketing and sales skills that are designed to magnify your impact in three key ways:

1. **Grow your reputation** to attract perfect-fit clients and awesome opportunities that come to you.
2. **Develop thought leadership** to say something worth listening to and do something worth talking about.
3. **Invest in your character** by aligning your values with your business, your thoughts, words, and actions. And reinventing yourself from the inside out, boosting your self-confidence and resilience.

Grow your business, your way.

The Hustle & Heart program opens this February!

**Register your interest now to be first in line for bonuses.**