

Get DMs From Your Audience Asking How To Work With You In 7 Days!

A step-by-step guide
to create demand for your brand
on social media





Let's Get Started!

If you want to close a client in the next 7 days then do all three of the things I map out in this workbook. Our goal is to get your audience asking to work with you in the DM's. When you get a result, DM me [@iambrandonlucero](#) on IG and I will personally respond and tell you what to do to continue getting DM's.

****IMPORTANT NOTE**** - You *do not* need to do these as videos. You can do them as emails, images, or videos. In fact, I think you should do them all as multiple types of content.

1)

Thought Reversal

This starts by finding an outdated or old industry norm that people think is “normal” or “the right way” of doing things you know don’t work anymore. And if it actually causes the problem that is even better!

I recommend doing this as an email and video. In an email, the subject line will be the title.

The title can take the belief/norm and just say it may be old, wrong, or outdated, or you can ask if it is still the best way to do something.

Here are two examples:

“Educational content may not be the best way to grow a business online”

or

“Is educational content still the best way to add value?”

Write out or script your content using the following:

1. State the action and that it is old, not the best way, the worst way, or that it actually causes the problem.

Example: "Educational content is not the best way to add value and could be causing you to stay stuck." or "Is educational content the best way to add value?"

2. Live in compassion and insert a specific problem. Tell them it's ok to do what they've been doing. Build rapport.

Example: "It's ok that you think that. It's what the gurus have been telling us for years. But, if you have fallen into that trap I am willing to bet you have been plateaued for 3 months or more in sales and audience growth."

3. Discredit the action or belief to prove that the action they're taking no longer works. This can be done 16 ways and inside **New Generation Mastery** we will cover them all but for now, you can find a counterexample or chunk up. These are sleight-of-mouth patterns created by Robert Dilts.

Example: "Look at Gary V. He blew up faster than anyone and never used a traditional tutorial or "how to" based video. " or "If how-to and educational content were all you needed to do then everyone who did it would have a huge following and we know that's not the case."

(Continued)

Write out or script your content using the following:

4. Present the solution and teach what to do. Don't go into too much detail but also give enough so people understand what they should do.

Example: "So what did Gary do? He focused on polarizing content, values, and beliefs. He used something I call Thought Reversal. So how do you do a TR? You do step 1...."

5. Ask if they need help doing this and to DM you to ask how you can help them.



2)

Common Enemy Post

Start with symptoms that the audience is dealing with in the current moment. **These should be symptoms that your product solves.**

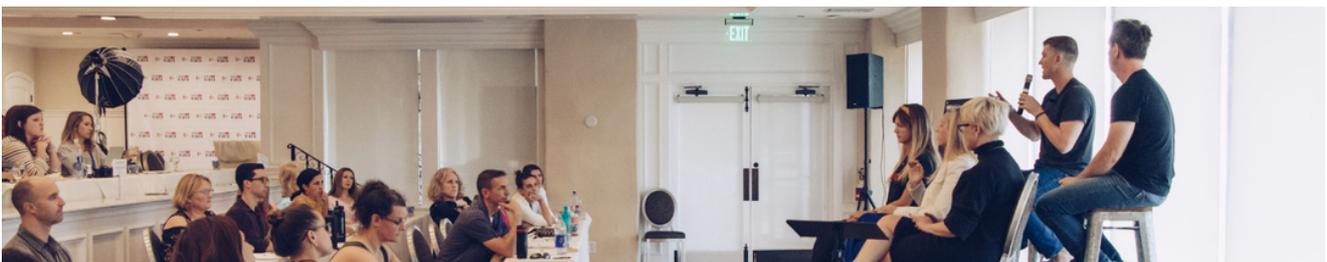
These symptoms are their specific pains and problems. We call them symptoms because we will use them to get your audience to self-diagnose themselves as having a problem.

The common enemy will be a name you create for the “cause of the problem”.

The next page will breakdown what this post will include.

In Your Common Enemy Post You Will Need To:

1. Come up with 3-5 specific problems. **Must be specific.**
2. Come up with 1-3 mistakes they are doing that created the specific problems.
3. Come up with 1-3 mistakes they've made to try and fix the problem, but haven't been working.
4. Name the cause or the problem.
5. Do a post where you call out the identity of your audience and ask if they have been trying to hit a certain result. **Be specific on what that result is.** Then tell them they are trapped with/in your common enemy if they haven't hit it yet. Then ask if instead have they been experiencing any of the problems you listed in a). Then tell them you know they have been trying to get the result they want by trying the mistakes in b). Then tell them you know they have done the mistakes in c). And then give you CTA to DM you to fix it.



For Example...

I use “The Content Circle Of Death” as one of my common enemies. And I describe what it is and as I describe it the audience will usually think **“That is me. I'm trapped in the content circle of death.”** I get them to self-diagnose that they have the problem I solve.

Here Is An Example Post:

If you're a course creator who is trying to get their message out there and create demand for your products then you may be stuck in The Content Circle of Death.

If you're stuck here you have likely been plateaued in sales and audience growth for 3 months or more, you are posting at least 3 times a week, you see people who know less than you make more than you, and you struggle to get anyone to understand why they need to buy from you.

The reason this is happening is that your content is focusing mostly on “how to” and educational content so it blends in with everyone else. And you never focused on things like standing out, connection, or shifting perspective.

And in order to fix it, I bet you tried posting more, you think it will just get better over time if you stay consistent or you focus on a different posting strategy without taking into consideration that it's what you're saying and how you're saying it.

If you think you're stuck in The Content Circle of Death send me a DM today at @iambrandonlucero on IG and let me know! I may have something for you that can help you break that cycle.

3)

Turn Your Most Popular Educational Content Into Something Persuasive

This post should be very simple. Find your best piece of educational/how-to content based on watch time and engagement. Then redo it using the following process:

1. Re-Title It Using and Identity and An Attractive Numerical Benefit

Example: Turn *“How to lose 10 lbs”* into ***“How Stay At Home Moms Can Lose 10 Lbs with 5 Mins a Day”*** or *“How To Run Faster”* to ***“How 40 Years Can Run Faster In Just 7 Days”***

2. Change The Intro

In the intro, tell them what they are doing to learn, a problem this video will solve and a mistake that you know they are making that causes the problem.

Example: *“In this video, you are going to learn how to run faster. Most people start training but they plateau and they think training harder will break that plateau and often it doesn’t. Get ready because we are about to show you how to fix it.”*

(Continued)

3)

Turn Your Most Popular Educational Content Into Something Persuasive

3. For each step you teach in the content, follow this process:

- a)** Give them a promise of that step.
- b)** Describe the problem this step solves.
- c)** List a mistake most people make to fix that step.
- d)** Give them the step and teach them what to do
- e)** Give an example of that step/advice in action. This has to be someone or something outside of your business. Do not use case studies or testimonials.

Here is an example:

"Let's move to step 1 which is creating effective titles. In this step, you will learn how to create the most effective title you have ever created. The problem is that most people just come up with basic and boring "how to" titles and the problem is they all blend in with everyone else. And in order to try and fix it, people think they just need to do more of it. But, that doesn't work. So here is what you need to do... TEACH ... Let's look at this title from Gary V. He did exactly what we just laid out for you. You see how he did X,y, Z? Ok, awesome let's move on to step 2 on how to create effective content."

4. Give a CTA asking them to DM you if they need help putting this together.

We Want To Hear About Your Results!

Once you've completed all of these steps and put your content out to your audience, we want to know when you start to see results!

When you get a result, DM me [@iambrandonlucero](https://www.instagram.com/iambrandonlucero) on IG and I will personally respond and tell you what to do to continue getting DM's.



Do You Need More Help?

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