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"Your success is My success" - Daryl Urbanski

## Peter Sandeen Report

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marketing strategies.

Daryl Urbanski interviewed Peter Sandeen, a man who focuses on value propositions, articulating what you have to offer to your ideal clients and conversion optimization. He was the secret man in one instance where he snuck in the back door of a major international agency and world player to get their clients' results for them, but because of agreements signed, that is all it can be said. If you go to his site, there is more information on it. His main focus right now is the valley proposition development and building

### Get to Know Peter Sandeen a Little Bit More

- ✓ Sandeen started as a copywriter.
- ✓ After he had done that for a while, he started to think 'maybe I should get into conversion optimization and maybe learn other stuff as well leading to conversion optimization' and he went into that.

### Greatest Challenge for Sandeen and Overcoming It

- ✓ According to Sandeen, the biggest challenge had been in his head, like personal beliefs around success and all these different things.
- ✓ The first thing to do is list the limiting beliefs, then argue with it, and then replace it with another belief and continue that until you believe in the new belief.

### Recommendations and Tips for Entrepreneurs

- ✓ Focus. Focus about what you do, who you serve, what your strategies/tactics are like, what you should spend your time on, what you should use.
- ✓ There are two categories:
  - ✓ The first is lack of focus which leads to trying too many things.
  - ✓ The second is lack of focus on what you are really trying to make people believe, see and understand about you.
- ✓ There are three things you should look at:
  - ✓ First: how much do people actually want that thing that you're talking about?
  - ✓ Second: how unique it is.
  - ✓ Third: how believable the idea is.

### Peter Sandeen Quotes

- “ The most important thing in life is gardening and even that is not very important. ” – A friend of Sandeen.
- “ You can't be everything to everyone, but you can be something to someone. ”

## Peter Sandeen's Recommended Books



**Influence** – by Robert Cialdini.

## Important Links

[Petercandeen.com](http://Petercandeen.com)