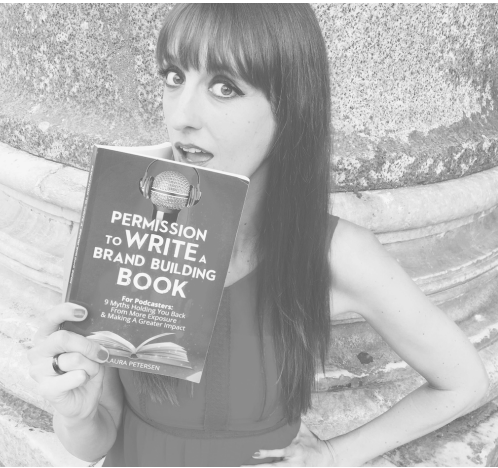
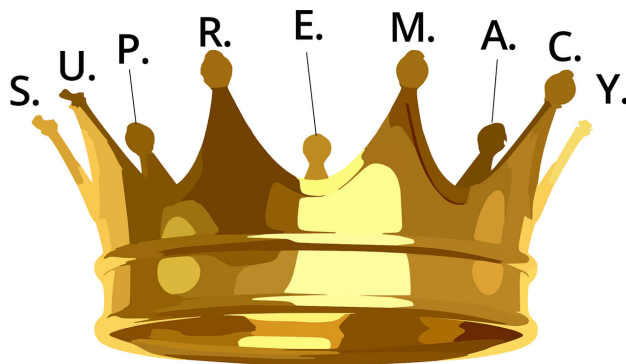


7 SECRETS

to Growing Your Business & Getting More Leverage



with the
"SUPREMACY" Factor





7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

"Gurus," "experts," "influencers," and "celebrities"
are regular people just like us.

They...

...eat, sleep, and put pants on one leg at a time...

...feel insecure sometimes...

...don't know everything about everything!...

But they each have ONE difference from us...

They have done things to PROVE that they should be listened
to around a topic they have chosen to get 'known for.'

They have leveraged the SUPREMACY Factor!

That's it.

And this is great news!

Why?

Because no matter where you are right now in brand authority, audience building, or
business sales, **there are proven things you can do...RIGHT NOW...**to change
yourself from a thought leader who is 'the world's best-kept secret' to one who gets
the respect, opportunities, and exponential growth we all crave.

To 'reign supreme' like those you look up to, you have to prove you are worthy.

**Our next secrets will reveal how to get started and how to use the SUPREMACY
Factor to *your* advantage!**

Secret #1:

Proof is
Required!



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Apply It!

1. Name 5 "gurus" or "influencers" you respect.

1. _____
2. _____
3. _____
4. _____
5. _____

2. What are 5 ways they 'prove' their knowledge & abilities that YOU respect and take notice of?

(i.e. published books, testimonial videos on their website, endorsements from other 'big names' in their network, speaking on stage, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

3. Reflection: What ways are they 'proving' themselves that:

(1) you have not done yet?

(2) you have done but are not showing it publicly clearly enough yet?

Secret #1:

Proof is
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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #2:

That
"mindset
game" is
REAL.



I am more 'a person of Science' (not Scientology ;)) than most you'll meet.

So, I balk at anything too 'woo woo' and ask to see the studies that back up any and all claims.

But...

...after studying Psychology (that's what my undergrad's in from UCLA) + teaching it for many years (high school & college) ...and going through my own human experience + the rollercoaster of entrepreneurial growth

I can say without a doubt that delays to my upward progress have always been FUNDAMENTALLY my fault (from 'too small' thinking or self-sabotage).

It's all a mental game.

And our biggest enemies are own 'demons' or negative self-talk.

"Whether you think you can or you think you can't, you're right," is one of the best quotes of all time.

So, stop fighting it or discounting it. If you want to grow by leaps and bounds, you have to believe that you can. That is possible for you. If you want the SUPREMACY Factor to work for you, you have to believe you are worthy of it. (And you are).

And the BEST way I've found to make fast changes to your mindset is to hang around others who HAVE or are WORKING ON getting what you desire.



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #2:

That
"mindset
game" is
REAL.



Apply It!

I did an INCREDIBLE exercise at a 'more woo woo event than I normally would go to' but it was SIMPLE & POWERFUL.

Let's try it really fast...

STEP 1: Write down the ONE WORD you would most hate for someone to call you or think of you as.

(For me it was 'fraud'.)

STEP 2: Write down the top goal that you have been wanting for a while. What've you been striving for but not quite getting. What 'top goal' feels just out of reach?

(For me, a financial goal I'd been trying to hit for years & not getting)

REAL TALK: "You will NEVER get your goal until you fully embrace the word in 'step 1.'"

At this point, I was like 'no way!!' But after reflecting, I saw how true it was! I was terrified of failing and being called a fraud, so I held myself back from selling my products & services (or charging too little).

STEP 3: What is GREAT and AMAZING about being the word you wrote down?

To help you embrace your word...write out what is 'good' about being that word. (As impossible as that sounds!) E.G. A fraud is great at copy & getting someone to take action. If someone takes action, they WILL get results with me. So, embrace 'being a fraud' so that I can help more people.





7 Secrets

to Growing Your Business & Getting More Leverage with the SUPREMACY Factor!

If you've heard my origin story of the **"Print Your Own Shirt" Manifesto (with the Senior Princesses and Senior Queens)**, you'll understand my love of a royalty theme for my mastermind/coaching programs.

If we look at 'getting proof that we are an expert' from Secret #1 as a game, **it's more fun** to tally up points and *prove* your top-dog position in your niche.

I like to think of it as "achieving S.U.P.R.E.M.A.C.Y.":

- **[S] Speaking on Stage** (workshops, conferences -- free & paid)
- **[U] Unifying Leadership** (leader of groups, events, movements)
- **[P] Podcasts** (getting on more and better engaged shows)
- **[R] Reel Reach** (video content like YouTube, virtual summits, Facebook Lives, Snap & Insta stories)
- **[E] Evidence of Biz Success** (reviews, testimonials, case studies)
- **[M] Major Media** (traditional sources like T.V., radio, magazines)
- **[A] Articles Around the Web** (blogs, Medium, LinkedIn, etc.)
- **[C] Cool Camera Close-ups** (professional headshots, pics with influencers / celebs, book signings, doing great stuff)
- **[Y] Your Network & Connections** (network = network)

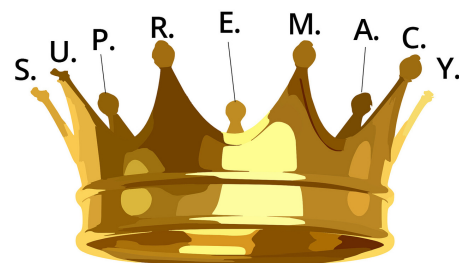
As you grow each of these 9 areas, your perceived status will be solidified (in your own mind and to the world) and the snowball of growth will tip in your favor like never before!

That...is the SUPREMACY Factor!!!

But 'where should I start?' Great question! (But hold on, we'll look at that in Secret #4. Let's apply this first!)

Secret #3:

Achieve SUPREMACY



Business is a game of thrones.
Let's reign supreme.



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Laura@CopyThatPops.com





7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Apply It!

1. [S] How many times have you spoken on stage (free or paid)?

2. [U] Do you lead groups online? (like FB groups, group coaching, etc?) How about inperson? _____

3. [P] How many times have you been interviewed on podcasts?

4. [R] How many times have you been interviewed on video shows or virtual summits? _____

5. [E] How many written reviews/testimonials do you have about you or your biz? _____

6. [M] How many times have you appeared on TV, radio, print magazines? _____

7. [A] Do you post new or repurposed content to a blog, guest blogs, LinkedIn, and/or Medium? _____

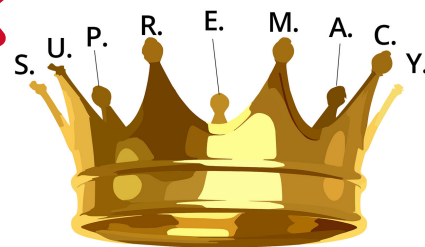
8. [C] Do you have pro headshots & pics with influencers or 'celebs' meaningful to your audience? _____

9. [Y] Do you have online communities you are active in? How about inperson? _____

BONUS: On a scale of 0-10, how well are you PUBLICLY showing off what you have above? _____

Secret #3:

Achieve
SUPREMACY



Business is a game of thrones.
Let's reign supreme.

What are the top 3 steps you could take to improve your "SUPREMACY Factor"?



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #4:

Prioritize & Strategize



Running a business and building our brands as thought leaders takes work and effort.

To get great results without going crazy, you need to:

1. pick *your* priorities
2. map out a strategy to achieve them
3. stay the course until completion

Here's my tried-and-true approach to pick my priority.

I decided to look for 'the ONE THING' that, once done, would help me get all the pieces of SUPREMACY faster & easier.

That one thing?

Becoming a (bestselling) published author! It's the secret weapon of the SUPREMACY Factor!

What I discovered is that **BOOKS** are like a 'lead domino.'

Knock it over and everything else is easier to get too!

Being a published author is even a *pre-requisite* to some opportunities like speaking on many stages, being invited as 'the expert guest' on a TV segment, or getting on bigger podcasts.

And exciting opportunities from SUPREMACY start falling in your lap even as you write your book and share it's coming!

My clients and I use books as the tool to grow everything else. It's like fertilizer!



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #4: Prioritize & Strategize



Apply It!

Here are the 9 elements of SUPREMACY again...

- **[S] Speaking on Stage** (workshops, conferences -- free & paid)
- **[U] Unifying Leadership** (leader of groups, events, movements)
- **[P] Podcasts** (getting interviewed on more & better engaged shows)
- **[R] Reel Reach** (video content like YouTube, virtual summits, Facebook Lives, Snap & Insta stories)
- **[E] Evidence of Biz Success** (reviews, testimonials, case studies)
- **[M] Major Media** (traditional sources like T.V., radio, magazines)
- **[A] Articles Around the Web** (blogs, Medium, LinkedIn, etc.)
- **[C] Cool Camera Close-ups** (professional headshots, pics with influencers / celebs, book signings, doing great stuff)
- **[Y] Your Network & Connections** (network = networth)

1. Which of the above are most important to you to grow?

2. What is YOUR 'lead domino'? What 1 thing could you do and leverage to get more of the SUPREMACY Factor?

3. What's 1 action step you can take to get closer to knocking down your lead domino?





7 Secrets

to Growing Your Business & Getting More Leverage with the SUPREMACY Factor!

Ever heard of...?

- Chris Ducker
- Danielle LaPorte
- Denise Duffield-Thomas
- Guy Kawasaki
- James Altucher
- James Malinchak
- John Lee Dumas
- Kim Kiyosaki
- Lewis Howes
- Pat Flynn
- Mark Schaefer
- Robert Kiyosaki
- Seth Godin
- Sharon Lechter

These folks are just a few examples of incredibly successful thought leaders *choosing* to self-publish. So, if you thought you could only write a book if you had a 'book deal,' think again!

The fact of the matter is that 'traditional book deals' are not what they used to be.

1. They won't even offer you a (good) deal if you don't already have a huge audience.

Why? They don't want to do any marketing.

2. If you do get a publishing deal, read it closely.

Contracts usually TAKE intellectual property rights from you, TAKE royalty cuts off each sale, REQUIRE you to buy tons of copies of your own book (one friend had to buy 5,000 copies of her own book in the contract), and YOU are still responsible for the marketing. What do they actually do for you then? Is it worth it?

3. Self-publishing has never been easier or more accessible.

Once you have your file ready, you could get it live on Amazon in a couple of days. Plus, the 'taboo' around it is gone. Even cool kids do self-publish, so it's cool now.

If you see how a book can help you blow up that SUPREMACY Factor, then go for it!

Secret #5:
Even the
cool kids
are self-
publishing



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7 Secrets

**to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!**

Apply It!

**1. List out books you have authored or co-authored
(traditionally published or self-published)**

**2. If you have no books yet, do you want to be an author?
If you have books already, do you want to write another?**

3. What will your first (or next) book be about?

- What topic will help you get more speaking gigs & podcast interviews with audiences who will buy your products & services?
- What topic will lead to growth of your SUPREMACY Factor?

**4. What amazing content do you already have that you could
'repurpose' into a book (or at least a solid start to a book)?**

[Blogs, courses, email marketing content, Facebook ads with long copy or great educational videos, podcasts, vlogs, lead magnets]

Secret #5:

Even the
cool kids
are self-
publishing



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #6:

"Bestseller"
isn't a pipe
dream.



Name one of the most used websites on the planet.

No, not Google. Not Facebook...

It starts with an "A."

That's right... AMAZON.

Here are some more cool facts about Amazon.

1. They let you sell your books for \$0 up front
2. They are a big-ass search engine (people are searching on Amazon every hour of every day for solutions to their problems...are you discoverable there?)
3. They want to give their buyers the most up to date information possible, so they update rankings every hour.



Did you catch that last part?? "They update their rankings *every hour*."

That means, in principle, you have to sell more books in 1 hour than anyone else in your category, and you can climb to the top spot.

My clients are blown away to discover this. Then, they feel really excited!

By becoming a "published author" or even "bestselling author," do you think you will be invited on more podcasts, stages, video shows, article features, exclusive networking groups, photo opps, and more? You better believe it!

My clients (and I) are living proof.



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Secret #6:

"Bestseller"
isn't a pipe
dream.



Apply It!

1. Are you and your business currently
"findable" on Amazon?

2. Would you like to call yourself 'a published
bestselling author'?

3. Do you want to hit #1 in a RELEVANT
category that you can be proud of?

4. Do you know 30-100 people who would spend
\$1 to help you out & get a great book in return?

5. What is your 'bestselling book' goal?

6. What is your 'bestselling book' publish date?



Now come tell us about it at CopyThatPops.com/Facebook
in our free FB group!



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Laura@CopyThatPops.com





7 Secrets

to Growing Your Business & Getting More Leverage with the SUPREMACY Factor!

I used to teach high school Math and loved showing my students about compounding interest because it grows so significantly over time.

Two friends have \$25,000 to invest.

Angela puts her money in at age 20 and doesn't touch it until age 60 (it compounds for 40 years).

Joanna procrastinates until age 40 before putting her money in and doesn't touch it until age 60 (it compounds for 20 years).

Both earn 10%, compounded annually.

Joanna ends up with \$168,188.

How much does **Angela** end up with?

Most people would think, "Well, Angela's money grew for twice as long, so she should have twice as much (or about \$336,376)."

Not even close.

Because of compounding, Angela ends up with **\$1,131,481**. That's about 6.7x Joanna!

How does this relate? I argue that the same is true in business when it comes to expert positioning and reaping the rewards of being seen as the 'top' in your niche.

The sooner you act, the faster you'll get there. And that growth compounds.

Writing a book leads to more podcast interviews, which leads to more speaking on stage, which leads to article features, which leads to live TV segments, which leads to more speaking, podcasts, and...GROWTH...of traffic, leads, sales, prestige, and even more opps.

It's an incredible snowball rolling down hill, compounding in your favor.

Secret #7:

Harness the
power of
compounding.



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Apply It!

1. When is the BEST time to start growing your 'expert status' through being a published author and growing the 9 elements of SUPREMACY?

- (a) Now
 - (b) Later this year
 - (c) When I have more time
 - (d) Once others give me permission
-

2. How would your business be bigger and better if you were a published author, were interviewed on great podcasts, and spoke on stage more often?

3. Are you READY to step into the light, reap the rewards, & use that extra growth and leverage for the power of good in your business & the lives of others?

GREAT! THEN LET'S GO! :)

Secret #7:

Harness the
power of
compounding.



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7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

Let's Recap Our 7 Secrets!

1. Proof is required!
2. The "mindset game" is real.
3. Achieve S.U.P.R.E.M.A.C.Y.
4. Prioritize and strategize.
[My lead domino is publishing books!]
5. Even the cool kids are self-publishing.
6. "Bestseller" isn't a pipe dream.
7. Harness the power of compounding.



Business is a game of thrones.
Let's reign supreme.





7 Secrets

to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!

BONUS!

All this talk of books & SUPREMACY are great!

But as business people, who cares in the end if we're not making more money, right?

Let's talk ROI.

Growing and leveraging books and the SUPREMACY Factor work best when you already have products and services you are selling.

[Don't have your products or services yet? That's top priority! It will take you a bit longer, but it will happen if you keep going.]

What to do:

- 'Name drop' subtle references to what you offer in all your media opportunities
- Share photos and videos of you helping your clients.
- Shout out and feature your clients
- Think of ways to make it CLEAR what you offer and you WILL get more traffic, leads, and sales.

**Your books and SUPREMACY will keep you front of mind.
That attention & social proof will lead to more sales.**

That's great ROI.

xo Laura



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7 Secrets

**to Growing Your Business & Getting More Leverage
with the SUPREMACY Factor!**

What's Next?

As you can see, I love helping thought leaders, coaches, consultants, podcasters, and entrepreneurs to grow their brand and business by:

- becoming published authors...
- leveraging their books and new Author Expert status
- growing and winning big with their SUPREMACY Factor

Here are the next two quick actions you can take!

1. Join Us

Be a part of our free
supportive community
for expert authors



Join us here!

CopyThatPops.com/Facebook

2. Learn More

See how the
"7P Author Expert
Blueprint" can help you!



Watch video here!

CopyThatPops.com/Blueprint

Case Studies Like YOU!



David France

Founder of the Roxbury Youth Orchestra

BOOK BRAG STATS

- #1 Best-Seller (U.S. & Canada)
- #1 New Release (U.S. & Canada)

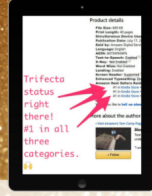


Jaya MK

Numerology Expert

BOOK BRAG STATS

- #1 in 3 categories (U.S.)
- #1 in 1 category (India & Australia)



Tom Camp

Music Producer & Digital Nomad

BOOK BRAG STATS

- #1 in 3 categories (U.S.)
- #1 in 1 category (Germany)

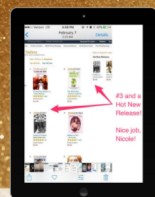


Sabah Ali

Business College Student & Entrepreneur

BOOK BRAG STATS

- #1 in 2 categories (U.S.)
- #2 in 1 category (U.S.)



Nicole Zeien

Entrepreneur, Speaker, Foster Community Advocate

BOOK BRAG STATS

- #3 in 2 categories (U.S.)
- Signed a publishing deal!

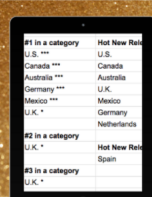


Stephen Dela Cruz

CEO of 10 Corporations, Stegela Success Mastery

BOOK BRAG STATS

- #1 in 1 category (U.S.)
- #2 in 2 categories (U.S.)



Akbar Sheikh

2 Comma Club Member

BOOK BRAG STATS

- #1 in 3 categories (U.S., Canada, Australia, Germany, Mexico)
- #1 in 1 category (U.K.)



Alex Berger

Global Marketing Manager

BOOK BRAG STATS

- #1 in 3 categories (U.S.)
- #1 in Germany, France, and Spain



Mitch Durfee

Veteran Entrepreneur, Investor, Business Coach, Speaker

BOOK BRAG STATS

- #1 in 1 category (U.S.)
- Hot New Release (U.S.)



Connor Gillivan

CMO, FreeUp
[From 0 to \$1 million in 2 years]

BOOK BRAG STATS

- #1 in 3 categories (U.S.)
- #1 in 1 category (Canada)

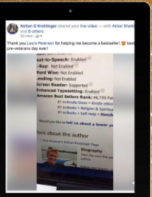


Adnan Jalali

CEO, Leadership Trainer, Executive Coach, Speaker

BOOK BRAG STATS

- #1 in 2 categories (U.S.)
- #1 in 1 category (Canada & UK)
- #1 Hot New Release (4 countries)



Kolton Krottinger

Founder of Anxiety Hackers, Disabled Veteran

BOOK BRAG STATS

- #1 in 3 categories (U.S.)
- #1 Hot New Release

**COPY
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Best Selling
Published
Author

What's Next?

Are you a thought leader, coach, consultant, podcaster, or entrepreneur ready to grow your brand and business by:

- becoming a published author?
- leveraging your book and new Author Expert status?
- growing and winning big with your SUPREMACY Factor

Great!

Then, here are the next two quick actions you can take!

1. Join Us

Be a part of our free supportive community for new authors

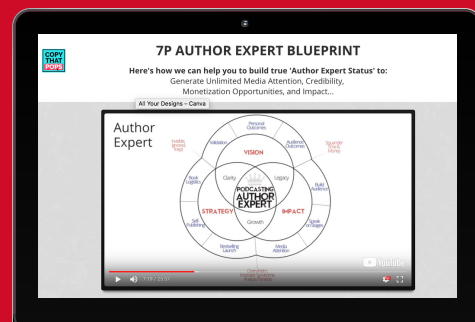


Join us here!

[CopyThatPops.com/Facebook](https://www.copypop.com/Facebook)

2. Learn How

See how the "7P Author Expert Blueprint" can help you!



Watch video here!

[CopyThatPops.com/Blueprint](https://www.copypop.com/Blueprint)