

Episode 18  
Part 1  
Matthew Pollard

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***Strategies for Rapid Growth***

With the right motivation and the right strategies people can achieve anything they set their mind to, says Matthew Pollard, aka The Rapid Growth Guy. In this episode, Matthew gives away a few of his secrets about rapid growth to host, Cheryl C. Jones.

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SUMMARY

From an awkward kid with a learning issue to multi-million dollar business success stories, Matthew Pollard has perfected the sales process and shares a bit of his genius.

Matthew contends that “success” is part luck and part hustle through preparation and systemization.

“Sales and networking are not about the numbers”, according to Pollard. Structured systems and processes lead to success. He believes that you should have a system for everything you do, including networking, to reduce stress and anxiety associated with sales.

One system he introduces in this episode is that of telling a story to sell. He illustrates through The Goldilocks Story (18:46) how things are remembered when presented through story. “People retain 22% more information from stories.”-Matthew Pollard. When a story is told the brain chemistry shifts from logic to emotion. At the end, the listener feels they’ve shared emotions with you, which leads to increased sales.

Pollard then explains how to frame a great story.

1. Focus on the problem the person has-30% of your story-Look at the real cost, opportunity cost and emotional cost of this issue.
2. Share the implementation of a process you have used and how it can relate to their problem-20% of your story.
3. How the situation turned out-the success story 35%
4. Explain the moral of the story. Make it relevant and applicable to them 15% of your story

Once you have the structure, your story starts to make sense and bring results. Pollard suggests focusing on a finite niche with a robust story.

- Create it (the story)
- Learn it
- Use it well