

Michael Cyger's Pitchfest Presentation About Resolution Club

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<http://www.domainsherpa.com/resolution-club-pitchfest-2016/>

I am sharing my recent Pitchfest competition presentation to show you that if I can do it, you can do it. Get ready to be better, together.

I have three sponsor messages before we get into today's show.

three of our sponsors for today's show.

First, if you are buying or selling a domain name or portfolio and you want an estimate of its value, Estibot.com is the place to go. Just like you would visit Zillow.com to get an estimate of a house value, Estibot.com provides key information about the most important statistics so you can make an informed decision based on data.

Second: Serious about online trading? Secure your funds, keep your merchandise safe, and use a company that keeps the buyer and seller protected the whole way through. That's Escrow.com. Payments you can trust.

Finally, if you are a domain name investor, do not you have unique legal needs that require domain name technical know-how and industry experience? That is why you need David Weslow of Wiley Rein. If you have watched David's DomainSherpa interviews, you know he can clearly explain issues and help you with buy/sell agreements, domain name theft cases, UDRP actions, and even website terms and conditions. David Weslow is the lawyer to call for Internet legal issues. See for yourself at DavidWeslow.com.

Hey Sherpa Network,

I'm Michael Cyger, publisher of DomainSherpa.com, the website where you can learn how to become a successful domain name investor or entrepreneur directly from the experts

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On Saturday I presented at the Domain Startup Summit Pitchfest competition.

This was the first Domain Startup Summit and it was a fantastic opportunity to learn about both building a startup and branding it properly from day 1. Kudos to Dwayne Walker, Felecia Walker and Jason Thompson for putting it together.

Pitchfest is about sharing your new business venture, getting feedback, being asked some tough questions about your business model, and potentially finding investors in the audience.

Although I know this startup presentation is not directly related to DomainSherpa, why I participated in the competition certainly is.

Many of you investing in domain names are also entrepreneurs and have your own business ideas. Sharing those ideas with others in order to gain feedback and traction—and possibly funding—is part of the journey.

But that doesn't mean it's easy to do. You're putting yourself out there, waiting to have your idea judged by others. Plus, there's public speaking, which some say is their greatest fear in life. I still get butterflies before presenting in front of a large audience, even after doing hundreds of DomainSherpa shows.

So, I am sharing my recent presentation to show you that if I can do it, you can do it. And I thought some of you would be interested in what my team and I have been spending some serious time on.

Finally, I'd appreciate your input on my business idea, Resolution Club, an application that uses the power of your social media network to help you build a healthy habit, break an unhealthy one, or do something to make the world a better place. I hope you'll spend 5 minutes listening to my pitch and potentially using Resolution Club.

In the domain name industry, you can use Resolution Club to, for instance:

- Resolve to make one outbound sales call per week

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- Resolve to inquire about one domain name you want to buy from an end user per week, or
- Resolve to reach out via email to make a personal connection and extend your domainer network once per month

If you're in a DNAcademy networking group, it would be great if your group agreed and resolved to make one outbound sales call per week so you can work on your sales message. Give it a shot for four weeks and see how it goes.

Here's the pitch. Let me know what you think by posting a comment or emailing me at michael@resolution.club. Thanks.

By a show of hands, who's heard of the movie Fight Club?

What's the first rule of Fight Club?

That's right. The first rule of Fight Club is don't talk about Fight Club.

Resolution Club is the opposite of Fight Club.

The first rule of Resolution Club is to talk about your resolutions to your friends and family, because people who explicitly make resolutions are 10 times more likely to reach their goals than people who don't.

With Resolution Club, you can build a healthy habit, break an unhealthy one or do something to make the world a better place.

For instance, you can resolve to spend 10 minutes a day learning Spanish for a trip you have planned later this year. Or resolve to call your mother and have a conversation with her once a week. Or resolve to volunteer at a soup kitchen once a month. Or just simply resolve to put the toilet seat down every day – my wife made me add that one.

The key is that Resolution Club forces you to define exactly how you want to make yourself or the world better, and deliberately set about making it happen.

But creating SMART goals is only half the process. Sharing your resolutions with family and friends and asking them to hold you accountable – asking them to join you in your resolution – is the other half.

You're already on Facebook three times a day sharing pictures of your kids, your meals, and your latest bike ride route.

Now you and your best friend from high school can together do 25 pushups a day for a year, even though you haven't done much more than like a few of his pictures over the past year.

Or you can quit smoking together.

Or you can volunteer at local charities together, even if you're separated by thousands of miles.

If they choose a different resolution to pursue, or choose no resolution at all, they can still participate with you by monitoring your progress and cheering you on.

Or, by publicly chastising you if you aren't on track.

And because all resolutions are public, any Resolution Club member can join your resolution and you can join their resolutions, creating the potential for large groups, previously unknown to each other, to come together. It's the snowball effect.

And companies can sponsor resolutions that members can join, creating more excitement, a sense of inclusion, and group motivation. People like being part of something bigger. And those companies can offer additional incentives to those that join their resolutions, like trials of their products and services or freebies for completing a resolution.

Ok, so here's where Resolution Club gets cool.

Facebook and other social media networks bring together more than a billion people, and allow companies to target those people based on their geography and likes. But how do you know what their intention is behind liking those pages? For example, I might like the page for my local gym, but does that mean I go there to work-out? That I know someone who works there? That they post inspirational quotes that I like? Or that they sponsored my kid's baseball team? Who knows.

And maybe it's old data. Maybe I liked the page years ago and have never bothered to unlike it once my interest stopped.

With Resolution Club, targeting potential customers becomes hyper-focused. Because by stating their resolution, Resolution Club members have identified their intent. If I publicly announce that I want to do yoga for 45 minutes three times a week, then you know exactly what my intention is.

And the timing is right now.

This would be good information for companies that provide yoga equipment and athletic wear, yoga houses that give classes, maybe even vacation packages for yoga retreats.

Resolution Club brings together People, Companies and the Demand of those people that companies can satisfy in a way that no other business venture has. It's the perfect time to reach the perfect customer.

For members, Resolution Club is about being part of something bigger than just setting a goal by yourself. It's about creating momentum, building community and improving yourself and the world.

With Resolution Club, we can be better, together.

Three more quick sponsor messages.

First, if you're buying a domain name from a private party and want to know what else they own, DomainIQ.com is the tool you should be using. View

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their entire portfolio, filter by Estibot value and be a better investor. \$49.95 for 250 queries per month. Visit DomainIQ.com/portfolio to learn more.

Second, Efty was built by domain investors to increase your inquiries, sales and profit. Forget spreadsheets and archived emails — manage your entire investment portfolio in one place using a secure and completely confidential platform. Learn more at Efty.com, that's e – f – t – y, Efty.com.

Finally, if you're struggling with how to buy, sell, and value domain names, you need to check-out DNAcademy.com. Published by me, Michael Cyger of [DomainSherpa](http://DomainSherpa.com), and trusted by Uniregistry to train their new employees, you too can learn using the [DNAcademy](http://DNAcademy.com) accelerated learning system for domain name investing. Learn more at DNAcademy.com.

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