

THE NOVELTY PRINCIPLE™

NO

**PEOPLE DON'T
BUY VALUE**

DR CHETAN WALIA

DR CHETAN WALIA

THE NOVELTY PRINCIPLE™

**NO
PEOPLE
DON'T
BUY
VALUE**

DR CHETAN WALIA

This is a private, on-demand publication created exclusively for independent coaches, consultants, and creators who are serious about transforming their expertise into a growing business — without relying on outdated sales tactics, complex funnels, or the noise of conventional advice.

It is designed to be clear, practical, and immediately actionable.

No part of this publication may be copied, distributed, or commercially reproduced without the express written permission of the author or publisher. This material is intended solely for the personal use of the original purchaser.

If you're reading this, it means you're ready to build something powerful.

Use it well. Let it change your business.

Published by
Dr Chetan Walia

www.chetanwalia.com

Contents

CONTENTS

4

WHY VALUE DOESN'T SELL — BUT IDEAS DO

5

CHAPTER 1: WHAT PEOPLE REALLY BUY

12

CHAPTER 2: THE LADDER OF NOVELTY™

18

CHAPTER 3: WHAT IS NOVELTY — AND HOW YOU CREATE IT

24

CHAPTER 4: THE OFFER HYPE MYTH

32

CHAPTER 5: YOUR KNOWLEDGE CONSUMPTION IS THE PROBLEM

37

CHAPTER 6: WHAT THEN IS THE SYSTEM THAT SUCCEEDS?

42

CHAPTER 7: CREATE YOUR PIE DESKS™ — CLAIM THE PIE FROM YOUR DESK THIS IS HOW NOVELTY BECOMES REVENUE

49

CHAPTER 8: BE THE POSSIBILITY

64

DIAGRAMS:

72

LET'S BUILD SOMETHING NO ONE'S SEEN BEFORE

75

Why Value Doesn't Sell — But Ideas Do

In 2003, I was hosting an entrepreneurial workshop for graduates at INSEAD.

Fresh B-school students were pitching ideas to a panel of VCs.

One young mind—an engineering graduate from MIT, now an MBA from INSEAD—made his pitch.

He proposed a tool: the world's first *traffic management system*.

His software would pool real-time traffic data from users and recommend optimal routes.

He asked for just \$50,000 to build a working prototype in 90 days.

Not one VC was interested.

They dismissed the idea outright. Some with outright rudeness.

A year later, a company called **Where 2 Technologies** built a web application that let you explore the world from your desktop.

Google acquired them for an estimated \$66 million. And launched what we now know as **Google Maps**.

Around the time of Blackberry's collapse, the company was advised to turn BBM—its popular internal messenger—into a cross-platform app.

BBM had over **80 million users**, and people loved it.

But Blackberry refused. It didn't want to become “just another app” in the iPhone ecosystem.

Later, Facebook acquired **WhatsApp** at a valuation of \$42 per user.

That same math would have put BBM's value at over \$3 billion.

Gone.

Just before the pandemic, Dean Graziosi and Tony Robbins launched a heavily promoted mastermind course on how to sell digital courses using Facebook ads.

The course was priced at \$997.

The promise? Anyone could sell a course and achieve a 3X return on ad spend.

The reality? It doesn't work like that.

Did it sell? **Sold out.**

Coaching certifications are now a **\$5 billion market.**

And yet, a careful review of the content—including empirical research and peer-reviewed studies—makes one thing clear:

The teaching is not scientific.

The practical value is questionable at best.

But the demand is high. Why?

Credit cards.

Silver. Gold. Platinum. Metal.

At 1–3% monthly financing, no rational person should find that appealing.

But they do.

In a *Lancet* study, the world's most famous black cola was shown to be a major contributor to non-communicable disease.

It remains the **#1 brand in the world.**

Some of today's most popular internet celebrities sell shockingly bad courses.

I tested a few of them before writing this book.

I bought a book from a well-known conversion marketer. It was awful.

It's sold over 10,000 copies.

I attended a live offer-creation class from a heavily advertised creator.

The content was solid. The presentation was polished.

But the entire thing was built to upsell a high-ticket program.

And the core message—"create an offer and conquer the world"—is, of course, untrue.

You've probably tested this out already.

DR CHETAN WALIA

I've sat in on sales calls with people selling leads, coaching, health programs, and "life turnarounds."

Most wouldn't pass even round-zero of peer review scrutiny.

Yet they sell.

Why?

Because people don't buy **value**.

Yes, you read that right.

People don't buy value.

They buy **ideas**.

All of the examples above?

They weren't bought because they were the *most valuable*. They were bought because they were the *most compelling ideas*.

Should you ignore value?

Of course not.

You need value to sustain.

DR CHETAN WALIA

But you cannot sell value.

It's a threshold requirement. A given.

What sells is the **idea**.

The *novel* idea.

You might say, “But people rush into stores for discounts.”

Exactly. They like the **idea** of getting a deal.

Most of them end up buying things they don't even need—
just because it was on sale.

They didn't buy value.

They bought **the idea of value**.

The deal. The thrill. The story.

Think about your last five purchases—especially online.

You hoped for value. Sure.

But what did you actually *buy into*?

A belief. A transformation. A promise.

An idea.

You always do.

DR CHETAN WALIA

Graziosi? Idea.

Coaching certification? Idea.

Offer creation? Idea.

Credit card? Idea.

The value is assumed—not proven.

What people buy is the possibility they can *see themselves in*.

So here's the truth:

Before you sell a product, a course, or a business...

You must first sell an **idea that captures imagination**.

And once you back that idea with actual value?

You have a winner.

But most people believe it's the value alone that creates sales.

It isn't.

You've been miseducated.

Trained to sell **value**—while you yourself spend your life buying **ideas**.

Chapter 1: What People Really Buy

Back in the day, there was a man named Eliyahu Goldratt.

A brilliant mind.

He didn't sell services. He didn't sell outcomes.

He sold an idea.

His idea was simple — “You're only as strong as your weakest link.”

And with that, he gave the world the Theory of Constraints.

DR CHETAN WALIA

He didn't write a textbook.

He wrote a story.

That story became a global bestseller: *The Goal*.

Then came high-ticket consulting.

But Goldratt didn't pitch, "I'll fix your operations."

He didn't say, "I'll make you more efficient."

He walked in and said:

"I'll help you convert your entire topline into bottom line...
in 4 years."

That's not an offer.

That's not value.

That's an idea.

Did it always work? No.

Some companies only added 20–25% to the bottom line.

But here's the truth: no one complained.

Because they felt they got value anyway.

But what no one realises is...

value was never what they bought.

They bought the idea.

DR CHETAN WALIA

And that's what this is about.

When people bought 30-minute pizza...

Overnight couriers...

UBER...

They didn't buy value.

They didn't know if the pizza would be good.

If the package would arrive.

If the ride would be safe.

They bought novelty. They bought belief. They bought an idea.

That's what people buy.

And if you want to sell powerfully — consistently — at a high-ticket level...

You must stop selling offers.

You must craft ideas.

Welcome to *The Novelty Principle*™.

Of course, there are utility-based products that sell.

That's not a secret.

But let's be clear — that's commodity land.

DR CHETAN WALIA

You want to sell based on value?

Great.

You're already on Amazon fighting for pennies.

Competing with ten others who say the same thing.

That's not the game we're here to play.

Clayton Christensen introduced us to disruption.

What is disruption, really?

It's when you challenge the assumption of value in a category...

and insert a better idea.

That's how you grow.

That's how you become untouchable.

Not because you're better.

But because you're different — at the idea level.

Think about the biggest consulting firms in the world — McKinsey. EY. KPMG.

I work in the corporate sector.

And I've taught Management Consulting at universities.

I've seen the inside of those machines.

Let me tell you something:

Their products are mediocre.

And that's being kind.

DR CHETAN WALIA

But they sell. Big. Everywhere.

Why?

Because people — businesses — buy into the idea that these firms have more brains.

That's it.

It's status value. Not utility value.

Just like you.

You didn't buy a phone. You bought an iPhone.

You didn't buy a vehicle. You bought a Tesla.

You didn't buy value.

You bought identity. You bought idea.

So now the question becomes:

What are people buying when they buy you?

Your time? Your offer?

Or have you given them a reason to believe — an idea to own?

That's what *The Novelty Principle*[™] will help you unlock.

Not with hype.

Not with funnel tricks.

DR CHETAN WALIA

**But by showing you how to build a frame of belief so strong...
that people want to step inside it — and stay there.**

Chapter 2: The Ladder of Novelty™

Think about this.

When the first iPhone launched, it didn't have copy and paste.

No front camera.

No app store.

No video recording.

No flashlight.

No photo messages.

No GPS.

No 3G.

Blackberry was superior in every practical way.

And yet — the iPhone sold.

Blackberry didn't.

Why?

DR CHETAN WALIA

Because people didn't buy **value**.

They bought **novelty**.

By the time iPhone 7 was released in 2016, Blackberry was gone.

And while I'm using the iPhone as an example — it's not the exception.

It's the rule.

The books you read.

The people you remember.

The movies you treasure.

The products you evangelise.

They all gave you something: **novelty**.

Not better features. Not more value.

Just something **new**. Something **fresh**.

You'll see Star Wars fans.

Harry Potter fans.

Marvel fans.

Barbie fans.

Titanic fans.

Beatles fans.

Why?

Because of **novelty**.

The newness. The freshness. The identity.

But the world doesn't teach you to produce novelty.

It teaches you to produce **value**.

To differentiate by adding more.

To justify by being better.

And you believe it — because they did too.

They were wrong.

“The majority is rarely right.” — Peter Drucker

Look around.

The majority is broke, burned out, or busy copying.

That's not the path you want.

Here's what no one told you:

Value is not the goal. It's the baseline.

It's the **entry requirement**, not the reason people buy.

What *moves* people is the idea.

The belief. The novelty.

This is how the Ladder of Novelty™ works:

1. **Novelty** — What grabs attention.
Is What that makes people buy in the 1st place, even if it's a mediocre performing iPhone 1
2. **Surprise/Insight** — Then they interact with the product or service.... And if they get some insight - a unique experience, learning, or feature.... That Surprises them (good way)... the mind goes — Wow who's that guy....
3. **Utility** — Then comes your value or utility.... If they get the results they want... Then it climbs up the word of mouth or recommendation ladder.
4. **Results** — If people actually start seeing some results from the original promise.... They become a FAN..... Now you are building something...
5. **Follower Status** — And if they find a breakthrough - you have followers for life.....

This is the path every great product or service travels.

It's true for:

- Products

- Services
- High-ticket coaching
- Personal brands
- Thought leaders
- Gurus
- Even... gods

People become **disciples** not of results — but of **resonance**.

And resonance is built through **novelty** first.

Think about it.

No one wakes up saying:

“Today I want a coaching program that gives me 4.5x ROI in 9 months.”

But they do wake up saying:

“I need something new. Something that finally works.”

They’re waiting for novelty.

They’re hungry for insight.

And yes — **they’re ready to buy**.

DR CHETAN WALIA

If you're brave enough to give them something they haven't seen before.

Chapter 3: What Is Novelty — And How You Create It

So what is novelty?

In academic circles, creativity was once defined as:

“The production of something novel and useful.”

In other words:

Uniqueness + Value = Creativity

Sounds logical.

But it's not helpful.

Because it doesn't tell you how to create it.

It's a post-hoc definition. A judgment. Not a mechanism.

That's why creativity — and novelty — remained mysterious. Misunderstood.
So instead, the world defaulted to teaching “value.”

Value could be defined.
Taught.
Measured.
Sold.

And so everyone followed.

They tried to sell “value.”
And they failed.

In 2019, I challenged that entire framework.

I reviewed every academic definition of creativity...
and I published a new one.

A paper called: **A Dynamic Definition of Creativity.**

Let me give you the real version — and then the useful one.

The academic version:

“Creativity is an act arising out of a perception of the environment that acknowledges a certain disequilibrium,

resulting in productive activity that challenges the patterned thought process and norms and gives rise to something new in the form of a physical object or even a mental or an emotional construct.”

Translation?

You see a disequilibrium — a mismatch between perception and reality.

You imagine a different future.

You create.

That’s where novelty begins:

With **disequilibrium**, not value.

Think of:

- Jobs, frustrated with keypad phones.
- Gates, overwhelmed by mainframes the size of rooms.

The greatest products didn’t start with “let’s build value.”

They started with “something feels wrong — let’s imagine a better way.”

That’s how I built one of my first breakthroughs.

I had a Life Purpose discovery process — buried inside my corporate coaching for over a decade.

One day, I realised it always worked — in 3 sessions.

I tested it.

I framed it.

I positioned it as:

“A 3-Session Process That Guarantees Life Purpose Discovery.”

I sold it at £297.

I sold 1,000 copies in a month.

Why?

✅ Novelty: 3 sessions

✅ Utility: It works

✅ Disequilibrium: Every other LP course was vague, meditative, or confusing

Another client of mine was stuck selling financial advice.
But no one wants financial advice.

We reframed his offer as:

DR CHETAN WALIA

“A Guaranteed Fix for Low Credit Ratings So You Can Get Expansion Loans in 3 Months.”

He started selling 1-hour audits at £3,000 — with no calls.

That’s not “value.”

That’s **novelty in action**.

The 5 Elements of Novelty

Here’s how you know your offer has real novelty:

1. Is it solving a disequilibrium?
2. Is it original or unique?
3. Is it useful or clearly beneficial?
4. Does it have a surprising twist or unexpected element?
5. Does it have market appeal — the “I see it, I want it” effect?



Test It.

iPhone 1 (2007)

- Disequilibrium: Tiny keys
- Unique: Yes
- Useful: Yes
- Surprise: Absolutely
- Appeal: Global phenomenon

Nokia (post-2007)

- Disequilibrium: Gone
- Unique: No
- Useful: Yes
- Surprise: None
- Appeal: Commodity

Best-selling books?

Think and Grow Rich. How to Win Friends and Influence People.

You don't even need to read them — the titles alone carry the idea.

- ✓ Disequilibrium: Lack of success / lack of influence
- ✓ Surprise: They promise both
- ✓ Appeal: Timeless
- ✓ Usefulness: Proven
- ✓ Novelty: Yes

Even **Coca-Cola** — the world's biggest brand — isn't built on value.

It's sugar water.

But in its early days?

- ✓ It cured headaches
- ✓ It was refreshing
- ✓ It felt exciting
- ✓ It stood out

So let's bring it back to you.

You bought this title: *The Novelty Principle*™

Why?

- ✓ Disequilibrium: “Value doesn’t seem to be working for me”
- ✓ Originality: You haven’t heard this lens before
- ✓ Usefulness: It promises clarity and results
- ✓ Surprise: It’s flipping common wisdom
- ✓ Appeal: You’re here, aren’t you?

This is why your products, programs, or services may not be selling:

Because they’re **not novel enough** to break through.

To capture imagination — especially when no one knows you —

you need to offer something they’ve never seen...
but deeply need.

That’s how you create breakthrough demand.

Not through value.

Through **novelty**.

Chapter 4: The Offer Hype Myth

The internet has you convinced:

“It’s all about the offer.”

And that’s understandable.

Hormozi wrote a wonderful book on offer creation.

He broke it down. Made it useful.

I like it. I recommend it.

But here’s what most people miss:

Hormozi — like many successful entrepreneurs — isn’t a researcher.

He’s an exceptional practitioner.

But not a theorist.

And what worked in his case... wasn’t just the offer.

Let’s break it down.

DR CHETAN WALIA

Hormozi offered a method to increase revenue, customer acquisition, and retention for gyms.

Now here's the question:

How many other people, at the time, were offering that... with proof of concept and guarantees?

Zero.

And that's the secret.

It wasn't the structure of the offer that created demand. It was the novelty.

So yes, offer creation matters.

But before that —

You need something novel enough to deserve an offer.

Let me say that again:

Before you build the offer, build the idea.

Hormozi's pitch was:

"I will increase your revenue, increase your customers, and make them stay."

Now imagine you say the same thing.

Will it work?

DR CHETAN WALIA

Probably not.

Why?

Because it's not novel anymore.

The offer no longer carries the spark.

It's lost its edge.

I mentioned Goldratt earlier — his topline-to-bottomline offer was revolutionary.

But try using it today in a cold ad?

It might land...

But it's not automatically going to scale.

Because now it sounds like a claim — not a revolution.

Right now, you're being told:

“Just create a high-ticket offer and sell the hell out of it.”

But that's misleading.

Because it skips the one thing that matters most:

Are you offering something truly different?

This is the crack code.

There's a creative layer behind the offer that most people ignore.

Are you packaging something differently?

Or are you doing something different?

Think about this.

Every single AI command — every ChatGPT prompt —

Only performs to the level of your own intelligence.

It doesn't go beyond it.

Because you are the input.

Now apply that logic to offers:

Every single offer framework —

Every VSL template, hook swipe, and sales funnel...

Can only perform to the level of your product's imagination.

Your offer cannot outperform your product.

If the product lacks originality —

The offer will fall flat, no matter how beautifully written.

That's the missing piece.

The innovation must happen inside the product or idea itself.

DR CHETAN WALIA

Then — and only then —
Can the offer become a true multiplier.

First: Build the novelty.

Then: Craft the offer.

It's so simple.

So logical.

But in the noise and hype...

People miss it.

And in that, they burn their time, their money —
and sometimes, their dreams.

Chapter 5: Your Knowledge Consumption Is the Problem

The reason most people don't create novelty is simple.

It's their education.

You read a book on offers.

You completed a course on sales.

You attended a summit on internet marketing.

You got some great ideas.

Smart ideas. Proven tactics.

But guess what?

So did everyone else.

And now everyone is emulating.

DR CHETAN WALIA

And when everyone emulates,
uniqueness dies.

You may have completed an outstanding program.
You might be a certified coach, consultant, or strategist.

But by the very design of that program —
It is not unique anymore.

It was designed to scale.
And scaled knowledge doesn't lead to novelty.

Think of it like this...

Thousands of people graduate with an MBA each year.
All of them learn the same models, read the same case studies.

But only a few make it to the top of the corporate ladder.

Why?

Because those few go beyond the education.

Take Jack Welch, former CEO of GE.

He didn't rise to the top because he came first in a business
program.

He rose because he brought a shockingly simple insight:

“We should either be #1 or #2 in a market — or exit.”

That was his novelty.

DR CHETAN WALIA

Not complexity.

Not more information.

Just a clean, simple shift in frame.

I'm not saying don't read.

Or don't take courses.

No — out-read everyone if you can.

But use what you learn to build from where the author stopped.

Everyone else will stop at implementation.

You need to push into creation.

For the record — I never took a coaching certification.

Ever.

And yet, I've worked with over 200 global brands.

Why?

Because I talk, walk, and deliver ideas that others don't.

It's not because I knew more.

It's because I thought differently.

But we have this mindset —

“I spent \$5,000 on that certification... now it owes me returns.”

That's poor-dad thinking.

Rich-dad thinking is:

DR CHETAN WALIA

“I learned what everyone else did.
Now let me share what the teacher didn’t say to anyone.”

Here’s the harsh truth:

That skill set you just paid for?
It’s the same as everyone else who took that course.

And it’s already inferior to everyone who’s been doing it longer than you.

What will make it powerful — is your layer of novelty.

Let me say it like this:

There’s a thin line between a course and a curse.

A course is fresh learning.
A curse is when you stop growing with it.

I was once seated on a flight next to a Nobel Laureate physicist.

We got into a deep conversation about consciousness and discovery.

And I asked him, “Sir, what does it take to win the Nobel Prize in Physics?”

He paused, smiled, and said:

“When you write something so simple...
that a bunch of your peers say —
‘Oh shit, why didn’t I think of that?’”

DR CHETAN WALIA

And then he added —

“It needs to be embarrassingly f*ing uniquely simple.”

That’s Nobel-level insight.

So let me ask you:

What is embarrassingly f*ing uniquely simple about what you do?

Because it won’t come from what you read.

It won’t come from what you consumed.

Everyone consumed that.

Your job now — is to create what no one else can.

Chapter 6: What Then Is the System That Succeeds?

Let me be honest with you:

I didn't build this just from theory.

I studied 34 successful systems from a distance —
systems that were actually producing higher returns than
the average person.

Now let's clear a false assumption:

When you see ads online — say for an event by Tony

Robbins or a famous coach —

Your mind assumes it must be selling.

Reality check?

We don't know.

DR CHETAN WALIA

That's just visibility.
Not viability.

So my team went in to separate fact from fiction.

We traced and verified 34 real success systems.
Some weren't even advertised.

They ranged from marketing consultancies to courses to a company that made \$2 million selling... sponges.

Some had large social followings.

But when we went deeper —

We found that even those followings were triggered by one thing:

Novelty.

In the beginning, there was always something new.

That newness became the hook.

The hook attracted fans.

The fans became the engine.

Let me share a few stories with you.

I once spoke to a woman in London — a professor.
Quiet. Private. No ads. No noise.

DR CHETAN WALIA

She makes half a million dollars a year from Saturday Zoom classes.

Four hours a month.

\$100 per class.

Repurposed into courses.

All sold via a small Facebook group.

She's a Professor of Psychology — specialising in childhood trauma.

But here's the magic:

She doesn't sell "psychology courses."

She sells answers to specific real questions she hears each week from patients.

Example?

"How to handle aggressive behaviour in specially abled children?"

One topic. One class. \$100.

And she does this every Saturday.

No branding. No "funnels."

Just raw, useful, embarrassingly simple novelty.

Another story.

A \$15M accounting software company I work with — solid product.

But one of their resellers?

Does \$20M.

So I asked him, “What do you do?”

He said — “I’ve been around since the beginning.

I know all the bugs. I know what the software can’t do.”

So he calls the customers and says:

“Want me to fix the five things this software can’t do?”

That’s his pitch.

No one else does it.

And he says, “For the life of me, I don’t understand why.”

It’s not strategy.

It’s not marketing.

It’s novelty that’s too simple to ignore.

One more.

I had a client in Australia — in the video business.

He created videos for real estate companies.

DR CHETAN WALIA

But he was struggling to sell.

Too much competition. No differentiation.

During our work together, I kept digging.

Eventually, we realised:

His videos — when used with transcripts — helped clients rank on Google.

So I asked him to change the offer.

Instead of saying “I do videos for real estate,”
he started saying:

“I deliver first-page SEO rankings for real estate launches.”

He changed nothing in the product.

But everything in the positioning.

And it started selling like wildfire.

Why?

Because it was **f*cking embarrassingly simple**
novelty.

So... What Is the System That Succeeds?

It's not complicated.

It's not hidden.

It just requires a different lens.

I call it: **PIE DESKS™**

P – Problem

Define the problem in a way that feels unique to you.

It's not what everyone else is solving — it's the way you frame it.

I – Invitation

What's your initial, low-friction entry point?

A class? A demo? A micro-audit? A perspective?

Something people say yes to without needing to “think.”

E – Experience

The first emotional or intellectual “Aha!” people get when they meet you.

This is where belief begins.

D – Design

What does your Top Deck look like?

Your signature offer — structured, priced, and explained with power.

E – Elevation

What happens after the first result?

How do they grow with you?

S – Support

What ensures they get the promised result?

Access, accountability, systems?

K – Kick

Your marketing ignition.

What starts the fire — ads, outreach, referrals, press?

S – Stick

And finally — what makes them stay?

How do you build gravity, not just attraction?

That's **PIE DESKS™**.

That's the system every successful engine uses —
whether they know it or not.

In the next chapter, I'll break down each part of PIE
DESKS so you can get started building it.

Chapter 7: Create Your PIE DESKS™ — Claim the Pie From Your Desk This Is How Novelty Becomes Revenue

Let's go back to the beginning. To the real definition.

DR CHETAN WALIA

You see a disequilibrium — a mismatch between perception and reality. You imagine a different future. You create.

That's how innovation starts. That's how everything worth buying starts.

And that's exactly how you build your PIE DESK™.

Let's go through it — not as a checklist, but as a shift in perception.

P – Problem

What is the disequilibrium?

This is your perceptive stage.

Whatever your niche — or your projected one — ask yourself:

What is a problem, or even a subset of a problem, that no one is solving — or not solving uniquely?

When I created this very resource, I realised something:

The world is drowning in talk about value and offers. But those aren't what actually sell.

DR CHETAN WALIA

So I didn't write you a sales guide. I brought you into a deeper conversation. I pointed to the real problem no one's been naming.

And that's what you have to do.

If you're selling business coaching...

Most people will talk about operational efficiency. Or more customers. Or higher sales. It's been done.

Now, Goldratt — years ago — changed the conversation entirely. He said: Explosive Growth. And suddenly, the world was talking about exponential scale.

But here's the thing: most businesses don't have a growth problem.

They have a kick-off problem.

And in that space, what are people talking about?

Offers. Funnels. Meta ads.

Overdone.

So what's the problem that no one's focusing on?

Maybe it's this:

DR CHETAN WALIA

“I don’t want leads, or funnels, or some cold traffic idea. I want a single damn sale.”

That’s your disequilibrium.

Or maybe it’s:

“We’re already in business. But we’re stuck. We need a new market, a new product, or a new source of revenue.”

That’s a gap no one is really solving with freshness.

Now, if you’re in health and fitness...

The market is flooded with weight-loss programs. Keto, Pilates, macros, low carb — it’s a sea of sameness.

But I worked with a health coach who broke it.

We sat down and traced the real root. People didn’t want to lose weight.

They wanted to look good. They wanted people to stop and stare. They wanted to hear: “Wow — you look incredible.”

So we reframed her offer.

“I manufacture good-looking people in 90 days. If you don’t make heads turn by then, don’t pay me.”

Boom.

Same tools. Totally different problem being solved.

That's novelty. That's disequilibrium.

Another client of mine — a breathwork coach — couldn't sell her sessions.

Why? Because the market is saturated with "breathwork." It's vague. Meditative. Borderline noise.

We reframed her work as "Reversing Trauma."

Now that has a market. Now it means something to someone.

One more: I worked with a ghostwriter.

No differentiation. Every ghostwriter writes. That's it. No hook. No demand.

So we dug deep.

We asked: • Why do people want to write a book? • Why do they want to be seen as an author? • What does being published actually give them?

The answer wasn't about "writing." It was about credibility. Recognition. Applause.

His audience? CEOs. High-profile individuals. People who speak.

So we flipped the entire model:

"I write speeches for high performers. I guarantee standing ovations."

He didn't change what he did. He just saw what others missed.

Today, he's one of the highest-paid public speaking consultants in the world — doing what? Writing.

Your disequilibrium is in plain sight.

What is a result people desperately want — and are just not getting?

Don't start with the "how." Start with a deeper "what."

That's where your problem — and your leverage — lives.

I – Invitation

You could be Donald Trump or Barack Obama...

But no matter who you are, the route to the White House goes through free rallies.

Nike sells you £150 shoes. But your first experience with Nike is probably at a community event they paid to sponsor.

Steve Jobs had to take the stage.

Warren Buffett's ideas are on YouTube.

Elon Musk had to buy Twitter to control the conversation.

And you?

You need an Invite.

You need a front door. Somewhere people can see you.
Taste the magic. Step in without fear.

It could be: • A book • A challenge • A £47 talking PDF • A free audit • A coffee Zoom • A one-hour micro session

Whatever it is, it must feel like an easy yes.

And if you're smart, you'll ask:

How can I add a paid layer to this, so people keep walking in at break-even — or better?

Because this “Invite” mechanism will make or break you.

Which leads to the next step...

E – Experience

What is the first “Holy Sh*t” moment someone gets from you?*

This is where it becomes real. You’ve seen the problem. You’ve brought them in. Now — you give them the punch.

Apple built entire retail centres just for this. Not for transactions. But to let people feel the brand.

You need to load your Invite with an Experience.

And not just any — one that creates a visceral reaction.

Here are 3 questions that define it: 1. Did I get to know something no one else ever told me? 2. Did I receive 10–20X the value for my time and money? 3. Did this feel worth 10X my investment?

If I paid £47, did I get £470 in return?

If I gave you 45 minutes, was that worth 10x my hourly rate?

If not, the experience isn’t there yet.

Your “E” must land so hard, they remember it when they see another coach’s ad.

D – Design

This is where the Problem becomes the Product.

This is your Top Deck. The flagship. The premium experience.

And no — it’s not for everyone.

Not everyone who reads a book hires the author. Not everyone who watches a YouTube video buys the mastermind.

And that’s okay.

This is for the people who felt the “E.” Who experienced the value — and now want more.

Your Top Deck must be: • Visible • Valuable • Structured

Not “more sessions.” Not “higher price.” But a higher container — one that delivers depth, speed, or access.

You don’t convince people to climb the Top Deck.

You make them want to — because they’ve already tasted the pie.

E – Elevation

Now comes your mini-marketing strategy.

This is how you elevate people from “that was amazing” to “how do I get more?”

It can be bold. It can be subtle. But it must feel natural.

And it must obey the Value Law:

10X Time. 10X Money.

If you’re offering a £10,000 Top Deck — maybe it’s 4 hours with you.

Then you need to show: • £100,000 worth of financial result • 40+ hours of time savings • Emotional and experiential outcomes that match

People don’t give you £10K because they like you.

They give it because the math makes sense.

So do the math.

DR CHETAN WALIA

Ask yourself: • What's the revenue I help generate? •
What's the time I help save? • What's the frustration I
remove? • What's the breakthrough I unlock?

Quantify it. Internally.

Because if you can't see the value clearly... They never will.

S – Support

Let's get real.

Not everyone who buys... gets results.

And that's where Support comes in.

This is not just about follow-up or customer service. It's
about commitment to success.

Let me tell you about Daniel.

One of my first Grand Architecture clients. He was a
fitness consultant. Paid me just £500 for a 2-hour clarity
session.

Went back, tried to implement — it didn't click.

So he came back with questions.

DR CHETAN WALIA

I had another call. Then another. Then another.

Eventually? We had 18 sessions — for that original £500.

Why?

Because he was doing the work. And I was committed to his result.

Never once thought of charging again. Didn't occur to me.

He cracked it. He succeeded.

And to this day? He's referred more clients to me than any marketing effort ever has.

That's what Support looks like.

It's not scalable. It's not efficient.

But it builds a foundation that nothing else can.

K – Kick

Marketing is not optional.

It's the oxygen of your business.

You can have the best product in the world — but if no one hears about it, it dies.

DR CHETAN WALIA

So yes, you need a Kick — a marketing ignition.

I call it Markick.

This is where your visibility turns into inbound pull.

It doesn't have to be perfect. It just has to exist.

Try.

Test.

Tweak.

Then commit.

So many people give up after 2–3 posts. 2–3 ads. 2–3 crickets.

And they say:

“It doesn't work.”

But here's the irony:

You're listening to this right now... because marketing worked.

If it didn't work, you wouldn't be here.

Marketing works.

DR CHETAN WALIA

So you must.

Try. Fail. Learn. Repeat.

It's not luck. It's consistency.

Find your Kick.

S – Stick

Now we get to Stick — the final piece.

The long game.

Once your marketing starts kicking, you want to Stick — in the market, in people's minds, in your clients' lives.

You also want your clients to stick — by giving them more. More layers. More results. More vision.

I could write a whole book on Stick.

But here's what you need to remember:

If you're still around, you have a chance.

If you disappear, you don't.

Stick is about longevity of presence.

DR CHETAN WALIA

Keep showing up.

Keep evolving the experience.

Keep building on the connection.

Because Stick builds trust — and trust builds everything.

Final Word

This is PIE DESKS™.

Not a gimmick. Not a funnel template.

A system that starts with a spark of originality And becomes a machine for income, influence, and insight.

This is how your embarrassingly simple idea... Becomes something that earns you money...

While you sleep. While you rest. While you work from anywhere.

From your desk. For your piece of the pie.

Chapter 8: Be the Possibility

THE FINAL TRACK

I want to tell you four stories.

Let me start with Roger Bannister.

Until 1953, it was a firmly held belief — even among doctors and elite athletes — that no human could run a mile in under 4 minutes.

It was seen as a physical impossibility. Science said so. Tradition said so.

But there was one mind in the world who asked a simple question:

If I can run a mile in 4 minutes... why not 3.59?

People laughed. They said he was negating science. Mocking tradition.

But Dr. Roger Bannister didn't stop. He trained. He visualised. He prepared.

And on May 6, 1953 — when everything was stacked against him — he ran. And broke the 4-minute barrier.

But this story isn't about him.

Because just three months later, runners from four different continents broke his record too.

How?

The belief was broken.

They always had the ability. They just didn't have the belief.

Once it became fucking obvious — it became a no-brainer.

But we don't remember them. We only remember Roger Bannister.

Because no breakthrough happens in the comfort zone. And the world only remembers the one who steps out first.

So I want you to break free of the comfort zones of offers, funnels, and trendy advice. Step out. Find the real problem. The real disequilibrium.

It's all around you — but sometimes we don't see it. Let me tell you why.

Story two: The processionary caterpillar.

Scientists once conducted an experiment with these caterpillars, known for their peculiar behaviour. They follow each other in perfect formation — a circle — as a defence mechanism.

So the scientists placed some fresh leaves in the middle of a circle. Then they placed the caterpillars around the leaves.

And what happened?

They went round... and round... and round. Following each other. Never stopping. Never eating. Never breaking the pattern.

The scientists added new caterpillars into the mix. Same result.

They all kept going... Round and round and round.

For seven days and seven nights, they went in circles. Hungry. Exhausted. Starving.

Until finally... they collapsed. On top of the leaves.

That's us.

We do the same.

“Oh, it's all about offers now...” — round and round. “Oh no, it's VSLs...” — round and round. “Oh wait, it's leads!” — round and round.

We follow the trend. The noise. The surface-level default.

But the breakthrough is always in questioning the default. It's in solving the unseen.

Story three.

Have you ever seen an elephant in a circus?

If you go behind the stage, you'll find something strange.

DR CHETAN WALIA

A massive adult elephant — strong, powerful, capable — tied to a tiny wooden peg in the ground... With a flimsy little rope.

Next to her, a baby elephant — small, fragile — tied to a giant tree with metal chains.

Why?

Because when the mother elephant first arrived at the circus, she had strength. She had defiance. She had curiosity. She questioned.

And what did the circus master do?

“No, no, you don’t question. You follow.”

So they tied her with chains. And every time she pulled — it hurt. It wounded her.

Eventually, she stopped trying.

Now she’s grown. She could rip the peg out with one kick.

But she doesn’t.

Because that little rope reminds her... “It hurts to resist.”

That’s what’s happened to you.

They’ve told you what’s allowed. What works. What the system is.

They chained you with funnels, with offer hacks, with endless “formulas.”

DR CHETAN WALIA

And somewhere along the way... you stopped kicking.

You became the circus.

But let me tell you this:

It only takes one kick to break the illusion.

One idea. One insight. One original thought.

That's your rope breaker.

And now — one last story before we close.

True story. Early 19th century. London.

A priest is walking down the street and sees a 14-year-old boy — begging.

He stops. Looks at him. And says:

“No one this young and healthy should give up so soon.”

He brings the boy back to his church. Gives him a job as the verger — the man who rings the bell every hour.

Ding-dong. That was his job. Every hour. Every day.

Years pass. And then a new law is passed in Parliament:

“No one who cannot read or write shall be employed in the Church.”

Body blow.

DR CHETAN WALIA

This young boy — now a man — knew nothing else. No formal education. Just ding-dong.

And he was let go.

With nothing but a handful of savings and heartbreak, he walked away from the church.

He felt like a smoke.

But... he couldn't find a cigarette shop nearby.

So he had an idea.

He used his small savings to open a little kiosk outside the church — selling cigarettes.

It worked.

But after a few months, he had another thought:

“Am I doing the same thing again? Ding-dong... but this time, it's with cigarettes?”

So he hired someone to run the shop... And began walking the streets of London.

Wherever he couldn't find a cigarette vendor within 4 miles — he set up shop.

Within 3 years, he became a top tobacco vendor.

He made money. A lot of it.

And as usual, when you make money — bankers come.

One day, sitting across a banker, he was asked:

“How much would you like to deposit today?”

He said: “£50,000.”

Early 1900s — that was serious money.

The banker did the paperwork and said:

“Just sign here.”

The man looked confused.

“I can’t. I don’t know how to read or write.”

The banker almost fell off his chair.

“You don’t know how to read or write — and you’ve made £50,000?! Imagine what you could’ve achieved if you were educated!”

The man smiled.

“If I knew how to read or write... I’d still be at the church.
Ringing the bell. Ding-dong.”

Let that land.

If you keep doing what you’ve always done... If you follow what others always follow... You will never create anything new.

No breakthrough has ever happened in the comfort zone.

DR CHETAN WALIA

So go beyond what you know.

Go beyond what you've been told.

Create.

And if you need a little nudge, a bit of structure, a fresh lens —
Follow my emails. I'll be with you every step of the way.

Let's crush this.

You are just one problem away.

That's all.

Diagrams:

The 5 Elements of Novelty

The 5 Elements of Novelty

Here's how you know your offer has real novelty:

Is it solving a disequilibrium?

Is it original or unique?

Is it useful or clearly beneficial?

Does it have a surprising twist or unexpected element?

Does it have market appeal — the “I see it, I want it” effect?

Ladder of Novelty

The Ladder of Novelty™

Follower

They buy because it feels new.
Even if the product is flawed
(iPhone 1), they're in.

Surprise / Insight

They interact and think -
"Wait... that's interesting."
They experience something
unlike the usual.
This makes them Look You Up

Utility

Now they start seeing real
value. The product works.
It helps.
This makes them Recommend You

Results

Now they're getting outcomes.
They're moving forward.
They feel changed.
This makes them a Fan

Surprise / Insight

If it creates a breakthrough,
they're yours for life.
They wear the shirt.
They bring others.
They quote you.

PieDesks

PIE DESKS™

P – Problem

Define the problem in a way that feels unique to you. It's not what everyone else is solving – it's the way you frame it.

I – Invitation

What's your initial, low-friction entry point? A class? A demo? A micro-audit? A perspective? Something people say yes to without needing to "think."

– Experience

The first emotional or intellectual "Aha!" people get when they meet you. This is where belief begins.

D – Design

What does your Top Deck look like? Your signature offer – structured, priced, and explained with power.

E – Elevation

What happens after the first result? How do they grow with you?

S – Support

What ensures they get the promised result? Access, accountability, systems?

Let's Build Something No One's Seen Before

If this book moved you — even a little — imagine what we can create together in real time.

I work 1-on-1 with select founders, coaches, and consultants to help them build their Grand Architecture™ :

- We identify the **one problem** you were born to solve.
- We engineer a business system that is **so original it cannot be copied.**
- We structure your offer, pricing, and positioning for **maximum revenue and resonance.**
- And we build a **growth engine** — without fluff, funnels, or fads.

This is not coaching.

It's not strategy.

DR CHETAN WALIA

It's a complete **transformation of how you do business.**

If you're ready, reply to the email you received this with — or reach me directly on WhatsApp:



Email: chetan@chetanwalia.com



WhatsApp: +44 7723 688300 (Preferred)

No forms. No funnels. Just a real conversation.

I'll see you when you're ready.

— Chetan.

THE NOVELTY PRINCIPLE™

In this short, powerful, and piercing book, Dr Chetan Walia unpacks the real reason people buy — and why *value and offers* don't create breakthroughs.

They never have.

What sells is **novelty**.

What creates demand is **ideas**.

And what scales is **originality that can't be ignored**.

You'll discover:

- The 5 Elements of Real Novelty
- The Ladder That Turns Ideas Into Movements
- The PIE DESKS™ System for Crafting Offers That Sell Themselves
- The Difference Between Being Good... and Being Unforgettable

This book doesn't just change how you sell.

It changes how you think.

And once you see it — you can't unsee it.