



Latest Episode



Insight of The Week

Make it easy for your target to say "yes".

If you do your job at understanding your target as a human, then you should know what their currency is. Use it to make an irresistible offer. This is generally something that is low risk and low effort for your target to say yes to. But that doesn't mean you can skip the hard work of courting them. This just seals the deal.

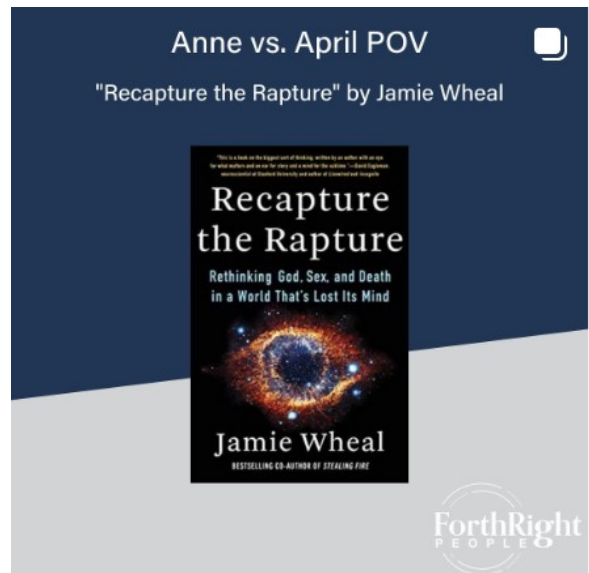




GUEST SPOTLIGHT

"Your funnel is not optional. If you have a business, you have a funnel."

Alisha Conlin-Hurd:
Co-Founder, Client Partnership at
**Persuasion Experience Successful
Event**



NOT TO MISS

Anne vs April POV

For the details and link to April and Anne's POV on Jamie Wheal's "Recapture the Rapture", click [here](#).



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have

seen just about every situation business can throw at you...

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