

Strategies to Sell Smarter,  
Lead Better, and Live  
with Purpose

# **SHUT UP AND WIN**

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## **MEET YOUR SUPERFAN**

A companion tool from the book

**SHUT UP AND WIN by Jed Etters**

Learn more at [ShutUpAndWin.com](https://ShutUpAndWin.com)

# Meet Your SUPERFAN

Who is your Superfan? They are the person who believes in your abilities more than anyone else because they are your Superfan. They look at you as if you have limitless potential. When you enter a room, they are the ones cheering, screaming, and even crying just to catch a glimpse of you. They are your biggest supporter in everything you do. When others doubt you, your Superfan is right there, saying things like, "Of course you can, because you are [your name]!" or "If anyone can do this, it's you! I believe in you!" They also care about your well-being and won't encourage you to do anything irresponsible. After all, they are your Superfan!

## Ways to Engage with Your Superfan for Super Results

1. **Meet and Greet** Give your inner Superfan a name and personality. Get to know them as if they were a real person. Your Superfan will be awesome, always ready to cheer you on and support you.
2. **Exclusive Content** Share your thoughts and goals with your inner Superfan. Tell them what you need support or encouragement with, and imagine their response. They are there to boost your confidence and keep you motivated.
3. **Personalized Messages** After achieving something your Superfan encouraged you to do, give them a heartfelt thank you. Picture yourself offering them a virtual high five. This acknowledgment strengthens your relationship and reinforces their support.

**Note:** This relationship with your inner Superfan is personal and just for you. You don't need to share it with others, and you might not want to talk to your Superfan out loud at least in public, as it might confuse people. Keep this special tool as your secret source of encouragement and strength. Trust me you will grow to love your Superfan.