

**ESBA**

DEALING WITH GETTING ROBBED

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### My number one takeaway from this video

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# YOU WILL NEVER BE 'ENOUGH'

Isn't that what our shame-based society tells us every single day?

On social media:

- Look 'insta-perfect'
- Create the 'perfect pin'

In magazines:

- Get better abs
- Grab their attention with this look

The truth is you'll never be

- Tall enough
- Rich enough
- Fast enough
- Strong enough
- Small enough
- Fit enough

- Happy...

ENOUGH!

You will never be these things because they're all based on others' opinions of you. They're all completely subjective. YOU have to define what is 'enough' for your rich life.

**DON'T COMPARE YOUR  
REAL LIFE TO SOMEONE  
ELSE'S CONTROLLED ONLINE  
CONTENT.**

## **APPLICATION TO BUSINESS**

When you can identify how marketing today is based on shame or manipulation tactics, it's easier to make good decisions for your business.

You can more easily discern when someone is trying to intimidate you, prey on your self-esteem, lie about where worth is found and more.

*When you can recognize HOW people rob you,  
you'll be on guard when you see their tactics of manipulation.*

## What manipulation looks like in business

While having someone physically steal from your business can happen - through stealing clients, damaging your reputation or actual financial theft - most theft occurs through manipulation of your emotion.

- **Fear** - the fear of missing out (on a great deal, on exposure, on having what your competition has)
- **Greed** - the desire to get rich quick
- **Jealousy / Envy** - to have what the seller is portraying of what they have - without the hard work
- **Excitement** - the urgency to grab an offer while ignoring nagging doubt

Talented marketers understand that by identifying your biggest *felt* need, they can use that to their advantage instead of simply helping you solve your problem. **Two fatal flaws** in your own process occur when you encounter this type of marketing:

1. How you feel may not be an accurate reflection of the source of your problem
2. Feelings often don't reflect reality

# NO ONE HAS EVER DISLIKED A CONMAN

Learn to look out for people who can sell *themselves*, their accomplishments, *their* story. The fundamental problem with this approach is that if they're successful - it's at selling who they are or what they've done. It has nothing to do with you.

Common examples of manipulation in sales tactics:

- ❑ **Lack of verification** - lying, exaggeration, fact manipulation and delay or hindering of fact-finding before a deadline

- ❑ *Emotional manipulation* - the *feeling* of pressure, stress, excitement, fear based on the emotional storytelling or the salesperson's knowledge about you and your situation<sup>1</sup>. These situations can include criticism or ridicule (particularly through sarcasm), discouragement, a lack of response or passive-aggressive responses.
- ❑ *Shock and awe* - an unexpected and negative experience to create fear and achieve the sale or additional concessions (especially in contractual offer situations)
- ❑ *Social proof testimonials of others they've helped*<sup>2</sup> - bombardment with statistical data and experiential, emotional or financial information that overwhelms, creates fear and / or shame, establishes 'superiority' and triggers comparison
- ❑ *Raised prices* - due to 'high demand' otherwise not validated
- ❑ *Limited time offers or high-pressure deadlines* - limiting time required for decision-making

## WHEN YOU'RE OUT-MARKETED

A common struggle in today's world is dealing with those who do not have a better product than you but they understand technology and (digital) marketing principles. It's easy to get sucked in to comparing yourself.

Don't be intimidated by competitors who sell well. These individuals do not represent your competition. Lack of character, a poor or ill-planned quality product and failure to invest in others will circumvent their success. Stay focused on your own lane.

<sup>1</sup>The internet and technology have made research on an individual ridiculously easy. Too often people give away their routines, habits, favorite foods or hangout spots. Internet crawlers and pixels track the websites visited, how long you stayed, where you 'checked in' or where you ate and more.

People post pictures of their kids high schools, elementary schools, after-school activities - to public access and on [social sharing sites that sell their data to third parties](#).

These technologies and your own browsing habits make understanding your habits and desires as a buyer much easier for marketers. They can target you based on your income level and income needs, current family situation, the activities your children are involved in and more.

This knowledge makes manipulation of your emotions much easier.

<sup>2</sup> Social proof is necessary but read carefully what they're 'proving' in the testimonial.



# YOUR RESPONSIBILITY

**Recognize:** Identify the emotions you're experiencing separate from the excitement of the opportunity.

**Research:** Do your homework on the product or opportunity and the individual promoting it, for both competitors and sellers of products you're interested in. Look up social media reviews, social media numbers, website traffic, etc. This person can sell but will they deliver?

**Respond:** Don't react. Choose to learn more or to delete. However, once you've recognized a conman at their game, unsubscribe quickly.

## GUIDELINES FOR DECISION-MAKING

Decision-making, despite our best efforts toward the rational, is based on emotion and not reason or logic. This means that regardless of your use of facts and reasoning in decision-making, you will lose out to your own emotions (or 'gut instinct') and fail to convince potential collaborators if their own emotional reaction is opposed to your presentation. You must understand how to overcome this barrier in order to be successful. *A systematic approach to decision-making will produce more accurate outcomes.* Use this checklist to evaluate potential purchases, partnership agreements, hiring best-practices and other business deals.



## Rules of thumb

People tend to revert to an overgeneralization when emotional in order to simplify their decision-making. Consider these common emotional responses when making a decision:

- ☐ **Anxiety / Fear.** Creates cloudiness in decision-making. Can lead to biased assumptions.
- ☐ **Depression / Sadness.** Reduces drive, allows for acceptance of 'less' in money and terms, contributes to low goals. These factors lead to further depression because they worsen the situation in quantifiable terms (such as money and ROI).
- ☐ **Excitement / Adrenaline.** Stimulants, alcohol and emotional triggers can contribute to an overestimation of ability. Risk is higher when this emotion is involved. Can lead to reckless decision-making based on unfounded assumptions.
- ☐ **Anger / Embarrassment.** Rash and unreasonable decision-making, can be caused by a false sense of justice or an attitude of self-righteousness, including over-simplification of a scenario as right / wrong.
- ☐ **Happiness / Hopeful.** Generalizations that come from mood and applied errantly to other situations and people. Can lead to inaccurate assumptions of future returns or outcomes.
- ☐ **Reaction / Response.** Quick decisions often made out of emotion vs. rationale, leading to justification of emotional decision-making with reason / justification.

## Framework for decision-making

- ☐ **Self-awareness.** Know your own pain points, needs and goals. Write them out and evaluate each sales pitch against these identified needs. Especially helpful if your personality is prone to impulse purchases or patterns of addictive behavior.
- ☐ **Counsel.** Have trusted counsel or accountability partners.

<sup>3</sup>The [Digital Millennium Copyright Act](#) ("DMCA") of 1998 governs copyright infringement in the digital environment and helps protect owners protect their copyright and online service providers support in compliance.

<sup>4</sup>As more individuals become Virtual Assistants (VAs) and similar type service providers, more are bringing their own contracts to the process to protect their business, work and rights. These agreements and intents spelled out in the agreements may be different from yours. Determine with your lawyer how such situations will be addressed.

<sup>5</sup>These are common sources of contention between the company and the contractor or employee. This list of policies is not exhaustive.

<sup>6</sup>Some organizations require that candidates be identified only as either "Eligible for Hire / Rehire" or "Ineligible for Hire / Rehire"

- ☐ **Time.** Give yourself time and space from the pressure of decision-making.
- ☐ **Homework!** Interview references and do background checks on potential hires and partners.
- ☐ **Listen.** Listen to your own responses, your heart rate, your emotions.
- ☐ **Document.** Responses, emotions, initial impressions, takeaways, actual figures.
- ☐ **Exit Strategy.** Don't make a partnership or purchase a lifetime seal. Give yourself an evaluation and testing period.
- ☐ **Ask:**

☐ **What do I know about this person / opportunity?**

☐ **Is this purchase / hire / collaboration a need or a want?**

☐ Does this fit / support the business goals? How?

☐ Does this fit within the business framework?

☐ What does my trusted counsel say?

☐ **Can I walk away? Why or why not?**

☐ **What is the cost financially?**

☐ **What is the anticipated investment of time, management, emotions?**

## Self-Reflection

Running your own race and staying in your own lane requires self-awareness. If you think the newest marketing guru is your income solution because of the numbers they're posting, stop and ask why you feel so desperate to grab one of their limited spots? When you know your story, your strengths and have good counsel, you're less likely to fall for someone else's comeback / rags-to-riches / high-figured numbers.

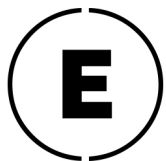
What does 'being enough' look like to you? \_\_\_\_\_

What about the balance between your 'enough' and your desire to be competitive and to grow / achieve? \_\_\_\_\_

When can comparisons be healthy or motivating? \_\_\_\_\_

What talking points are you vulnerable to in a sales pitch<sup>3</sup>? \_\_\_\_\_

<sup>3</sup>Example: If you struggle with a poverty mentality, the latest 'get-rich-quick-passive-income' sales pitches may be your kryptonite. Know yourself and have safeguards in place against these areas of vulnerability.



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