

WRITTEN BY

Matt Freedman

FOUNDER

www.rhythm.house

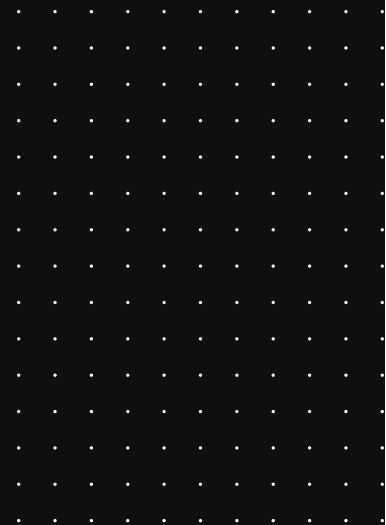
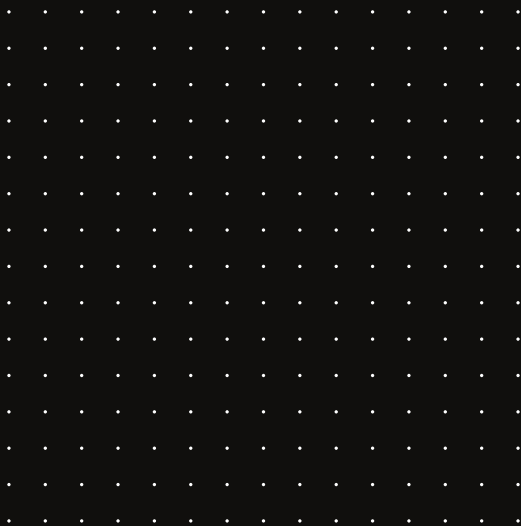
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Brand Wellness.

The 7 Steps to Building a
7 Figure Personal Brand in the
AI Era.



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02 In This Book

The purpose of this book is to let this be a guide to helping you build your personal brand. To understand the psychology, the data and the behaviors behind some of the world's biggest celebrity and entrepreneur brands, who charge thousands of dollars an hour for their time.



PLAYBOOK

Use this playbook as the baseline for your success to refer back to.



COACHING

We offer ongoing personal brand consulting and coaching.



WORKSHOPS

Come to one of our future workshops to implement the practices found in this book.



A Word from Matt Freedman

Hello, and if you're reading this I'm really grateful that you're here. If you're here because you're trying to build a kickass brand but feeling hopeless, helpless and voiceless, I can confirm I have too. Still do. Whether you have amassed hundreds of thousands of followers and millions of dollars or are just starting from day 0, we all feel the same way when putting ourselves, or our brand out there.

If your content isn't working like you'd like it to, as fast as you'd like it to and on the scale you'd like it to, keep reading.

Over 20 years, I've helped some kickass brands, celebrities and entrepreneurs build their profiles to the point of influence. Some are wildly successful and ubiquitous AI companies, some are 9 Figure solo entrepreneurs that have made huge impacts.

The cool thing is, that despite their dramatically different styles as leaders and communicators, they all followed similar patterns in their approach to content, brand and communications.

Lucky for you, I've taken thousands of pages of notes since the start, and captured ALL of it.

In this book, paired with the courses, you will learn how to build a killer brand. One that you're damn proud to show off to the world. Something that makes people feel something because in the end, that's all a brand is.. a feeling.

Let's take this journey together,
I'll tell you everything I know.

Let's Rock.



Introduction

This wasn't supposed to happen to me.

Picture this: I'm standing backstage at a festival in Nashville, Tennessee on a sweltering June Friday, guitar in hand, denim, t-shirt and hat, about to perform in front of thousands of country music fans. I had just wrapped a recording session with a grammy award winning producer the day before who has sold over 50 million records, and recorded with some of my heroes in town. Just as my phone rings..

It's my boss.

From my SaaS company back in NYC, reminding me that my Salesforce needs updating. *What the Fuck.*

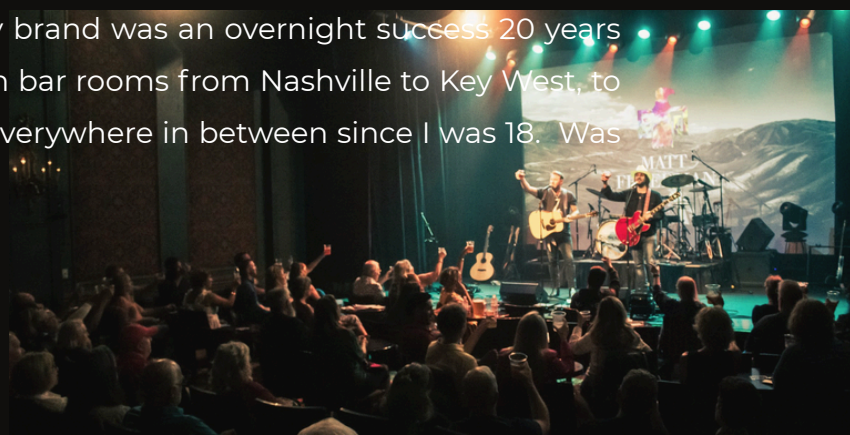
My side hustle life was intersecting with that other thing again.. reality. But now, I could taste it. The freedom, the success, and the finish line. The time I could finally break away from the CRMs and focus on the CMAs (the festival we were playing). But, I hadn't earned it yet. My personal brand wasn't at the point of freedom. It was just at the point of recognition. I still had work to do.. and a CRM to update.

Three years earlier, I was dreaming of this opportunity. The opportunity to live a truly authentic life, and not be bogged down by a corporate 9-5 grind, to be relieved of my duties and relinquished of title, recused of the rigor. So every day, I posted reels, stories, posts, content, repeat. For 5 years. Every day. Until we saw the brand hit our first 1,000, 5,000, 10,000 followers. Then 50k, 75k, 100k..

Like oxygen, you could be certain I was chasing growth.

Then, **it** happened. We had gotten "The Call". To open for a major music act at a festival coming through our area. My brand was an overnight success 20 years in the making. From slugging it out in bar rooms from Nashville to Key West, to New York City, the Jersey Shore and everywhere in between since I was 18. Was this the time?

No. Not Yet. Back to reality.





Introduction

So, after the show, most went back to their tour busses, to other bars and to see other acts. Me? Back to the hotel room.. to update Salesforce. This went on for another 3 years. Post, play show, update CRM, repeat.

Until, I got “the call”, again. From an old friend and mentor who has just made over \$100m in one day selling two companies.

“I want you to come run my brand.”

Shit.

I’m so close to declaring my independence, now running someone else’s brand too? Posting, content, reels, stories, ebooks, graphics, video, AI..

...*Fuck it.*

I stood to gain way more than I stood to lose. An up close education from a 9 figure entrepreneur asking me to hold the keys to the success of his name. I had earned the badge of brand honor by building my own brand up to the point of success, now that others were recognizing they could trust me with their brand in my hands was a huge honor. So, Fuck it. I’m in.

We started with a whiteboard, a story, and chasing nothing but authenticity. We created a vision based on the criteria that you’re about to see in this book, verbatim. Then, we executed like hell. The result?

\$0 to \$3m in 100 days, selling coaching groups, mastermind and personal time.

\$1567/hour in time sold within 100 days of start.

What the fuck.

So today, I’ve declared my independence from the corporate 9 to 5, and strictly help entrepreneurs and business leaders build their personal brand.

Want to know how? Keep reading.

00 Why Personal Brands Fail

The Problem: Why 97% of Personal Brands Fail

After helping dozens of entrepreneurs build 7-figure personal brands, I've seen the same patterns over and over again. Most people fail not because they lack talent or knowledge—they fail because they're building brands that work against their nature instead of with it.

The Hustle Culture Trap

The internet is full of "experts" telling you to:

- Post 10 times a day across all platforms
- Follow the latest viral trends
- Fake it till you make it
- Optimize for algorithms over audiences
- Build a "personal brand machine"

This advice creates brands that feel like jobs, not expressions of who you are.

The Authenticity Paradox

Everyone talks about "being authentic," but then they give you templates, scripts, and systems that make everyone sound the same. You end up with authentic-sounding content that isn't actually authentic to you.

The Revenue vs. Relationship Confusion

Most personal branding advice focuses on tactics that generate quick wins but don't build lasting value. You might get some followers or even some clients, but you don't build the kind of brand that commands premium pricing and creates true freedom.

00 Achieving Brand Wellness

Professional Brand Wellness is about creating systems and processes that generate consistent revenue while building long-term relationships and reputation.

Together, they create what I call the "7 Steps to 7 Figures"—a methodology that I've used to build multiple 7-figure brands and help my clients do the same.

The Brand Wellness Philosophy: Connection Is Currency

In my music career, I learned that the most memorable performances aren't the most technically perfect ones—they're the ones where the artist genuinely connects with the audience. The same is true in business.

Your ability to create genuine connections with your audience is the most valuable asset you can build. Those connections compound over time, creating opportunities that no marketing tactic can replicate.

Sell Transitions, Not Tech

Whether you're selling a song, a service, or a solution, you're not selling a product—you're selling a transformation. You're taking someone from their current state to their desired state. When you focus on the transition, the sale becomes natural.

Make Your Prospects Rich

The best brands don't just serve their own interests—they genuinely make their audience wealthier, wiser, or more fulfilled. When you focus on making your prospects rich (in whatever way matters to them), you create a brand that feels good to promote.

00 Connections are Currency.

Professional Brand Wellness is also about building long term relationships with those people who impact you, and who you feel you can impact, in an authentic genuine way. Tell the stories through the eyes of your relationships to maximize the currency.



The 7 Steps to 7 Figures

Step 1: Identity & Authenticity - The Foundation of Magnetic Brands

The Music Lesson: Every great song starts with an authentic emotion or experience. You can't fake soul, and you can't manufacture authenticity. Your audience will know the difference. The highest frequency we all share as human beings is not hate, jealousy, anger or even love.

It is ***authenticity***.

The Business Application: Your brand must be rooted in who you actually are, not who you think you should be. This isn't about being perfect—it's about being real.

The Problem: The Authenticity Crisis

I see this all the time. Entrepreneurs create personal brands that sound like everyone else because they're modeling "successful" people instead of finding their own voice.

The data backs this up:

- ***81% of consumers must trust a brand before purchasing (Edelman)***
- ***86% say authenticity is key to brand choice (Stackla)***
- ***But 69% of consumers say most brands aren't authentic (Sprout Social)***

The gap between what people want and what brands deliver is massive.



That's your opportunity.

Let's see how we can be better than the fake gurus out there.



The 7 Steps to 7 Figures

The Solution: The Authentic Identity Framework

Step 1: The Core Values Excavation

This isn't about aspirational values—it's about excavating the principles you've actually lived by during your biggest wins and losses.

Exercise: Think about your three biggest professional successes. Write down the Answers.

What values did you embody during those times? Now think about your three biggest failures.

What values did you abandon or compromise?

The intersection is where your authentic brand lives.

For me, this revealed three core values:

Connection over conversion - I always prioritize relationship building over immediate sales

Creativity in business - I bring artistic thinking to business problems

Authenticity over authority - I'd rather be real than right

Step 2: The Unique Viewpoint Map

Every great brand has a contrarian viewpoint—something they believe that others don't. Your contrarian viewpoints are often your most valuable content.

My contrarian viewpoints: Find who you are by declaring what you're NOT.

- "Sales isn't about overcoming objections—it's about creating alignment"
- "The best marketing doesn't feel like marketing—it feels like service"
- "Your personal brand should energize you, not exhaust you"

Exercise: Complete these sentences:

- "Everyone in my industry believes _____, but I think _____"
- "The biggest mistake I see people make is _____"
- "If I could change one thing about how my industry operates, it would be _____"

WEB:





The 7 Steps to 7 Figures

Step 3: Storyselling

Your life is full of stories that can become content, connection points, and sales tools. Most people don't realize the value of their own experiences.

Categories to explore:

- Origin stories - What led you to this work?
- Transformation stories - Times you failed and recovered
- Behind-the-scenes moments - What people don't see
- Philosophical insights - Deeper truths you've discovered
- Client success stories - Times you genuinely helped someone

My story example: The story I told in the beginning of this playbook, the times that I had to blend being a dad, a musician, a corporate sales person, and balancing all of those things in the same day. I wasn't great at telling these stories at first, in fact would protect one from the other by hiding or masking them. This hurt my overall brand, and elongated the time it took me to actually launch the authentic version of me.

Step 4: The Voice Consistency Test

Here's something I learned from music: your recorded voice should sound like your speaking voice, just amplified. The same is true for your brand.

Exercise: Record yourself having a casual conversation about your work. Then read your last five pieces of content. Do they sound like the same person? If not, adjust your content voice to match your natural speaking style.

Implementation: AI-Powered Authenticity

Recommended AI Tools:

- Brand24 for authenticity tracking
- Canva AI for brand-aligned templates
- ChatGPT for continued conversations
- Gamma for presentation building



The 7 Steps to 7 Figures

Exercise: Go to ChatGPT, and either type in this prompt, or even better, Ask it to interview in voice mode. It will change your life.

The Brand Wellness Prompt:

"Act as a brand strategist specializing in personal brand authenticity. You understand that authenticity isn't about being perfect—it's about being genuine. Analyze my current content voice, visual identity, and messaging patterns. Identify gaps where my brand feels performative rather than authentic. Create a brand strategy that increases trust signals by 30% while maintaining my natural personality and communication style. Focus on alignment over optimization."

Success Metrics for Step 1

- Qualitative: Does your brand feel like you?
- Quantitative: Are people commenting with personal stories and connections?
- Business: Are you attracting better-fit clients who are easier to work with?





The 7 Steps to 7 Figures

Step 2: Avatar & Audience Targeting - Building Your Tribe

The Music Lesson: The best songs aren't written for everyone—they're written for someone specific. When you try to reach everyone, you connect with no one.

The Business Application: Your ideal client isn't a demographic—they're a psychographic. You need to understand not just who they are, but how they think, what they value, and what they're trying to achieve.

The Problem: The Spray-and-Pray Approach

Most entrepreneurs try to help everyone, which means they help no one deeply. They create content for "business owners" or "entrepreneurs" instead of specific people with specific problems.

The data is clear:

- 60% of marketers lack clarity on their target audience (HubSpot)
- Inaccurate targeting reduces marketing ROI by up to 40% (Forrester)
- But clear ICPs increase engagement by 60%+ (LinkedIn B2B Benchmark)
-

The Solution: The Ideal Person Profiling System

Step 1: The Mirror Method

Your ideal audience is often a past version of yourself. This isn't about ego—it's about empathy. You understand their challenges because you've lived them.

My example: My ideal client is the entrepreneur who's built a successful business but feels trapped by it. They want to scale beyond their personal involvement but don't know how to build systems that work without them. I know this person because I was this person.

Exercise: Who were you 2-3 years ago? What were your biggest challenges, fears, and desires? What advice would you give your past self?

Step 2: The Client Success Analysis

Look at your best client relationships. What patterns do you see?



The 7 Steps to 7 Figures

Ways to Build Your Audience Avatar:

- Background and experience - What's their professional journey?
- Specific challenges - What keeps them up at night?
- Communication style - How do they prefer to receive information?
- Goals and motivations - What are they trying to achieve?
- Success factors - What made your work together successful?

Step 3: The Three-Avatar Framework

Instead of one generic avatar, create three specific people at different stages of their journey:

The Beginner: Just starting out, needs education and encouragement *The Struggler:* Been trying but not getting results, needs strategy and support *The Scaler:* Successful but wants to grow bigger, needs systems and optimization

For each avatar, define:

- Current situation and challenges
- Desired outcome and timeline
- Biggest obstacles and objections
- Emotional drivers and motivations
- Content preferences and consumption habits
- Language and terminology they use

My Three Avatars

The Musician-Entrepreneur (Beginner)

- Talented artist who wants to turn their passion into a business
- Struggles with the commercial side of creativity
- Needs: Business fundamentals, monetization strategies, brand building
- Fears: Selling out, being seen as salesy, losing artistic integrity

The Stuck Startup Founder (Struggler)

- Built a successful business but feels trapped by it
- Working 80-hour weeks, can't scale without being personally involved
- Needs: Systems, delegation, personal brand to attract better opportunities
- Fears: Losing control, business failing without them, not being needed



The 7 Steps to 7 Figures

The Serial Entrepreneur (Scaler)

- Multiple successful exits, looking to build something bigger
- Wants to create a platform business or personal brand empire
- Needs: Thought leadership, platform building, strategic partnerships
- Fears: Irrelevance, not leaving a legacy, building something that doesn't last

Implementation: AI-Powered Audience Development

Recommended Tools:

- Clay.com for audience data enrichment
- Apollo.io for demographic insights
- Segment for behavioral tracking
- Audience Lab for signal based audience development

The Brand Wellness Prompt: Again, put into ChatGPT or audio mode for interview

"Act as a persona architect with expertise in personal brand audience development. You understand that great personal brands serve specific people, not general demographics. Using behavioral psychology and human motivation principles, create three detailed persona profiles that represent different stages of my customer journey. Each persona should feel like a real person with specific pain points, content preferences, and emotional triggers. Focus on psychographic depth over demographic data."

Success Metrics for Step 2

- Qualitative: Can you have a conversation with each avatar in your head?
- Quantitative: Are you getting more qualified leads who are easier to convert?
- Business: Are you attracting clients who value your work and pay premium prices?

ADDRESS:

WEB:



The 7 Steps to 7 Figures

Step 3: Hooks & Offers - The Art of Magnetic Messaging

The Music Lesson: A great song hooks you in the first few seconds. If you don't grab attention immediately, you've lost your audience. But the hook isn't just about attention—it's about setting up the right expectation for the right people.

The Business Application: Your hooks need to do three things: grab attention, filter for the right audience, and set up your core message. Your offers need to be irresistible to your ideal clients and irrelevant to everyone else.

The Problem: The Attention Economy Trap

We live in an 8-second attention span world (Microsoft study), but most people respond by trying to be more sensational instead of more specific. They create hooks that get attention but don't convert because they're attracting the wrong people.

The data shows:

- 90% of ad recall happens within the first 6 seconds (Facebook)
- Great hooks increase CTR by 15-30% (Anyword benchmark)
- But weak offers cause 50%+ drop in CTA response rates (HubSpot)
-

The Solution: The Hook Framework

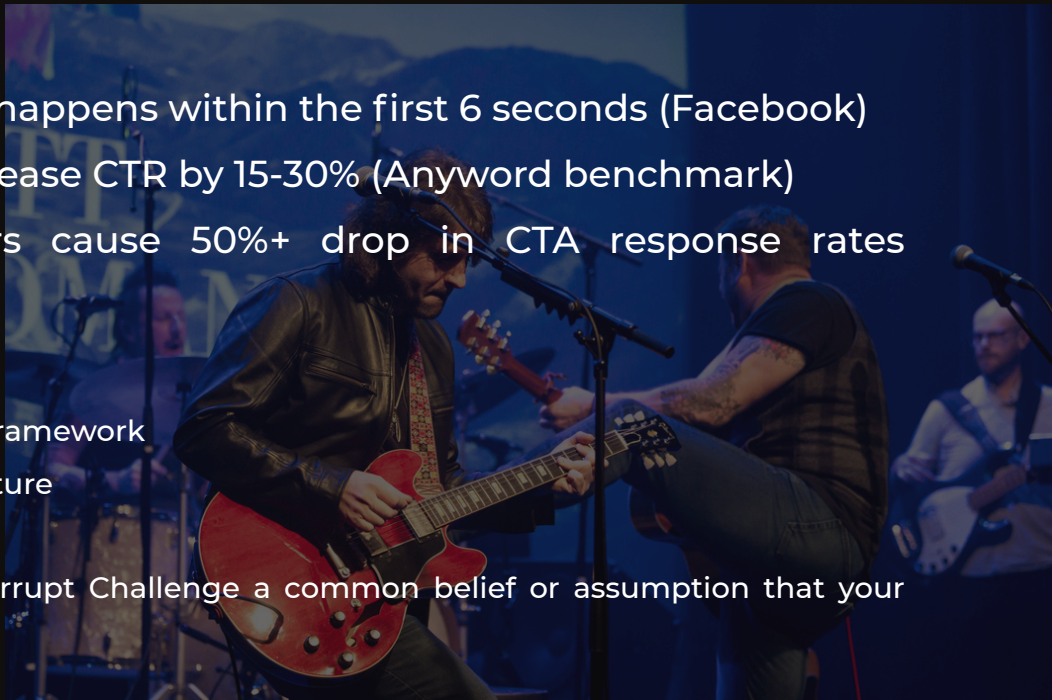
The Four Tier Hook Structure

Layer 1: The Pattern Interrupt Challenge a common belief or assumption that your ideal client holds.

Bad example: "Want to make more money?" **Good example:** "Everyone tells entrepreneurs to follow their passion. Here's why that's keeping you broke."

Layer 2: The Credibility Anchor Establish your authority without bragging. Use specific results or unique experience.

Bad example: "I'm a successful entrepreneur" **Good example:** "After helping 50+ entrepreneurs build 7-figure personal brands..."





The 7 Steps to 7 Figures

Layer 3: The Specific Promise Make it clear what value they'll receive. Be specific about the outcome.

Bad example: "I'll help you grow your business" Good example: "Here's the 3-step framework that turned my music career into a 7-figure personal brand"

Layer 4: The Emotional Bridge Connect to their deeper motivation. What do they really want?

Bad example: "So you can make more money" Good example: "So you can build a business that energizes you instead of exhausting you"

My Hook Examples

For The Musician-Entrepreneur: "Everyone says you have to choose between artistic integrity and commercial success. I've played CMA Fest and built multiple 7-figure businesses. Here's how to do both without selling your soul."

For The Stuck Startup Founder: "After 4 exits totaling \$1.6 billion, I learned that the skills that get you to 7 figures are different from the skills that get you to 8 figures. Here's the transition most founders miss."

For The Serial Entrepreneur: "The biggest mistake I see 7-figure entrepreneurs make is trying to scale by doing more. Here's how to scale by being more strategic about what you say no to."

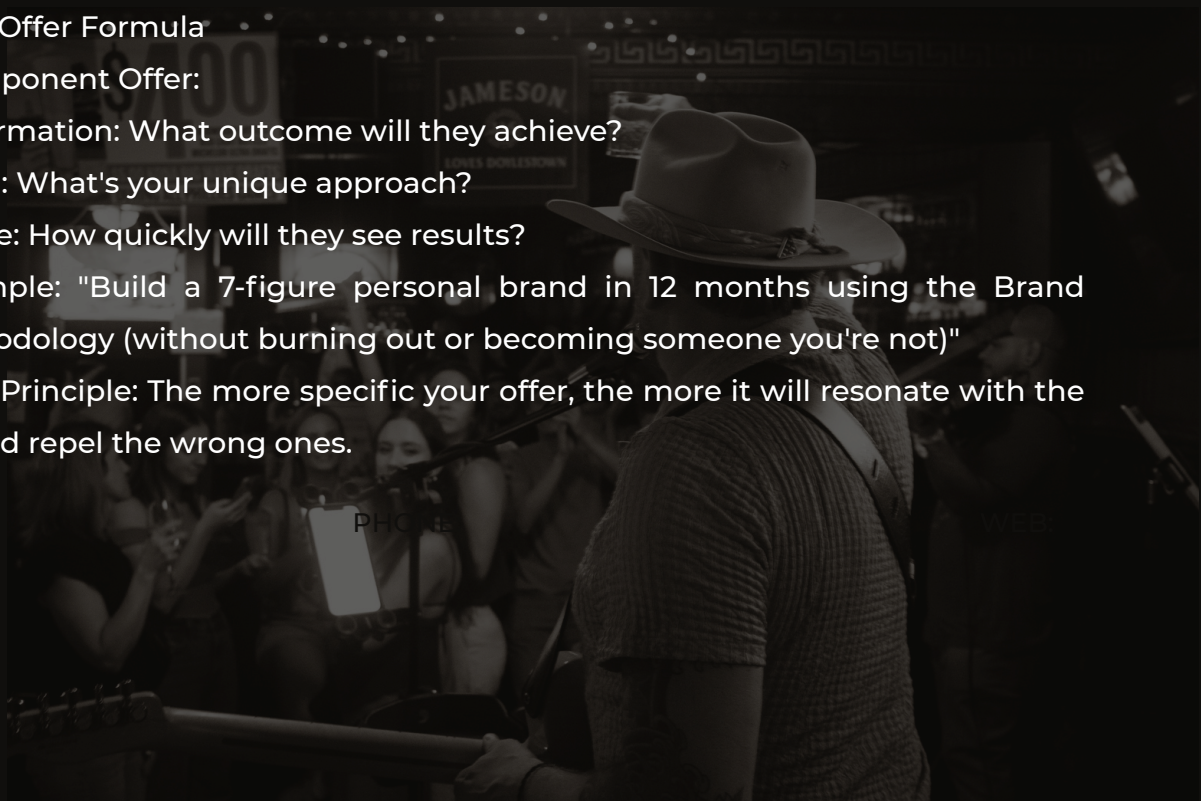
The Irresistible Offer Formula

The Three-Component Offer:

1. The Transformation: What outcome will they achieve?
2. The Method: What's your unique approach?
3. The Timeline: How quickly will they see results?

My Offer Example: "Build a 7-figure personal brand in 12 months using the Brand Wellness methodology (without burning out or becoming someone you're not)"

The Specificity Principle: The more specific your offer, the more it will resonate with the right people and repel the wrong ones.



The 7 Steps to 7 Figures

Generic: "I help entrepreneurs grow their business" Specific: "I help creative entrepreneurs turn their artistic talents into 7-figure personal brands using storytelling and authentic relationship building"

Implementation: AI-Powered Hook and Offer Development

Recommended Tools:

- Jasper/Copy.ai for hook generation
- Anyword for performance prediction
- Snazzy AI for headline creation

The Brand Wellness Prompt: Time for ChatGPT again

"Act as a direct response copywriter trained in personal brand messaging. You understand that great hooks don't just grab attention—they grab the right attention. Using psychological triggers and storytelling principles, create 10 hook frameworks and 5 core offers that increase engagement by 25% and conversion by 20%. Focus on authentic authority and specific outcomes rather than generic promises. Each hook should feel like the start of a conversation, not a sales pitch."

Success Metrics for Step 3

- Qualitative: Are your hooks starting conversations instead of just getting likes?
- Quantitative: Are you seeing higher engagement rates and better-qualified leads?
- Business: Are people asking how they can work with you instead of just consuming your content?





The 7 Steps to 7 Figures

Step 4: Audience Engagement & Content - The Content Multiplication System

The Music Lesson: The best musicians don't just perform—they create experiences that people want to share. They understand that content isn't just about the message—it's about the moment you create for your audience.

The Business Application: Your content strategy should be less about volume and more about resonance. One piece of content that deeply connects with your audience is worth more than 100 pieces that get ignored.

The Problem: The Content Hamster Wheel

Most entrepreneurs burn out trying to feed the content beast. They post constantly but feel like they're shouting into the void. They create content that gets likes but doesn't generate business.

The data tells the story:

- Video gets 1,200% more shares than text + images (Wordstream)
- Adding video boosts conversion by 80% (Unbounce)
- 87% of marketers say video provides strong ROI (Wyzowl)
- But 73% of content creators report feeling burned out (Buffer)

The Solution: The Content Waterfall System

Instead of creating more content, create better systems for amplifying great content. This is what I learned from my music career: one great song can be performed hundreds of times in different venues for different audiences.

The Foundation: Long-Form Content

Create one substantial piece of content weekly:

- 20-30 minute video or podcast
- 2,000-3,000 word article
- Detailed case study or lesson
- Workshop or training session

This becomes your "master recording"—the definitive version of your message.



The 7 Steps to 7 Figures

The Cascade: Multi-Format Distribution

From each foundation piece, create:

- 5 LinkedIn posts with different angles
- 10 Twitter threads or posts
- 3 Instagram Reels or carousel posts
- 1 Email newsletter
- 5 Quote graphics
- 2 YouTube Shorts



The Amplification: Strategic Repurposing

Don't just copy and paste. Adapt your content for each platform:

- **LinkedIn:** Professional insights and business lessons
- **Twitter:** Quick insights and conversation starters
- **Instagram:** Visual storytelling and behind-the-scenes
- **YouTube:** Educational content and tutorials
- **Email:** Personal stories and deeper insights
- **My Content Framework: The ACE Method**

Every piece of content should:

Attract: Hook the right people with specific, relevant insights

Connect: Build emotional resonance through stories and vulnerability

Engage: Inspire action, questions, or deeper thinking

Content Categories That Convert - Examples of top personal brand strategies (you don't have to use these)

Monday - Mindset Content Philosophy, perspective, and bigger-picture thinking *Example:* "The difference between successful entrepreneurs and everyone else isn't talent—it's how they think about problems"

Wednesday - Method Content Tactical advice, frameworks, and how-to information *Example:* "The 3-step process I use to turn cold leads into warm conversations"

Friday - Moment Content Personal stories, behind-the-scenes, and vulnerable sharing *Example:* "The night I almost quit music to become a full-time entrepreneur (and what changed my mind)"

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The 7 Steps to 7 Figures

- The Engagement Amplification Strategy
- The Three-Touch Rule: Every piece of content should touch three different emotional or intellectual points:

Educate: Teach something valuable

Inspire: Connect to their bigger vision

Activate: Give them something specific to do

The Community Building Framework:

- Respond to every comment in the first hour
- Ask follow-up questions to deepen the conversation
- Share others' content with your perspective added
- Create content based on questions and feedback you receive

Implementation: AI-Powered Content Multiplication

Recommended Tools:

- Lately.ai for content repurposing
- Descript for video editing
- OpusClip for video clipping
- Loom for quick video content
- www.waterrfall.com for waterfalling the content
-



The Brand Wellness Prompt: *"Act as a content repurposing strategist focused on authentic personal brand growth. You understand that great content isn't just information—it's transformation. Take my [video/article/podcast] and create a complete content calendar with 5 LinkedIn posts, 3 Reels, and 10 tweets that maintain my authentic voice while maximizing engagement across platforms. Each piece should feel like a complete thought, not a chopped-up excerpt. Focus on starting conversations, not just broadcasting messages."*

Success Metrics for Step 4

- **Qualitative:** Are people sharing your content with their own commentary?
- **Quantitative:** Are you seeing consistent engagement across multiple platforms?
- **Business:** Is your content generating inbound leads and business conversations?

The 7 Steps to 7 Figures

Step 5: Speed to Lead - The Instant Connection System

The Music Lesson: When someone approaches you after a performance, that's your moment. They're emotionally engaged and ready to connect. If you wait until the next day to follow up, the moment is gone.

The Business Application: When someone raises their hand and shows interest in working with you, speed isn't just about being first—it's about meeting them while they're still in the emotional state that made them reach out.

The Problem: The Slow Response Trap Most entrepreneurs treat lead response like email—something to get to when they have time. But leads aren't emails. They're moments of intention that expire quickly.

The data is unforgiving:

- Response after 5 minutes = 10x drop in close rates (InsideSales)
- 78% of deals go to the first responder (Lead Connect)
- Average B2B reply time = 42 hours (Drift)
-

Responding in <60 seconds = 391% increase in conversions (Lead Connect)

The Solution: The Instant Value Framework Speed without value is just pestering. The goal isn't to respond quickly—it's to respond quickly with something genuinely helpful.

The Three-Layer Response System

Layer 1: Immediate Acknowledgment (0–60 seconds)

"Thanks for reaching out! I got your message and I'm going to send you something specific that I think will help with [their stated challenge]. Give me just a few minutes to personalize it for your situation."

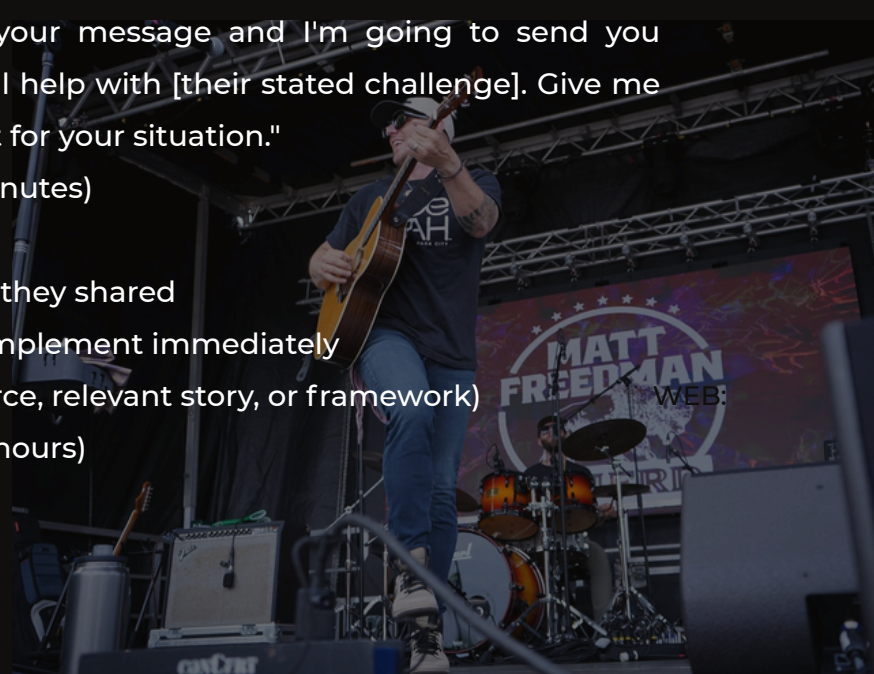
Layer 2: Valuable Response (2–5 minutes)

Personalized reply with:

- Specific insight based on what they shared
- One actionable idea they can implement immediately
- Optional bonus (link to a resource, relevant story, or framework)

Layer 3: Trusted Follow-Up (24–48 hours)

Follow up with:



The 7 Steps to 7 Figures

Case study, testimonial, or story that mirrors their situation

Light invite to connect further (e.g., strategy call, workshop, download)

RICH-aligned messaging that reinforces emotional and business benefit

The Real-Time Readiness Principle Be ready before they come to you. Build templated workflows with modular personalization so your first response is fast, valuable, and on-brand.

Implementation: AI-Powered Response Infrastructure Recommended

Tools:

- Drift or Intercom for instant chatbot replies
- GoHighLevel for automated text/email flows
- Clay for enriching lead data and customizing responses

The Brand Wellness Prompt: "Act as a lead response strategist for a premium personal brand. Design a 3-step reply system that delivers instant value while reinforcing trust, using personalized messaging aligned with the RICH framework. Every response should feel custom, but be deployable at scale."

Success Metrics for Step 5

Qualitative: Do prospects thank you for the value in your first reply?

Quantitative: Are you increasing booked calls within 5 minutes of form fills?

Business: Are you closing more leads who engaged within the first hour?



The 7 Steps to 7 Figures

Step 6: Fearless Follow-Up - The Relationship Nurturing System

The Music Lesson: The best fans don't become superfans after one show. They come back because you kept showing up, tour after tour, album after album. Real connection is built in the encore.

The Business Application: Follow-up isn't a reminder—it's relationship-building. Most prospects need time, trust, and repetition. When you treat follow-up as ongoing value delivery—not pestering—you become unforgettable.

The Problem: The Follow-Up Falloff Most entrepreneurs send one message and disappear. Or they send weak, transactional follow-ups that feel like check-ins instead of value.

The data confirms it:

80% of B2B sales close after 5–12 touches (IRC)

44% of reps give up after 1 follow-up (InsideSales)

50%+ of leads never receive a second touch (Velocify)

The Solution: The Fearless Follow-Up Framework Great follow-up is proactive, personalized, and positioned around making your prospect RICH.

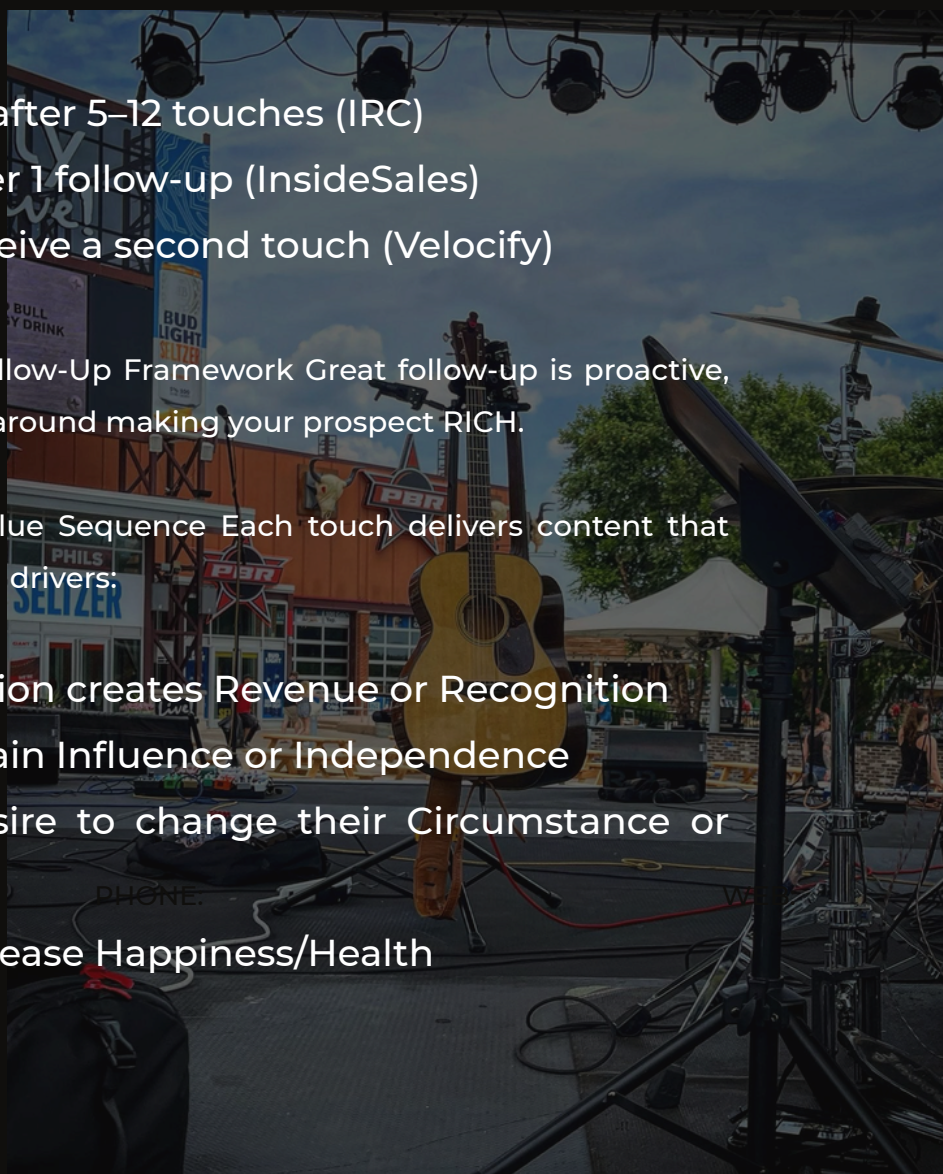
The Foundation: 10-Touch Value Sequence Each touch delivers content that connects to one or more RICH drivers:

R: Show how your solution creates Revenue or Recognition

I: Highlight how they gain Influence or Independence

C: Align with their desire to change their Circumstance or enable big Change

H: Reduce stress or increase Happiness/Health





The 7 Steps to 7 Figures

The Sequence:

Day 1: Welcome email + relevant lead magnet or gift

Day 3: Quick win or micro-case study

Day 7: Story of someone like them who got results

Day 14: Industry insight or trend they can share with their team

Day 21: Personal message or video checking in with an insight

Day 30: Relevant quote, tweet, or lesson that aligns with their values

Day 45: Invite to something low-commitment (e.g., workshop, podcast, event)

Day 60: "Saw this and thought of you" style content

Day 90: Share your best result or testimonial

Day 120: Soft re-engagement or "final check-in"

Trigger-Based Follow-Up:

Opened but didn't reply → Send a story with an emotional hook

Clicked pricing but no contact → Send a short ROI calculator or testimonial

Attended event but went cold → Send a transformation recap or reel

Implementation: AI-Powered Follow-Up Automation Recommended

Tools:

GetSignals.ai for behavioral triggers

Seventh Sense for timing optimization

HighLevel/GoHighLevel for multichannel sequences

The Brand Wellness Prompt: "Act as a follow-up system architect focused on human-centered brand selling. Build a 10-touch nurture sequence tied to the RICH framework, using behavioral triggers and emotional storytelling to build trust and move qualified leads toward conversion over 120 days."

Success Metrics for Step 6

Qualitative: Do leads respond with curiosity, gratitude, or emotion?

Quantitative: Are reply and conversion rates increasing with every follow-up?

Business: Are you closing more deals from previously cold or quiet leads?

The 7 Steps to 7 Figures

Step 7: Empathetic Closing - The Human-Centered Conversion System

The Music Lesson: You don't win the audience by yelling for an encore. You win them by reading the room, knowing when to slow down, and ending with impact. You don't force the final note—you feel it.

The Business Application: Closing isn't about pushing—it's about aligning. You've already done the work through story, proof, and presence. Closing is about helping the right person say yes to the right thing at the right time.

The Problem: High-Pressure Closes Kill Trust Modern buyers aren't just resistant to pressure—they're allergic to it.

59% of buyers stop engaging after cold or impersonal sales (PwC)

80% say the experience is more important than price (Gartner)

EQ-based selling increases retention by 30% (Harvard Business Review)

The Solution: The Empathetic Closing Framework Rooted in the RICH model, this approach helps buyers justify decisions emotionally and logically.

The Three-Phase Close:

Understanding (70%)

"What would success mean to you personally if we solve this?"

"What's at stake for your team or your goals if this stays unresolved?"

Validate and label their emotions

Connecting (20%)

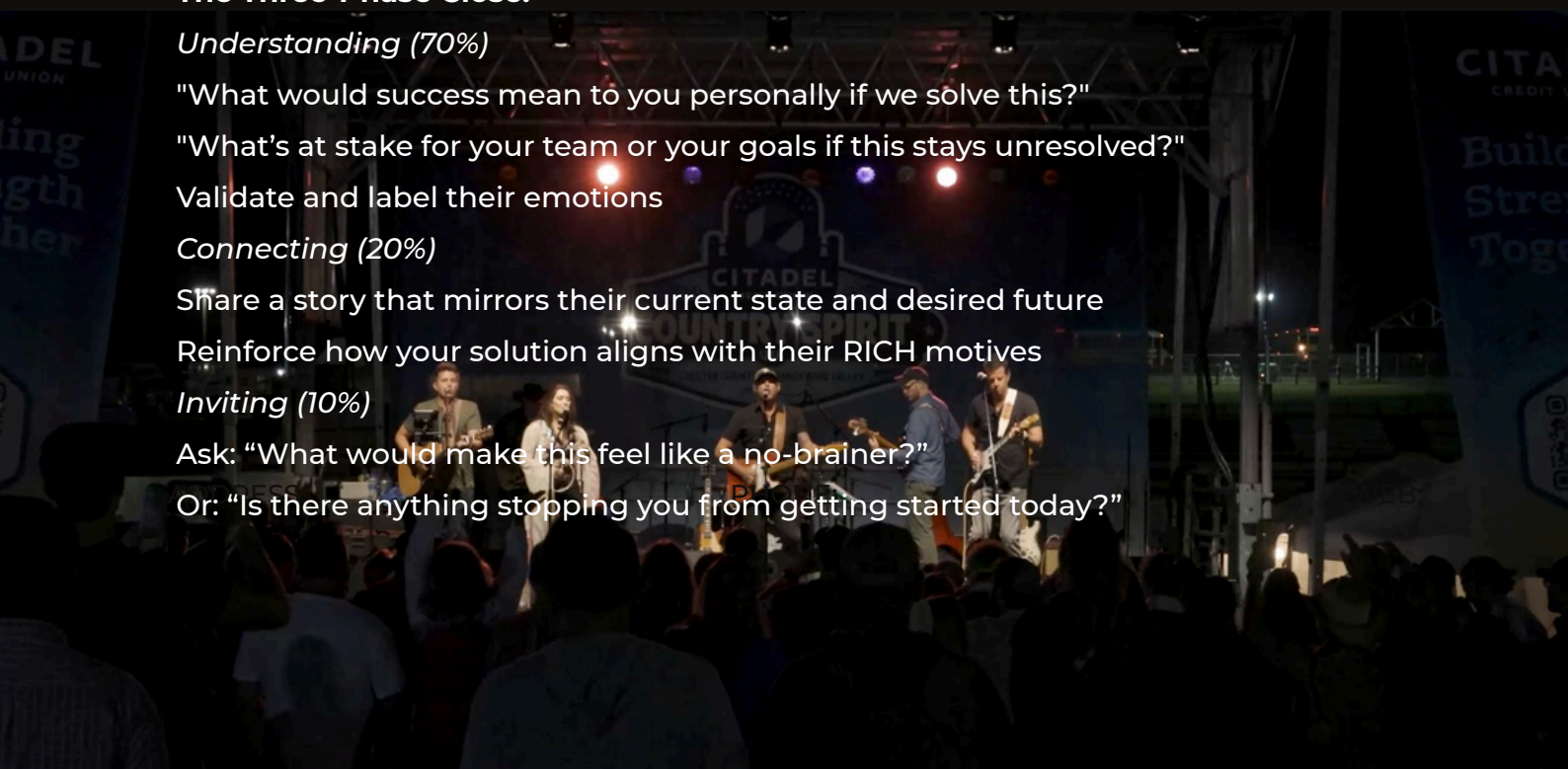
Share a story that mirrors their current state and desired future

Reinforce how your solution aligns with their RICH motives

Inviting (10%)

Ask: "What would make this feel like a no-brainer?"

Or: "Is there anything stopping you from getting started today?"



The 7 Steps to 7 Figures

Reframe Objections with Empathy:

"Too expensive" → "What kind of ROI would make this a win in your eyes?"

"Need to think about it" → "What would help you feel confident in moving forward?"

"Timing isn't right" → "What timeline would support the results you're after?"

Implementation: AI-Powered Empathy at Scale Recommended

Tools:

- Gong.io for call analysis
- Crystal for DISC/personality tone matching
- Fireflies.ai for tracking emotional language
-

The Brand Wellness Prompt: "Act as a closing strategist for high-emotion sales cycles. Build a conversational script that increases conversion by 25% using the RICH framework and real buyer motivations. Emphasize EQ, personal ROI, and timing triggers to help prospects say yes without pressure."

Success Metrics for Step 7

Qualitative: Are prospects saying things like "This feels right" or "You really get it"?

Quantitative: Are close rates increasing while sales cycles shrink?

Business: Are new clients becoming long-term relationships or brand evangelists?



Work with Matt

From the bottom of my heart, and likely live from my office.. Id like to thank you for downloading and reading through the Brand Wellness playbook.

It has taken me over 8 years to write, and to put these principles into practice, to be able to build real 7 figure businesses with these tactics.

The opinions, platforms, recommendations and stories in this book are my own, and may yield different results for each use case. However, I do believe that if you follow the instructions, and leverage my team to guide you, that ANYONE can build a successful personal brand through storytelling, content and AI.

It's never been easier.

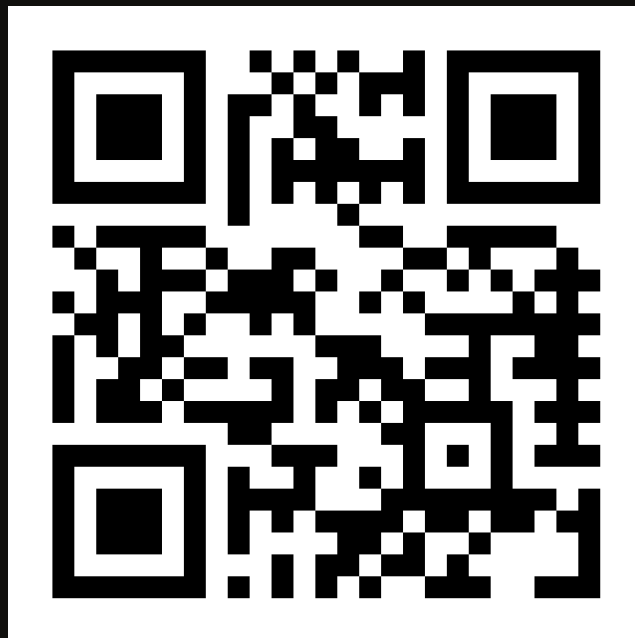
If you'd like to reach out, or want further guidance feel free to hit me up - howdy@rhythm.house and feel free to test out our new platform www.waterrfall.com

Cheers, and thanks for being you.

MF



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