

The Story of...

Somebody To Nobody To Authority!

“People don’t buy your product or service, they buy the **AUTHORITY** behind your product/service”

Purdeep Sangha - The Strategist For Men In Business

SOMEBODY

Previously a successful executive in the corporate world, Purdeep had everything a man could wish for: the salary, the status, paid expenses and world travel. He was also extremely educated in business and attended some of the best business schools in North America such as MIT, Stanford, Ivey and Schulich. Considered a mover and shaker in his industry, he became one of the youngest executives in his position in the nation.

BUT he was tired of the living the corporate rat-race and had the aspiration to help business owners fulfill their dreams rather than make the corporations richer. Why? **Because he knew there were countless business owners who were struggling to grow their businesses which ultimately impacted their ability to live a happy life.** As a husband and father, Purdeep knows how a person’s home life can suffer based on things not going well in their business.



So he walked into work one day and QUIT, COLD TURKEY. People thought he had lost his mind and was throwing everything away. But Purdeep had plans to make an impact as

a Business Strategist and Mentor.



NOBODY



His plans did NOT start off well!!! Even though he had top notch skills to make a massive impact and get business owners results, his plan fell flat. REAL FLAT!

He found himself comparing his skills to other mentors such as Tony Robbins or Robin Sharma. **Not only was he judging his value based on his lack of followers compared to the millions of followers the mainstream mentors had but he was also afraid to charge his clients what he thought his services were worth. It**

became self-defeating!!!



So he kept focusing on his systems and skills thinking that this would differentiate him from his competition and get him noticed by clients. But that didn't work either. He felt like a NOBODY!!!



After months of getting little progress, he stepped back and had a MASSIVE REALIZATION THAT CHANGED EVERYTHING IN AN INSTANT. **People weren't buying because he didn't have the skill or the talent. People weren't buying because they didn't see him as an AUTHORITY!**

He knew what had to be done. Instead of focusing on fancy strategies, he took his decades of neuroscience research and knowledge along with his marketing experience to create his proprietary system to expedite his AUTHORITY in the market.

He used a simple neuroscience formula to create Authority:.

TABS:

Territory - Position yourself in the market

Attraction - Be the "feel good agent"

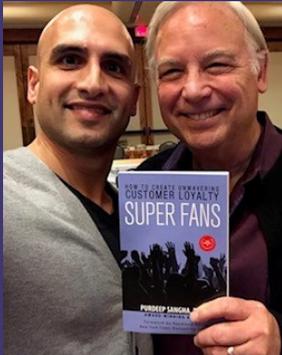
Bridge - Show the path to success

Social Shift - Demonstrate the "legit factor"



AUTHORITY

Purdeep is the “go to person” for creating AUTHORITY and dominating your market. He teaches business owners how to scale their businesses, faster and easier. He is frequently asked to speak at international events and is consistently interviewed for unique his expertise. Purdeep charges 20X more for his services from when he first started because of his Authority system.



Purdeep also wrote the book *Super Fans: How To Create Unwavering Customer Loyalty*

“Purdeep is the Authority that will show you how you can take your business to the top of your industry...”

—Jack Canfield, Coauthor of the #1 New York Times bestselling *Chicken Soup for the Soul* series and *The Success Principles: How to Get from Where You Are to Where You Want to Be*



He was also a featured co-author in the Authorities Series alongside #1 New York Times best-selling authors Marci Shimoff (*Happy For No Reason*) and Dr. John Gray (*Men Are From Mars, Women Are From Venus*).

Purdeep mentors and has worked with a range of coaches and consultants: from startup to celebrity coaches/consultants such as Frank Kern (one of the most sought after direct response marketing consultants in the world) and Raymond Aaron (International Success Coach).



Purdeep’s mission is to help business owners grow profitable businesses so they can live more fulfilling lives and have a positive impact on this world.

