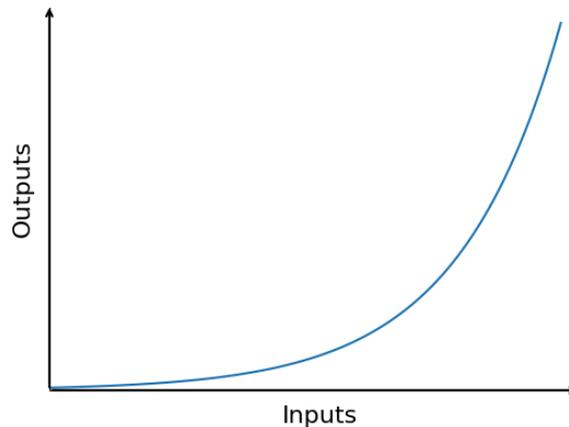


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The Ramp



WHY: What Separates Winners

Greatness. When you think about it, who comes to mind? Maybe Michael Jordan. Kobe Bryant. Elon Musk. The Beatles. These are people who reached the absolute limits of achievement and won in a big way. Outliers. People who changed their fields and left legacies.

So, what creates these winners?

Talent, sure. But not just talent. Kobe said it best: "Hard work beats talent when talent doesn't work hard." What separates the successful person from everyone else isn't some innate gift they were born with—it's work ethic and self-belief.

The lie we're sold:

But that's not the message we're exposed to most of the time. Instead, we see "get rich quick" schemes. Secrets and hacks. Methods and courses. People telling you there are special people who become successful, and if you just buy their program, they can make *you* successful too.

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The thing is, success isn't about being "special" or having a "method." Those are ideas driven by people trying to *sell* you on success. But you can't buy success and you can't deserve it for just existing. You need to *earn it*.

Michael Jordan put it simply: "If you do the work, you get rewarded. There are no shortcuts in life."

Why most people don't pursue hard things:

Most of the things that are worth doing in life are hard. Art. Music. Sport. Building something meaningful. Raising a family. Creating a community. Developing an idea.

And most people don't do these hard things. But the reason isn't a lack of talent. It's a lack of belief and an unwillingness to do the work.

These pursuits are fulfilling, but they're hard. They're fulfilling because we thrive on creating and accomplishing things. We're wired for it. But they're hard because they require consistent growth, and growth is uncomfortable. Growth requires effort day in and day out, even when you don't feel like it, even when you're tired, even when you doubt yourself.

The promise:

The man who can learn to trust the ramp unlocks the ability to live a fulfilling life of growth and achievement. To have the self-belief and persistence to chase your dreams regardless of how lofty they seem. The man who can trust in the ramp can do anything.

This job will teach you how to sell door-to-door. But if you let it, it can teach you how to do hard things, believe in yourself, and reach your dreams.

WHAT: Understanding the Ramp

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The ramp defined:

The ramp is a way of thinking about progressing and learning any hard skill. It's simple: the more you do it, the more you learn, the better you get. As you move up the ramp, you improve. But improvement requires growth, and growth is uncomfortable.

Different ramps:

Every ramp is different. Some ramps are steep—hard to learn but easy to master once you get it, like learning to type. Some ramps are gradual—easy to learn the basics but hard to master, like singing. The shape of the ramp doesn't matter. What matters is that you understand you're on one and that the only way forward is to keep climbing.

So what does this look like in the thing you're actually about to do? Let's talk about the D2D ramp specifically.

The D2D ramp characteristics:

Door-to-door is particularly difficult when you first start. It's uncomfortable. You're facing a lot of rejection. You're on your own during the day, relying on yourself to stay motivated and execute.

But here's what's important: the skill ceiling is high, but virtually anyone can become great at door-to-door sales through hard work. You do not need some natural in-born talent. You don't need to have grown up surrounded by salesmen or born with the gift of gab. You can learn a high-income skill that applies everywhere in life through weeks of dedicated learning and experience.

The randomness factor:

Here's something crucial to understand about the D2D ramp: there's randomness built into it.

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Think about football. Your skill determines your success over time, but you can't control every play. A low-skill player can have an incredible game—he gets opportunities, the other team makes mistakes, everything clicks. A great player can have an off day—nothing drops, throws go the wrong way, timing is off. Your skill influences your success, but you can't control the game. You can only focus on making the best plays possible and letting your performance over the season talk.

We see this in D2D. You knock the same neighborhood with the same pitch on two different days. Tuesday you close 3 deals. Thursday you sell 0. Why?

Maybe Tuesday you hit a house the day after their internet cutout. Maybe you caught people right after work, in a good mood. But on Thursday? Same doors, same you, but one customer just signed with a competitor yesterday. Another is in the middle of a family crisis. Another is cooking dinner and annoyed you interrupted.

Your skill determines your average, but randomness controls any single day. A rookie can stumble into a 5-deal day because the stars align. A veteran can go 0-for-30 because nothing breaks their way. The ramp is about inputs and improvement over time, not individual outcomes.

This is critical to remember when things get hard.

HOW: Using the Ramp

The challenge:

We all are here for different reasons, but everyone shares a drive to improve at this skill and reap the rewards of that pursuit. So how do you advance on the ramp?

It's pretty simple: you just have to keep moving forward.

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But it's not easy.

Your biggest enemy is yourself. You're the only one who can stop your forward movement. You will hit hard days. You will have setbacks. You will have slumps. You will have obstacles. Your mind will test you with different traps.

Mental Trap #1: Trying to figure out if you're "good" at this or if it's "right for you"

This is a trap because:

First, talent doesn't drive success—hard work does. You can become an incredible salesman without being what you might consider a "natural."

Second, the only way to see your potential in sales is to unlock it through hard work. You can't know what you're capable of until you've put in the work to find out.

Michael Jordan said, "Everybody has talent, but ability takes hard work."

Mental Trap #2: Comparing yourself to others

Everyone's ramp looks different. It's you vs. yourself. There's randomness at play. People are starting from different places with different backgrounds, different comfort levels with rejection, different communication styles.

You might see another rep crushing it and think you're behind. But you don't know where they started. You don't know what their week looked like before this one. You don't know that they're three months in and you're three weeks in.

Focus on your own ramp. It's you vs. yourself.

Mental Trap #3: Reading too much into individual days

One slow day doesn't mean you've lost your touch. One big day doesn't mean you've "figured it out."

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Remember the randomness factor. Any single day is a terrible sample size. Your skill shows over weeks and months, not hours and days. A slow Tuesday doesn't define you. A big Friday doesn't prove you're a sales god. Trust the process, trust the inputs, and let the weeks tell the story.

The Solution:

When you start noticing your thoughts go to:

- "I'm not good at this"
- "This just isn't for me"
- "I got lucky last time I had a big day"
- "This other rep is so much better than me"
- "Today was slow—I'm doing something wrong"

Take a second, breathe, regain perspective, and keep moving forward.

For rookies: You're at the bottom of the ramp. You're learning a ton every day and the outputs will follow as long as you keep up the inputs. Hard work pays off.

For vets: If you've been doing this for a while and have had success, you have the skill. You've proven it. Relax and do what you know how to do.

CLOSING: The Real Mission

This job isn't about learning how to sell fiber or even sales. It's about learning to believe in yourself, take challenges head-on, and become the best version of yourself possible.

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Learning sales, like learning anything, is a ramp. It requires hard work, self-belief, and silencing the voices of self-doubt and discomfort. D2D sales is a vehicle not only to a high-income skill that applies everywhere but to learning to conquer ramps all over life. To become someone who chases their dreams, embraces challenges, and inspires others.

Our core mission is to take ambitious people and help them believe in themselves and become leaders.

Lean on us in moments of doubt and don't forget to just keep moving forward.