



WIN TODAY

WITH CHRISTOPHER COOK

THE BRAND

What does the target market want?

- They want to be the best version of who they were created to be.
- They want better relationships.
- They want strategies for professional growth, including time management.
- They want to feel physically and emotionally healthy more consistently.
- They want clarity on why they have found themselves in their current state of life as it pertains to the fulfillment of their personal dreams and aspirations.
- They want effective strategies to meet their financial goals.
- They often think, *there must be more to life than this!*

But they have a problem...

- **External:** Unfulfilling relationships, a looming feeling of being physically unwell (regular headaches, nausea, emotional eating/unhealthy eating habits, apathy, lethargy, fatigue), looming emotional distress (chronic generalized anxiety and depression, hopelessness, feeling worn-out, feeling stuck), unable to reach personal and/or professional goals, financial stress (debt, perceived lack of money), inability to cope with loss, without a sense of purpose for their life, and an inability to know how to get from where they are today to where they want to be.
- **Internal:** Overwhelmed and wondering, *I know there's more. But I don't know if I have what it takes. Is it too late? Am I too late? I keep trying to move forward but I keep hitting a proverbial wall in most areas of my life.* They are scared of looking back at life in a year (or five years) and having to ask themselves, "how did I end up here?"
- **Philosophical:** I should be able to be successful on the inside and outside like so many others I observe and try to emulate.

However, they meet a guide who understands their fear...

- **Empathy:** I know how you feel. Difficult circumstances in my own life brought on an existence characterized by anxiety, depression, and fear that led to isolation, disappointment, regret, and stagnation. I was safe and stuck in my very small world, with arms wrapped tightly around every aspect of my life in an attempt to control and prevent further pain.
- **Authority:** I discovered and overcame the underlying root cause of my pain, and today, have a fulfilling career, enjoy taking risks, experience flourishing relationships, feel confident in who I am, and make more money than I ever have. I wake-up with a sense of purpose and have articulated specific, measurable goals for my life.

And gives them a plan...

1. **Get unstuck.** This step involves making peace with a very imperfect past. How? By facing the truth about what happened in the past and being honest about how it is shaped the



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current state of life. Secondly, by making the firm decision to stop living as a victim; a posture in which sufficiency in life is found in your deficiency.

2. **Reclaim your purpose.** This step involves getting your “why” back. Disappointment in the past doesn’t have to determine your present (and ultimately your future).
3. **Win today.** Five-year plans are great. But without breaking those goals down into specific, actionable steps, that plan will remain a dream. By focusing on creating success in seven key areas of your life (relationships, finances, emotional/mental wellness, physical wellness, spiritual wellness, recreation) *each day*, you will create momentum in which your relationships, personal growth, emotional, mental, and spiritual health, sense of purpose, and overall well-being will result in a life characterized not only by recovery, but wholeness.

That calls them to action...

- **Direct:** Join my email list and subscribe to the podcast.
- **Transitional:** Engage in my featured resources (audio series, online course, TBD)

That results in...

- **Successful results:**
 - Success, which is peace of mind as a direct result of self-satisfaction in knowing you made the effort to do your best to become the best that you are capable of becoming.
 - Emotional and mental health
 - Purposeful daily life
 - Greater relationships
 - Better sleep
 - Physical health
 - Career growth (including financial growth)
- **Tragic results:**
 - Burnt-out
 - Emotionally and physically sick
 - Life is characterized by depression, depletion, and deception
 - Regret
 - Bitterness
 - Lack of fulfillment
 - Isolation and lack of motivation
 - Bad (or no) relationships
 - You’ll live as a victim the rest of your life

Intended identity transformation...

- **FROM** overwhelmed, depressed, anxious, unmotivated, and stuck **TO** confident and successful.



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2016 SURVEY DATA

- **Demographics:** 51% female, 49% male, with the strongest representation between the ages of 25-55; possess a Bachelor's degree or below (but at least a High School Diploma).
- **Social Media:** 92% use Facebook, 52% use Instagram, 38% use Twitter, 25% use Snapchat, and 17% use "other" (Pinterest, LinkedIn, etc.)
- 62% of respondents indicated that they feel stuck in life, specifically...
 - 28% Personal Growth (including spiritual growth)
 - 38% Relationships
 - 31% Career/Professional Growth
 - 31% Life Purpose/State of Life/Fulfillment of Personal Dreams
 - 45% Financial Goals (including getting out of debt, setting goals, saving, and budgeting)
 - 17% Other (Physical health)
- The feeling of being stuck was caused by...
 - 31% Personal loss, crisis, or disappointment (including the loss of a loved one)
 - 31% Relationship hardship
 - 24% Financial loss
 - 24% Lack of motivation
 - 41% Generalized anxiety/depression
 - 21% Lack of self-esteem/sense of significance
 - 21% Other
- Regarding the "Win Today with Christopher Cook" podcast...
 - 56% of respondents listen to the podcast
 - 21% of respondents do not listen to the podcast
 - 23% of respondents did not know I have a podcast
 - 45% of listeners download the show to their mobile device's podcast app.
 - 30% of listeners listen directly from iTunes
 - 25% of listeners listen directly from the website
- When asked "What is the biggest challenge you face right now in your ability to 'win today,'" respondents said it was due to...
 - 19% Not enough inspiration/courage
 - 53% Not enough time
 - 19% Not enough skills
 - 31% Not enough clarity on my life's purpose
 - 22% Not enough money



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- When asked, “In a few words, how would you describe Chris’ role in my life/growth,” respondents said, “Chris is my...”
 - Encourager
 - Mentor/Guide
 - Friend
 - Inspiration