

MY NOTE TAKING NERD

“Giving You The Edge”



PERSONALITY IN COPY
DAN KENNEDY



My Note Taking Nerd

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YOUR GOAL SHOULD BE TO USE THE WRITTEN WORD TO KEEP YOUR CUSTOMERS FOR LIFE!

How do you do that?

Think about the nature in which you acquire your customers. For years, before the internet, the process may have been grueling, time consuming, and costly. Yet, we do very little to keep those customers.

Your goal is business is business and career longevity and maintaining **CUSTOMERS FOR LIFE!**

You want a sense of relationship with your customers.....**you want them eager and excited to open your mail.**

Customers that get involved in your story are customers to whom you can sell to more often.

YOU ARE IN A RELATIONSHIP BUSINESS NOT A PRODUCT BUSINESS.

Think of great Mystery writers. **We are eager to know what the character is up to and what they are doing next.**

To create a successful Personality Driven business **you MUST..**

- Have a business that is a Relationship business.
- Have a business that is membership based and moves members thru ascension.
- Have a business with a Guru at the Core and develop the core character over time.
- Use the Printed Word to drive your business as a series fiction work.
- Use interaction, recognition, anticipation, and reward to keep customers.

ELEMENTS OF A PERSONALITY DRIVEN BUSINESS:

Element Number One: There needs to be a Character. A guru, hero, or leader that everyone follows and gets involved with. You can't be boring. You can be boring in real life but you can't be boring in the way in which you present your character to your customers. Every character has an origin in their story. Where they came from, how they got there, and every character has a legend.

There are PARABLES. These are your signature stories that tell what you are trying to teach.

There are MIRACLES. You need to have a miracle of making money or amazing transformation.

There is INSIDER LANGUAGE. Everybody wants to be an insider. They want to be on the inside and have access to the forbidden fruit.

There's DOGMA. This is the rules, the beliefs, and values. Great characters stand for something and stand against things.

There's Testimony. People are running around telling great stories of the Character and singing praises.

GURU, HERO, LEGEND

- Son of God, Immaculate Conception, Rose from the dead...
- Rocky
- Spiderman ...Bitten by Radioactive Spider
- Napoleon Hill...Andrew Carnegie

THE PARABLES...STORIES THAT TEACH

- Helped lepers, Forgave Sinners,
- Spiderman quit, Uncle got killed because of his selfishness, with power comes responsibility.

THE MIRACLES

- Walked on water, Water into wine, Rose from the dead
- Spiderman can Crawl on walls and fly around the city.
- Rocky does the impossible with very little.

INSIDER LANGUAGE

- What would Jesus Do? Communion
- Secret handshakes of the Masons

THE DOGMA

- Ten Commandments
- Dan's Three Step Letter Sequence

READERS WISH TO READ ABOUT THE EXCEPTIONAL!!

Perry Mason, Dan Kennedy, Rocky, Colombo....they were all exceptional in one way or the other.

You must become a performer and see yourself that way. Not all performers are exactly the same way when they come off stage. Some were radically different. Case in point was Johnny Carson.....he was drastically different offstage by all accounts. Give yourself permission to be different.

THE BUILDING BLOCKS OF SUCCESSFUL CHARACTERS

LIKEABILITY. Movies are generally not made about the Villain. You must be likeable. You need to present yourself in a way that you do likeable things.

THE EXCEPTIONAL MAN. Your customers want to know you are extremely competent at something.

YOU OVERCOME.

YOU ARE COMPLEX. You need not be wholly agreeable. At times you will go against the grain and have an ideal your audience will struggle with.

YOU NEED TO DISCLOSE YOUR FLAWS. Dan speaks of his alcoholism, stuttering, bankruptcy, compulsive behavior, divorce, etc... This make you believable and at the same time relatable. Nobody is without flaws.

YOU NEED TO EVOLVE OVER TIME.

YOU NEED TO HAVE A PHYLOSOPHY AND POSITION YOU STAND FOR. Think of what Dan, Zig Ziglar, or Rush Limbaugh stand for. How about you?

YOU MUST HAVE A THEME. The greatest theme of all time was Superman. Who doesn't want to rush into a phone booth and rid yourself of all your insecurities and flaws and emerge a Super Hero? Dan....Renegade Millionaire, Autonomy, No B.S.,REMEMBER IF YOUR CUSTOMERS DON'T WANT TO BE LIKE YOU THEY WILL NOT SUSTAIN A RELATIONSHIP OVER TIME.

ALL GREAT CHARACTER HAVE ONE GREAT TRAIT....**COURAGE!** THEY SHOULD BE SAYING....I WISH I COULD _____

HOW TO WRITE FOR YOU CUSTOMERS?

You write for your customer and do not try to please everyone. You can't be everything to everyone.

You start with the back-story. This is your life story summarized. Your legend. Think of Batman, Arnold Schwarzenegger, Rocky, Dan....Would they be who they are without the backstory?

Next is CONTEXT. This is the enemies you battle, the people you interact with, the places you travel, the adventure you engage in....

Also....Your physical description, Childhood events & influences, Education, Family, Ambitions, Successes, Failures, Core Beliefs, Pathological Behaviors, Incompetence's, Pet Peeves, Politics, Religion, Hobbies, Interest, Significant life events, Things people will be amazed by, Things people will envy or desire....

YOU NEED AN INVENTORY OF PARABLES. They can and should be exaggerated. Most of Dan's stories are not "quite" the truth. They are added to get an idea or point across that will "stick".

- Write like you talk. Be conversational and personal.
- Think like your writing the family holiday letter.
- Write like a novelist with you as the hero in 1st person.
- Finally....Always be selling. Selling you ideas, yourself, your philosophy, etc...

YOU SHOULD BE WRITING EVERY SINGLE DAY. 1 PAGE A DAY IS A BOOK OR TWO A YEAR. FIVE PAGES IS A BUSINESS....

PUT YOURSELF IN A SUCCESSFUL WRITING AND WORKING ENVIRONMENT.