

1 THE BIG IDEA



SELL TO THE
RIGHT GROUP
OF PEOPLE



PICK THE
WRONG GROUP
AND **NOTHING**
ELSE WORKS



2 THE STORY

CROWDED LAKE



CROWDED LAKE =
WORK HARDER,
GET LESS

QUIET LAKE



QUIET LAKE =
EVEN AN AVERAGE
CAST WORKS

YOUR LAKE = YOUR MARKET

3 LESSON 1



WORKING HARDER
CAN'T FIX A
BAD MARKET

GOOD PRODUCT +
CAN'T MARKETING +
HARD WORK STILL
MAY FAIL IN AN
OVERCROWDED MARKET

CUSTOMERS ARE LIKE FISH

CHAPTER 1:
CHOOSE THE RIGHT LAKE

4 LESSON 2



EFFORT IN THE
WRONG PLACE
JUST MAKES
YOU **TIRED**

FISHING ALL DAY IN
AN EMPTY POND
WASTES THE DAY

5 LESSON 3

SAME SKILLS,
DIFFERENT LAKE,
DIFFERENT
RESULTS



FIND ONE SPECIFIC
PROBLEM NOBODY
ELSE IS SOLVING

7 OPEN WATER CLUES

LOOK FOR PEOPLE
WHO ARE **FRUSTRATED**

IGNORED

CONFUSED

OVERPAYING

STUCK WITH
SOMETHING TOO
COMPLICATED

THAT'S WHERE
OPPORTUNITY HIDES

6 LESSON 4

DON'T JUST BE
A LITTLE BETTER

CHANGE
THE GAME



BUILD SOMETHING NEW
SO OLD COMPETITION
MATTERS LESS

8 BOTTOM LINE



AM I EVEN IN
THE **RIGHT LAKE?**



GET THE MARKET RIGHT
AND EVERYTHING **GETS EASIER**



GET IT WRONG AND
NOTHING ELSE WILL SAVE YOU

