



How to succeed in strange times

Actions and exercises

1. Love the ones you're with



2. Start with your “why”, but market around your “how”



3. Strengthen your position



I am the agent that gives (target customer) the (specific benefit) they seek by (how you deliver benefit).



4. Say something



5. Always be different



I was/am the first agent to

I am demonstrably the best at

I am the only agent to



6. Find your big little things



7. Create an experience



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