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Framing Your Value

Authority Alchemy: The show for positioning yourself as the number one authority in your industry. Quickly turn your prospects into clients and clients into raving fans. Here are your hosts, Brian Horn and Jack Mize.

Jack: It's the Colgate Authority Alchemy Hour.

Don't you remember the old days? Actually, I better preface that. I don't remember it, Jake.

Brian: I don't know what you're talking about.

Jack: I was thinking. I was watching some documentary on the old, old shows and advertising. If you ever watched ... you watch old marketing documentaries or shows on marketing, doctors pushing cigarettes: "They say the 'pick-me-up'," you know. A simple match and a Lucky Strike, and you're prepped and ready to go for the day.

Brian: Oh, yeah.

Jack: Put a little pep in your step.

Brian: Yeah, they never do that anymore. All these drugs they're pushing and all these new shows are completely good for you.

Jack: Well, of course.

Well, today on Authority Alchemy we're going to talk about framing. Before we do ... and I thought about that because of how people would frame how great cigarettes were for you, and it really is about framing. People frame things in a lot of different ways. Before we dig into that, I've got to say, isn't it great, doesn't it feel good to congratulate clients?

Brian: I love it. I love being able to pat them on the back and give them things they never thought they'd be able to do and just seeing how

excited they are, especially when they post about it on Facebook. That's my favorite thing, to see them enjoying their success and all the accolades they get from their current friends or from people from high school that are patting them on the back, and especially the moms. I love the moms that sit there and, "We're in tears. Me and your dad are so proud of you, we're in tears."

Jack: Oh, yeah. Always. It's become common to us but it's like we just wait for that kind of stuff to happen. It really has been a good start of the year for us and our clients. We've had 20-something, 23, 24, or more best-selling authors created this year. We've had over 40 clients actually, quoted on ABC, NBC, CBS, FOX, over the course of the month. What else have we had folks do?

Brian: We had a guy get a national radio show.

Jack: That's right, national radio show. Another one we got, what, a six-figure sponsorship deal for their podcast?

Brian: Yeah.

Jack: Man. Where are they? That's the thing. Hey, we're looking for sponsors. Maybe Colgate would be a good one.

Brian: Maybe it would. This guy did exactly what we teach, very much in the micro-specialization on a very specific niche and people went after it. It was a perfect fit for a big company, so it did good. Then we had another guy that got on the cover of a magazine. Just a few weeks ago we had somebody else that was in with Oxygen Magazine. She was in Oxygen Magazine. We have all these ... another guy got a reality show that's on ABC. I think it's starting this month, I think.

Jack: That's awesome. I love giving congratulations. Real quick, if that's something that you are ready to claim your authority, you can go to Authority Alchemy, dot, com, hit "Claim Your Authority," or you can

go straight to Authority Kickstart, dot, com and see if we have some openings for some of our Kickstart clients that we're taking on right now. Authority Kickstart, dot, com.

And what is it that is the common thread? What is it that really each of these folks have, is their authority positioning. You had a great quote on Facebook the other day. What was it about?

Brian: There's a difference between becoming an expert and positioning yourself as an expert. You can spend all the time in the world ... Let's take it to an extreme example. Let's say it is a marketing person, going to be the expert of marketing, and you just sit in your room all year, read marketing books, buy every product, just consume all of it, learn it backwards and forwards. Then that's it. You don't do anything with it. You don't actually go out there and show people that you know the most or position yourself as the best.

You're going to be a broke person sitting in your room upstairs that has a lot of information in your head that does absolutely no one any good, especially you, versus somebody else that knows enough, gets out there and pushes themselves out to the market and gets up there and starts helping people making a difference.

Jack: Whittle it down to simple terms. You make a lot more money having people see you as an expert than you will spending all of your time actually becoming an expert.

Brian: Absolutely.

Jack: That's what we'll talk about today, framing. Framing. That's a word that's kind of popped up a lot over the last few years, and I think it all comes spun from ...

When I really first started thinking about this methodology strategy technique of framing was from the book, Pitch Anything. Excellent book. If you haven't read that, Pitch Anything, on framing.

Really what it is, it's about creating frames and situations. I use this over the years, a similar thing, when framing with clients and customers, because a lot of people want to know how is it that I can raise my prices. How can I charge more just because? That's where a lot of people have an obstacle to go through, and it really is about framing. It's about creating your value.

The first thing you have to do is give people a reason to feel that you're more valuable. Now, does that have to mean that it's a measurable amount of look? You know, we have this bigger pile of stuff than these people? What is it that creates that value?

One, creating your authority and positioning your authority, does a tremendous job in that, but I've always called it "situational status." What I mean by "situational status" is, there's different situations, when different people have the upper hand, have more authority.

Think about, you're at a party and there's a billionaire, millionaire, whatever, high-end attorney for some very high-end specialization and then a kid who's a lifeguard down at the pool. Who is the person that's in a situational status at that party that in conversation is who people look to as, hey, this is someone that's of consequence, that is a higher situation?

Brian: Right.

Jack: Now, let's say that millionaire lawyer fell in the pool and he can't swim.

Brian: Yeah.

Jack: Who has the situational status there?

Brian: Yeah.

Jack: You know? That's what it is.

Brian: That's where we are. Absolutely.

Jack: What you have to think about is when you're in situations there's a lot of folks that we have that are coaches. We have a lot of coaches that coach people that are actually probably, at least if you measure financially, may be more successful than they are.

Brian: Absolutely. There's a lot like that.

Jack: But who has the situational status and the value? Why is someone that's financially worth more than you willing to pay you for something that you know? That's where it comes down to not what other people think of you but more about what you think of yourself.

I see a lot of people, the word "servant" that comes along. If you're a servant to others, the money will come. If you're a servant to others, that's when you're successful. I understand the principle behind that. I understand the logic behind that. I don't like the terminology behind that.

Brian: Right.

Jack: Because "servant" to me implies, "What do you want me to do? I can do whatever you need me to do."

Brian: Yeah, Gil from The Simpsons.

Jack: Yeah, that's it. If you think about yourself as a servant and you think "What can I do for you? What can I do?" and then all of a sudden you put yourself in a position where your prospect feels that they have to let you know, "Here's what you do. Go do this, go do this, go do this," when, when you want a high value, you want to pay someone a lot of money, you want ... because you don't want to

have to tell them what to do. You want to rely on their expertise of what to do.

Brian: Right.

Jack: When you go to the doctor ... you know, we've talked about, if I go to a chiropractor, I don't want the chiropractor to say, "Okay, what bone do you want me to pick

Brian: Yeah.

Jack: "What do you want me to crack? I'll do whatever you say," just tell me what to do.

Brian: "Old Doctor Gill will help you out here."

Jack: You don't want that; right? So that servant mentality, you have to get down to where it's, like, "No, I don't do that, that and that, and if that's what you want, I'm not the person to do it."

I call it going from servant to savior. When you want to raise your price, raise your value, to reframe yourself, frame yourself as a savior versus a servant. Because if you're good at what you do ... that's why we have people that are clients that have clients that make a lot more money than they are that are willing to pay them because of their specialized knowledge, because their situation status. They have that one piece of information that they need and they know that they're the person that's going to perform for them. It really is all relative.

That word, "relative," think about it. What was it? Good old Albert Einstein ...

Brian: Good old Uncle Al?

Jack: Yeah.

Brian: Yeah, what did he say? He said, "Put your hand on a hot stove for a minute and it seems like an hour. Sit with a pretty girl for an hour and it seems like a minute."

Jack: That was his theory of relativity in laymen's terms. What you have to think about that is putting that into effect in your own business. How do you frame, how do you make yourself relatively more valuable to the situation? I call that the physics of value. It's all relative.

If you want to think about the physics in pricing, how do you get physics in pricing? You put Einstein's theory of relativity to use. It really is all what it's next to. I often think of an analogy that you need a cell phone. Let's say you lost your cell phone.

Brian: Right.

Jack: You're on no plan. You're not going to get any deal. You're going to have to go buy a cell phone. You're down at Best Buy or Fry's or whatever and you're finding a cell phone and there's the new one that's 500 bucks.

Brian: Mm-hmm (affirmative).

Jack: You're about to buy it. It's the one you want, but then somebody comes up to you and says, "Hey, buddy, I've got that same cell phone about four miles away at the Best Buy. It's a hundred bucks cheaper." What are you going to do?

Brian: You're going to leave and go get it.

Jack: You're going to thank him for it, aren't you?

Brian: Yeah.

Jack: Oh, man, great. Think about it. If you call them and they say, "Oh, I only have one left," you're going to run over there.

Brian: You're going to run over people to get to it for a hundred bucks.

Jack: That's right. But if you're buying a new car, you want to get you a new Mercedes. What do those run these days?

Brian: Sixty thousand.

Jack: Sixty thousand dollars; right? You want a Mercedes. You find the one that you want and you're about to buy it but somebody comes up and say, "Buddy, you know, they got that same Mercedes at the dealership about five miles away, and it's a hundred bucks cheaper." What do you do? You think, "Get the hell away from me." You know? "What are you, a freak?"

Brian: Yeah.

Jack: Why? It's the same hundred bucks; right?

Brian: Right.

Jack: But it's all in the way it's framed.

Brian: Yeah. My wife is so funny with stuff like that. She will literally go to the different grocery stores when she's shopping to save like a nickel on a can. I can't for the life of me Literally, when I say a nickel I'm not exaggerating. It will be a nickel cheaper somewhere else and she'll go out of her way to go pick this thing up. Then she buys like a \$1,500 purse.

Jack: Oh, yeah.

Brian: It's so funny.

Jack: Because of the framing, isn't it?

Brian: Yeah, absolutely, because she gets to have that little ...

Jack: It's relative.

Brian: What are those? Louis Vuitton. She has a Louis Vuitton, and who cares about the black beans?

Jack: I'm going to save a nickel on a can of beans, but there ain't no way I'm going to TJ Maxx and getting a purse; right?

Brian: Very true.

Jack: All right. So that's where it is. The problem is a lot of people put themselves in this world where they commoditize themselves. Really it's because of the way that society, we've been raised in society. Think about it. Growing up, when you think about working, when you think about careers and jobs, what is the value you always tied to when people get their first jobs?

You got the son that's in high school and he's going to be going out looking for that first job and everything is ... How much do they pay per hour? What are they paying per hour?

Brian: That's what he's looking at.

Jack: That's how we learn to measure. We actually learn to measure our value based on the amount of minutes or hours in the day that we're performing an activity.

Brian: Right.

Jack: Or at a job; right? When an authority gets paid based on the results that they can produce. What percentage of the population do you think that that's even on their radar of how they would value themselves?

Brian: Very few. That was something when I started working with Kevin Nations. He completely changed my view on that. I did. I saw it as what I was doing and how it was priced with other competitive

services and how much work it required on my part, which is how much I completely automated, not on the end result value. It makes a big difference.

Jack: That's right. What really gets me is when people are going into a coaching business or a consulting business and they want to base on hour, and I know that that may be what people have set as the standard, that here's what I bill per hour. Even attorneys. But what do the smart attorneys do? When you move into the personal injury in those, they don't bill per hour.

Brian: They take a hunk of what you get.

Jack: I am going to get paid for results. Now it takes a special type of person that's willing to be paid for results versus activity. They've got to be confident that they're able to help the person; right?

Brian: Absolutely.

Jack: When you pay for activity, I call them BB stackers. You've seen the people at corporate jobs that I was here eight hours doing some kind of mindless work, which I call BB stacking, you know. I spent a lot of time doing something. Whether it's productive or not is irrelevant or incidental. I was here doing it.

Brian: Somebody's paying, they generally don't care. They don't care how hard you work. That's one of the things we talk about, that makes no difference how hard you work, how much you've studied, anything else. All that matters is results.

Jack: Yeah. Too many people want to charge and base their value on, well, it's going to take me this long to do it, so therefore it's worth this much versus the result that I'm going to produce is this valuable. When you can do that, that's when you move away from being a commodity into having people pay you more because of the results they feel that they're going to get from you.

Brian: Having a chat today in a Mastermind group, and I thought a similar thing. We were going back and forth about how people in universities, academic staff in universities, base their status, base everything completely on the number of degrees they have or the citations they have or the awards they've won when outside of that world means absolutely nothing. I didn't know citations and papers and stuff was anything even at all. They base their whole worth off of that versus actual results.

It's all based on results. Like, how can we even help? Because your income is just a reflection of the value you've given to the world.

Jack: The academic world, degrees. I know I've been in places where I've consulted with corporations or back when I worked in the corporate world. You better watch your step if you call somebody by a title but they're really a senior version of that. Right?

Engineers, they're pretty big on that; right?

Brian: Oh, yeah.

Jack: You can have an engineer walk across the street, get hit by a bus and the news would be all over the place, "Engineer was hit by a bus," and his last dying words, "Senior engineer." Right?

Brian: I did time in the corporate world also. They've got it down, man. If given a choice between a better title and better pay, I think most people would take a title and just a little bit different ...

They have that thing down. That's a place I worked in. It was crazy with that.

Jack: That's where it comes into the commodities. There's some dangerous questions that people ask themselves when they start toying with the idea of upping their price and framing themselves as that authority and starting to get paid as authority.

Brian: Right.

Jack: We've talked before about being at the concerts. It's the band onstage that's the paid performer but the situational status is, they're in control. They are running the game. You're not telling them ...

When you go to a basketball game, they're paid performers. They're making their living off of you being a spectator and buying stuff.

Brian: And watching them.

Jack: But you're not going to go down there and say, "Hey, I'm a paying customer. I want you to put Harden in right now." It's not going to happen.

Brian: One thing, also, it's like going into a comedy club. Just go in and sit there, "Okay, boy, make me laugh. Make me laugh." Jerry Seinfeld, "Tell me the one about the chopsticks again. That's funny." No, he does what he wants to do. He runs the show. You just have to sit there and enjoy yourself.

Jack: The people that position themselves as authority don't have to deal with that. But people often ask that question, the dangerous question of why would anybody want to pay more for me? That's when you have to determine if you're selling a commodity or you're selling a result, a unique result, that people get from working with you.

What are some examples of things that should just be commodities? I can think of a big one I think of is Starbucks. Why do people buy Starbucks coffee when they could go down to the local food mart and get a coffee for a third of the price? I know we're going to have the elitists that, no, no, no, the quality of the beans. I'm saying, it's a drink made out of beans. All right?

Brian: Yeah. It's the same coffee at the store but is burned.

Jack: Yeah. Why do they get to charge that much more? Are people buying the quality of the coffee or are they buying the fact that they're going to walk around with a Starbucks or that they ...

Brian: It would be a neat experiment to do at a Starbucks, to order stuff, to say we're all out of Starbucks cups. Here, just take this plain Styrofoam one, like they have at the office.

Jack: It wouldn't be nearly as good.

Brian: What would happen? If people would just not want it or they just take it and just sulk about it? It would be interesting to see. It's definitely like that.

Jack: I always thought about that with ... I forget who the musician was. It was a big, like, a Yanni or one of these kind of flute guys that was a few years ago, that the music to me wasn't ... but it was, like, hip. You were hip if you ... Then I realized that people only listen to this when there's someone around to watch them listening to it, you know?

Brian: So it's not what you listen to on your own.

Jack: They see you listening to it.

Brian: Same with the bottled waters. If you go and buy the Evian and those waters, that are ridiculously expensive. You can have them. "We're going to pour it in some generic water bottle. You've got to carry this around," if they would ...

Jack: That's it. What do people buy? Are they buying the commodity of the water or are they buying the result that they think they're going to get from drinking that particular brand of water.

Brian: We did a trick on my uncle years ago. He claimed to be a bourbon snob. He was really into higher-end bourbons and stuff. We'd gotten some stuff he liked and had it there at the house. Then my parents had some stuff they'd had for a while, some cheap stuff. They swapped it out on him. No clue. He was sitting there just sipping, "Ah, yeah, that's the good stuff." It was I think about a third of the price.

Jack: The commercials you see on TV where they go into the high-end steakhouse and say ...

Brian: "These are Walmart steaks?"

Jack: Yeah, "these are Walmart steaks." You know, I want to see the aftermath. I want to see, one, the customers an hour after that occurs, like, "Son of a ... what did we just buy? They made a fool out of us. They're Walmart steaks."

Then I want to see about an hour to a week after from the restaurateurs. They're like, "Son of a ... we could have been serving Walmart steaks these whole times and nobody would have known the difference?"

People aren't buying necessarily pound for pound or the result that they felt they were going to get from having that nice meal. People don't go to high-end restaurants necessarily based on the food specifically. It's the result, the environment, the experience they're going to have from going to that restaurant.

How many times have you been to a steak restaurant where the steak wasn't that great but, man, you felt like something special sitting in there and you were treated well and ...

Brian: I've been at restaurants like that for sure. The experience is a huge, huge part of it.

Jack: What it all comes down to, and one of the things with authority, the fact that you may be thinking, because we have people, like, “Man, this is awesome that I’ve been quoted on ABC and CBS,” but they still feel a little hesitant sometimes, “Man, am I bragging? Am I kind of being ...”

I’m saying, “No. Do you understand what that does to your customer, that they get to go home and feel like I am working with someone that has been quoted on ABC and CBS. You’re instilling confidence. You’re giving them piece of mind. You have no idea how many of your customers and clients are sleeping better at night knowing that you are in charge of the proceedings of whatever it is that they’re doing, whether you’re their coach, their attorney.”

Brian: The level of bragging, they do and the level of pride they have of working with you once you have your authority positioning in place is crazy. Like I said, Jack and I are just teaching this stuff. We’ve done this in our own businesses.

I had an SCO business. I had a link-building business. I had an inner-market consulting one. I use this in all these, and it worked across the board, and all the people bragged about it. “Yeah, yeah, the guy doing my SCO stuff, he’s a best-selling author and he was in the Wall Street Journal and Forbes and ...” dah, dah, dah, dah. They send me clients all the time because of that, just because they’re going around bragging to their friends that they hired somebody that has a position like this.

Jack: That just shows you what you have to do, is get out of the mindset of tying your price to the commodity, what you do, and start framing yourself in that higher value. People don’t necessarily buy because of price. They buy because of the emotion. They buy because of the romanticized view of what it’s going to be like to work with you.

We can use client case studies, but I think one of the best case studies is our own business. One of the things, obviously, especially

the internet marketing world, I've seen web designers. We've had people that are web designers that are clients. One of the biggest price ceilings they have is, "Yeah, but they can go to GoDaddy and pay \$4.95 and build their own website. "Oh, man, my market is about to crumble. One's on TV showing people how they can make their own website for ... " It's like, how are you even comparing yourself?

Brian: You must be a horrible designer if your stuff looks like the free stuff.

Jack: Yeah. Because they're thinking of themselves as a commodity. If we commoditize ourselves we'd be out there thinking, man, why would people work with us? There are signs out like there, like, free press release, dot, com that they can go out put out their own free press release.

Okay. Go do it and see what happens, as seen on free press release, dot, com. That's about the only place you'll be seen.

Brian: We were laughing. You'll actually get more traction if you type it up on a Word document or write on a Post-It note and stick it up on the corkboard at your gym. You're going to get more people see it on those. Those have more value than that.

Jack: That's exactly it. That's the one thing really is, is about understanding and change the frame. You know, I've used the example before but it always comes to mind because it's so brilliant. The client that does the remodeling and the contracting, when everybody is competing on the price of painting carpet but he competes with the, well, look how much quicker you're going to sell your house. Look how much quicker you're going to rent your house. He reframed it. That simple reframing gives him more business than he wants to, plus with the authority stuff that's attached.

I want to go back real quick to that whole servant and savior thing. I'll often use the doctors. Doctors are always ... and also airline pilots. Do you want your airline pilot to be a servant or a savior?

Brian: Yeah.

Jack: If something is going wrong, do you want him to get on the thing, "Hey, folks, we're running into a little turbulence. Do you guys want me to go up, down, left, right? What's going to make you feel more comfortable?" No. You're going to say, "I want you ... "

Brian: You control them, man.

Jack: "Do whatever you feel needs to be done." The same thing with the doctor. You don't want the doctor to go in and say, "Man, whatever you need, a shot, a hammer in the knee, I'll do it all."

Brian: Or if you're being chased by the IRS and you hire an attorney. "What do you want me to do? How can I help you?" No.

Jack: "What do you want me to do? Do you want me to send them a letter? Do you want me to answer your phone? Do you want me to tell him ..."

Brian: "Do you want me to fill out the form, 1099," dah, dah, dah.

Jack: "I can tell you didn't do it. Do you want me to do that?" That's a servant. A savior is, "All right. Here's the situation. Here's what my suggestion is that you do." That is the educator/advocate part of it that puts you into that authority.

The way you let people know that you're an authority, the way that you can set these frames up, the way that you can start positioning yourself as that, is obviously through doing things like press releases and having third-party credible news media talking about you as that credible authority. Being the educator and advocate on

videos, on your websites, on your blogs. Those are all ways you can do that.

Oh, man. Do you hear it?

Brian: Uh-uh (negative). What? What is it?

Jack: Oh, it's the time.

Brian: There it is.

The Authority Hack Segment

Jack: All right. The Authority Hack. The Authority Hack song. You know what?

Beatrice: That just ties in perfectly.

Jack: Doesn't it? What a coincidence. That has today's Authority Hacks name written all over it.

Brian: I think it does.

Jack: So what is it today?

Brian: Get a creative theme song made for your business, which is what we did with the song you just heard. That was one we had created. It is, contrary to popular opinion, it is not Jack and I playing that live every week. A lot of people think that.

Jack: Yeah, that's it.

And we didn't have to go out and hire a high-end band to do that, did we?

Brian: No, just Green Day was in town. I had tickets and got them to do it. All you've got to do is be friends with a rock band.

Jack: That's it. You're in. So that's the simple Authority Hack this week is call any of your rock star friends and the next time they're in the studio recording an album have them knock you out ...

Brian: A free song for you.

Jack: That's it. Now, what if on the off chance ...

Brian: They don't have that?

Jack: They don't have any rock stars ...

Brian: I think most of our people probably do, but if they don't, a thing you can do is go to fiver, dot, com. You can, for five dollars, have a song very similar to the one you just heard from us, created for five dollars.

Jack: Five dollars?

Brian: Five dollars.

Jack: Wow.

Brian: I think we paid ten for that.

Jack: Ten bucks? Hey, big spender.

Brian: I paid something extra. I don't know if it was just to get it done. Actually, the extra is just to get it done faster. There's a lot of ones that do rap, a lot of ones that do ... what's the electronic music called? Dubstep or do Dubstepping, will take your voice ... the one you hear at the end of Authority Alchemy at the end of each episode, electronic music playing with the voices over. That was a five dollar one also.

Jack: Where can you go wrong for five bucks? I've had people that have gone on there and had baseball announcers announcing them

hitting the winning run in the World Series. You can fulfill a lot of fantasies ... and don't get the wrong idea ... off a fiver by spending five bucks to have your name and ...

You know what I want to do? I want to, just to get people in motion, get active. Go out and do that. Send us your song. If you've got a song written about your business, send it, and we're going to post it on Authority Alchemy, dot, com going to your site.

If you want some free advertising, go and do ... get a song, send it to us, and providing it's not something illegal or immoral or whatever our best judgment is, we will post it on Authority Alchemy, dot, com, with a link back to your site to show that you've gone out to do something, taken actions. So definitely do that. I'll look forward to hearing from some of those songs.

There's some bad ones. There's some good ones.

Brian: All kinds of ones. There's the guy that does reggae stuff and he's singing pretty good. There's several rap ones I've seen that are really interesting. There's a guy that will sing a song and play a banjo for you. That can be fun.

Jack: The polka heavy metal band, that one didn't work out very well.

Brian: No, it didn't.

Jack: All right. There you go. Get the song, send it in and we'll post it up.

Again, Authority Alchemy, if you're ready to claim your authority, get featured on sites like ABC, NBC, CBS, FOX, or become an Amazon best-selling author within the next 48 hours to 30 days, visit Authority Kickstart, dot, com right now and see how we can make that happen for you.

Brian, do you have some final words?

Brian: Yes, I do. On today's lessons from Jackson, so many times we're pulled in different directions because we think we have to do certain things to be accepted by others. If we don't listen to what our intention is telling us about what is most meaningful to us, it's very easy to come un-centered and lose touch with our true selves.

Is there something you'd like to do that has deep significance for you but you're finding you aren't spending time doing it? Well, maybe it's time to take a few minutes to assess where your time should be invested so that you're drawing on your true talents and gifts.

When we tap into our passions and talents we bring out the best of ourselves, which encourages others to do the same.

See you next week.

Authority Alchemy. The show for positioning yourself as the number one authority in your industry. Quickly turn your prospects into clients and clients into raving fans.

Authority Alchemy.

RESOURCES

Fiverr.com

"Pitch Anything" by Oren Klaff : <http://pitchanything.com/book/>