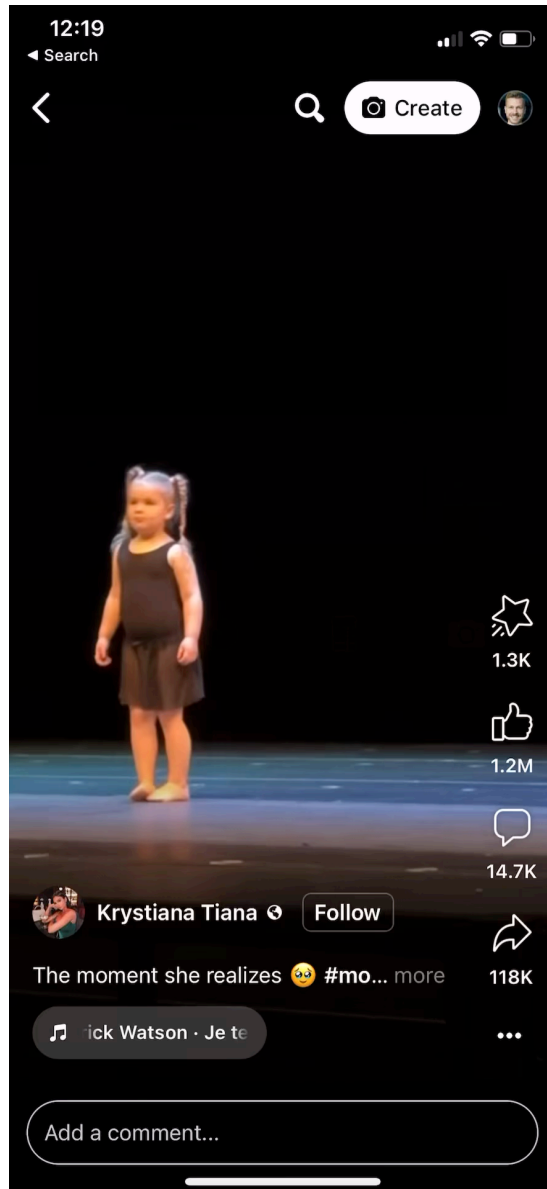


THE ART OF UNEXPECTED APPRECIATION

BLAKE  FLY



PROOF
THAT
SHOWING UP
MATTERS



THE 3 OBSTACLES



THE 3 OBSTACLES TO GIVING APPRECIATION

1 - We forgot

2 - We don't want it to be weird

3 - We don't know what to say

THE “7 WORDS” FRAMEWORK

“Hey, I just wanted to say thanks.”

THE “THANKU4” FRAMEWORK

DEAR _____,

THANK YOU FOR...

- 1.
- 2.
- 3.
- 4.

You rock,
Blake Fly

THE “WITHOUT YOU...” FRAMEWORK

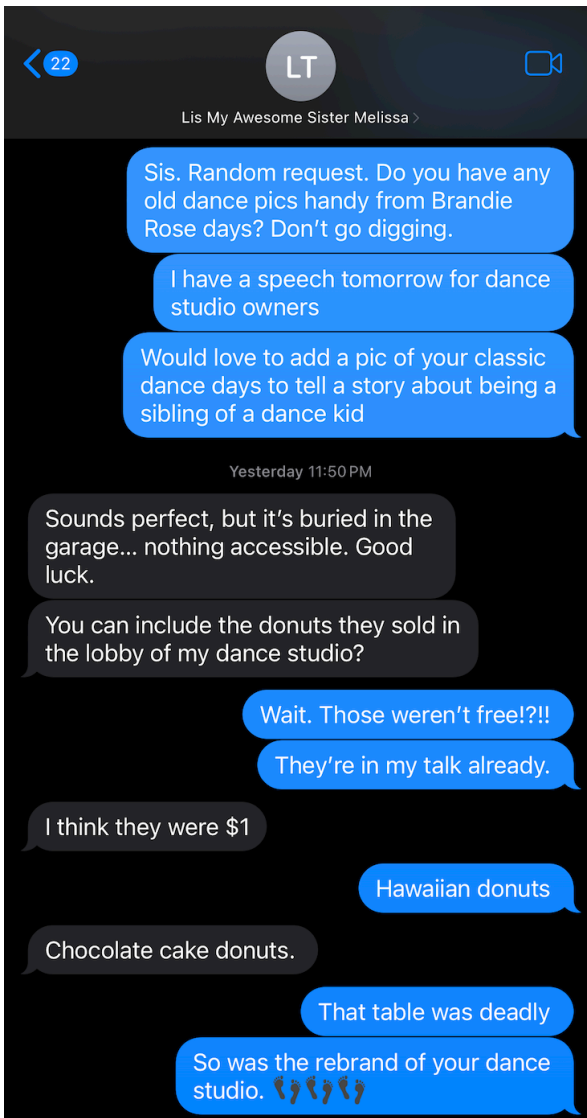
DEAR _____,

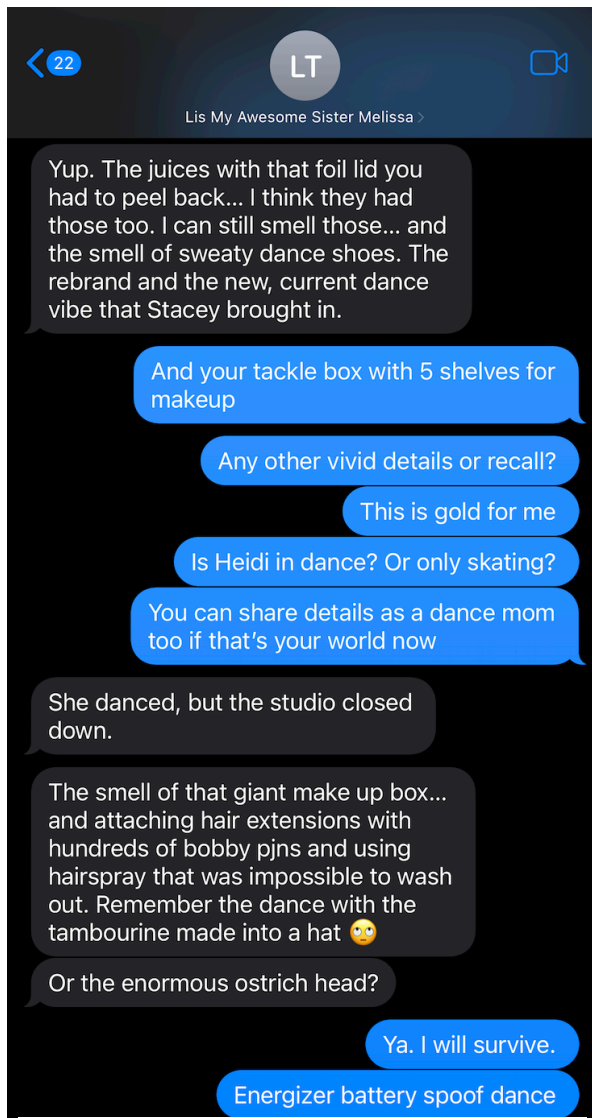
WITHOUT YOU...

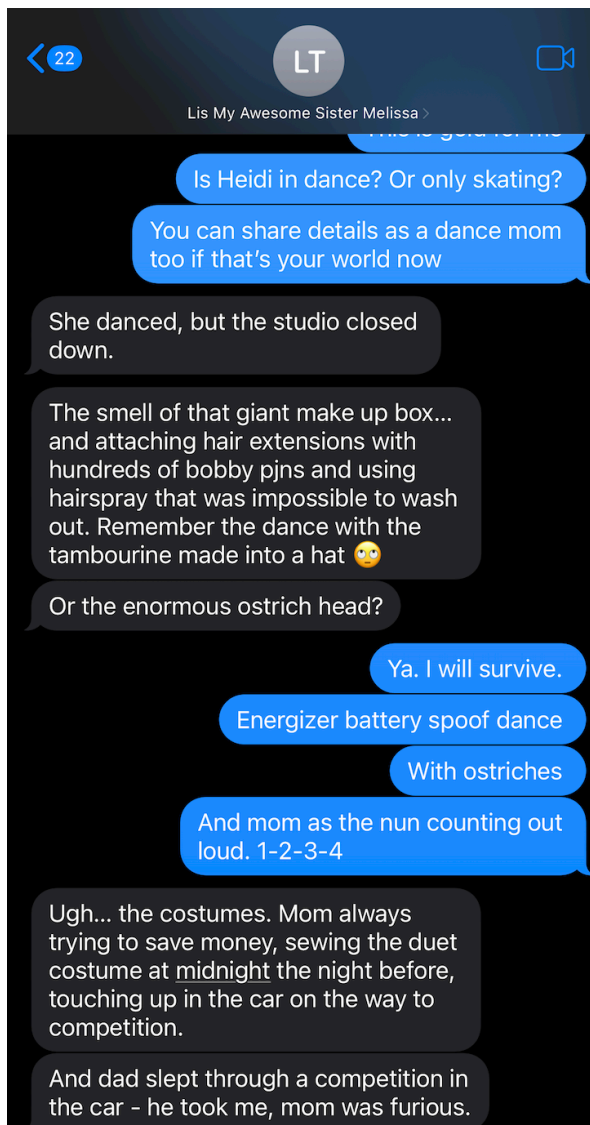
You rock,
Blake Fly

MY SISTER THE DANCER



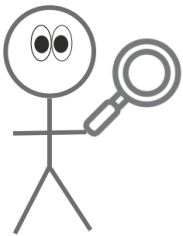






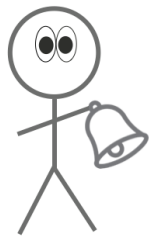
THE UNEXPECTED PATH™

R



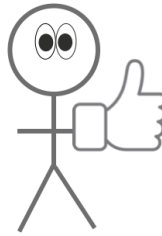
RESEARCH

E



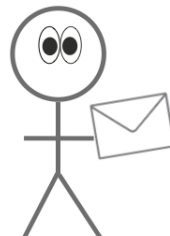
ENGAGE

A



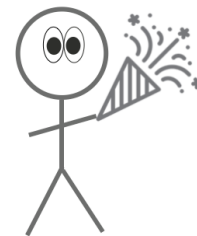
ACKNOWLEDGE

C



CALL

H



HIGH 5



Use a picture.



It's worth 1000 words.

A VIDEO IS WORTH

1.8 MILLION

WORDS PER MINUTE



Source: <https://idearocketanimation.com/4293-video-worth-1-million-words/>

32 Video Marketing Statistics to Boost Your Strategy



30/03/22

Author: Florencia Corazza

16 min reading

1. A Minute of Video is Worth 1.8 Million Words.

2. More Than 45% of Internet Users watch online videos.

3. 500 Million People Watch Videos on Facebook.

4. Time Spent Watching Videos Has Increased.

5. The Average User Spends 16 Minutes and 49 Seconds Watching Online Video Ads.

6. This Year, There Will Be 1 Million Videos Watched Per Second.

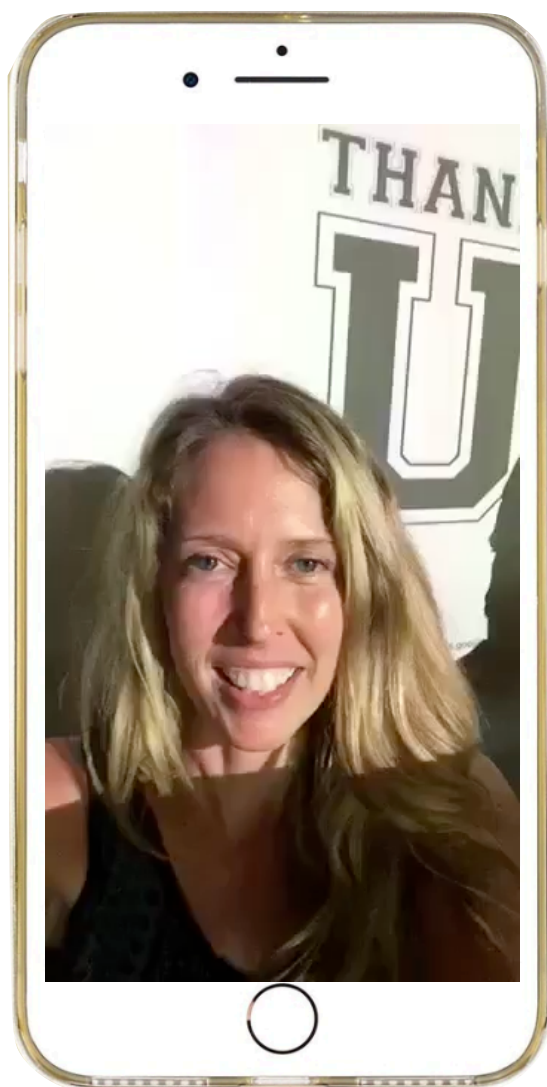
7. Videos Helped 90% of Online Shoppers Make A Purchase Decision.

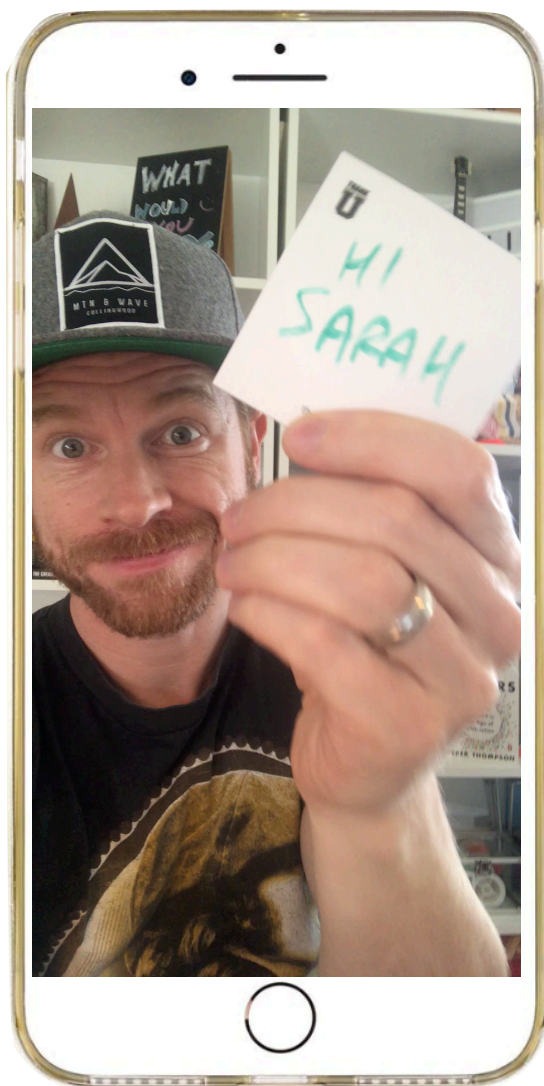
8. 65% Of People Who View A Video Click Through To Visit The Website.

9. 84% Of People Bought A Product After Watching A Video.

10. Real Estate That Use Video Will Increase Inquiries By 403%.







Peter,

You and I have not yet met.

Nov
2012

I'm listening to your opening performance
at OSC right now. This music is the
kind of music I need way more of
in my life. I also play guitar.
I also wear plaid shirts. I have
a hunch that we will be friends
someday. Thank you for all the new
music you've just added to my life.

519-787-4359

-Blake

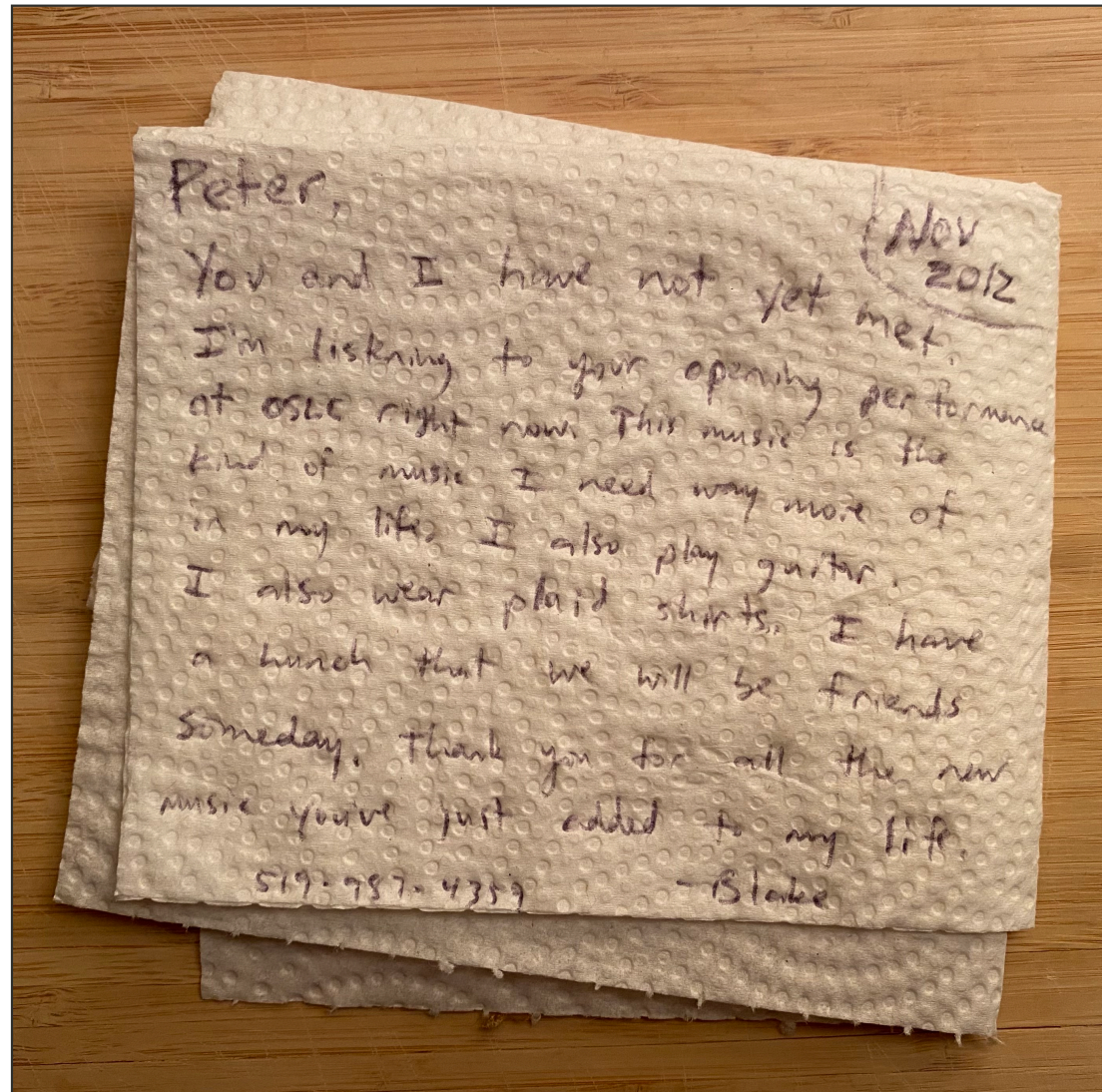
Peter,

You and I have not yet met. I'm listening to your opening performance at OSLC right now.

This music is the kind of music I need way more of in my life. I also play guitar. I also wear plaid shirts.

I have a hunch that we will be friends someday.

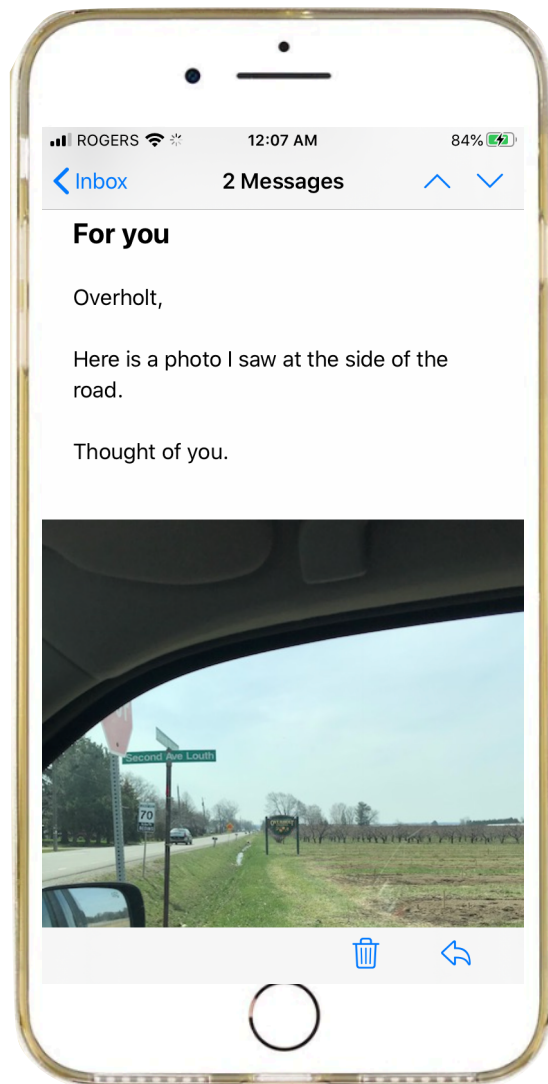
Thank you for all the new music you've just added to my life.

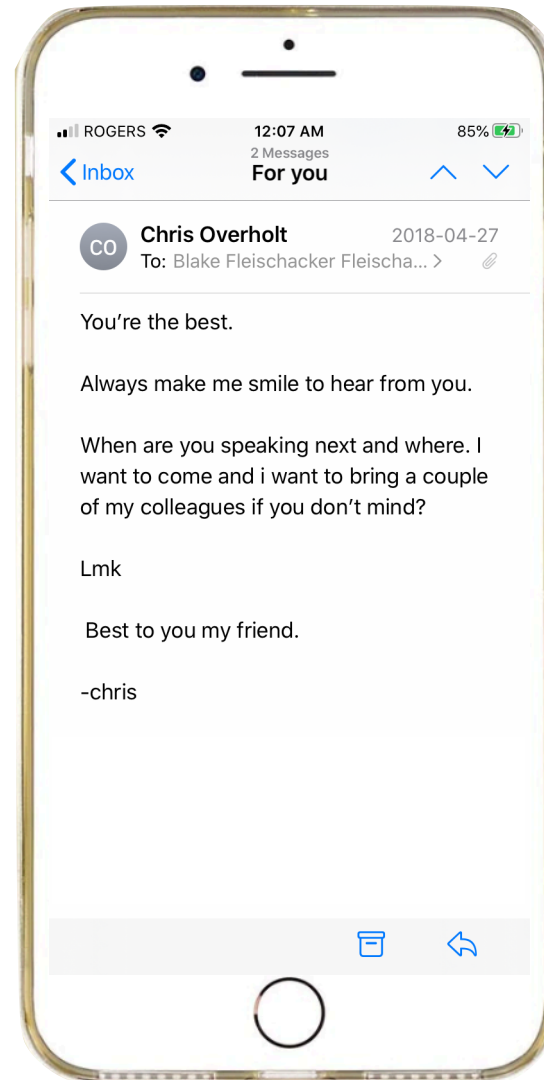
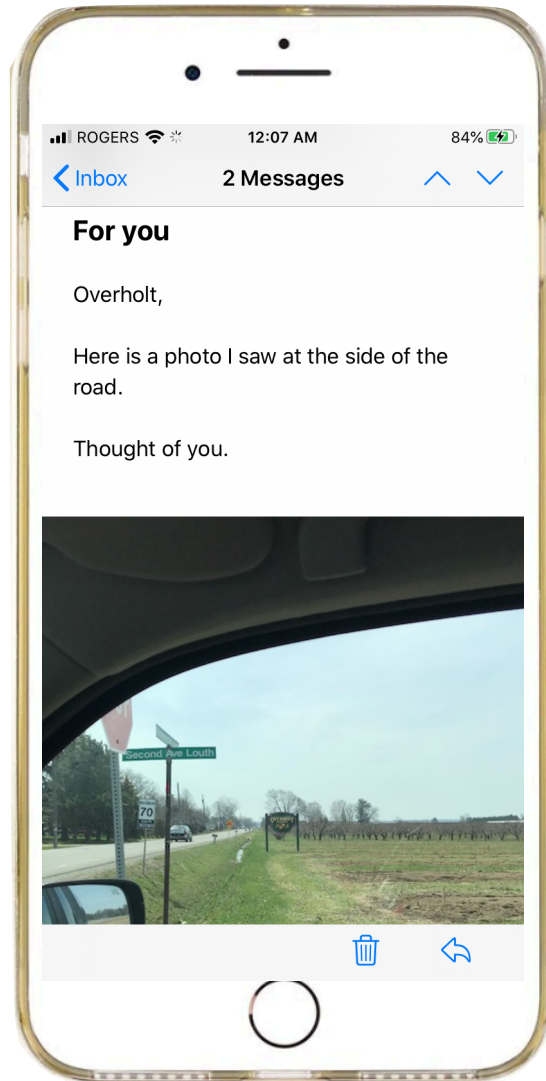




HEY
ELIAS

Welcome to
week 3
of life in FRD







2 GIFTS



Learn 3 Simple Ways to INSTANTLY ...
You are about to learn
3 simple ways to instantly connect
with potential promotional partners.

CLICK HERE for a quick
welcome video from Blake

**FREE VIDEO SERIES:
Learn 3 Simple Ways to
INSTANTLY Connect
with Potential
Promotional Partners**

First name

Your email address

Get this at
INSTANTCONNECTING.com

2 GIFTS



(15 minute zoom call
with me in the next month)

STEPS:

Email blake@blakefly.com

SUBJECT: 5k in 15



