

How to Recommend VCAdvisors Programs

The one rule to remember

You are never selling “more.”

You are helping someone choose the *right next step*.

If the next step is wrong, everything after it gets harder.

Start by identifying the problem (not the program)

Every conversation should answer **one question first**:

What is actually holding this person back right now?

Almost everyone fits into **one of three situations**.

Path 1: Visibility & Reach

Problem: “I’m good, but people don’t notice or understand me.”

Programs in this path

- Visibility Calibration System
- Brand Visibility Jumpstart
- LinkedIn Growth Lab

How to think about this path

This path is about **fixing what's unclear before amplifying it**.

What to do

- Start with **Visibility Calibration** when someone is unsure or frustrated
- Follow with **Brand Visibility Jumpstart** once the issue is clear
- Use **LinkedIn Growth Lab** only *after* clarity is fixed

What NOT to do

- Do **not** sell LinkedIn Growth Lab as a fix for confusion
- Do **not** use growth to “figure things out”

Simple reason

Growth amplifies whatever already exists.
If the message is wrong, growth makes the problem louder.

Path 2: Media & Press

Problem: “I want press, but journalists ignore me.”

Programs in this path

- Media-Ready Messaging Program
- Media Placement System
- Journalist Outreach Protocol

How to think about this path

This path is about **earning editorial interest**, not chasing attention.

What to do

- Start with **Media-Ready Messaging** to fix framing
- Follow with **Media Placement System** once the story is clear
- Use **Journalist Outreach Protocol** only for deeper understanding

What NOT to do

- Do **not** sell media placement before messaging
- Do **not** sell outreach as a shortcut to coverage

Simple reason

Journalists reject framing, not people.
Outreach without framing wastes effort.

Path 3: Credibility & Authority

Problem: “People hesitate. They don’t take me seriously enough.”

Programs in this path

- Credibility Fast-Track
- Expertise Extraction Method
- Category Leadership System

How to think about this path

This path is about **how expertise is perceived**, not how loud it is.

What to do

- Start with **Credibility Fast-Track** when hesitation or price resistance shows up
- Follow with **Expertise Extraction** to structure authority
- Use **Category Leadership** only at an advanced stage

What NOT to do

- Do **not** sell Category Leadership early
- Do **not** sell expertise structuring to someone who isn't trusted yet

Simple reason

You can't define a category if people don't yet trust your expertise.

Important Cross-Path Rules (Read This Carefully)

These are the most common mistakes.

Do NOT combine these early

- **LinkedIn Growth Lab + Credibility Fast-Track**
→ Fix clarity *or* authority first, not both at once
 - **Media Placement System + Visibility Calibration**
→ Execution + diagnosis creates confusion
 - **Category Leadership + Media Placement (early)**
→ Defining a space while still chasing coverage sends mixed signals
-

Acceptable progression (later, not immediately)

These transitions make sense **over time**:

- Visibility → Credibility
- Credibility → Media
- Visibility → Media (only after clarity is fixed)

Never do this

Media → Visibility

That's backwards and usually fails.

Final rule for Sales Partners

If you're unsure:

- Recommend **one program**
- Not two
- Not a bundle
- Not a future plan

Helping someone choose the **right starting point** builds trust.
Stacking programs destroys it.