

Simple SADR Case Study

This will be a quick case study about using the SADR cycle.

First, as entrepreneurs and business owners, remember to go after the big fish... the people with money that can help make your dreams and goals happen.

For instance, let's say I wanted to do some type of deal in the gun world, with a gun company.

If I want to work with them and get some type of sponsorship or royalty deal, who would I be better off targeting?

A big company like Smith & Wesson, Glock or Ruger?

Or, the small gunmaker in Texas who's a two-man operation?

Obviously, the larger companies have more money to play with.

So, when you are Spotting, make sure you spot a company or person who can actually make things happen and get you what you're trying to go after.

Next, you have to Access these companies.

Who actually does what you want to be a part of?

Here's what I mean and we'll continue with the gun theme...

Let's say I was a super-duper shotgun shooter and wanted to get a sponsorship from a major gun company.

Well... Glock doesn't make shotguns so it wouldn't make much sense for me to target them.

On the other hand, Remington is a company that makes great shotguns so they would be someone to target.

I know this is obvious, but you wouldn't believe how many people I see waste their time by not doing research and targeting the right people.

Now it's time to Develop.

How do you do that?

We'll, you have to show the company or person why working with you will be a great decision on their part and will bring them a tremendous amount of value.

You can start development over dinner or even by sending a Shock N' Awe box in the mail.

A Shock N' Awe box is a great way to introduce yourself to someone who doesn't know you from Adam. (The box would include any books you've written, articles, products and it would have a well-written letter about how you can help them.)

Development can take time and is the wine and dine phase. You have to pay attention and not push to the Recruitment phase too quickly or you scare them away.

Once you've built a good relationship and they can see the value of working with you, that's when you get down to numbers and contracts and seal the deal.

Like I said earlier, I know this is obvious and simple.

But, so many people don't do it and they overcomplicate their lives and flounder around.

Follow the simple SADR cycle and it will keep you laser focused on what you're trying to accomplish.

I've personally used this to target big fish and have been blessed to get yearly six-figure royalty deals. Of course, remember, you have to provide huge value and truly help the company.

-Jason Hanson