



## [How To Succeed \(Even In A Crowded Marketplace\)](#)

### Three Month Vacation Podcast

Sean: One of the biggest things that we seem to battle with is our own minds. It doesn't matter how good we are or how good we get, there is always this battle in our own minds. We always wonder about the things that we are writing, about the audio that we're creating, of the video that we're creating because there is so much information out there isn't there?

You think, "Well, surely someone has done this before. Surely, someone has covered this before. Surely my work is just going to be irrelevant. No one's going to pay attention. No one will want this." You know something? You would think that this feeling goes away. It never goes away. Here are the three main reasons why you should persist nonetheless.

The three main reasons why you should continue to write, to create audio or video or a presentation is simply because people want to hear you. The three things that they want to hear are, your voice, your system, and the third is your examples. Let's go into a little detail about what these three things signify and why they are so important to your customer.

The first thing that we're going to cover is just the factor of your voice. When I write an article, people know that that article has come from PsychoTactics. When I draw a cartoon, you know that you can recognize my cartoon from everyone else's cartoon.

You know this for a fact because there are thousands or tens of thousands of cartoonists out there, probably even a few million considering the population of the world. Yet, when you see a cartoon from me, you know instantly this is Sean's cartoon or someone that is trying to copy the same style. If that were to apply to cartoons, that also applies to writing, to speaking, to video, to audio.

This audio for instance is constructed in a completely different voice. It's a different way, there is no hype on it. There is no fanciness. But there are clear tiny increments that you can implement, things that help you move forward. You will notice for instance that when I'm speaking, I don't bring up money. Now, there are no how to make six figures, how to make seven figures, even if that is the case, it never comes up. That's because I believe that it's crass, it's low class to talk about money that way. Talking about money and making other people feel miserable or feel uncomfortable because they don't have the same situation, I think it's crass to do that.



I also think that it's silly to have all these gaps. Today I was listening to a podcast and someone said, "OK you can build this product and all you have to do is just get one customer a day. The product costs \$497 and you just have to have one customer a day." Wait a second, you don't even have to have one customer a day, you just have to have one customer every other day and you make all of this money and you gave her \$191,000-something figure. He just managed to leave out, how are you supposed to have that [half 00:03:45] customer a day?

I think those things are crass. It doesn't come out in my voice. It doesn't come out in my podcast. It doesn't come out in me audio, or my video, or my presentations. For the most part, we will stay within how do you actually move your skill ahead. How do you get these skills? That's my voice. For the most part it stays consistent. I'm not saying that I've never brought it up before. I'm saying for the most part, it stays consistent.

This is what you've got to understand. That for the most part your voice is going to stay consistent and you're going to attract customers and clients that like that voice. It might be a voice that talks about money all the time. Yes, that's great because that attracts that kind of audience. Then yours might be about hard work. We talk about the article writing course, which is the toughest writing course in the world. Clients will write in and say, "You got me at that line." Why would I sign up for anything if it wasn't tough or if it weren't tough, that's right English.

They tell me that this is what they want from life. They want to work hard, they want to create magic, that is the voice that I'm sending out. That's the voice that your clients are responding to, that's the voice that my clients are responding to. Whenever you have that bully brain coming in saying, "oh no, this has been done before. Oh no you shouldn't be writing or speaking or doing whatever it is you're doing", then shut down that bully brain and say, "This is my voice. I have grown up. I have learned things. It is my duty and my privilege to pass it on."

Your voice will come out and your people will listen to you. I know this is sounding very religious or cult-like but I will listen to pretty much any music that Sting brings out because I like his voice. If someone else were to sing the exact song, I don't think it would matter to me as much. That's what you have to understand, that once you've created your voice you're going to have an audience that is willing to listen to you, that's the first thing. Your voice really matters.

Let's move on to the second thing which is the system that you follow. When I first wrote the [Brain Audit](#), it was more about a factor of just writing something down on a piece of paper. Someone wanted the notes, I wrote the notes, it became a book and that became the Brain Audit. Today, that document has become like the Bible for us at PsychoTactics.com, for all our as well. What you've got to understand is just this, that when I wrote that book, I didn't have a system. I was trying to create a system. I was trying to create a system for myself because someone ask that



question, I answer the question but now you have to put it together in a way that is consumable, that someone can use. That's what I did. I put it together in the system.

It not only became a system for me, but also for my clients. Maybe I should put it the other way. It not only became a system for my clients but also a system for me. This is true for everything that I do. When I did the info-product scores, it generated a system in my brain. When I wrote any of the products like, the about us page, or the homepage which is about website components, and you'll see this

in our product section in [PsychoTactics](#), all of those things I wrote because I wanted to write it because I've been doing things over the years and most of them are nice, they work. In retrospect, it's nice to look back and see how they work. But it's so much better to have that system, to have that checklist.

This is the kind of thing that people are looking for. Whenever they buy into your product or your service, they are looking for that system, not A system or B system or C system, they want your system. They like your voice, they like the way you operate, now, they want your system. If you don't give them that system, in a way, you're doing them a big disservice. You may think, "well, who am I to tell them how to do things?" But this isn't about how to thing, this is about a student in the 3rd grade teaching someone in the 2nd grade. If you know just a little more than the kid in the 3rd grade, you can help that kid.

If you know a little more about fraction, if you know a little more about spellings, you can help that kid in the 2nd grade. That's where you have to come from. The point is that you know your system is slightly different from any other system out there. That's all I'm interested in. I'm not really interested in the other systems. This becomes even more relevant in today's world where there are so many people who are totally hopeless of what they do but they are good at marketing. What they do is they'll do a lot of advertising, they'll do a lot of marketing, they'll do a lot of joint ventures, they'll do all that kind of stuff and people are buying into those products, sometimes the products are just \$50, but sometimes they are \$15,000.

It doesn't matter whether you spend \$15 or \$15,000, it's still a waste of your time and money. Those people are searching for someone who has a system. Those people are searching for someone who can put that system together in a cohesive way, and that is you. Put together that system and this is why you need to make sure that you get your information out there and you get it there sooner than later, that even if you get it 70% right, it's enough. You can go and fix it later.

Think of your system as software. Think of all the software you've used over the years. Think of how you've bought version 1, version 1.2, 2, 3, 4 and you don't feel bad about it do you? If you are such a perfectionist, which all of us claim to be, but of course, there is no such thing as perfection. Go back, just go back and fix it. Do version 1 then do version 1.2, 1.3, 1.7, go to 2. That's all we did. We did that with the Brain Audit. We sold version 1, we sold version 2, we sold version 3. The same people that bought version 1, also bought version 2 and they bought version 3 of a



book.

It's not software, it's a book. You can do that as well. Believing your system, that's the second point. The first point that we covered was your voice. It needs to be your voice because want to listen to you. The second thing is just the system. Your system is totally different from everybody else's system.

The third thing are your examples and this very, very, critical. What is it about examples that make a difference? You can have a system, you can have a voice but

somehow the examples that you use are going to be totally different from somebody else's examples. Maybe you'll give case studies that are totally different. Maybe you talk about stories that are your own personal stories or stories that you know from somewhere else. Maybe you'll use analogies that are different. People learn in different ways. When you give that specific analogy, when you give that specific story, the lights go off in the head and you felt this before haven't you? You feel this.

I was at a workshop once in Spain and there was this guy who is talking about values. Now, values are a system that you use in water colors top make your character stand out. I had read at least 50 books in water colors. I had gone to courses in water colors and I could never understand values. He came up with this system and these examples. The example was about how the values represent coffee and tea and milk and all that kind of stuff.

Of course it doesn't make any senses to you right now but the point was that that was my light bulb moment. That was the moment where I thought, "Wow this is so cool, I have never figured this one out before. I could go another 20 years and never figure this out." I figured it out at that point in time.

I'm sure that Spain helped. I'm sure my mindset helped. I'm sure that a lot of things helped. But the point is that you examples, your analogies, your case studies, they're going to be different. That's what you're going to take away from it. Just like I used the analogy of the [Brain Audit](#). How we did version 1 and version 2 and version 3, you probably heard this whole thing about "Don't be a perfectionist". That story is going to stick in your head. I know it now. Even as I speak, I know that story is going to stick in your head. Every time you slow down, you're going to think of that story.

There you go, three things. Let's go over them quickly, shall we? The first thing that we covered was just your voice, people want to listen to your voice, it's very, very important. Whether that voice is a grumbly voice or a spammy voice or [inaudible 00:14:05] voice or whatever voice, that's the kind of client that is interested in your voice. It doesn't matter whether you consider it good or bad, your audience will be attracted to that. The second thing is just the factor of your system. Your system is going to be different. Even if you move just one peg away from the other peg, from somebody else's system, it's still your system and that's what I want to buy into. The third thing is your examples, your analogies, your case studies, your stories,



one little thing in your book, in your audio, in your presentation could trigger off that magic. That's the magic that you want to bring to the table.

This is why you should never give up. This is why you should never consider yourself irrelevant. This is why you should push that bully brain far into the background and say, "you sit in a corner and when you're 35 years or up, you can come and bug me again." That's what you do.

Well, this is me Sean D'Souza. If you like this audio and you like this information, pass it on to a friend, pass it on to someone, so that they can benefit from it as well. Do write in and ask me the questions about info products or marketing or anything specific that you want to ask because you never know, I might run in it in an audio podcast, in fact I will do that. You know where to find me, it's at PsychoTactics.com. Go to [PsychoTactics.com](http://PsychoTactics.com) and we'll meet you there.

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