

How to **Win BIG** in the New **MEconomy**



creating the right **POWER POSITION** to
maximize **SALES** opportunity by **1000%**



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The New MEconomy manual is dedicated to,

My wife Lidia who has put up with me and my crazy dreams of wanting to impact the world for the past 28 years. She is my pillar of strength, my inspiration and my number one supporter that without her none of this would have been possible.

I also want to honor my mother who sacrificed a lot to make sure her son turned out to be a principled human being with a strong moral compass. Instilling values of right and wrong in me is the greatest gift any parent can give their child.

AND

To all of YOU, my fellow entrepreneurs AROUND THE WORLD who dare to risk it all each day fighting for your dreams and aspirations. For wanting to make the world a better place. And for being determined and disciplined to become financially successful. Without you the world would be an unimaginative place.

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Authors Note

I write this “new MEconomy” book or manual as I like to call it for anyone who is apprehensive about their future, unsure of their job security and worried about the impact of globalization that will inevitably reshape our industrial, trade and commercial relationships over the next ten to fifteen years, as our world becomes increasingly interconnected and dare I say interdependent.

Some of you may also be concerned about emerging technologies and breakthroughs in areas such as robotics, nanotechnology, biotechnology, supercomputers, solar energy and artificial intelligence that will undoubtedly make old industries, products and services obsolete, and along with it, make an entire segment of the workforce redundant especially as we move into an era of “warp speed innovation.

Today’s young generation in their 20s and 30s will also be affected as they begin to question the merits of classical education and its relevance to the “world” they live in. Justifying the academic path to success with mounting student loan debt, job insecurity and rising costs of living is a legitimate concern.

Yes, we are entering an era of great uncertainty at a global level and while I recognize the seriousness of these challenges, I also want to be a messenger of hope by offering you an effective way to position yourself at the forefront of this new MEconomy, that’s heading our way like a Tsunami.

Now I suspect you’re curious to know what is the new MEconomy, how does it work and what will you need to do to stay ahead?

In simple terms, it’s a disruption, a paradigm shift, a displacement in “*how we work*” and “*who we work for*”. In other words, it’s a rapidly moving pendulum that’s shifting the center of economic power away from the traditional corporate structure to YOU, the individual. Which means, whoever is well prepared and knowledgeable on the fundamentals of this new way of “monetizing skillset and labor” will ultimately WIN BIG for themselves and the organization or company they work at. Notice how I said work “at” and not work “for” because in the new MEconomy, brands will be less important than the individuals who represent them on the frontline and that’s also part of the power shift. But we’ll get into that a bit later. For now, as you commit yourself to reading this book I want you to begin the transition process without apprehension and fear of letting go of the old ways of “doing things” and replace it with the new, because it’s going to take everything you’ve got to become a POWER BRAND. Your time, energy,



focus, dedication, determination and drive. In short, it'll take courage, discipline and commitment on your part because now you'll have to prove what you're made of and that's where I come in.

My goal in writing this tactical, hands on, and results focused manual and online lecture series is to introduce you to the new MEconomy, show you the value and benefits of it, and help you position yourself as a powerful, penetrable, passionate and profitable BRAND *at the highest level*, as you enter this new frontier with greater conviction and determination to succeed.

So, let's move to the next page and begin the quantum leap forward ...

Section 1

The new MEconomy and why it should matter to you?

Over the past three decades since the invention of the Internet a fundamental transformation has taken place that's now coming to fruition, I call it the new "MEconomy".

This new term is a tectonic shift that has, and will continue to, dramatically transfer the "balance of power and influence" away from corporate brands and place it squarely on the shoulders of the individual. In other words, it's the "decentralization" of economic power away from brands to people who utilize, consume, and or are association with the brands.



Think in terms of marketing for a second as I make this point clearer.

When was the last time you made a purchasing decision based on a magazine or newspaper ad, a commercial on TV or by looking at a billboard as you drove along the highway?

Better yet, let's go digital, when was the last time you were influenced by an ad on YouTube?

I'm quite certain that like 99% of YouTube watchers you couldn't wait for the 3 second count down to end in order to click the "skip" button and get to the video that you really wanted to watch. And finally, when was the last time you clicked on a "sponsored ad" on Facebook or in an email?

My guess is, it's been a while and here's why. Our state of "consciousness" has advanced. We have become smarter, more calculating, better informed and more in control of when to buy, what to buy and from whom to buy. So, the question is, what's changed when it comes to influencing "purchasing decisions"?

I'm sure you already know the answer. It's that power shift that has given consumers greater "INDEPENDENCE" and "AUTONOMY".

Today, with greater access to "INFORMATION", consumers are no longer impulsively driven to give their unconditional "TRUST" to any brand without verification. In other words, we can't and won't be suckered into believing anything and everything the corporations, by way of mainstream media, dish out as being "facts or truths", especially in an era of globalization where options and choices can be cross checked and verified within seconds.

The second characteristic of the new MEconomy, thanks to social networks, has been the creation of new congregations (clusters) of people based on affinities. Therefore, as people start to engage with each other on a more personal level the reliance on old media as a primary source of information has become secondary. Which means, those businesses who promote their brands using the old model of sales and marketing are finding themselves without an audience. Which then begs the question, if consumers are no longer interested in advertisement, are no longer hypnotized by traditional media, are more careful in how they spend their money, are less impulsive and have greater alternatives to choose from, how does a business attract attention and persuade people to buy their products and or services?

The answer is, by understanding and implementing rules of the new MEconomy that at its core is a budding revolution that puts precedence on human relations, and whoever has the “heart and hustle” to build “credibility” in this transitional phase will undoubtedly become a POWER BRAND in their industry, over time.

So, my point at the outset of this conversation is to let you know that YOU, yes YOU, are the Most Valuable Brand (MVB) and asset in your business, at your place of work, and in your organization especially if you are on the “frontline” meaning in sales, marketing, business development and customer service. But to WIN BIG you’ll need to immerse yourself in understanding how the MEconomy works and what it takes to better your chances of becoming a resourceful and trusted “point of contact” in this new era.

To get started, let’s first understand the structural changes that have led to the emergence of the new MEconomy and then identify what it takes to increase sales opportunity by 1000%.

Globalization

Globalization

Some people talk of globalization without truly understanding its impact on our lives. Look around you for a second, I'm serious, lift your head up and look around you.

Everything you see and I mean EVERYTHING is made, assembled and or designed in a different country, yours included. Your mobile, computer, microwave, furniture and decor, sports equipment, your car, bathroom tiles, the shoes on your feet, picture frames on the wall, your toothbrush and needless to say the clothes you wear are all products that represent globalization at its finest. As a strong advocate of globalization and a world traveler let me be the first to tell you that being a globalist in an abundant world is a strength that puts you over the top. It opens up enormous opportunities that bring with it massive benefits both on a personal and professional level.

So, the next time you meet someone who tries to sell you the idea that globalization is the root cause of all economic problems, tell them to get a passport and travel the world. I'm ready to bet a thousand dollars that such people have never experienced another country beyond a week-long excursion as a tourist and therefore have very little appreciation of the value and benefits globalization has to offer. In a nutshell, globalization is the best thing that could ever happen to humanity and more so for entrepreneurs of the 21st century. Here's why.



6 BENEFITS of globalization

First by embracing globalization you commit yourself to learning about other people, alternative ways of doing things, different lifestyles, new customs, traditions and business *modus operandi*.

This has a profound impact first and foremost on your creativity. As you open up your heart and mind to learning alternative ways of doing things your brain will start to rewire itself.

You will become more flexible to change and less rigid in outlook. This new “limitless mindset” will also allow your body to release greater levels of serotonin (the happy hormone). How does this benefit you; you might ask? Well, the answer is, globalization will make you a nicer person rather than a self-centered pariah with an “I take, you give” mentality.

By genuinely showing compassion, by being ready and willing to reach out of your comfort zone and by becoming a good listener you are increasing your chances of building better human connections that will ultimately enable you to outperform your competitors as you push forward in your endeavor to becoming a BRAND.

The second advantage of globalization is access to talent pool. This is something the multinationals have been doing for decades, using outsourced skillset from around the world. Now you can do the same by tapping into global resources that will not only help you with your product innovation, but more importantly, as you expand your network, these amazing people will become part of your success story by helping you position your product or service in their markets. Not to mention they can significantly reduce your overhead costs.

I know this for a fact, because it’s how we built several of our innovation companies in the past and everything I share with you in this book I have lived through it, so I’m not dishing out empty advice. On many occasions I have worked with amazing business minds across continents, brought on some of the most talented experts in science and technology and partnered with amazing consultants and advisors that when all put together have created some amazing products and services in various industries that I have invested in.

So, the key to your success is through what I call, “**collaboration across creative minds**” a term I have coined to describe the future of **human capital networks** that revolves around **common**



objectives and profitable goals. This new model will come to life as the industrial 9am to 5pm work for fixed salary based corporate structure comes to an end. The emerging definition of work will not only make everyone accountable for producing “value” but they will also stand to gain from the outcome, no matter where they live, so long as they are ready to work around a common goal, and a common objective where *everyone stands to gain from the collective success of the group.*

The third asset of globalization and the new MEconomy is ease of shipping and transportation.

It's needless to say that as our planet becomes more interdependent, faster means of transportation with advanced supply chain systems are now put in place. This means shipping tangible products by air, sea and rail has become easier and faster than ever before.



That being said, it makes more sense to have an online presence with ecommerce, CRM and call center response team on the front end connected to a third-party warehousing, distribution and logistics company on the backend that can dispatch your products to any city or country of choice.

This model will allow you to focus your attention on product innovation and quality control and at the same time minimize the risk of having to setup a physical branch in every market you plan on entering. The point here is that through the web you can centralize your entire supply chain that will leave more profit for you, keeps your customers happy, and increases your BRAND presence through viral word of mouth (VWOM).

Selling services is no different. Using the web you can now transact online and transfer documents and files through cloud based hard drive sharing systems and if your product is educational services, well there's plenty of platforms where you can either save your videos on them or if you plan on presenting live there is always zoom. So, whether you are selling health insurance, a graphic design logo or a sales training course all of this can take place online, through a single transactional point of contact.

A fourth point that is of vital importance is money transfer. With platforms such as Paypal, Google pay, stripe, WooCommerce and others, people can now transact instantly via credit or debit card.



There was a time where we had to get in our car, drive to a bank, fill out a form and wait 3 or 4 days before money could be transferred. Not anymore. Everything is instant

and it's going to get even faster over the next 10 years. What's amazing is how innovation in fintech is changing the traditional banking system. Today, our mobile devices have turned into e-wallets that make money transfer (sending and receiving) that much easier. This paradigm shift also means that telcos and social networks will soon turn into banks of the future and with cryptocurrency making its way into our world, we may very well be creating a new global monetary system that's more efficient and more personalized than ever before.

The fifth attribute of globalization is the acceleration of innovation. Today, entrepreneurs, intrapreneurs, homepreneurs, mompreneurs and laptoppreneurs can come up with new and brilliant ideas, products and or services from the comfort of their living rooms and or garage without the old hurdles of having to build a factory, buy machinery, hire large labor force and or create costly distribution channels to commercialize their products or services.



This emerging business model is one of the key pillars of the new MEconomy. With private labeling, factories around the world are ready to build whatever innovators want at competitive manufacturing prices which in essence minimizes upfront costs and therefore reduces the risk of starting or expanding a business.

The same goes for services. You can tap into global human capital to support your backend requirements if you are providing a niche service. Let me give you an example. Did you know that some of the best digital marketing companies in the United States use talented and highly skilled people in Eastern Europe for their services? Or many companies in Europe use application developers in Southeast Asia and the Middle East. Or animation film studios use outsourced animators from Turkey, India, and Singapore for a good part of their work.

Without a doubt, the clothing industry is another example of this model with so many big brands using China as a manufacturing hub. It's win-win for everyone and based on the cost of living in each country you can provide top dollar for access to such skillset and feel good about it. Just make sure you don't turn into a greedy schmuck like some who operate their business on inhumane wages and subhuman living standards. With good business ethics your conscience can sleep well at night knowing you are doing the world a lot of good. Remember in the new MEconomy it's all about win – win and not win – lose. *Everyone needs to feel they are contributors to the collective success of the brand you are building.*

The sixth and final aspect of globalization is a shrunken world. With the internet, digital connections and social networks, borders have become a thing of the past. Make something popular enough and within minutes, hours and days the world will hear about it. Today, thanks to the internet and social media the old power structure of marketing in the hands of a few media giants has dramatically shifted in your favor. Which is why web builder platforms such as wordpress, shopify, joomla and others have made it easier to integrate plugins that can help you reach your target audiences with greater ease through a **“single point of contact”**.

So to summarize, the new MEconomy, thanks impart to globalization, is an era of “unprecedented opportunity” that can help broaden outlook and creativity, lower cost of innovation, provide greater access to a talent pool, and allow dreams and aspirations to come to life with lowered risk and lowered cost. These are certainly unprecedented and exciting times to be an entrepreneur and my advice to you would be to “embrace this new reality” by making globalization work to your advantage.

Section 2

Everyone will be selling something, so should you

It's needless-to-say that in today's world where consumerism is at warp speed everyone will be selling something NEW. And yes the operative word is NEW because we genuinely "like" NEW things that sets us apart by giving us that distinguished uniqueness we all crave for. We also don't mind "trying" NEW experiences and new pleasures that makes life more enjoyable and thrilling. But here's the real differentiator of the 21st century generation. Millennials and Gen Z's as they are commonly referred to are more daring, more adventurous, more open minded and less risk-averse, which means, they are more likely to buy new things from people they don't know, directly. Just look at Uber or AirBnB as two examples of our "daringness". We dare to get in a stranger's car and we dare to book other people's homes as we travel from one city to another. That's pretty courageous if you ask me.



Today, you can buy anything, from anyone, anywhere using an online payment gateway and a credit card which means the buying experience is no longer limited by geography or brand but rather by our "sense of curiosity". Let me use an example to make this point. Let's say you were out looking to buy a new t-shirt for your morning jog and your options, locally, were limited to cotton fabrics but a brand from Mexico offered you a t-shirt made of nano-fiber material that could maintain body temperature for the same price, wouldn't you try it? I know I would.

Here is another example. you might see an organic plant based nutritional food alternative that tastes like chicken wouldn't you want to taste it? These technologies are now within reach and as we move forward new inventions will not only intrigue our curiosity but also improve the quality of our lives and we won't mind trying them out, at least once.

Without a doubt, the new MEconomy is a real buyers-market, offering better, faster, smarter and more cost-effective products and services and as globalization continues to bring down barriers and minimize regulations, access to new markets will expand opportunities for everyone. In this unprecedented era of openness and unrestricted borders the question then becomes how do YOU stand out in the crowd and more importantly how can you convince others to BUY your goods and services?

In this section I will highlight 5 foundational pillars you need to build upon in order to become a recognizable BRAND with a strong digital footprint in the new MEconomy. You will quickly realize that these steps involve MUCH MORE than just posting products on amazon or eBay, creating a resume profile on LinkedIn and or going after likes and followers on Facebook and twitter. These pillars will be the bedrock of your entire digital strategy and will act as the backbone to bringing your brand to LIFE.

“Nothing happens until someone sells something.”

1 - The YOU factor

The foundation to building your BRAND in the new MEconomy is to figure out who you are, what turns you on, what makes you get up early in the morning and go to bed late at night only to dream about waking up early in the morning so you can do what you love every day.

It's about turning your passion, your raison d'être (reason for being), into a career and sustain it over a long period of time. It's about "certainty" of knowing "WHO YOU ARE" and what your DNA is made of, so

- a) you get to own the responsibility of building up your brand,
- b) you get to out hustle your competitors as you thrive to leave an impact on others, and
- c) you won't regret your decision of not doing what you should have later in life.

Because that's what it's going to take. And unless you know who you are, and love what you do, you won't be able to turn your passion into work, work into a business and business into a BRAND that revolves around a purpose. It's just not going to be a successful and profitable venture.

Rising to the occasion, tapping into your potential and being true to yourself is also vitally important in the eyes of your customers who ONLY want to deal with the best of the best in any given industry. They want **reliability** in a product or service, **dependability** in knowing that you will always be there for them, and **accountability** in that what you promise will be delivered. So, the YOU factor is vitally important and therefore if you haven't figured out who you are as of yet

or if you are in that state of metaphysical and spiritual transition wanting to go from being ordinary to becoming extraordinary, take a few days or weeks off if you have to, or go on a road trip or lock yourself in a room or do whatever it takes to reveal the inner you, to you. Let me start you off in the right direction by asking you to fill in the blank in the below statement, that I wish a business mentor or coach would have asked me in my younger years.

I want you to dig deep and complete this sentence.

When I look in the mirror I see _____ (e.g. an Engineer) who is inspired to _____ (e.g. build homes that cost under US \$10,000) so I can _____ (e.g. make home ownership affordable for everyone) in order to _____ (e.g. help millions of people have a roof over their head)

Or

When I look in the mirror I see _____ (e.g. a stay-at-home mom) who is inspired to _____ (e.g. make healthy eating delicious) so I can _____ (e.g. inspire other moms to make meals for their kids) in order to _____ (e.g. reduce the risk of obesity in children around the world).

Or

When I look in the mirror I see _____ (e.g. an accountant) who is inspired to _____ (e.g. run financial lecture series) so I can _____ (e.g. educate others in how to increase wealth) in order to _____ (e.g. avoid living in poverty at old age).

Be specific and more importantly be brutally honest with yourself. These few lines are what I refer to as **“SOUL SEARCHING”**. I am challenging you on this because in the new MEconomy you need to stand out and this one simple statement will help define who you are, what you want to do in life, what you’re offering is, and what your potential customers can expect of you as they agree to engage in a **“transactional relationship”** with you.

Once you have figured out your passion and higher calling in life and have defined a “problem / solution” area where you are good at fixing you will then need to present **domain expertise** and **authenticity** in your offering, show **compassion** towards the people who are ready to pay for

your goods and services, and demonstrate **brand impact** as a benefit of doing business with you. These are the four key pillars of **how to win BIG in the new MEconomy** so let's review them in brief.

2 - Domain expertise

The first thing you need to do in order to establish domain expertise is to position yourself as an authority figure in your industry and become an awe-inspiring "go to" person when a question is raised by potential clients, curious prospects and or serious buyers.

In other words, you want to be top of mind and on your audiences list of top 4 people they can go to for insight and advice. Consider Grant Cardone, Tony Robins, Eric Worre, and Gary Vaynerchuk for a second. These power brands have built domain expertise in their respective fields which is why people often site them as a source, feel great association with them, and when it comes to sales, whatever they promote sells like hotcake.



Grant Cardone is considered by many in the United States as the Master of Real Estate sales who knows the ins and outs of rental property deals across America. Tony Robins is a leading motivational speaker. Eric Worre is world renowned for building network marketing strategies that bring six figure results. And Gary Vaynerchuk, is a digital marketer who took social media by storm because he understood how people behaved online. Their commitment to becoming experts in their fields and being ready to share their insight with others is what gave them their prominence and you can too. Here's how.

To distinguish yourself the right way as a legitimate voice, a genuine expert, and someone who is solid in their field demands of you to build a digital footprint on the internet radar with what I call **Clear Business Visibility (CBV)**. There's no point hiding your skills, knowledge, knowhow, and experience so let's **package and present** what you have (your knowledge asset) to the world to create lead generating content through SEO (Search Engine Optimization). SEO comes in three effective strategies. Content writing, content backlinks and content "seeding".

For content writing to be effective you need to know how the search engine algorithms work. Google for example looks at content in the following way. Headline relevance, content depth, image authenticity and video originality. When writing content, you need to follow these rules otherwise your content won't get the attention it deserves from Google or any other search

engine. Also, to identify which headlines work, use SEMRUSH to run keyword search. This way, you can identify what search words have **domain** and **search** relevance. It's that simple.

The second way to buildup domain expertise is to write articles for major industry and non-industry sites and in doing so create backlinks to your online point of presence. Sites with an audience interested in your thoughts and opinions on topic specific subjects can help you get flagged by Google as a domain expert.

The third way is to have your cohorts (loyal followers) drop your URL links into social media community groups that have an "active audience". People in social networks are always curious that's why they are thumbing up and scrolling and if your content can touch a nerve by being relevant to their lives, your brand will gain traction. The rule here is to raise curiosity, tell a good story, and offer a strong incentive for people to connect with you.

3 - Authenticity in product or service offering

Now the question is when you are found online through the search engines or through a referral what is the caliber and quality of content that is associated with you? Is it genuine and authentic? Is it unique enough to raise interest and curiosity? Is it enough to make others want to "get in touch"? And do you have all of the assurances put in place to convert visitors into buyers? This step is key because you need to build up your "**social currency**".



With social media there is a real threat of not being authentic because the slightest negative impact or falsehood can instantly turn into a social media blitz with a backlash. You can always defend authenticity, but Bullshit is very difficult to shake off.

Your authenticity benchmark is content (text, images and video) that you need to build up and we'll get into that a little later.

4 - Compassion towards others

Compassion towards your customers in the MEconomy has two distinctive meanings. One is being accessible beyond a "contact us" page which most websites have but hardly any of them take it serious enough to engage with potential customers. That's why, 80% of websites are underperforming in the area of visitor engagement and sales lead conversion. And the second part to being compassionate is by being fully upfront and transparent. This has everything to do with heatmapping which means being able to allow your leads to show their true intentions in

the quickest time possible to you. If someone likes what you have to offer, guess what they'll do? Engage. And if they don't like the terms in which you are offering to do business, they will bounce out and leave.

What we want to do here is to put all the cards on the table with the intent of winning hearts and minds. We want to show how what we are offering can change the state of a potential visitor from where they're at to where they should be. We want to show how our product or service can take away their pain by solving a problem that they are grappling with.

For that you need to be able to tell a story with an emotional and logical hook. The emotional hook comes in one of 3 stories. The "survivor story" explains how you persevered a lot of hurt and pain but never gave up. The wisdom here is that you have gone through the struggle, and you don't want others to suffer the same way, so you created a solution that works for anyone interested in getting rid of a similar pain. The "before and after story" is a transformational story in how your product or service elevated you from an undesired state to a powerful state and so by using a product or service you were able to alter your state. And the "champion or hero story", is a winners story where you take the audience to the finish line and get them to see themselves achieving great success.

The logical hook that follows is the actual roadmap in how to get there. It's pretty simple once you get the hang of it. One thing I will say here is don't play short in trying to make a sale immediately, but rather, focus on nurturing the relationship with probing questions to better understand the visitors needs and wants first.

Being compassionate also doesn't mean giving away the baby with the basket either. Your terms of service such as sales policies, return policies, and refund policies need to be clear so those few difficult customers you run in to don't take advantage of your compassion beyond what should be a profitable relationship for both sides. Be forthcoming and sincere with your terms of service and product policies to avoid any misunderstanding or ambiguity. The last thing you want is a disgruntled customer taking to social media and ripping into your BRAND, rightly or wrongly. So, to sidestep this land mine and to prevent negative rants going viral or affecting your google ratings, you need to show compassion by making your terms of doing business visible from a to z with "full transparency". Don't leave any stone unturned in this area. Many companies and businesses don't show their terms of "doing business" upfront because they think it's a deal breaker. With online, it's the complete opposite. Remember that.

5 – Having Brand Impact

Having impact in the new MEconomy means working smart by connecting the physical and online world together. You need to build momentum as you become the "go to person" in your area of expertise and in order to earn peoples trust in doing business with you.

Your task at this level is to pull people from the physical world to your online world in a BIG way. Driving traffic to your online presence is the name of the game and to do that you need to attend conference, give lectures, go on alternative media shows (radio & tv), write a book, collaborate on generating content, and become a speaker at industry and non-industry related events.

You need to tell the world how they can BENEFIT from working with you beyond a business card. You need to tell the world that you are available to them 24/7 beyond an email, you need to tell the world that you can be trusted with great certainty, and you need to tell the world that working with you can improve the quality of their lives. If you can do that effectively you're well on your way to building BRAND Impact. Remember it's not about you, it's about what you can do for others that will make you priceless.

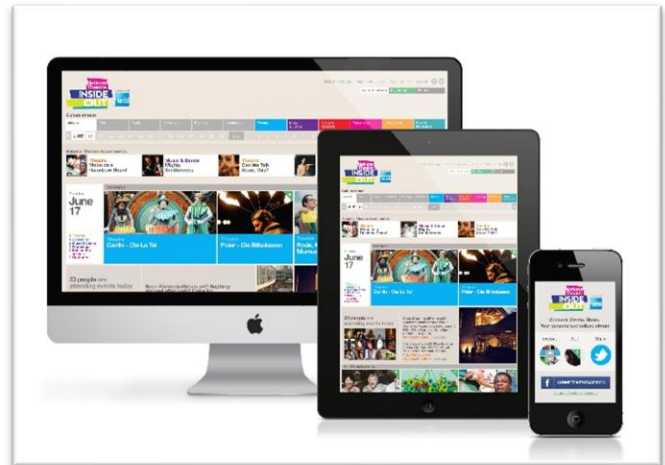
You can only impact lives if they can “find you”

Section 3

Your currency is TRUST, let's start with HELLO

Pick any website and take a good hard look at their home page and you will see 3 consistent themes?

The first theme you will come across is the “push effect”. 9 out of 10 sites will try to push a random product at the outset with a “special” offer or discount in order to grab your attention. This sales and marketing logic comes from those marketers who consider online visitors as “impulse shoppers/buyers” and therefore it's important to dazzle / disrupt them with



a surprise. What they don't seem to realize is that the internet is the first sales platform that actually allows buyers to avoid being impulsive and therefore forcing visitors to click on one too many links that sends them off into never never-land going from one page to another actually turns them off.

The second theme is the “we are awesome effect” that often appears in the form of a self-congratulatory award. Showing grandeur in this manner is an appeal to authority. It's a means to win over confidence and trust that again aims to validate a persons or company's excellence in their field. The problem with these types of awards and accolades is that everyone nowadays has an award of kind so you are not really captivating your audience's attention the right way.

And the last theme often pops up in your face within a few seconds of you coming on a website in the form of a “signup button or lead capture page” that without any knowledge of who you are and what your interests in demands your email address so they can push products that you may or may not want. How annoying and disingenuous is that!

But let me take a step back and help you understand the reasons why this approach has become common practice and dare I say, the industry standard among web developers. Since the 1990s when the world-wide web came into existence, marketing agencies took over the digital arena and positioned websites as nothing more than an online catalogue.

Their entire ethos, till this very day, has been to make pretty interfaces that push products like a newspaper ad. Very reluctantly do they consider a website as a medium for human interaction, communication and engagement or a platform that can build rapport as this would demand

greater human engagement, create more work, and less opportunity to automate marketing as a task.

What's even worse is that in the post social media era where transparency and personal interaction has rapidly become the norm in fostering human relationships, the marketing and web management teams are still using the same old methods without even contemplating the thought that one of the key reasons why websites are under performing is precisely because they have not made the transition from passive to active engagement. Websites have failed because companies are reluctant to put their frontline people (sales, marketing, business development and public relations) front and center making them more accessible to online visitors / potential customers.

What are Chief Marketing Officers (CMOs) doing instead? Putting all their online marketing key performance indicators (KPIs) and business analytic benchmarks on clicks, impressions, and Facebook likes.

It didn't work ten or fifteen years ago with banner ads and let me tell you, it won't work now. Just look at the conversion rates of clicks to buys. It's still in the 0.01% range. So, let's not kid ourselves. You can use cool jargon, technical words, new acronyms and even AI chatbots but at the end of the day if you're not connecting, building trust and converting opportunity into sales your online efforts are money down the drain.

So, let's change this model and make a real human connection by reaching out and interacting with others on a personal level as we enter the human 2 human (H2H) MEconomy.

Building up your profile page

High impact websites don't hide their MVPs (most valuable players) which is why it's so important to create a strong, friendly, and personable first impression and welcoming "landing page" will do that for you.

Mastering the "art of greeting" is something a lot of us overlook without realizing that our first impression can either open doors to infinite possibilities OR slam them shut.

The landing page is your meet and greet page where the onus is on YOU to build rapport and you have between 3 to 6 seconds to do so.

The viewer(s) who take the time to visit your page want to know who you are and how you can solve their problem so let's start with "hello" and then structure your engagement page for the visitor in 3 parts, "**acknowledgement and appreciation**" for showing interest in you, "**introduction**" of who you are and why they should invest time and money in doing business with you, and a "**call to action**" so you don't leave the viewer guessing as to what they need to do next.

People don't like to read as much anymore so keep it short and succinct. You have 800 words to leave that first impression.

Keep in mind that your immediate goal is to build "**CONFIDENCE & TRUST**" and to present yourself as a **WINNER** because people like to deal with other people who can meet their needs, and take responsibility on a personal level above and beyond any company brand or company assurances (return policies, sales policies, refund policies that may take weeks, months and years to redeem). **People want to deal with people who can get it right, the FIRST TIME.**

So, let's build your first impression, the right way, and whatever you do, don't be in a hurry to push a product or service and don't make the mistake of posting a long-winded resume. The first rule of the new MEconomy is to establish rapport so be personable as if you were meeting someone face – to – face for the first time.

Remember, you need to build TRUST with the ultimate goal of converting first-time buyers into repeat buyers, and repeat buyers into brand ambassadors and surrogates who feel confident enough to put their reputation on the line for you and start spreading your name within their network.

Let me show you two examples of successful landing page copies, one offers a service and the other is selling a product.

Example 1.

Hi, thanks for visiting my personal page. I see you are interested in learning how to fly a plane, so let me share how I can help make that happen for you.

My name is John Bormann and I have spent the past 25 years in the aviation industry as a pilot with some of the leading airlines in the world. Today I run my own aviation academy with a fleet of 16 single engine airplanes providing PPL training to enthusiastic people as young as 9 and adventure seekers as young as 75.

As the founder and CEO of Air Eagle academy my personal guarantee to anyone who wants to learn how to fly is not only the skills to handle a plane from takeoff to landing but more importantly to instill the confidence a seasoned pilot would need to manage a flight with impeccable safety.

To learn more about Air Eagle academy please watch our “36-hour flight program” video and download the PDF catalogue for pricing details. Alternatively, please feel free to contact me directly by leaving me your phone number or email and I will be more than happy to connect with you within 24 hours.

We look forward to helping you fly like an Eagle.

Best Regards

Founder, CEO and Capitan
John Bormann



Example 2.

Hi, my name is Rebecca Thompson and welcome to my online home kitchen.

As a working mom of 4 kids aged 3, 5, 9 and 11 I can tell you that feeding my children a balanced diet has been a challenge given how easy and accessible sugar filled foods from the supermarket aisles have become.

This is why I decided to create the “super moms’ menu”.

My super moms menu is something that I not only feed my children, but have been fortunate enough to gain the support of the entire school district of West Virginia where we live. As of today, we now feed over 13,000 kids between the ages of 4 and 18.

To find out more about this menu please watch our “kids come first video” and then download our “nutritious menu” for your kids to enjoy. If you have any questions, please feel free to connect with me and I will get back to you with 24 hours.

Best Regards

Rebecca Thomson
a mom who cares



NOTE: Make sure the language, spelling and flow are appealing. Remember, you are asking people to trust you and paying attention to these seemingly minor details makes a world of difference in how you start building TRUST. So, give your visitors the respect they deserve by being coherent, articulate and demonstrating leadership with a lot of energy and remember, DO NOT PUSH products on this first encounter. I will emphasize this over and over again. Be patient. If the person is interested in you, they will follow up and ask to do business with you.

Create an inspiring first impression and remember, the steps need to be taken in the right sequence starting with a hello.

One other key aspect of your landing page is the selection of images you use. Just keep in mind that to win trust presentation matters and knowing what kind of image that best reflects you, your business, and the type of customer you wish to attract matters.

At the outset I would suggest using professional headshots on a white background, and don't forget to SMILE.



Section 4

What makes you better than everyone else

People invest in WINNERS so give your visitors the assurance “YOU ARE ONE”. MEconomics is all about showing high levels of “integrity” that in return earns you “credibility”. Here’s why.

There are too many fakes, scams, crooks, and con artists out there so the number one goal on your landing page is to give your audience the reassurance that you are “legit” and worthy of their time, trust and investment they are about to make in you (whether it’s buying a product or service).

The best way to achieve this objective is to demonstrate track record without grandiosity.

Keep in mind that over 90% of verifications and audits today happens on Google. So, when someone begins their research on you, you want to make sure the information they find is factual and “buyer centric”. Here are a few tips that can help you better position yourself while at the same time shorten the investigation time it takes to build trust.

Step one. On one of the folds / sections on your landing page, briefly explain when your company / business / organization was established and why. People want to know the story behind the product or service. They want to know the founding story in order to establish a connection. But most importantly, they want to know the source of your passion, the inspiration, the drive and determination that has gone into you creating your brand, product or service that is being offered. This is important because it shows visitors that you are not a “here today, gone tomorrow” type of establishment and that if they do start working with you or they purchase a product or service from you the chances of you disappearing or abandoning them is next to zero.

Step two. Explain and define your company / business / organization’s area of specialization. In one paragraph explain clearly why working with you and not someone else is more advantages to your potential customers.

Step three. Go right into testimonials by giving references in how working with you can help fulfill your visitor’s needs. This builds assurance in that your business can deliver on promises and meet needs and wants with confidence and ease.

Step four. End this section with a call to action. Once visitors have read your company brief ask them to take action by engaging with you either by leaving their email or a telephone number with a clear callback time. The speed at which you return the email or call back also determines how seriously you take the visitor. Don't forget customers like to feel special and in this case, speed is a trust factor that most organizations neglect, BIG TIME.

The goal here is to build TRUST, establish rapport and give confidence to the visitor who is motivated and encouraged to make "the first contact".

And it's at this point where the "real" relationship begins.

Here are a few examples to follow when trying to explain what you do and how it can help others.

Example 1. (show confidence, enthusiasm and compassion)

Magic Solutions was founded in 2005 as a high impact media marketing agency with a passion to help startups and SMEs break through the online sound barrier.

We realize that online marketing can be noisy and at times confusing which makes it ever so difficult for the general public to connect with the right businesses who can meet their needs and wants. That's where we come in. At Magic Solutions we have a really cool formula where we position our clients in a way that turns \$1 dollar of their investment into \$2 dollars on return. And we don't get paid until you do.

Magic Solutions is proud to have worked with amazing entrepreneurs and innovators such as Sam Torbin, the founder of Xox, Liz Patal, the CEO of Jumpbox that has just raised over US \$6 million dollars in first round funding and Nargis Kohan, the Chief Marketing Officer at BlueWaters.

To find out more about Magic Solutions, what we do and how we work please feel free to watch our onboarding video to see if we are a good fit. If you have any inquiries, please do not hesitate to contact us directly by calling our head office number. We look forward to working with you, on time, on budget and with your success in sight.

Example 2. (show experience and wisdom)

Yamama is a specialty sweet shop with Iranian heritage that goes back to my grandmother's time, some 80 years ago. All of our sweets carry her legacy signature from desserts, cakes, biscuits, and creampuffs that our customers love.

Since 1996 when we first opened our shop in Orange County, California our loyal customers have the ones who helped us spread the word, which is why we now serve them across 150 outlets across the United States.

At Yamama we serve sweets that not only delight the soul with the rich taste of goodness but also feel good because of their nutritional benefits to the body.

Yamama is also an award-winning brand that has received acknowledgement from Presidents, dignitaries, health experts and celebrities who have popped into our stores.

To get a taste of Yamama please check out our products and services section and order our award winning Yamama cookies. Once you taste it you will be hooked for life.

Example 3. (be humorous but maintain confidence as a game changer)

Troy Consulting is a one-man company established in 1972, the day I was born. But it wasn't until 1996 and after graduating from Simon Fraser University, faculty of engineering, that I became a prominent name in the design and deployment of low-cost, off-grid electrical power plants.

In 2002 I was awarded a US \$300 million-dollar contract to bring electricity to the residence of a city in Southeast Asia. This led me to design the first independent electrical system (IES) that is now under patent in my name. With IES we can now bring electricity to any rural neighborhood, town or city with a capacity of 5,000 homes in 72 hours.

If you would like to know more about what we can do to bring low-cost electrical power to your town, city or state, please fill out the form below and someone from our office will contact you within 24 hours.

Section 5

Organize content with clear access to information

We live in an attention-grabbing world and so whoever can demand attention, direct attention and HOLD attention WINS. It's that simple.

But you are probably asking, where is this attention coming from. The answer is through "Online Search". 90% of people who are on the internet today are searching for relevant content related to their NEEDS. From health-related search to interior design, to cooking to education to fashion to automobiles to you name it people are looking up information online.

Now the question is how do you draw attention?

Well, as we discussed earlier it's done through "CONTENT" which has two parts, what you create (text, image and video) and how you headline, organize, and distribute it.

Many internet marketing professionals will talk to you about the importance of content creation, which is tremendously important, as the content you produce will ultimately define who you are and determine the quality of people you attract. But what I would argue is that second to the type of content you create is HOW you make the information accessible which is equally, if not, more important. Here's why.

Let's say you've created the most amazing brochure with the best product description and special offer, but no one sees it. What good would it do for you and your bottom-line? On the other hand what would happen if you were able to headline a PDF brochure with a catchy title and organize it in a way that was accessible to anyone who visited your landing page. Better yet, how cool would it be if using your social reach you could delight your audience to download the pdf file with a special offer that would give them a preferred bonus for their time and effort? What a way to make someone feel good, right!

This is a key feature in MEconomics. Incentives. Incentives. Incentives WORKS so long as the information is accessible without asking customers or visitors online jump through hoops.



Type of Categories I would suggest are:

- **Public Relations** – for uploading press releases
- **Marketing Brochure** – for company bio / product descriptions / promotions etc.
- **Business Cards** – Contact details
- **Presentations** – seminar talking points, product user guides etc.
- **Articles & white papers** – industry specific knowledge sharing that makes you an authority figure.
- **Special offers** – this will help you pull in prospects and offer incentives to establish a relationship with you.

The type of content you post helps build credibility, trust and ultimately opens the door to new business opportunities so keep posting fresh content, especially the type Google LOVES for its algorithm, domain ranking and SEO optimization.

Nature of Content Matters

Right now, millions of people from around the world are posting content across social media with “self-serving interest”. This simply means the energy they are using to generate such content may only serve in “entertainment value” at best and to a limited audience (usually friends and family). But this type of content will not serve business objectives that requires “**benefit**” driven content. There is a distinction.

Content with direct benefit offers solutions, has purpose, is memorable, solves a problem and is “user focused”. “Self-serving” content on the other hand is trivial information and serves a momentary pleasure, generates a laugh or amusement, and is quickly forgotten. In other words, trivial content cannot “influence or persuade” others to make a business decision neither will it help you build “trust value” and open up the possibility of establishing a relationship.

If you look at content being produced on social media, I can guarantee it’s either self-centered to feed the ego or its very “Newsy” and most often it’s a URL link passed forward rather than created content. Sharing information about your dog, cat, friends, making a social observation, being irritated or happy at the world and sharing an emoji won’t help you build a BRAND in the new MEconomy. Neither will creating a fraudulent lifestyle impression. Standing in front of multimillion dollar home or sitting behind stacks of cash trying to pass yourself off as a successful person with a successful story is not a strategy. DON’T DO IT. It will backfire and hurt you in the long run.



On the other hand, having thousands of likes that don't impact your bottom line are also irrelevant. It's all pointless activity especially when there are so many random generating like bots and fake ID's out there.

So, what do you “really” need to do?

You need a completely new approach with a new mindset. Here are a few tips on how to construct content for business.

- a) Focus on posting content that demonstrates your industry insight.
- b) Be solution oriented and solve problems (fill the needs GAP).
- c) Be engaged by taking questions and answering your audience by name.
- d) Invite others to participate in the problem-solving process and you will make a lot of relevant connections that will expand your network reach.
- e) Lead your audience to your landing page point of sale through your content road map.
- f) Stay relevant and over time become a thought leader & influencer.

KEY POINT- your time spent creating content **MUST** have a direct correlation with your income. If you keep this formula in mind, you won't lose focus. This way you can measure the effectiveness of your content from the engagement and responses you get. Use your content as a call to action which is then used to convert readers into buyers and use every sale opportunity as a reference to create further testimonial content which leads to “BRAND prominence”. Be persistent and play long.

Share your files across platforms and devices.



Section 6

e-Commerce in one click

One of the most powerful features that makes a landing page stand out is having a transactional gateway connection. Still after two decades most websites are reluctant to add an ecommerce solution such as PayPal or WooCommerce to their online presence which simply means they are losing the opportunity to convert visitors into buyers.

What's the point of spending so much time, energy and money probing the web with content to be found, positioning your brand to be trusted and prompting visitors to engage then leave them hanging where it matters the most, the opportunity to SELL.

To establish real credibility in the MEconomy you MUST distinguish between the types of visitors that arrive at your online place of business and lead them into building a "transactional relationship" with you.

The 5 groups of buyers

1. **The needs buyer** – has a problem that needs solving right away (high intent buyer)
2. **The bargain hunter** – scouts for special offers and discounts (make them an offer)
3. **The impulse buyer** – is emotionally driven (excite them)
4. **The seasonal buyer** – make buying decisions in cycles (has a buying pattern)
5. **The web browser** - is an accidental buyer (low intent buyer)

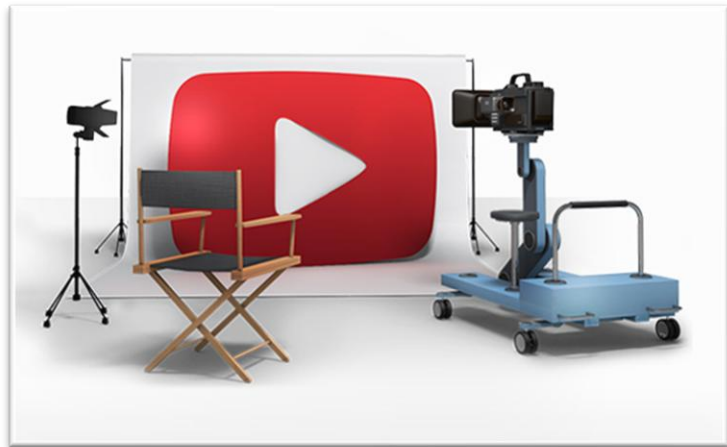
***“Buying happens when the value you offer,
is more than the price you charge.”***

Section 7

How to create and organize video content with impact

It's no secret that social media and more specifically video content has changed the landscape of marketing communication forever.

Today, people on average spend between 30 to 40 hours a week watching video content on their mobile devices, laptops and tablet PCs. Thanks to YouTube, online video broadcast has become the new way of information sharing far beyond the reach and influence of legacy media (TV) and print advertising combined.



Video content, for the web generation, is the new form of public relations, marketing and branding all in one. And its social reach and influences go beyond borders within minutes.

Let's also not forget about its impact that's many times more powerful than static content on the web and conventional 15 second ads. But here is the downside in today's 900 channel world and shortened attention span, you literally have 3 to 7 seconds to grab a viewer's attention and under a minute to say what you have to say or risk losing them forever.

So, if you want to be convincing in front of your target audience you need to know how to master the art of becoming a **"social influencer"** via video content really well.

This is a two-part activity.

First you need to know how to create good content followed by having a solid distribution plan that's in line with your sales and marketing strategy.

Let's talk about the first part, first.

What to consider when making "impactful" content that builds rapport & social influence

To make powerful content that grabs attention is easy if you know what's involved in the process but sadly not a lot of people do and jump right into broadcasting without much thought. To do it right you need to give yourself time to think through a 3-step process which starts with **a)** knowing how to be authentic and trustworthy, **b)** knowing how to connect with your audience

by being confident in front of a camera. And **c**) knowing how to hit a homerun by bridging (a) and (b) together so you can profit from the attention your audience has given you.

So, let's start with the first point which is all about being authentic and trustworthy. To do that you need to go **"all in"** which means being ready and willing to share your knowledge, insight, and experience without any reservation.



Building up the **credibility factor** is imperative as a predecessor to making a sale so don't look at it as a cost but rather an investment in building up your **"Brand Value"**. In the digital world of marketing and communication people look at authenticity as a positive quality that in return will lead to your target audience giving you their trust by a) sharing your content and b) becoming your advocate, online. This is key because unless you can demonstrate sincerity in wanting to help others in addition to having domain expertise (which we talked about earlier), audiences won't give you the time of day, period.

Equally important is your on-camera delivery which basically means exuding enough **confident** to speak to an audience while looking down the barrel of a lens in order to capture their attention. Public speaking and media training comes in really handy. But here are a few quick tips that can get you started right away.



Think of yourself as a Hollywood actor and get into character. Clear your throat, chin up and look into the camera with a smile. Be conscientious of a few key points in visual presentation such as **tonality, facial expressions, and use of language** (distinguish between slang and formal talk and go somewhere in between).

To become an influencer in your "explainer" videos your demeanor needs

to exude positivity, enthusiasm, confidence and make sure to present a demeanor that shows you are a force to be recommend within your industry.

So, before you get in front of a camera and upload a video on YouTube ask yourself these questions.

- A) **Can I present well?**
- B) **What value do I bring to the table?**
- C) **What issue(s) am I raising that could be of benefit?**
- D) **Am I offering a solution?**
- E) **Will I buy what I am selling?**

The best salespeople in the world are those who use their own products and services, they follow their own advice and as the cliché goes, they “**practice what they preach**”.

Don't forget, what's really being shared here is a lot of your own personal experience, your insight, your challenges, and successes in addition to the value of a product or service that has had an impact on your life. A word of advice don't bullshit people in the digital age because they'll see right through it. And make sure you never get in front of a camera without talking points (a script) and a few rehearsals before actually filming and uploading the content. This is one of the BIG differences between raw social media content and “purposeful” content with an end game, to build rapport, earn trust and to make a sale. I call it, “**the Art of not blowing it**” on camera.

**Whatever you do, stay true to yourself and stay on message (don't lose focus).
You will develop a media BRAND over time.**

The 1000X RULE

On to the second point which is all about distinguishing your audience and their social impact on your bottom line.

There are almost 7 billion people in the world and not all of them are your customers and not all of them will impact your bottom-line so don't worry too much about social media “likes” and don't pay too much attention on what's called “**the social media herd effect**” when something goes viral and everyone becomes a link in the chain. Those two negatives will take you down the wrong path as opposed to the path of success.

The focus here is to understand the mathematics behind social influence and social reach.

Let's do the math by asking the important question. What is the “commercial value” of ONE serious connection on social media?

The answer is **TEN**.

Which means, the ratio of **one commercially viable connection**, and by commercial, I mean any connection that has purchased from you and therefore values your domain expertise enough to market (share) your landing page / videos within their circle of business friend, is **TEN**.

Why is this number of importance? Here is the answer. If your goal is to reach 1000 “potential buyers” you will need to have a base of 100 commercially viable connections.

100 x 10 = 1000 potential new buyers. It puts things into perspective doesn't it.

So now the question is where do you get the 100 from? The best way to reach that target is to first “categorize” your audience into the 5 customer groups we talked about and then make content for each segment starting with group 1.

The 5 groups of buyers are:

- 1. The needs buyer**
- 2. The bargain hunter**
- 3. The impulse buyer**
- 4. The seasonal buyer**
- 5. The web browser**

Keep in mind that it will take between 1.5 to 2 years to build a solid base of “commercially viable connections”. This time is needed to start engaging with your audience in order to truly understand their needs and the kind of deals and offers that attracts their attention.

So, start when you are ready, don't give up and stay persistent. The audience will come if they are convinced of your value offering.

Explainer Videos

Explainer videos work like a charm online because a) they tell a relevant story with an impact on peoples lives, b) they address a problem, c) they solve a problem with a product or service and d) people love to share them on social media because they have “edutainment value”.

Collaborations are also an amazing way to make videos. Bring on other industry experts on your video to “discuss issues” because it’s not only good for your video content / channel to build up credibility but through collaboration your guests can also share the content on their YouTube channel which would double your reach and visibility.



Effective explainer videos have the following themes running through them.

- a) They have a great 3 second intro (it’s a great way to setup expectation)
- b) They are educational and entertaining to watch.
- c) They address a problem / concern.
- d) They elaborate on the problem with facts and figures charts and graphs.
- e) They offer alternative possibilities and solutions.
- f) They have a great “call to action” either to test or buy a product or service.

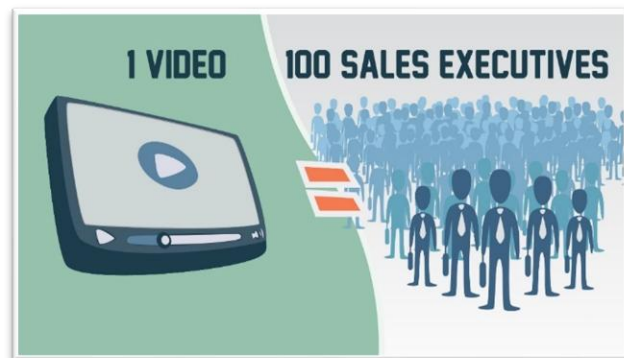
And last but not least is what I call the “**Homerun Strategy**” that 9 out of 10 videos don’t have.

Videos should NOT leave people hanging.

Those type videos that do are often used for branding with a lower “b” and really have no impact on sales. Instead, what you want is to incentivize the viewer with an offer, a reward, a benefit for watching the video.

This move makes the viewer feeling “special”, and people in general like that.

Make the homerun work for you by making it “**beneficial**” for your viewing audience and guess what they’ll do for you in return? You guessed right. In addition to being a buyer themselves they’ll share the video within their network of friends spreading the benefit with their inner circle.



And that's how the 1 to 10 social reach number comes into play and very quickly it will help you build up your customer base.

So, to recap,

- a) Create a character for yourself like a Hollywood star.**
- b) Create a format or genre for your video explainers and stick to it.**
- c) Make sure you are prepared with talking points or a script.**
- d) Understand your audiences needs and wants well and customize the video for them.**
- e) Incentivize your audience to share your video.**
- f) Earn your viewing audience's trust and convert them into sales ambassadors.**

Section 8

Build your Network reduce your marketing cost

It's self-evident that without buyers you have no business. **But often a lack of buyers doesn't necessarily mean a lack of market interest but rather a lack of "visibility" on the part of the seller, YOU.**

Often this lack of visibility is constrained by a lack of marketing dollars and in today's hyper competitive world the winners are often the ones who spend the most, or is it?



So, without beating around the bush let me give it to you straight, your number one priority as a business owner, an entrepreneur, or a sales executive is to build up your database of buyers. This is a network of "high value" people who have trusted you personally, and with the right incentives, are willing to promote your products and services amongst their friends.

This neural network is a string of connections that with the right stimulus can trigger action and reaction to take place with a profitable outcome.

This network is your power base which is why it should be an intricate part of your MEconomy plan. If organized well this network will help you in the following ways:

- Reduce your Find TIME through WOM
- Increase your online visibility through backlinks (offsite links that google loves).
- Increase your reputation buildup through Google ranking and reviews.
- Influence positive decision making through positive comments and posts.

So how do you go from zero to 1000x in under a year?

First let me explain why I say under a year and not 2, 3 or 5 years. The reason is, I want to create a sense of urgency in you.

If you don't have a deadline in this very important activity, you will end up spending hours and hours in front of a computer or mobile screen aimlessly browsing social networks trying to connect with people that may or may not have an impact on your business. Keep in mind that social networks are filled with fake IDs and the last thing you need is to waste time getting

chummy with bots. You also don't want to fall into the trap of becoming a "social media addict" either, and boy are there a lot of junkies out there.

For you, building a digital network has an entirely different approach and I will show you how to "scout" professionally so you don't end up having the wrong people in your mix that may end up driving you out of business.

But first, let me take this opportunity to talk a little about the nature of "social dynamics" in the new MEconomy, its business impact and through group cooperation you can reach scale well beyond anything imaginable at a fraction of what it would otherwise cost to build such a network.

Social Dynamics

The new MEconomy is about profiting from "**collective interest that comes from collective action**". Now this might sound a little utopian but it's true in the sense that an individual's interest is best served when it is tied to the interest of others. And the founder of this theory was no one other than the great John Nash, the father of game theory and winner of the Nobel prize in mathematics.

I have leveraged social dynamics many times and as a matter of fact have built a number of startups through this model of collaboration across three continents. So, I am convinced of its power and firmly believe that to grow you need to create a common goal, pull in the right stakeholders, and share the prosperity. Let me give you an example so you can get a sense of what it might look like in the real world.

a business commandment,

"Sell for others so others will sell for you"

Let's say you are a herbalist from Tehran, Iran (the fatherland of where medicinal herbs came from) and your objective is to export your products to Canada. The approach you want to take is to run a series of "medherb workshop" in Toronto for a group of 25 functional (nontraditional) medical practitioners every month, for 3 months. At the end of the 3 months, you want to have 22 of the attendees become your resellers. Pretty straight forward.

What can you do to get this workshop off the ground?

Well, there are two options.

There's the old way of doing everything on your own, which means, investing in the entire planning and implementation process to run the workshops OR there's the collaborative approach in which case you can work with a marketing agency that is keen to help sell your

with your end users and ask them to take action that would increase your network value. Ask them to sign up a friend and get a reward. Ask them to buy a product and you would give away a “prize” to a friend or to a charity of their choosing, ask them to join your affiliate program as a way to reward them back. Whatever you do, create a sense of urgency to act and incentivize the action.

Create WOM (word of mouth). Offer something so spectacular that would make it irresistible for others not to want to brag about it to their friends. This will increase eyeballs on your landing page and lead flow. Nothing works better than referrals online from a reliable source.

Build Alliances. Reach out and make new business connections with cross promotional marketing. Work out deals to sell and promote each other’s products or services and better yet make run joint promotional videos around a packaged product or service as a group.

I promote your product and you promote mine kind of approach works really well.

Connect online with offline. This is very powerful that often businesspeople forget. Promote your landing page at every opportunity in the real world and pull visitors to your online point of engagement. You are at a meeting, an event, a conference, a tradeshow. Invite your friends to connect with you right there and then. Add your landing page address on your business card and better yet have a QR code ready to drive traffic to your lead capture section on your landing page. The goal is to WOW people and impress them with the tools and features you have made available to them for ease of access beyond the old website and email approach that as we discussed earlier isn’t working as well as we had hoped for.

If you follow these rules within a year you will be able to build up your network to 1000x and that’s just the beginning. The real opportunity is far greater and I will show you the formula next.

The 1000x strategy is very powerful and cost effective and more importantly it follows the 1 to 10 ratio in online networking.



It's like no other formula in sales and marketing thanks to the internet that has changed "group dynamics" forever.

Which is precisely why social networks like Facebook or LinkedIn operate based on "Closed Circuit". Meaning, they don't want you to access their entire network without paying for it either in the form of monthly membership fees or advertising. The challenge for you is to OPEN the Circuit and the only way that can be done is by realizing that for you to WIN, EVERYONE MUST WIN.

Think of it this way. What would it cost if you wanted to reach a market share of 1,000,000 people in your city alone? Think in terms of marketing cost and the complexity of managing the marketing activities. My guess is it would cost a fortune that a lot of SME's just can't afford these days. Now consider an affiliate marketing approach.

By asking 10 friends to take action through your affiliate plan and they asking 10 friends and so on you will have access to 1,000,000 people by the 6th level of collaboration. No other direct marketing strategy can deliver such results. Let me show you what this means numerically.

Imagine having a referral program in place where each time someone purchases from you and at the end of the transaction you ask them to refer two friends to get a \$10 dollar special discount what would happen. Then imagine if those two friends came to purchase \$100 dollars and you offered them the same discount what would happen? By the 12-referral level you will have created **8,192** prequalified buyers in your database.

$1 \times 2 = 4$	$128 \times 2 = 256$
$4 \times 2 = 8$	$256 \times 2 = 512$
$8 \times 2 = 16$	$512 \times 2 = 1024$
$16 \times 2 = 32$	$1240 \times 2 = 2048$
$32 \times 2 = 64$	$2480 \times 2 = 4096$
$64 \times 2 = 128$	$4096 \times 2 = 8192$

***"HELP ME,
HELP YOU"***

Now that's POWERFUL network building.

Section 9

From text chat, to voice call, to closing sales in under 10 minutes

The most powerful communication tools in the world are available to you today but I am ready to bet hardly anyone uses them in the right sequence to close deals. Most people look at text chat as a social feature to send a quick message to a friend, family or colleague and at best use it to share a URL. At the enterprise level it is used by call center agents and now chat bots either in a tech support capacity or to answer questions that random people visiting a website might have.

What you may or may not realize is that text chat is a very powerful sales probing tool. It's an ice breaker to start a relationship. Which means by using "text chat" you can "assess" your visitors needs and wants in under 2 minutes. But don't make the mistake of trying to sell on chat. It won't work and as a matter of fact it might backfire and burn bridges not to mention your brand.

To use text chat effectively means moving the relationship to the next level which is either a face-to-face conversation over video conferencing or voice chat (telephone or skype). Let's not forget that people still want to hear a human voice at the other end of a conversation who can give them reassurances and a personal guarantee.

Mastering the art of online communication

The art of going from text chat to a phone or video call over skype or voice messaging over WhatsApp comes down to these simple steps and how you execute them will determine your rate of success, online.

Think CONVERSION, first.

We all know that conversion is KEY. **The end goal for you is to convert browsers into first time buyers, existing buyers into repeat buyers, and repeat buyers into disciples** who will share your URL address, products and services with their network through the incentives you offer (we talked about this in the previous section).

So, how do you start a sales conversion?

Simple, by asking for their “permission” to explain the value of your offering where during this discussion you NEVER SELL but rather you let the person on the other side WANT TO BUY. How you do that is by walking them through the conversation to a point where they end up “AGREEING” with you.

Once a person agrees with you, they will buy period. It’s human psychology.

Research shows that 95% of people who agree with you will end up buying whatever it is you are selling that’s within their “buying boundaries”. Remember 90% of buyers online don’t act on impulse, they act on needs and interests supported by logic. And your job as an expert is to be ready to WIN them over, both on an emotional and factual level.

If you don’t believe me, ask yourself this simple question, why do you like a particular influencer, politician, football player, or motivational speaker over another? The answer is because you agree with their ideology, tonality, aura and points of view that are closer to yours. Why do you listen to one news channel over another, because you agree with the way they analyze current affairs that is more in tune with your belief system and outlook of the world. Why do you feel more compassionate towards one NGO over another, because you are more sympathetic to that cause, and so on.

Getting people to agree with you is one of the fastest ways to take out uncertainty and changing peoples limiting beliefs of wanting a product or service. In doing so you short circuit the mental desire for someone to say NO, don’t need it, don’t want it, I changed my mind, etc.

The goal is not to SELL, but to get people to agree with you and let them BUY into your outlook.

People who agree with you end up taking your side and that’s when conversation happens.

WON’T BUY ----- Disagree with you ----- **STARTING POINT** ----- Agree with you ----- **BUY**



How to get people to agree with you (by controlling the call)

Let's use an example to see how the steps work and what you need to be conscience of when communicating with a prospective buyer. Let's say you are a painter an artist and you have someone on a call who wants to buy your art work from you. Here is what you need to do?

1. Build instant rapport & capture attention by being appreciative.

"I'm really excited to be speaking with you about your interest in art and thank you for giving me your valuable time to start this conversation." (Be enthusiastic about the subject matter & appreciative of their time in you)

2. Identify Interest. There is an immediate need "identify it FIRST".

"Paintings are very subjective wouldn't you agree. They touch peoples' hearts and minds differently so can you tell me a little about the style of art you are looking for, for what purpose will it be used, and where would the artwork in question be positioned? Is that ok with you as our starting point?" (demonstrate confidence and knowledge in subject matter while identifying the need)

3. Identify the boundaries of agreement to "Buy". It could be cost based, could be values oriented, it could be time driven. Listen well, answer questions and stay within the boundaries (the comfort zone) of BUYING in order to close the deal. This part is all about identifying the boundaries of the DEAL.

"So am I correct in understanding that you are looking for a 1.5 meter by 2 meter oil painting for your office with an image of two people on a sail boat riding on calm waters. You want to send the message of stability, experience and a steady hand in leadership for your office. And you would like to have it delivered to you in 10 days with a budget of \$5000 dollars, is that correct?"

4. Highlight the Benefits (identify the problem being solved)

"So the benefits of this painting is not only decorative but it also has a brand value in that while people are sitting in your office they can relate the painting to your strength and business leadership, it can also be a great talking point that can segway into a sales pitch for you, is that a fair statement?"

5. Offer statistics with high level anecdotes (paint a picture that connects with ROI)

"Did you know that visual marketing in offices increases deal making by up to 75%". That's the kind of painting you would like to have on your wall, right?"

6. Incentivize and get commitment with reasonability.

“If we are in agreement, can I kindly ask you to click on the buy button on my website products and service page and make the purchase so I can start the process by sending you a design draft within 48 hours as a starting point and instead of 10 days which is my usual turn around time, I will deliver the painting to you within 6 days? Does that sound reasonable to you?”

7. Go all in – Build TRUST & confidence with enthusiasm

“I’m 100% committed to what you need for your office and I will make sure this painting will meet your expectations. Thank you for your trust and confidence.”

**DON’T FORCE A SALE, DON’T PUSH FOR A SALE,
AND DON’T SOUND DESPIRATE FOR A SALE.**

Get people to agree with you in that what you are offering “increases their gains” and “reduces their losses”. BUYING will happen naturally if you have a qualified and serious buyer on the other end.

Make sure you speak from their perspective and not your own and remember people buy for their own reasons and not yours but what you can do is get the potential buyer to agree with you in that your product can satisfy their need(s). Be enthusiastic and make sure the person on the other end of the call feels confident about your capabilities. If you sound weak or unsure that’s the end of the sale opportunity, so be in an **“authoritative state of mind” and in control of the conversation at all times.**

If you encounter a person moving towards “disagreement” which may happen because of your pricing, terms and conditions, delivery time, the competition, buyer uncertainty, or lack of clarity in information it means you are not **“in sync”** with their needs. Quickly try to realign yourself by asking better questions and listen well. Get a commitment follow up with the paperwork and after you have delivered ask for a testimonial statement so you can use it in your marketing material as a trusted “referral”.

**SPEAK to the heart,
fulfill a NEED, exude confidence,
build trust and the SALE will happen naturally**

Section 10

Business Networking Within A Digital Sales Funnel

In this section I want to talk to you about business networks and how to go about expanding yours with next to no effort and no additional cost via a great social media strategy

There are 3 fundamental steps you need to master in order to build up a “commercially viable” network and they are in the following sequence:

- a) **Discovery** – who is out there
- b) **Lead Flow** – who wants what you have
- c) **Conversion** – who is ready to pay for it



If you keep these 3 steps in mind you will soon realize that not every post, every message, every thought every image, every video fits all your potential customer needs the same way. But they will help you attract attention. Remember in the previous section I outlined 5 different types of customers, now I want to highlight 3 different ways you can leverage your social media channel(s) to build awareness, create interest, and help you convert leads into sales through messaging. I call this “pitch and catch”. Let’s get in to it.

“Pitch”

The first advantage of starting a conversation on the right social platform is to broadcast “intent”. If you are painting contractor let’s say in Toronto, your intent on sending out an Instagram post could be something like this, “I am offering a FREE service to paint a one-bedroom apartment this Friday at 1pm. If you are interested type I’m IN and I will reach out to you. If you know friends who live in the down town area let them know”.

With the 1000x strategy you can quickly build awareness of your offering, figure out who is keen on having this service and what the potential looks like so you can follow up with them with an alternative offer. Now here comes the catch.

“Catch”

With each pitch you will start seeing an increase in connections, visits, queries.

The benefit of catching leads on a single social media platform is twofold. First, the platform will become your domain medium that’s business focused with a network of “REAL” connections and zero fake ID’s and bots. And second, all of your communication, engagement and connections are “transaction focused”, meaning people who visit you have a clear desire to engage in some form of business relationship as opposed to other platforms that are more focused on sharing news content and engage in chitchat. This way its easier to redirect leads to your ecommerce website and close the sale.

Also, from an algorithm point of view the more engagement you have on a single platform the more shares your page will get with other likeminded people and that’s a bonus. This is called “opportunity match making” and it serves the platform as much as it will serve you without having to spend ad dollars.

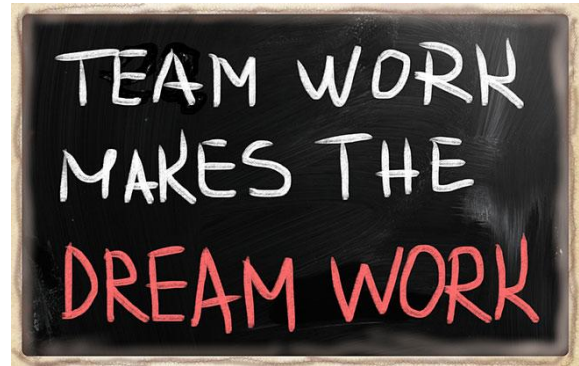
Your customers are your greatest advocates. Turn them into your voice.

Section 11

From MEconomy to WEconomy

Sharing prosperity is the new norm

Everything I have discussed in this manual are fundamental principles that drive the new MEconomy. I not only advocate them but believe in them wholeheartedly. Which is why I want to leave you with this final principled position, think about the collective good while developing your marketing plan.



I came up with this model after studying the great Scottish free market economist of the 18th century, Adam Smith, who concluded that “Individual ambition serves the common good and that each member of a society (or group) should first and foremost do what is in their self-interest in order to maximize utility for the whole” which may have been true during his time but certainly this logic is incomplete by today’s standard and here’s why.

Today, with globalization, a dynamic workforce and rapid speed of innovation the formula for success sides more with Dr. John Nash, former professor at Princeton, a Nobel prize winner and the father of game theory who completed Smiths idea with the theory of “Governing Dynamics”.

In his theory Nash makes it adamantly clear that BEST results come when everyone in a group thinks about their own self-interest, and that of the group, simultaneously. And that blind competition without consideration of group interest (the collective good) will not yield the highest return as speculated by Smith for the simple reason that in the process of direct competition individuals will end up blocking each other’s path to success and therefore no one will be able to reach their maximum potential, and therefore, utility.

With this understanding of governing dynamics and in order to WIN BIG in the new MEconomy we MUST consider the collective interest as a stepping stone to our individual success, and therefore, in the digital era that we live in this founding principle is of vital importance. Which is why I urge you to put the interest of your community of customers in parallel to your own so that everyone WINS BIG, together.

From MEconomics will emerge a new era of Weconomics that I will share with you in a second edition of this book / operational manual for success.

7 lessons I wish I knew when starting out in business 25 years ago. Wishing you A GREAT journey filled with success.

1. You *are* the brand - own it fully - Stop hiding behind a logo or company name. People trust people, not corporations. Your thinking, your voice, your values, those are your differentiators. If you're not visible, you're invisible. Simple as that.

2. Trust is your primary currency - In a noisy, skeptical world, attention is easy to get. trust is not. Deliver consistently, communicate honestly, and don't overpromise. Every interaction either compounds trust or erodes it. There's no neutral.

3. Pick a lane and dominate it - Generalists get ignored. Specialists get paid. You don't need to be everything to everyone—you need to be *the* go-to for something specific. Narrow your focus until people can clearly say, "That's who I go to for this."

4. Build proof, not just presence - Followers don't equal credibility. Results do. Case studies, outcomes, testimonials, real-world impact, these are your weapons. If you can't prove you create value, your brand is just noise.

5. Create content that teaches, not just sells - If every piece of content is a pitch, people tune out. Educate, challenge, and elevate your audience. When you consistently make people smarter or better, you earn attention—and eventually, business.

6. Adapt faster than the market shifts - The MEconomy rewards speed and punishes rigidity. What works today may be irrelevant in 12 months. Stay close to trends, but don't chase them blindly—interpret them through your lens and move decisively.

7. Think like an owner, even when you're not - This is a big one. Whether you're building your own company or working inside one, act like you have equity. Take responsibility for outcomes, not tasks. That mindset alone will separate you from 90% of people.

ABOUT THE AUTHOR

Christopher Shahriar Shahabi has spent the past 25 years of his professional life in the internet and digital marketing industry as an internet and wellness entrepreneur.

He has been involved in building numerous startups in Canada, has raised funds for high impact companies, has advised government organizations on their e-strategies, and has been on the advisory board of numerous technology NGOs.

He has been featured in FORBES magazine and has been recognized by the National as an influential figure in business. Chris has also been an adjunct professor teaching international trade finance, international business, supply chain management and service marketing at the Toronto School of Management and Conestoga College in Canada.

Chris has traveled the world, having lived and worked across 25 countries, 40 cities and 3 continents and has coined the term “**collaborate across creative minds**” as a mission statement to connect more people together around greater prosperity and a common purpose. He is the founder and investor in Creative Oxygen Labs, Oxygen Community and Entrepreneurs Without Borders Forum.

