



THE 3-7-90 RULE

NOBODY DARES TELL YOU ABOUT

The 3-7-90 Rule Nobody Dares Tell You About

(Why They Hide This From You...
And How Knowing Changes Everything)
~ Kim Klaver

Hey there,

Quick story about a shocking discovery...

Years ago, Charlie Munger's marketing genius, Chet Holmes, uncovered something nobody wanted to hear:

Out of every 100 people out there who could buy from you:

- **3 are actively looking for your solution RIGHT NOW**
- **7 are starting to realize they need it**
- **90 aren't interested (and never will be)**

90 No's guaranteed – right out of the gate.

Why doesn't anyone tell you this?

Because it kills their favorite myths:

- **"Everyone is a prospect!"**
- **"Just talk to more people!"**
- **"Build relationships with everyone!"**

Think about it...

When someone has eye problems, they look for an eye doctor.

They don't wait for an eye doctor to "build a relationship" with them.

When someone has knee pain, they look for a knee specialist.

They don't need to be "convinced" they have knee pain.

Do they?

So why are they telling you to:

- Chase everyone who fogs a mirror
- Try to "build relationships" with strangers
- Dance on social media for attention
- Follow up with people who ghost you

The Truth Nobody Wants You to Know:

You don't need more prospects.

You need to be visible to the right prospects at the right time.

Example:

Spirit-crushing selling (trying to convince the 90):

"Hey everyone! Who wants better health? DM me!"

Happy selling (being visible to the 3):

"When my husband sat me down and ask me to start to focus on my health, I stopped everythig. I was so embarrassed...and here's what I did..."

Feel the difference?

The first ("Hey everyone!...") has no story, no emotion...

The second begins a story that's hard to stop reading...

How to Use The 3-7-90 Rule:

1. Stop Chasing the 90

- They're not interested
- They never will be
- Let them go (this alone will save you countless hours)

2. Focus on Your 3

- What specific problem do you solve?
- Who's actively looking for that solution?
- Where do they look when they need help?

3. Show Up Consistently

- Share your understanding of their problem
- Show your solution in action
- Make it easy for them to find you

The Power of Consistent Visibility:

Here's what we don't think about...

Yes, it's GOOD to know your 3% exists.

And now, you need to pop up online – or in their mind – when they're ready to buy.

Remember...

That eye doctor?

They don't just hang their shingle once.

They show up consistently where people with eye problems look.

That knee specialist?

They don't just run one ad or put up one post...

They maintain visibility where people with knee pain search.

Your 3% works the same way:

- They might not need you today
- But when they do...
- You need to be visible

**Like you, I didn't know this either...
so I spent thousands trying to "figure it out"**

Below is pretty much my story...

Year 1: The "DIY" Phase

- Social Media Course (\$997)
- Content Calendar Template (\$97)
- Basic Copywriting Course (\$497)
- Generic Post Templates (\$47/month)
- Random AI Writing Tools (\$29/month)

Total: \$2,000+ and still no results

Year 2: The "Get Help" Phase

- Copywriting Coach (\$2,500)
- Content Creation Service (\$500/month)
- Advanced Writing Course (\$1,997)
- Social Media Manager (\$1,500/month)
- "Expert" Critiques (\$250/session)

Total: \$15,000+ and still connecting with mostly wrong folks – non-buyers.

Year 3: The "Go All In" Phase

- High-End Mastermind (\$25,000)
- Copy Chief Program (\$10,000)
- VIP Writing Retreat (\$5,000)
- Premium Templates (\$997)
- Private Coaching (\$1,000/month)

Total: \$50,000+ just trying to find the right words

And after all that...

I STILL struggled to consistently create posts that make my perfect prospects raise their hands.

Why?

Because I was focused on the **WRONG THING**.

I found out It's not about:

- Writing better copy
- Having better templates
- Getting more coaching
- Taking more courses

It's actually about:

- Showing up consistently for your 3%
- With stories that make them say "That's exactly what I need!"
- In a way that's actually sustainable

Making This Work In Real Life:

Over the last 10 years, I've experienced two ways to do this:

The Hard Way:

- Stare at a blank screen
- Try to write perfect posts
- Spend hours editing
- Pay thousands for copywriting coaches
- Hire expensive content creators
- Take endless writing courses
- Join high-end mastermind groups
- Get "copy critiques"
- Subscribe to generic AI tools
- Buy "swipe file" collections

- Attend copywriting events
- Hope it all works

The Smarter and Calmer Way:

- Use a tool that creates these stories for you
- Turn your breakthrough into perfect posts in 3 seconds
- Show up consistently without the stress
- Get professional-level copy instantly
- Never stare at a blank screen again
- Create unlimited posts for one low monthly fee

That's why, after 20 years of the hard way, I created PostMaker.

It's a simple tool that turns your personal story into emotional story posts that ***make your 3% raise their hands...***

It writes up the entire post 3 seconds flat.

No kidding.

Here's how it works...

Watch this 2 minute demo right here, [top right](#)

If you love this like I do, scroll down [there to get yours](#).

[Check out PostMaker here.](#)

Talk soon,

KIM

PS: Yes you can "figure out". Took me years. [This has brought me buyers in an hour.](#)