

Your Referrals Check You Out. Then They Go Quiet.

Someone you trust sends a prospect your way. They Google you. They watch a video. They scroll a few posts.

Then... nothing. No email. No call. No “I’d love to talk.”

You tell yourself it’s fine. Referrals are unpredictable. But a few weeks later you hear it secondhand: they hired someone else. Or a mutual contact mentions, “Oh, I thought Sarah reached out to you,” and you realize she never did. You start quietly wondering how many good referrals have disappeared the same way, without you ever finding out.

It’s not that they didn’t find you. It’s that finding you wasn’t enough. They needed to feel sure enough about you to make a decision this size. Somewhere between “they found you” and “they picked up the phone,” that trust was supposed to build. And it didn’t.

I call that the Trust Gap. Every referral you lose without a word gets lost inside it.

Closing it isn’t about posting more, sounding more polished, or hiring an agency to manufacture content that doesn’t sound like you. It’s about becoming familiar enough, before the sales call ever starts, that saying yes feels obvious instead of risky.

That’s what the next 30 days are for.

The next Mic Drop Fellowship starts October 5th, and I’m opening the first 10 founding-member spots now at \$300. Once those fill, it’s \$400 for the rest of the cohort.

This is for you if you already do excellent work, you get real referrals, and you’ve had that nagging feeling that your online presence doesn’t carry the same trust you create face to face.

It’s probably not for you if you’re still figuring out what you actually sell, you want someone else to write every word for you, or you’re planning to join and quietly lurk for 30 days. The Fellowship works because you show up: you record, you give feedback, and you let other smart people sharpen your thinking.

Over 30 days, we turn the expertise already in your head into the videos your best referrals need to see before they reach out. By the end, you’ll have a repeatable way to record useful content without scripts, a growing collection of videos that do some of the trust-building before you ever speak, and a way for referred prospects to get familiar with how you think before they ever book a call. Instead of meeting you cold, they arrive already knowing what you believe, how you work, and why somebody they trust sent them your way.

Matt Sanderson went through this. He told me the videos didn’t just bring him clients. Someone called him after watching his LinkedIn videos and started talking about investing \$50,000 to

\$100,000 in his company. That's the point. The video isn't the win. The trust it creates before the conversation is.

How the 30 Days Work

First, we pin down the thing you should be known for, in language you can actually say without cringing. That's the Familiar Expert Audit, and it gives you a positioning statement you can stand behind.

Then we look at your business through a referred prospect's eyes and find exactly where trust leaks out. That's the Trust Gap Assessment.

From there, we map the beliefs a prospect needs to shift before they're ready to reach out, and which ones are currently broken. That's the Chain of Beliefs Map.

Then comes the fun part. You sit down with your pod partner for about 30 minutes and turn all of that into five finished videos, with no script and no blank page. That's Batch Recording Day, and you'll do it every week.

Your pod stays together for the full 30 days, so you're not posting into some giant community hoping somebody notices.

Every week, you pair up for Batch Recording Day and walk away with five finished videos from about 30 minutes of conversation.

Between recording days, short daily assignments tell you exactly what to work on next, so you always know what to do and why it matters.

Your feedback feed means every posting day comes with at least five smart sets of eyes on your work. They'll tell you where the idea lands, where it gets muddy, and what a prospect might misunderstand before you make the next one.

And when you're working on your own, the Familiar Face OS gives you the same prompts behind the Fellowship to pressure-test your positioning, spot trust gaps and turn what you know into the next useful thing to record.

The Fellowship is \$400. The first 10 people in this founding cohort get in for \$300.

I want you doing the work, not wondering whether you made a dumb purchase. Show up for the 30 days, do the assignments and the recording, and if you genuinely finish feeling like you didn't get value from it, tell me. I'll refund you.

If this sounds like you, grab one of the founding-member spots below. The Fellowship starts October 5th. The first 10 join for \$300, and once those spots are gone it's \$400.

[Join The Mic Drop Fellowship →](#)

Cheers,
Brad

P.S. Once you're in, start with the Familiar Expert Audit. Don't overthink it. The first win is seeing the gap between what your best clients already know about you and what a referred prospect can actually discover online. Once you see that gap, the videos you need to make get a whole lot more obvious.