

Serious Shift: The Guru Experience

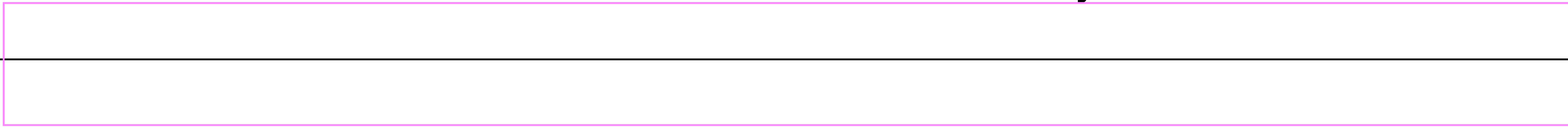


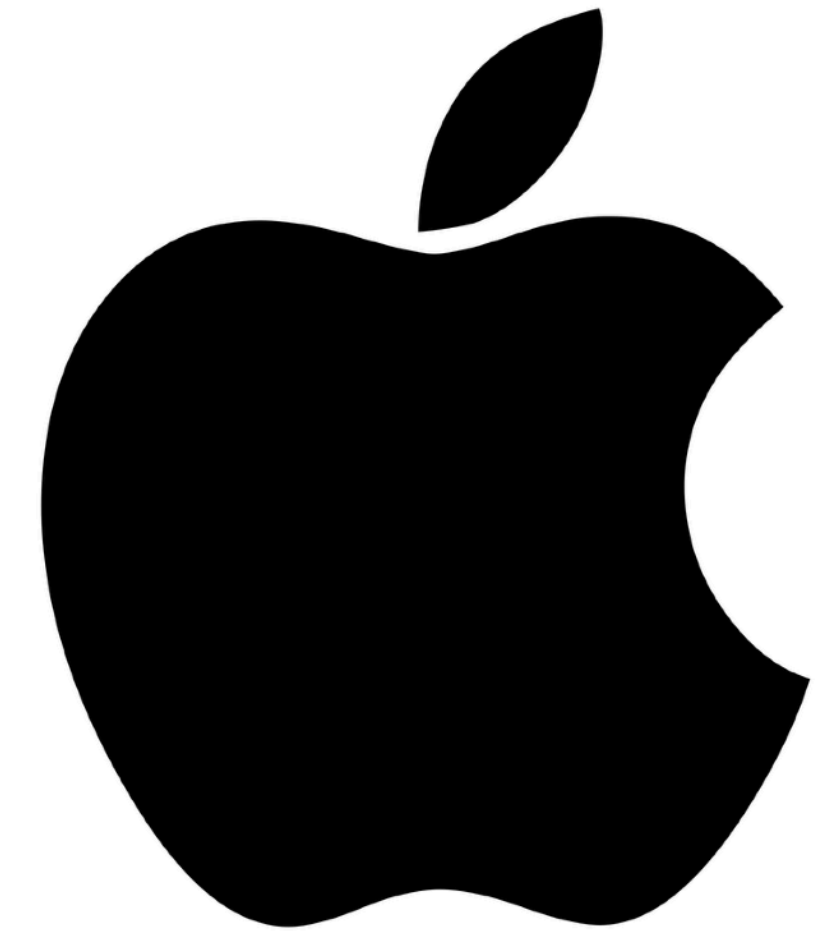
What's your favorite brand?

Draw the logo of your brand below the best you can. You won't be asked to share.



What does this brand mean to you?



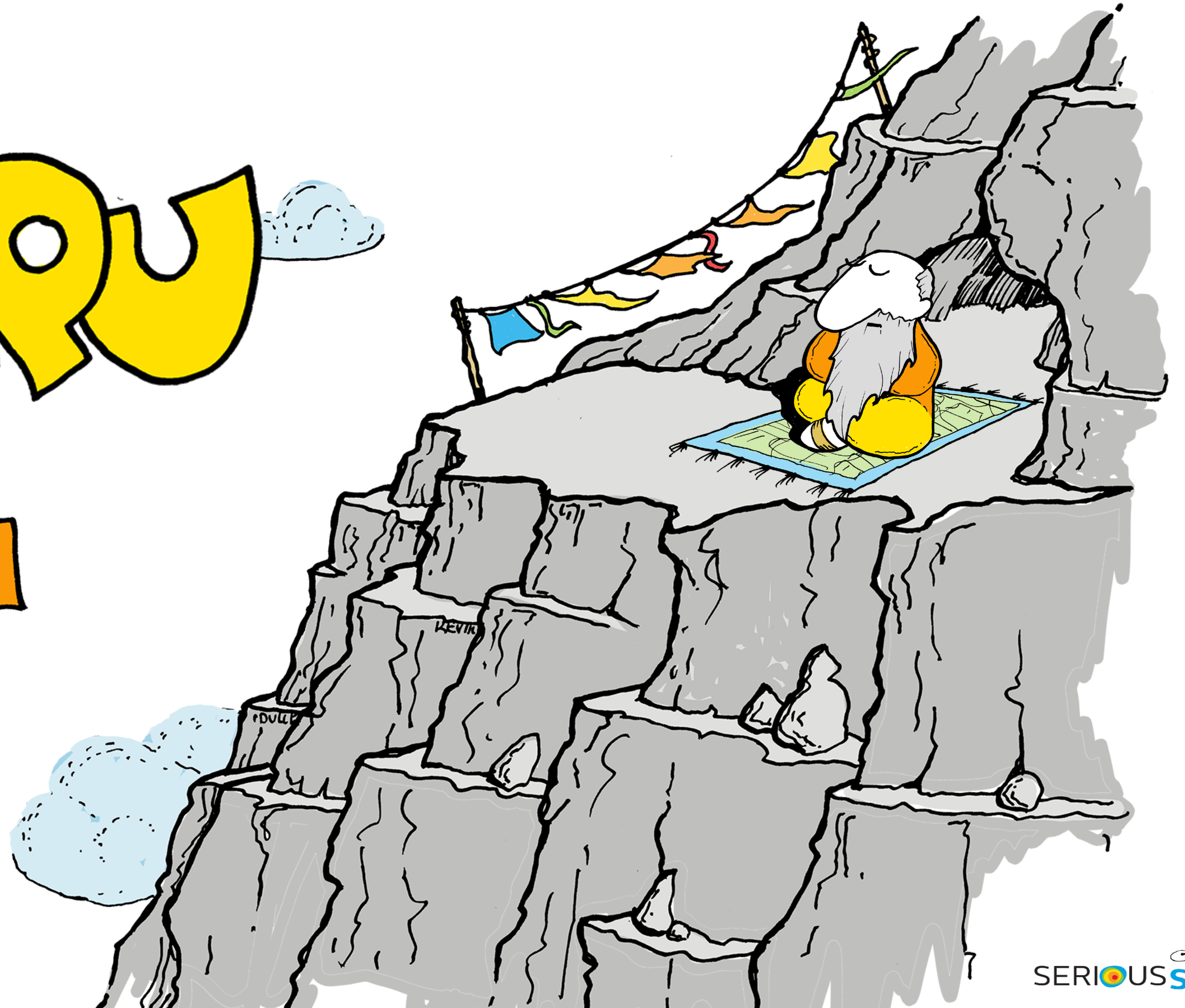


What do these brands have in common?

WHAT ARE YOU ASKING THEM TO BUY INTO?

THE GURU

ON THE MOUNTAIN



THE GURU



Who are you helping them become?

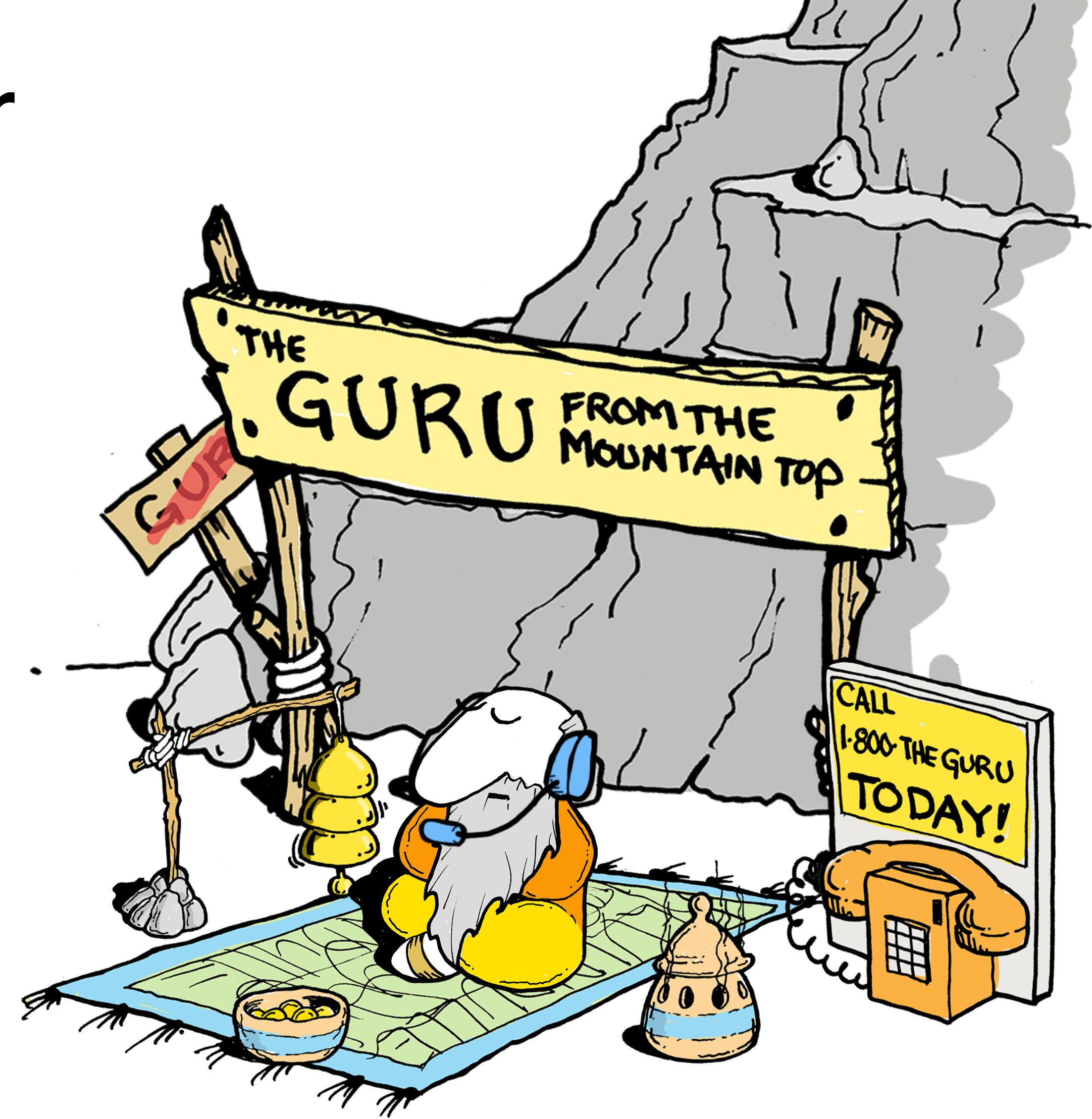
Where do you do most of your business?

On The Mountain Top

At The Base

Through The Phone

Online



PROGRESSION OF ECONOMIC VALUE



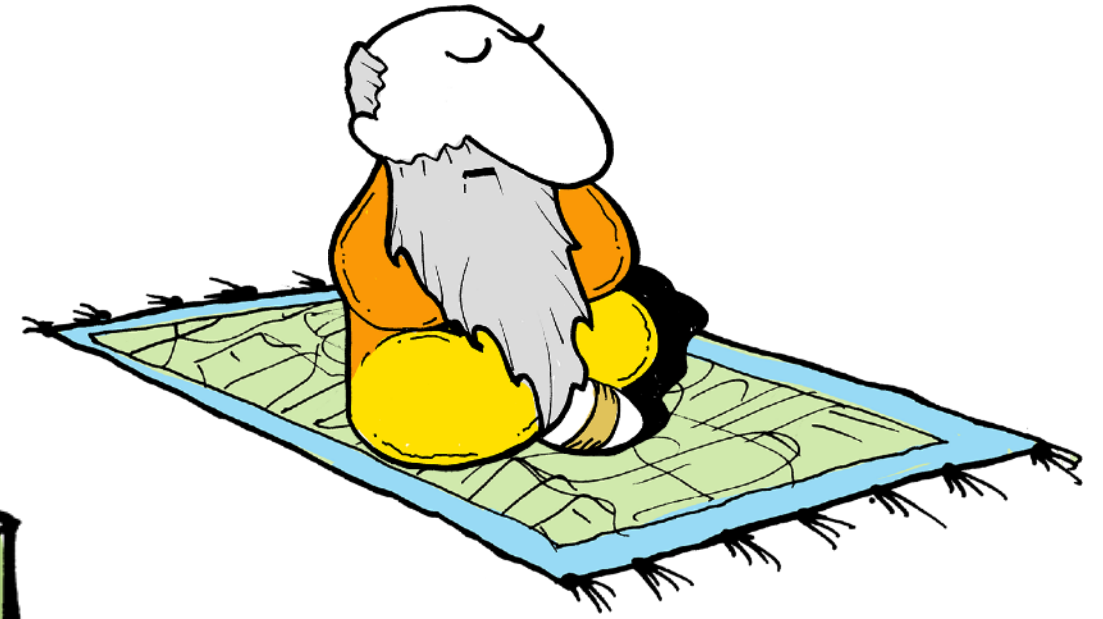
COMMODITIES



GOODS



SERVICES



EXPERIENCES



TRANSFORMATIONS

THE 5Es



ENGAGING



EXITING



ENTERING



ENTICING

**The 5 Phases
of the
Experience**



EXTENDING

The 5 Phases of Your Experience

ENTICING

ENTERING

ENGAGING

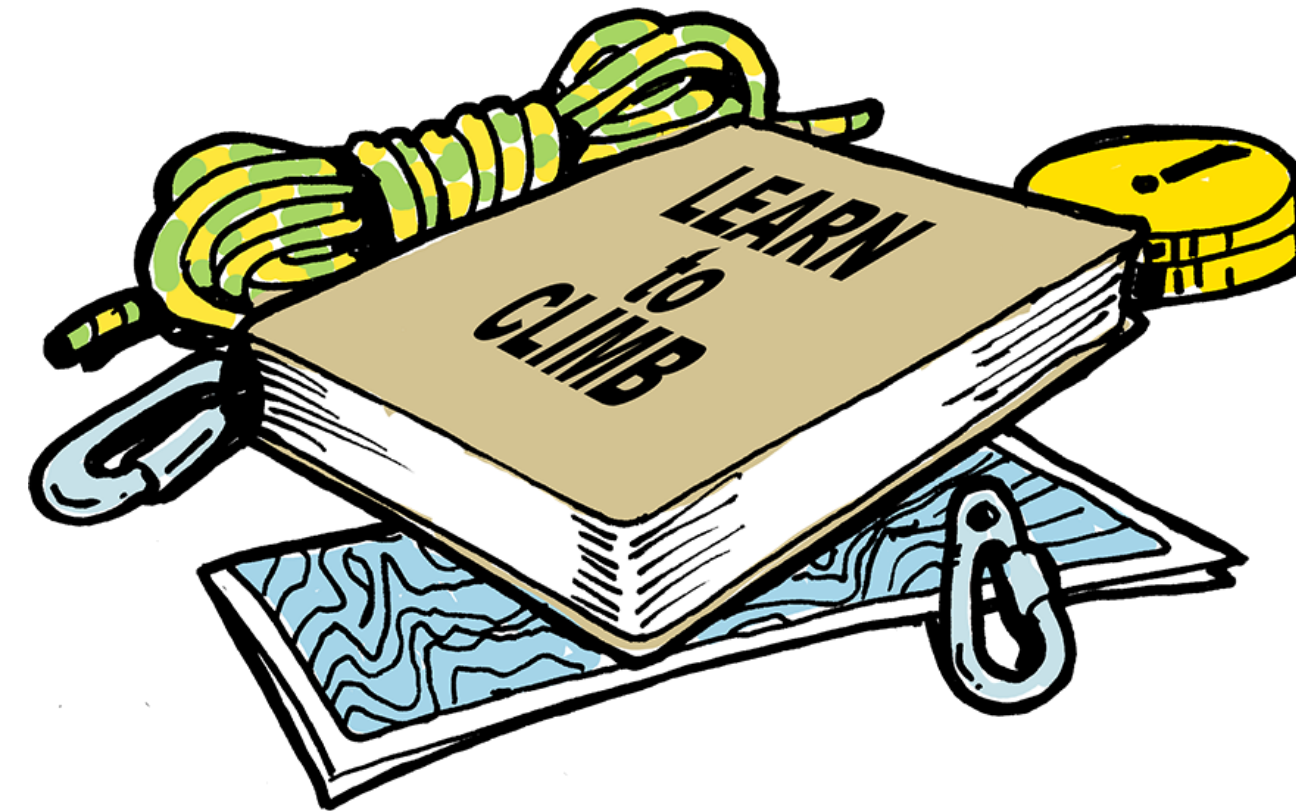
EXITING

EXTENDING

ENTERTAINMENT

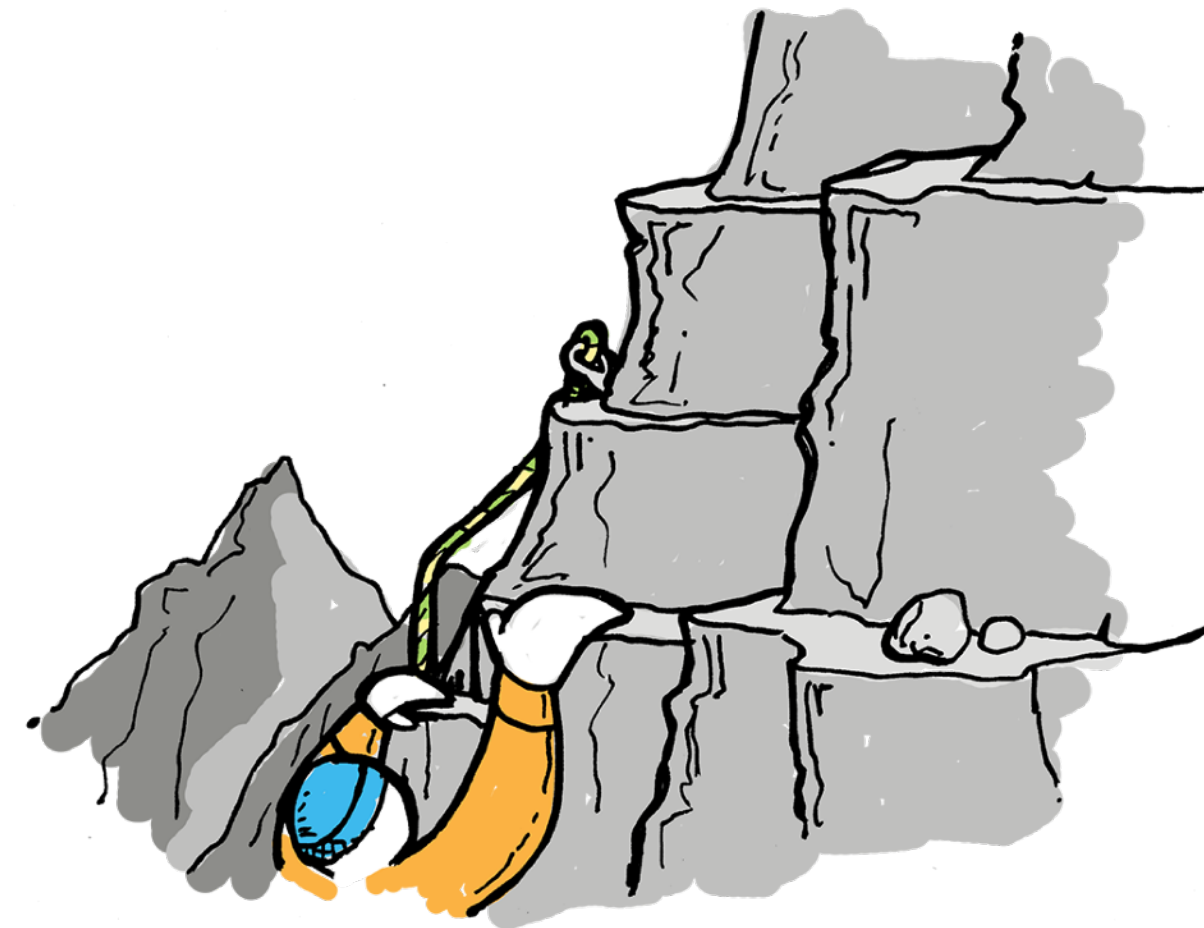
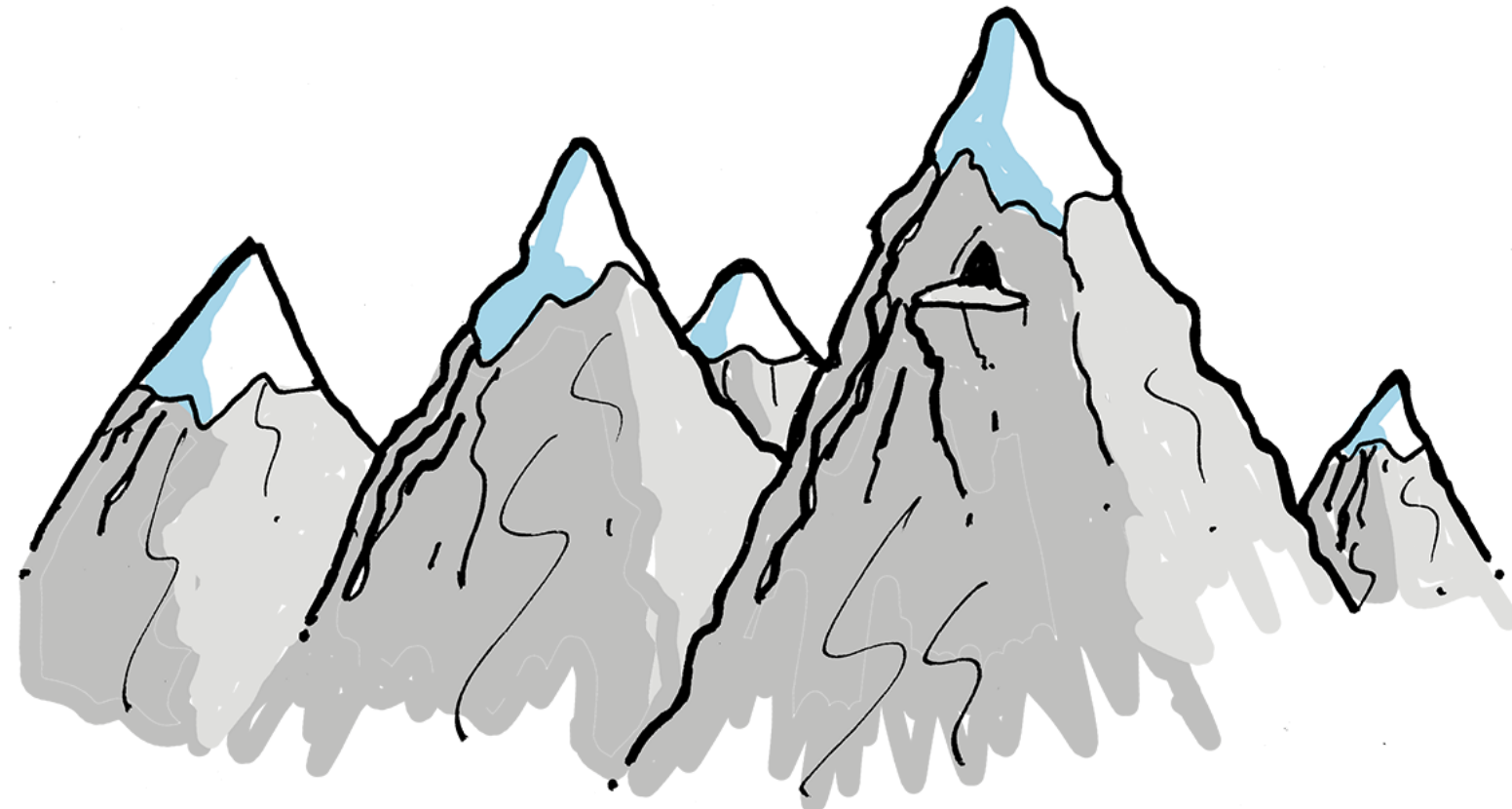
ABSORB

EDUCATIONAL



PASSIVE

ACTIVE



ESTHETIC

IMMERSE

ESCAPIST

ENTERTAINMENT

ABSORB

EDUCATIONAL

PASSIVE

ACTIVE

ESTHETIC

IMMERSE

ESCAPIST

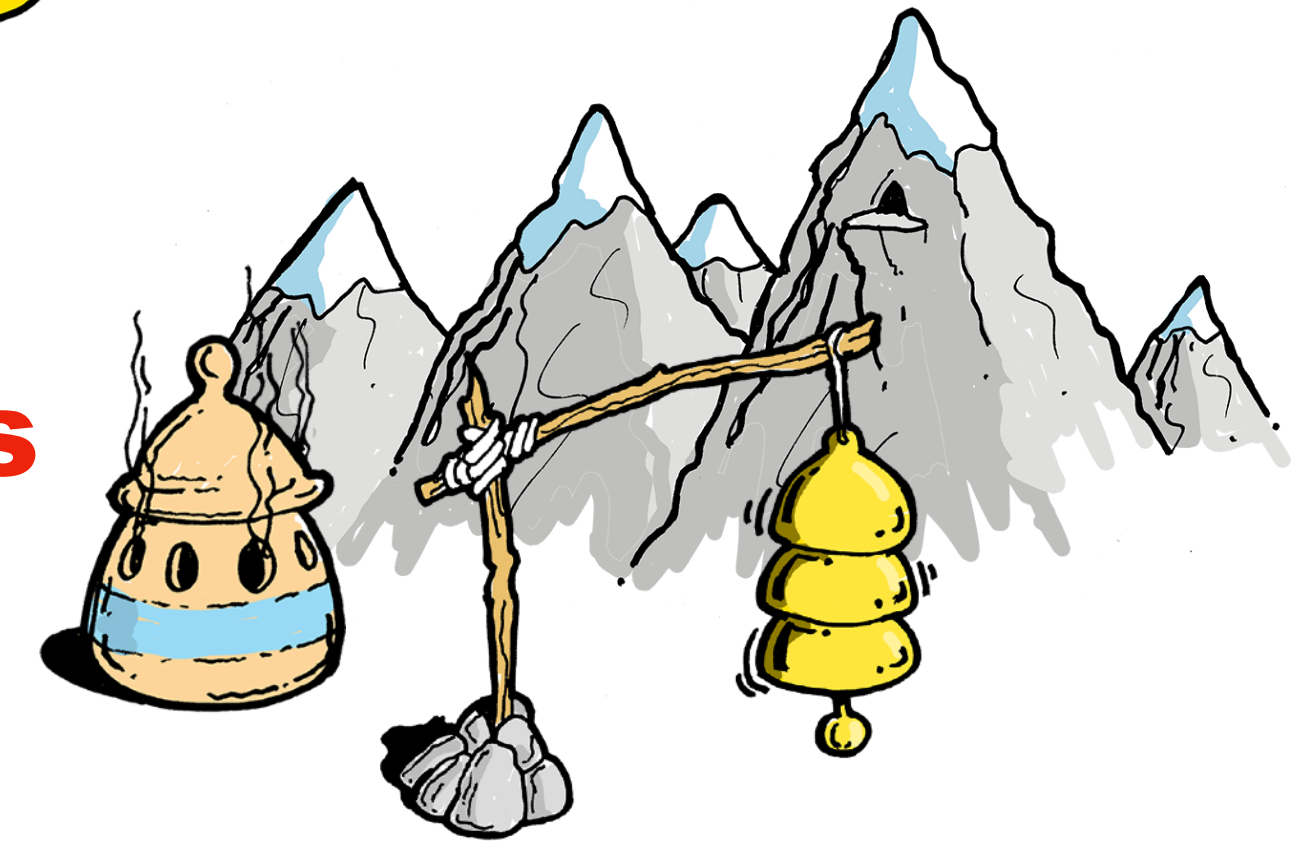


**T.
H.
E.
M.
E.**

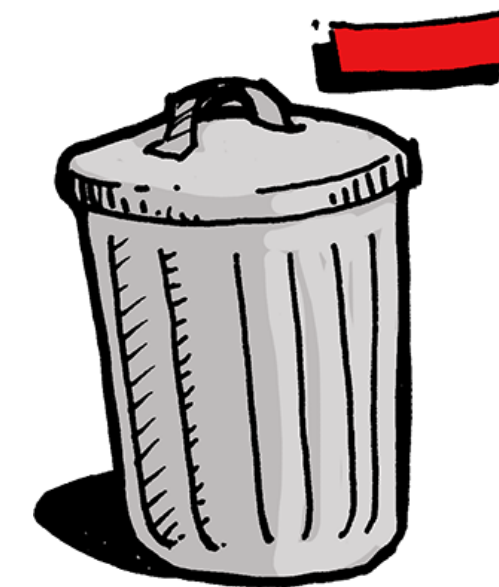
Theme the Experience

THE GURU

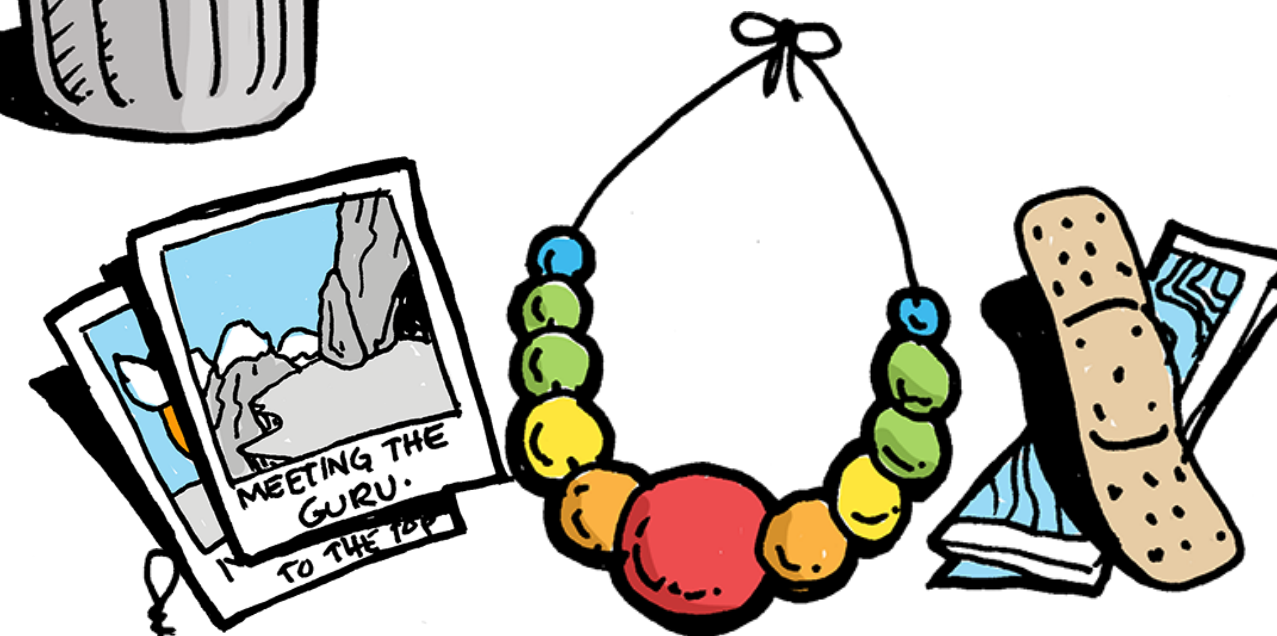
Harmonize Impressions with Positive Cues



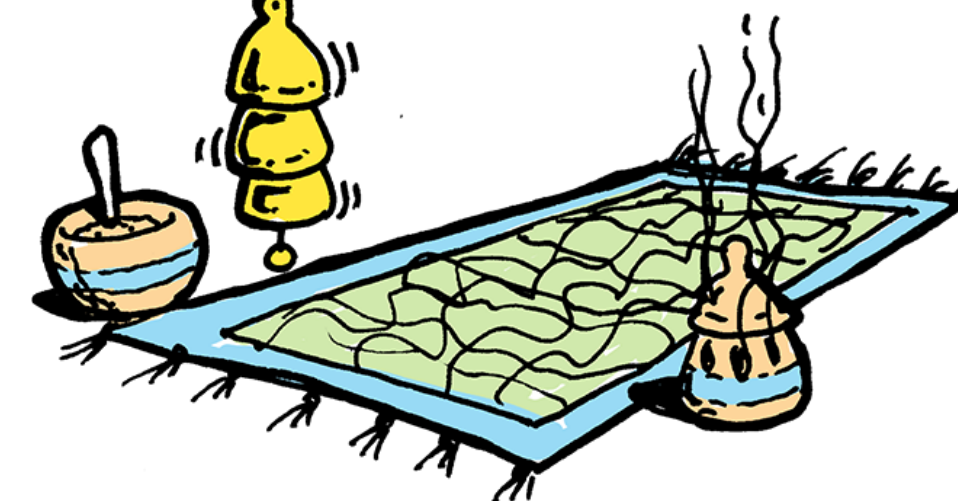
Eliminate Negative Cues



Mix in Memorabilia



Engage the Five Senses



T.

Blank handwriting practice lines for the letter T.

H.

Blank handwriting practice lines for the letter H.

E.

Blank handwriting practice lines for the letter E.

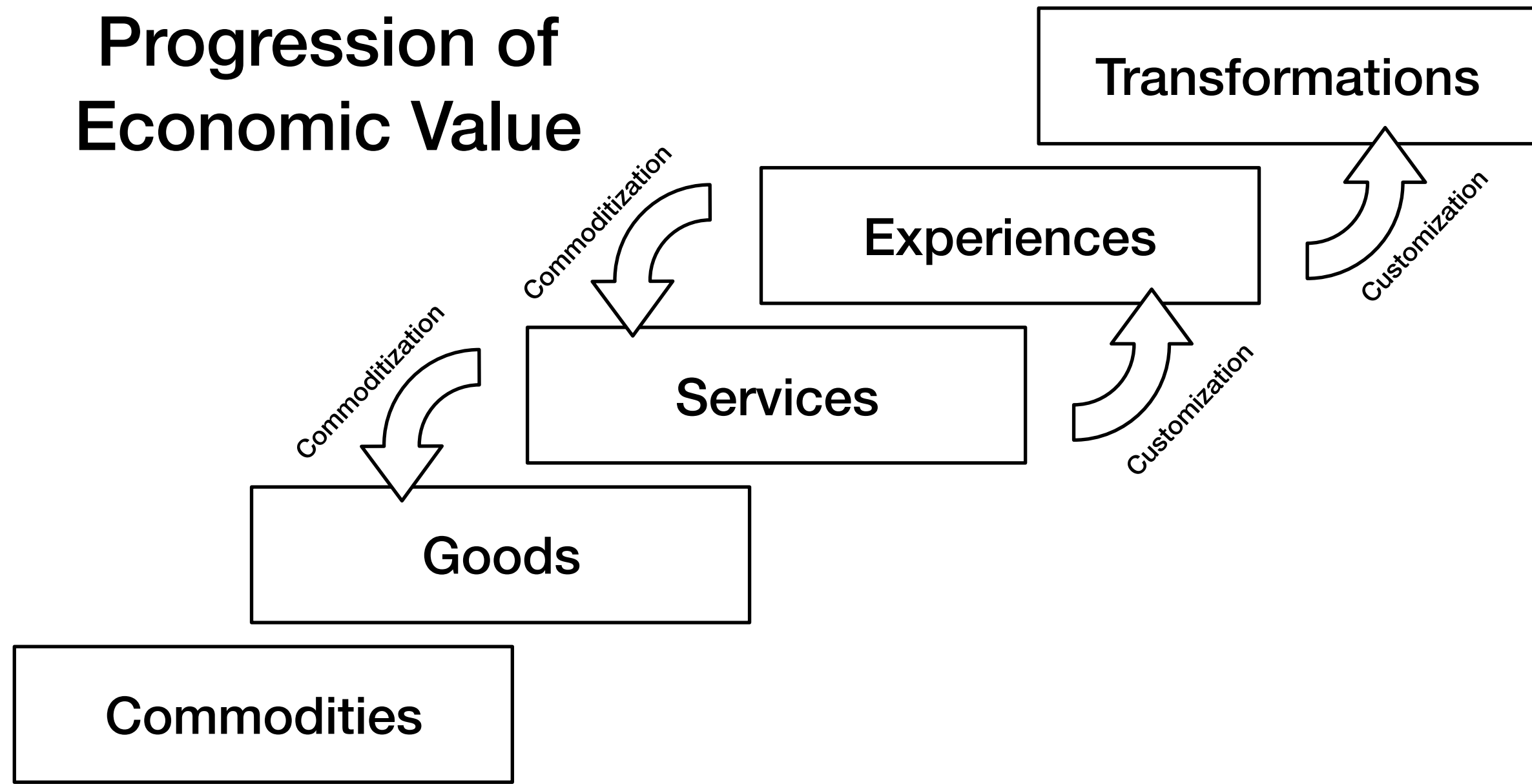
M.

Blank handwriting practice lines for the letter M.

E.

Blank handwriting practice lines for the letter E.

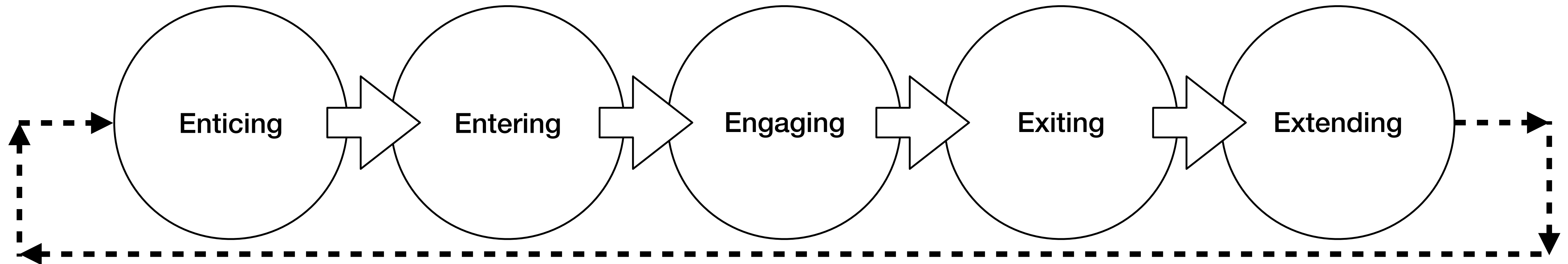
Progression of Economic Value



Four Realms of Experiences

Entertainment	Educational
Esthetic	Escapist

The Flow of the Experience



**Mastery is
yours when
you shift.**

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Conversation
today**

