

Episode 19  
Part 2 of 2  
Matthew Pollard

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***Strategies for Rapid Growth Part 2 of 2***

In this second part of the interview, Matthew Pollard, aka The Rapid Growth Guy, talks about framing your success stories and charging what you're worth if you are an entrepreneur. Listen in to learn how you can get a free copy of the 7 step process to doubling your sales process.

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SUMMARY

Matthew tells us there are 2 issues when you're running your own business;

1. How to get people to pay your worth
2. Most people making the decisions do so purely based on price

To work around that, or as Matthew says, "sidestep the battle", you need to help them see you as the "only logical choice". You need a hook and a well framed success story.

Pollard recommends de-commoditizing yourself. In doing so, he recommends that you "niche down to specifics". Get to what you REALLY do well. Listen in for the story about Wendy at 5:44. Wendy's summary:

1. Have a unified message
2. Niche down to specifics
3. Package your offers
4. Pick your ideal client

On getting paid your worth, Matthew tells the story of Whitney at 17:20. His philosophy? "Stop selling on workload hours and what you do and start charging on the outcomes you provide". Get into the mind-set of, "I sell an outcome, not a product".

In Wendy's case, she presented as an external auditor or consultant and with a basic offering that got her in the door. Once they have experienced your value, they won't question your rates moving forward. Establish yourself as the authority. "It's easier to sell to an existing customer."

Matthew insists that it's all going to be based on outcomes. "People aren't willing to pay a premium for advice, but they are will to pay a premium for outcomes."

Book:

The Introvert's Edge

Coming in 2021-The Introvert's Edge for Networking

Contact:

[MatthewPollard.com](http://MatthewPollard.com) (free download and free videos)

MatthewPollard on YouTube, LinkedIn, Facebook, Instagram