

WEBVTT - This file was automatically generated by VIMEO

0

00:00:02.565 --> 00:00:04.655

Okay, welcome everybody to call number three

1

00:00:04.655 --> 00:00:07.095

of the Jumpstart Your Sales and Systems Bootcamp.

2

00:00:07.555 --> 00:00:10.775

I'm Katrina swa, your host and, uh, business

3

00:00:10.775 --> 00:00:13.655

and marketing coach and book publisher, author,

4

00:00:13.655 --> 00:00:14.855

speaker, la la la.

5

00:00:15.075 --> 00:00:20.015

So today we are talking about marketing lead gen

6

00:00:20.035 --> 00:00:21.135

and sales systems.

7

00:00:22.615 --> 00:00:27.525

Uh, already we've covered, uh, your order of importance,

8

00:00:27.525 --> 00:00:30.485

looking at everything you need based on your money goals,

9

00:00:30.595 --> 00:00:34.525

your business goals, and we've figured out, hopefully some,

10

00:00:34.785 --> 00:00:35.965

uh, what you guys need

11

00:00:35.965 --> 00:00:37.765

to be working on in order of importance.

12

00:00:37.785 --> 00:00:40.285

If we haven't yet done that with you, um,

13

00:00:40.745 --> 00:00:43.525

and you still need to post stuff into the Facebook group,

14

00:00:43.935 --> 00:00:46.325

don't worry, you've got me for July, you guys,

15

00:00:46.545 --> 00:00:48.645

so it's only April 8th.

16

00:00:49.945 --> 00:00:51.725

So we're okay. I know

17

00:00:51.725 --> 00:00:54.285

that sometimes it gets a little overwhelming when you get

18

00:00:54.285 --> 00:00:57.365

into a, a group like this and it's weekly calls.

19

00:00:57.625 --> 00:01:00.885

And with me, even some of my one-on-one, clients don't talk

20

00:01:00.885 --> 00:01:02.925

to me weekly 'cause I give them this laundry

21

00:01:02.995 --> 00:01:04.085

list of things sometimes.

22

00:01:04.705 --> 00:01:08.325

So just don't worry if you haven't gotten

23

00:01:08.325 --> 00:01:09.645

to some things, it's okay.

24

00:01:10.505 --> 00:01:12.405

I'm gonna be working with you this whole time.

25

00:01:12.825 --> 00:01:14.525

So I'm gonna look at your stuff.

26

00:01:14.665 --> 00:01:16.085

I'm gonna give you lots of feedback.

27

00:01:16.085 --> 00:01:18.005

Hopefully you've seen some of the feedback that I've given

28

00:01:18.025 --> 00:01:20.685

to other people if I haven't given you any yet.

29

00:01:21.025 --> 00:01:23.845

Um, but it's pretty thorough, right?

30

00:01:24.065 --> 00:01:27.645

And, and if you need clarity, please say I need clarity on

31

00:01:27.645 --> 00:01:30.525

that, or I'm not sure, or you told so-and-so something.

32

00:01:30.525 --> 00:01:32.845

But how about for me? Like, what do I need? Right?

33

00:01:32.845 --> 00:01:34.965

And that's okay. You guys can chime in if you're reading

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00:01:34.965 --> 00:01:38.045

each other's notes or you're reading each other's, uh,

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00:01:38.145 --> 00:01:40.045

the comments that I'm telling to other people.

36

00:01:40.595 --> 00:01:42.805

I've said this before, and sometimes especially

37

00:01:42.805 --> 00:01:44.165  
with technology advice,

38

00:01:45.045 --> 00:01:47.125  
I don't wanna just willy-nilly advise

39

00:01:47.125 --> 00:01:48.165  
you all on the same thing.

40

00:01:48.225 --> 00:01:49.405  
And I know a lot of you're trying

41

00:01:49.405 --> 00:01:51.045  
to pick technologies right now.

42

00:01:51.785 --> 00:01:53.805  
Um, and usually I say

43

00:01:54.545 --> 00:01:58.325  
if whatever you're using is working at the moment, don't try

44

00:01:58.325 --> 00:01:59.445  
to switch right now.

45

00:01:59.985 --> 00:02:02.685  
But if you know there could be more efficient ways

46

00:02:02.705 --> 00:02:05.885  
to run your business or to keep in touch with people

47

00:02:06.105 --> 00:02:07.205  
or run your database

48

00:02:07.265 --> 00:02:09.765  
or run these systems that we're talking about, um,

49

00:02:09.775 --> 00:02:12.245

maybe make a goal of in six months, you'll revisit it.

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00:02:12.345 --> 00:02:15.765

So let's get a few more lead gen following sale follow

51

00:02:15.785 --> 00:02:16.925

up and sales things in place.

52

00:02:16.945 --> 00:02:19.805

So you're bringing in more cash flow, getting more clients,

53

00:02:20.385 --> 00:02:23.805

and then you can always put on the calendar, um, a goal

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00:02:23.865 --> 00:02:27.325

of maybe, okay, this, you know, the month of September

55

00:02:27.545 --> 00:02:28.765

or what August or whatever.

56

00:02:29.265 --> 00:02:32.885

I'm gonna revisit this and just put it on your calendar.

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00:02:33.125 --> 00:02:35.605

I use my calendar. Sometimes I put stuff on my

58

00:02:35.765 --> 00:02:37.325

calendar 18 months in advance.

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00:02:37.395 --> 00:02:39.685

Like literally I wanna remind myself things.

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00:02:40.105 --> 00:02:44.165

So I go onto my Google calendar and I will plot things out

61

00:02:44.165 --> 00:02:47.365

because I look at those notes that I write myself every day.

62

00:02:47.365 --> 00:02:48.845

If there's something in there, right,

63

00:02:48.845 --> 00:02:53.085

like today it says check my bounce list in my get response.

64

00:02:53.545 --> 00:02:57.205

So because we're actually doing a monthly bounce list report

65

00:02:57.305 --> 00:02:59.685

now, because I don't wanna let anybody slip

66

00:02:59.685 --> 00:03:01.085

through the cracks, uh,

67

00:03:01.085 --> 00:03:04.205

because my system, I don't know about everybody's,

68

00:03:04.205 --> 00:03:07.285

but my system is automatically pulling people

69

00:03:07.285 --> 00:03:08.605

that bounce more than four times.

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00:03:09.345 --> 00:03:11.805

So, um, if they bounce four times in a row,

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00:03:11.955 --> 00:03:13.445

they're pulling 'em out of the database.

72

00:03:13.585 --> 00:03:15.525

But, and I can only see the last 60 days.

73

00:03:15.625 --> 00:03:19.125

So you gotta be careful with technology these days

74

00:03:19.365 --> 00:03:20.925

'cause they're trying, they're, they say they're trying

75

00:03:20.925 --> 00:03:22.885  
to protect us, but really they're trying

76

00:03:22.885 --> 00:03:25.085  
to protect their own deliverability rates

77

00:03:25.185 --> 00:03:27.125  
so they can get more clients using their system.

78

00:03:27.665 --> 00:03:31.925  
Anywho. Um, so I just want to, you know,

79

00:03:31.935 --> 00:03:33.165  
let's everybody just take a breath.

80

00:03:33.345 --> 00:03:35.285  
If you think, oh my God, what's she gonna tell me to do?

81

00:03:35.345 --> 00:03:37.205  
The 47th thing she's gonna tell me today?

82

00:03:37.745 --> 00:03:41.085  
Um, we're, we're just gonna have you pick

83

00:03:41.195 --> 00:03:43.205  
what is most important for you.

84

00:03:43.795 --> 00:03:48.725  
Okay? Now, um, I don't think I gave you guys

85

00:03:49.265 --> 00:03:52.525  
my big old gigantic marketing checklist thing.

86

00:03:53.245 --> 00:03:55.325  
I actually created it with Anne

87

00:03:55.565 --> 00:03:56.565

'cause she's a marketing gal.

88

00:03:56.905 --> 00:03:59.525

And, um, no, I didn't. I created it for somebody else.

89

00:03:59.925 --> 00:04:01.085

I created it for this other group

90

00:04:01.085 --> 00:04:02.645

that I helped coach a little bit.

91

00:04:03.185 --> 00:04:05.845

And, um, and then I gave, I gave it to Anne

92

00:04:05.845 --> 00:04:06.885

and we added some things.

93

00:04:07.145 --> 00:04:08.845

And so she uses it, but I use it too.

94

00:04:09.425 --> 00:04:11.765

And um, 'cause she's in marketing.

95

00:04:12.145 --> 00:04:14.085

But we're gonna, we're gonna talk about that

96

00:04:14.145 --> 00:04:17.565

and we're gonna, I want you to, um, pull it up.

97

00:04:17.745 --> 00:04:20.525

I'm actually gonna pull it up here in a minute

98

00:04:21.935 --> 00:04:23.275

and I'm gonna put it in the chat

99

00:04:23.335 --> 00:04:25.115



and then I'll also put it on the thank you page

100

00:04:25.295 --> 00:04:28.035

or you know, your, your recording page too.

101

00:04:28.855 --> 00:04:32.835

Um, but I wanna make sure that you guys can have it.

102

00:04:32.895 --> 00:04:36.395

And then what you can do is you can, it's gonna be a word

103

00:04:36.735 --> 00:04:39.555

so you can just delete the stuff that does not apply to you

104

00:04:40.135 --> 00:04:43.435

and, or, you know, if you print it out, just black, black,

105

00:04:43.435 --> 00:04:45.355

those things off that you're not gonna do

106

00:04:45.575 --> 00:04:47.635

and just keep the ones that you want to do.

107

00:04:47.665 --> 00:04:51.315

It's fine. Like I talked about the other day,

108

00:04:51.315 --> 00:04:52.955

picking a lane, right?

109

00:04:52.955 --> 00:04:55.995

Picking a lane, whether you really like the networking

110

00:04:56.235 --> 00:04:57.795

speaking lane and you really wanna talk

111

00:04:57.795 --> 00:04:59.155

to people and connect with people.

112

00:04:59.175 --> 00:05:01.595

And that's how you love to market and get clients.

113

00:05:01.655 --> 00:05:04.595

And that's my favorite thing is that lane.

114

00:05:04.985 --> 00:05:08.915

Then there's the behind the scenes, uh, computer, online,

115

00:05:09.365 --> 00:05:12.755

world lane, uh, social media, that kind of thing,

116

00:05:12.765 --> 00:05:14.115

where you're, you're blasting

117

00:05:14.115 --> 00:05:15.155

and you're posting, you're doing lots

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00:05:15.155 --> 00:05:16.675

of different strategies on social media

119

00:05:17.135 --> 00:05:19.915

and that could, that would definitely be good if you have a

120

00:05:20.035 --> 00:05:21.875

JOB, I know some of you have a job

121

00:05:22.495 --> 00:05:24.595

and you're working full time, so you really have

122

00:05:24.595 --> 00:05:28.355

to do things weird hours of the day and maybe only an hour

123

00:05:28.355 --> 00:05:30.635

or two a day or a few hours a week,

124

00:05:31.055 --> 00:05:32.075

um, to grow your business.

125

00:05:32.075 --> 00:05:34.475

Whereas some of us are in it the

126

00:05:34.475 --> 00:05:35.555

whole time, full time, right?

127

00:05:35.695 --> 00:05:38.475

So you do wanna pick your lane right now.

128

00:05:38.475 --> 00:05:41.195

That doesn't mean you may not switch lanes

129

00:05:41.895 --> 00:05:44.515

or add different things in later.

130

00:05:45.455 --> 00:05:47.395

Um, you can always shift.

131

00:05:47.935 --> 00:05:50.875

So if you have a lot of stuff on your plate right now,

132

00:05:51.335 --> 00:05:55.115

we might wanna do a couple things that are more online based

133

00:05:55.185 --> 00:05:57.180

because you can reach more people that way, way,

134

00:05:57.505 --> 00:06:00.605

you might wanna also delegate more at this stage if you're

135

00:06:00.865 --> 00:06:02.405

got a lot on your plate, right?

136

00:06:02.525 --> 00:06:04.445

I was just messaging with a previous client

137

00:06:04.445 --> 00:06:05.685  
today who's getting eye surgery.

138

00:06:05.855 --> 00:06:08.405  
She's setting up some sys uh, surgeries,

139

00:06:08.405 --> 00:06:10.765  
some systems right now for after that

140

00:06:10.765 --> 00:06:12.165  
because she doesn't know what's gonna happen, right?

141

00:06:12.785 --> 00:06:16.525  
So sometimes we need, so the reason hopefully

142

00:06:16.525 --> 00:06:19.525  
that you're taking this class with me is

143

00:06:19.525 --> 00:06:21.085  
to set up all these systems so

144

00:06:21.085 --> 00:06:22.125  
that if something does happen,

145

00:06:22.185 --> 00:06:25.045  
and we talked about that, that you've already got this

146

00:06:25.045 --> 00:06:27.045  
smooth running money making business machine

147

00:06:27.045 --> 00:06:28.845  
with lead gen marketing follow up and sales.

148

00:06:28.865 --> 00:06:30.445  
So that's what we're talking about today.

149

00:06:31.585 --> 00:06:34.205

Um, before I get started, is there anybody who's

150

00:06:34.795 --> 00:06:37.925

totally baffled with anything that we've done so far?

151

00:06:38.115 --> 00:06:39.685

Like you're really confused.

152

00:06:39.825 --> 00:06:41.005

You don't know what you're selling.

153

00:06:41.945 --> 00:06:43.485

Um, you know,

154

00:06:43.685 --> 00:06:45.325

'cause you wanna make sure we know what you're selling

155

00:06:45.425 --> 00:06:47.045

before we turn on the marketing hose.

156

00:06:47.665 --> 00:06:49.405

Um, because if you get a bunch of leads in

157

00:06:49.405 --> 00:06:52.925

and you don't really know how to work them, then

158

00:06:53.065 --> 00:06:54.165

that's not effective or you

159

00:06:54.165 --> 00:06:55.245

don't know what to sell them into.

160

00:06:55.245 --> 00:06:58.285

That's not effective. So most of you, I think, know

161

00:06:58.395 --> 00:07:02.525

what you're selling and, um, so we just need

162

00:07:02.545 --> 00:07:05.485

to get more people into your world

163

00:07:05.985 --> 00:07:08.685

and through the systems to a call or however you wanna sell.

164

00:07:09.345 --> 00:07:12.525

Is there anybody that's not clear on that beginning stuff

165

00:07:12.525 --> 00:07:14.045

before we dive in today?

166

00:07:16.645 --> 00:07:20.275

No. Okay, good. Perfect. Okay.

167

00:07:20.695 --> 00:07:22.955

And if you need more advice around it,

168

00:07:22.955 --> 00:07:25.635

obviously put stuff in the Facebook group, but, um,

169

00:07:25.655 --> 00:07:27.035

and if you guys wanna say who you are

170

00:07:27.495 --> 00:07:29.995

and all that, um, did you guys watch my other video?

171

00:07:30.095 --> 00:07:32.315

My little short one that's in the Facebook group that said,

172

00:07:32.895 --> 00:07:35.035

I'm sorry to overwhelm you and I mean this with love.

173

00:07:35.145 --> 00:07:37.835

Okay, good, because I, I kind of sometimes come

174

00:07:37.835 --> 00:07:41.315

to these calls and I just go, blah, and I'm just like on,

175

00:07:41.495 --> 00:07:43.915

and I'm just teaching or, you know,

176

00:07:44.255 --> 00:07:46.715

but I really do want it to be with love

177

00:07:46.715 --> 00:07:51.675

and I really know you all, I know a lot of you really well,

178

00:07:52.175 --> 00:07:53.915

so, and I know you're brilliant, okay?

179

00:07:54.015 --> 00:07:55.475

So you are brilliant.

180

00:07:55.895 --> 00:07:57.275

We just have to get more people

181

00:07:57.295 --> 00:07:58.915

to understand that and buy from you.

182

00:07:59.175 --> 00:08:03.955

Yes. So, and be, uh, less of the best kept secret.

183

00:08:04.295 --> 00:08:05.315

Um, and honestly,

184

00:08:05.315 --> 00:08:07.875

I feel like a best kept secret myself sometimes, so,

185

00:08:08.135 --> 00:08:09.915

um, right there with you.

186

00:08:10.775 --> 00:08:15.225

All right, any other questions before we dive into?

187

00:08:15.555 --> 00:08:19.105

We're talking about how to connect deeper,

188

00:08:19.935 --> 00:08:24.465

inspire people, um, more, get more people to

189

00:08:25.135 --> 00:08:28.505

want more of what you've got, right?

190

00:08:28.505 --> 00:08:29.985

We have to make them want it.

191

00:08:30.325 --> 00:08:32.265

We can't just tell them they need it.

192

00:08:32.365 --> 00:08:33.625

We have to make them want it.

193

00:08:34.045 --> 00:08:37.425

We have to have them make it so that we are on top of,

194

00:08:37.845 --> 00:08:39.625

we are on top of mind with them.

195

00:08:40.365 --> 00:08:42.945

So they think of us when it comes to, I get a lot of people

196

00:08:42.945 --> 00:08:45.745

who think of me for books publishing, even though

197

00:08:45.745 --> 00:08:47.665

that's like the secondary thing that I do.

198

00:08:47.735 --> 00:08:50.265

It's just that they see me all the time like this, right?

199

00:08:50.265 --> 00:08:52.305



And so they think, oh, Katrina books, right?

200

00:08:52.365 --> 00:08:54.785

So that is top of mind with people.

201

00:08:55.265 --> 00:08:59.245

So, which is why I do recommend making a nice zoom room

202

00:08:59.755 --> 00:09:01.085

that is recognizable.

203

00:09:01.085 --> 00:09:04.645

Like if some of you have a lot of room in the back, right?

204

00:09:04.665 --> 00:09:07.365

You can put a big banner up behind you.

205

00:09:07.745 --> 00:09:09.805

You know, you, you're not on the wall like me,

206

00:09:10.155 --> 00:09:11.325

it's hard to put a banner.

207

00:09:11.545 --> 00:09:14.285

If you did put a banner, it would only be the middle part

208

00:09:14.285 --> 00:09:15.685

of the banner that would show, right?

209

00:09:15.685 --> 00:09:18.925

Because that's at our waist pretty much. Okay?

210

00:09:19.745 --> 00:09:23.005

And then, um, we need to close more sales.

211

00:09:23.185 --> 00:09:25.885

So we're gonna talk about, I have like an eight ways

212  
00:09:26.105 --> 00:09:29.485  
to close more sales presentations when you do get

213  
00:09:29.485 --> 00:09:30.685  
people into conversation.

214  
00:09:30.785 --> 00:09:34.525  
Now those are mostly for in conversation closing,

215  
00:09:34.815 --> 00:09:37.165  
sales closing, but you can use a lot

216  
00:09:37.165 --> 00:09:40.245  
of the strategies when you're writing texts on a webpage

217  
00:09:40.265 --> 00:09:42.685  
or writing in an email or talking in a video.

218  
00:09:42.945 --> 00:09:44.205  
So you wanna think about

219  
00:09:44.265 --> 00:09:46.765  
how you use those all, all over the place.

220  
00:09:47.385 --> 00:09:49.605  
Um, so the first thing,

221  
00:09:51.735 --> 00:09:53.145  
what would the banner have to have

222  
00:09:53.145 --> 00:09:54.265  
behind us on the zoom room?

223  
00:09:54.445 --> 00:09:58.025  
She says, uh, well, like I have a banner

224  
00:09:58.025 --> 00:09:59.505

that I use for trade shows, right?

225

00:10:00.165 --> 00:10:02.465

If I had more room behind me, yeah,

226

00:10:02.605 --> 00:10:04.545

you might actually be able to see the majority of it.

227

00:10:04.765 --> 00:10:07.785

If I could stick it back four feet, right if's right

228

00:10:07.785 --> 00:10:10.505

behind me, then it's then the message,

229

00:10:10.775 --> 00:10:11.865

it's the marketing message.

230

00:10:12.005 --> 00:10:13.385

So the banner would be something

231

00:10:13.385 --> 00:10:14.625

that you would take to a trade show.

232

00:10:14.645 --> 00:10:18.785

But if you know that your zoom room space could allow

233

00:10:18.785 --> 00:10:22.865

for a banner behind you, then you wanna make it usable

234

00:10:23.005 --> 00:10:25.665

for a trade show and your zoom room.

235

00:10:25.845 --> 00:10:28.425

So make sure that the main marketing message is kind

236

00:10:28.545 --> 00:10:30.425

of in the middle, perhaps of Theban.

237

00:10:30.725 --> 00:10:31.945

You know, the,

238

00:10:32.995 --> 00:10:35.305

we're talking about a seven foot, you know, banner.

239

00:10:35.765 --> 00:10:40.215

So, okay, great. Rhonda, thank you.

240

00:10:42.595 --> 00:10:45.245

Showing up one and the question Oh, so far

241

00:10:45.245 --> 00:10:46.445

behind the website.

242

00:10:46.475 --> 00:10:50.485

Yeah, your website, Rhonda, is your biggest, um, order

243

00:10:50.485 --> 00:10:53.285

of importance because I think you've just been growing

244

00:10:53.345 --> 00:10:55.445

and adding and growing and adding for so many years

245

00:10:55.555 --> 00:10:59.445

that now we have to revamp to really hit your targets hop.

246

00:10:59.665 --> 00:11:02.005

So that's the, that's the number one thing

247

00:11:02.275 --> 00:11:04.525

that if we could totally get you dialed in on

248

00:11:04.545 --> 00:11:07.045

by forward done here, that would be ideal.

249

00:11:07.445 --> 00:11:11.325

'cause you're good with networking, speaking, follow up,

250

00:11:11.465 --> 00:11:13.045  
you're good with a lot of the stuff,

251

00:11:13.935 --> 00:11:14.755  
but I think there's a

252

00:11:14.755 --> 00:11:16.035  
disconnect when they get to your website.

253

00:11:16.095 --> 00:11:19.395  
Yes. Yes, Marlene. Good. Okay. All right.

254

00:11:19.855 --> 00:11:24.535  
So I'm gonna put, no, I'm not, I'm gonna go

255

00:11:24.535 --> 00:11:27.975  
through this, um, a little bit of couple slides first,

256

00:11:28.655 --> 00:11:30.455  
just a few, and then we're gonna talk about

257

00:11:30.455 --> 00:11:31.495  
all the marketing stuff.

258

00:11:33.205 --> 00:11:35.925  
I have to get to this just a few.

259

00:11:39.495 --> 00:11:43.875  
Okay? I already said what we're gonna talk about today.

260

00:11:44.585 --> 00:11:47.875  
Just a reminder that you wanna keep your big vision on

261

00:11:47.895 --> 00:11:49.035  
top of mind, right?

262

00:11:49.055 --> 00:11:50.475

You don't wanna be a trombone

263

00:11:50.615 --> 00:11:52.875

and say, one minute, I want 10,000, next minute,

264

00:11:52.915 --> 00:11:55.725

I want 35,000 a month, please.

265

00:11:55.875 --> 00:11:58.725

Okay? We wanna make sure that you are not settling

266

00:11:58.905 --> 00:12:00.325

for crappy people in your life.

267

00:12:00.325 --> 00:12:03.925

That's number eight. And we're talking today about

268

00:12:03.925 --> 00:12:05.205

number four and five.

269

00:12:05.905 --> 00:12:07.165

Um, for the most part,

270

00:12:07.865 --> 00:12:10.685

and we've kind of already covered number one here in the

271

00:12:11.085 --> 00:12:14.045

business development, your design, your sales strategy,

272

00:12:14.195 --> 00:12:16.645

what you're selling, pricing transformation.

273

00:12:17.135 --> 00:12:18.925

Today, we're talking about number three

274

00:12:19.505 --> 00:12:22.005

and also number four to a certain extent.

275

00:12:22.555 --> 00:12:24.965

Okay? So that's what we wanna cover today.

276

00:12:25.785 --> 00:12:28.685

Um, always be looking for ways to simplify

277

00:12:29.035 --> 00:12:32.685

because you're, we can spend way too much time,

278

00:12:33.545 --> 00:12:34.605

um, if we're not careful.

279

00:12:34.825 --> 00:12:37.205

So we always wanna look at what we're simplifying.

280

00:12:37.645 --> 00:12:41.085

I think you guys are clear on your funnel. This is a list.

281

00:12:41.185 --> 00:12:43.165

You could screenshot it if you didn't.

282

00:12:43.165 --> 00:12:45.805

We talked on about it on call number one, just briefly.

283

00:12:46.505 --> 00:12:48.805

But this is what we wanna dive two in

284

00:12:49.355 --> 00:12:50.365

into a little bit more.

285

00:12:50.945 --> 00:12:55.165

And year one is where I want you to look for all of you.

286

00:12:55.585 --> 00:12:58.565

And just if you think you're doing really well with all of

287

00:12:58.565 --> 00:13:01.605

that, then skip to number two, year two, okay?

288

00:13:02.065 --> 00:13:03.765

But even if you're in year five

289

00:13:03.785 --> 00:13:04.805

or 10 in your business,

290

00:13:04.805 --> 00:13:06.125

please don't just go to number three.

291

00:13:06.305 --> 00:13:08.645

You need to go back to number one, okay?

292

00:13:08.645 --> 00:13:12.765

Year one, um, which is speaking, uh,

293

00:13:14.325 --> 00:13:18.525

I suggest probably almost all of you with the exception of,

294

00:13:18.905 --> 00:13:22.085

um, uh, Sabrina, maybe who runs the,

295

00:13:22.705 --> 00:13:24.325

the brick and mortar store.

296

00:13:25.065 --> 00:13:27.125

Um, maybe a couple more of you.

297

00:13:27.145 --> 00:13:29.205

If you're, if you have a job

298

00:13:29.625 --> 00:13:31.205

and you are trying to grow a business,

299

00:13:31.235 --> 00:13:34.085



then it might be harder to find speaking gigs,

300

00:13:34.085 --> 00:13:36.725

but you can still do your own webinars and things like that.

301

00:13:37.105 --> 00:13:39.765

So that's still technically speaking, networking,

302

00:13:40.545 --> 00:13:41.885

uh, social.

303

00:13:42.525 --> 00:13:45.845

I know we talked about your social profiles last time.

304

00:13:46.235 --> 00:13:48.005

Hopefully a lot of you have made changes.

305

00:13:48.285 --> 00:13:50.565

I haven't seen a lot of links in the Facebook group.

306

00:13:50.905 --> 00:13:54.285

Um, so if you did make updates to your social profiles,

307

00:13:54.385 --> 00:13:58.205

please, uh, put them in the Facebook, like all your links

308

00:13:58.205 --> 00:13:59.405

and I'll go through 'em one at a time

309

00:13:59.405 --> 00:14:00.565

and I'll give you some comments.

310

00:14:01.345 --> 00:14:03.645

Um, but put 'em all in like one post or something.

311

00:14:04.505 --> 00:14:07.765

Um, creating content, we, we always have to create content.

312  
00:14:07.865 --> 00:14:09.845  
That's why year two, it says do a lot more

313  
00:14:09.845 --> 00:14:10.885  
of everything in year one

314  
00:14:10.945 --> 00:14:12.685  
and then do a lot more of everything in year

315  
00:14:12.685 --> 00:14:13.765  
one and two on number three.

316  
00:14:14.265 --> 00:14:16.725  
Um, but we need more content all the time.

317  
00:14:17.105 --> 00:14:18.165  
You need it on your website,

318  
00:14:18.165 --> 00:14:19.645  
you need it in video, you need it.

319  
00:14:19.865 --> 00:14:23.405  
Uh, when you are speaking, you need to flow with the times.

320  
00:14:24.105 --> 00:14:26.845  
Um, hosting free calls, a lot

321  
00:14:26.845 --> 00:14:28.725  
of you probably aren't doing this yet,

322  
00:14:28.835 --> 00:14:31.965  
whether it's a free info call about your services

323  
00:14:32.185 --> 00:14:35.285  
or a free info call about what your topic is.

324  
00:14:35.505 --> 00:14:37.125

It doesn't have to be a PowerPoint.

325

00:14:37.265 --> 00:14:40.365

It doesn't have to be a signature talk.

326

00:14:40.385 --> 00:14:41.485

It doesn't have to be anything

327

00:14:41.485 --> 00:14:43.325

that you've even practiced, honestly.

328

00:14:43.785 --> 00:14:47.875

It could just be a call where you come

329

00:14:47.935 --> 00:14:49.275

and you just answer questions

330

00:14:49.295 --> 00:14:50.555

and you see what people are doing,

331

00:14:51.145 --> 00:14:54.165

and then you, um, go, oh, I see.

332

00:14:54.305 --> 00:14:59.225

Um, uh, Rhonda, what's a quick question?

333

00:14:59.295 --> 00:15:00.295

Yeah.

334

00:15:00.925 --> 00:15:02.745

Uh, business kind of vision here.

335

00:15:02.965 --> 00:15:06.785

Um, uh, what's the difference between business-wise?

336

00:15:07.165 --> 00:15:11.225

Did you lead generation based on if you're doing, um,

337

00:15:11.225 --> 00:15:13.705

your consistent, consistently out there in front

338

00:15:13.705 --> 00:15:17.105

of everybody once a week with a podcast relative

339

00:15:17.165 --> 00:15:18.505

to a webinar?

340

00:15:19.045 --> 00:15:22.465

Can one replace the other if your system set up?

341

00:15:22.585 --> 00:15:25.265

I don't know that I would replace it, no. Hmm.

342

00:15:25.365 --> 00:15:29.305

So podcast is a little bit more of an advanced strategy

343

00:15:29.895 --> 00:15:32.625

because ideally you already have a list, and I know you do,

344

00:15:32.625 --> 00:15:33.985

and you have a podcast, I get it.

345

00:15:34.045 --> 00:15:35.945

And you have a show. You have a whole show. Mm-Hmm.

346

00:15:36.485 --> 00:15:40.625

But those podcast, um, reminders

347

00:15:40.885 --> 00:15:43.545

and announcements usually go to the people who have clicked

348

00:15:43.565 --> 00:15:45.105

to follow you on Spotify

349

00:15:45.285 --> 00:15:47.305

or wherever they've, they're watching, right?

350

00:15:47.305 --> 00:15:51.905

YouTube, um, they aren't necessarily all on your email list.

351

00:15:52.195 --> 00:15:53.865

First of all, the people who listen

352

00:15:53.885 --> 00:15:55.625

to your podcast or your whatever.

353

00:15:56.085 --> 00:16:00.105

So the idea is listening to the podcast, yes,

354

00:16:00.105 --> 00:16:01.545

of course you can promote something,

355

00:16:02.005 --> 00:16:05.025

but I think it would be smart if you can get 'em into your

356

00:16:05.235 --> 00:16:07.745

world more so they're listening,

357

00:16:07.745 --> 00:16:10.265

but it's a one way listen usually on a podcast,

358

00:16:10.815 --> 00:16:13.465

whereas in a webinar, right?

359

00:16:14.655 --> 00:16:17.785

Yeah. So, but um, another question.

360

00:16:18.565 --> 00:16:20.625

If you go in with your social media,

361

00:16:21.305 --> 00:16:24.945

speaking about the podcast, funneling them in, into your

362

00:16:25.495 --> 00:16:27.585

landing page, then you get them in.

363

00:16:27.585 --> 00:16:31.385

So they're of course getting irregular, um, stuff from you

364

00:16:32.045 --> 00:16:34.905

and then doing your show and then regurgitating it,

365

00:16:34.905 --> 00:16:35.985

and then having sizzles

366

00:16:36.045 --> 00:16:39.385

and consistently talking to your newsletter, your

367

00:16:39.905 --> 00:16:41.705

'cause the lead generation coming into that,

368

00:16:42.335 --> 00:16:43.425

plus the social media.

369

00:16:44.125 --> 00:16:45.265

You know, what I'm having a problem

370

00:16:45.265 --> 00:16:48.985

with is I do really well on video and it is something that,

371

00:16:49.085 --> 00:16:51.745

and I bring experts in also, but I have my own show

372

00:16:52.285 --> 00:16:56.025

and, um, I, with webinars, it's the same strategy

373

00:16:56.045 --> 00:16:57.145

of bringing people in.

374

00:16:57.455 --> 00:17:00.425

It's just a lot of work bringing people into all that.

375

00:17:01.045 --> 00:17:02.465

So I'm just trying to balance it.

376

00:17:02.465 --> 00:17:03.785

That's why I was asking you that.

377

00:17:03.785 --> 00:17:04.905

Yeah, well, I mean,

378

00:17:05.045 --> 00:17:06.785

you certainly don't have to do every strategy.

379

00:17:06.895 --> 00:17:11.305

Okay. But I, for most people, I think doing some kind of,

380

00:17:11.305 --> 00:17:15.385

whether you call it a webinar, a masterclass, an info call,

381

00:17:15.685 --> 00:17:19.825

uh, um, a get to like a group, uh,

382

00:17:19.955 --> 00:17:21.025

discussion call.

383

00:17:22.775 --> 00:17:26.145

It's, I see it as being a different experience

384

00:17:26.145 --> 00:17:28.545

with you than if you were running a show.

385

00:17:28.845 --> 00:17:30.425

If you're running a show, you're entertaining.

386

00:17:30.725 --> 00:17:32.825

You have to keep it going 24 7,

387

00:17:32.825 --> 00:17:34.425  
whether you take questions or not.

388

00:17:34.695 --> 00:17:36.065  
Like I did a radio show

389

00:17:36.065 --> 00:17:38.025  
before podcast was even a thing on video.

390

00:17:38.705 --> 00:17:41.345  
I did a radio show and I did have like a,

391

00:17:41.365 --> 00:17:42.505  
you could call in live

392

00:17:42.565 --> 00:17:44.905  
and every once in a while someone would call in live.

393

00:17:45.025 --> 00:17:46.025  
I did it for four years.

394

00:17:46.685 --> 00:17:49.165  
It hardly got me any business, so I stopped it.

395

00:17:49.265 --> 00:17:52.725  
But that was way before this podcast generation, right?

396

00:17:53.065 --> 00:17:55.285  
But a couple times people would call in

397

00:17:55.345 --> 00:17:57.525  
and ask questions, which would interrupt

398

00:17:58.185 --> 00:18:01.245  
the flow a little bit, but it would also enhance in a way,

399

00:18:01.585 --> 00:18:02.885



and that would be more engaging.

400

00:18:03.605 --> 00:18:05.285

I just think that people are going

401

00:18:05.285 --> 00:18:07.765

to buy more when they can engage more

402

00:18:08.385 --> 00:18:09.965

and instead of just listening,

403

00:18:10.245 --> 00:18:11.565

'cause then they get to know you.

404

00:18:11.565 --> 00:18:13.085

They feel like they're a friend

405

00:18:13.105 --> 00:18:14.445

and you actually know who they are.

406

00:18:14.965 --> 00:18:16.285

'cause right now you don't know a lot

407

00:18:16.285 --> 00:18:18.285

of your podcast listeners

408

00:18:19.945 --> 00:18:21.365

unless they engage with you.

409

00:18:22.305 --> 00:18:26.925

So I think it's a deeper, um, experience

410

00:18:26.925 --> 00:18:30.765

with you when you can then invite them to something like,

411

00:18:31.065 --> 00:18:33.205

now whether it's a podcast or it's a half day event,

412  
00:18:33.415 --> 00:18:34.925  
maybe you invite them from the podcast

413  
00:18:35.145 --> 00:18:36.765  
to a half day or a full day event.

414  
00:18:37.275 --> 00:18:39.725  
Okay. And that could be for any, anybody, any of you, uh,

415  
00:18:39.725 --> 00:18:43.005  
events are a great way to, uh, offer some, like,

416  
00:18:43.035 --> 00:18:44.885  
have an experience with some people

417  
00:18:45.425 --> 00:18:46.645  
and like a group of people,

418  
00:18:46.865 --> 00:18:49.325  
and then invite them to something else, right?

419  
00:18:49.955 --> 00:18:53.405  
Yeah. And I've taken classes to do, you know, slide decks

420  
00:18:53.405 --> 00:18:54.525  
and all that kind of stuff, and I

421  
00:18:54.525 --> 00:18:55.685  
help my clients with that too.

422  
00:18:55.785 --> 00:18:57.645  
But it's like, it's almost like a,

423  
00:18:57.765 --> 00:18:59.605  
I just have this weird thing ar around webinars.

424  
00:18:59.685 --> 00:19:01.085

'cause I've been doing them for 15 years,

425

00:19:01.265 --> 00:19:03.085

but there's just something probably

426

00:19:03.085 --> 00:19:04.165

I need to step into more.

427

00:19:04.265 --> 00:19:07.365

So thank you for that information. Yeah, I needed that.

428

00:19:07.995 --> 00:19:09.285

Yeah. I don't know.

429

00:19:09.405 --> 00:19:12.725

I think we, we get, um, settled into one way

430

00:19:12.725 --> 00:19:15.285

of doing it when there's multiple ways.

431

00:19:15.475 --> 00:19:16.995

Okay. All right.

432

00:19:17.215 --> 00:19:21.845

And so v uh, applying to be a guest on podcast shows, yes,

433

00:19:21.865 --> 00:19:24.045

of course you wanna be a guest on as many things

434

00:19:24.065 --> 00:19:25.965

as you can possibly be a guest on.

435

00:19:26.165 --> 00:19:28.445

'cause that gets your reach broader, right?

436

00:19:28.825 --> 00:19:31.565

But then you also wanna share those, uh, interviews

437

00:19:31.745 --> 00:19:33.685  
and that, uh, you wanna share the fact

438

00:19:33.685 --> 00:19:35.685  
that you're speaking on all these other places out

439

00:19:35.685 --> 00:19:37.765  
with everybody who's following you and watching you

440

00:19:38.035 --> 00:19:42.165  
because it exudes, uh, more ex uh, celebrity status.

441

00:19:42.865 --> 00:19:45.685  
So it doesn't take a lot of effort on, you know,

442

00:19:45.685 --> 00:19:48.925  
to be a guest on a podcast or a show or a lot of things.

443

00:19:49.665 --> 00:19:51.645  
You just usually need to, you know,

444

00:19:51.775 --> 00:19:54.445  
share the person's show out, which again,

445

00:19:54.755 --> 00:19:56.605  
will make you look better too,

446

00:19:56.605 --> 00:19:58.365  
because you're speaking in all these places.

447

00:19:58.745 --> 00:20:00.885  
So it is a good thing to do.

448

00:20:01.095 --> 00:20:03.005  
Again, if you have time to do this

449

00:20:03.465 --> 00:20:06.245

and these are things that you love to do, then,

450

00:20:06.595 --> 00:20:08.285

then you wanna do a lot of this.

451

00:20:08.835 --> 00:20:11.325

Okay. Video marketing could be for anybody.

452

00:20:11.385 --> 00:20:13.085

It could be for those of you in either lane.

453

00:20:13.375 --> 00:20:17.245

Video marketing could be to share a tip or share this.

454

00:20:17.445 --> 00:20:19.525

I could do this live broadcast

455

00:20:19.625 --> 00:20:21.285

and talk about these marketing strategy.

456

00:20:21.445 --> 00:20:22.845

I could do any, you could do anything.

457

00:20:23.265 --> 00:20:25.685

And the, if you, if you aren't sure what to do,

458

00:20:25.685 --> 00:20:26.885

just stop overthinking it

459

00:20:26.905 --> 00:20:28.485

and go share what's on your mind today.

460

00:20:28.485 --> 00:20:32.205

Right? Video marketing can be for those who like the lane

461

00:20:32.205 --> 00:20:33.245

of online marketing too.

462

00:20:34.385 --> 00:20:35.885

It is, especially if it's social,

463

00:20:36.115 --> 00:20:37.845

it's usually one way communication.

464

00:20:38.245 --> 00:20:40.565

Occasionally you'll have some people chime in, um,

465

00:20:40.625 --> 00:20:42.365

or if you have a really engaged following,

466

00:20:42.385 --> 00:20:44.245

you might have a lot of people chiming in on a

467

00:20:44.245 --> 00:20:45.285

live broadcast.

468

00:20:45.465 --> 00:20:49.665

But, um, these days, I think when video broadcasts were,

469

00:20:49.855 --> 00:20:53.185

were, uh, brand new, we would get lots

470

00:20:53.185 --> 00:20:54.345

of people, it was great.

471

00:20:54.485 --> 00:20:57.425

But now I don't, I don't see a lot, um, through that.

472

00:20:57.485 --> 00:21:00.785

So I feel like it's more one way communication still in an

473

00:21:00.785 --> 00:21:03.025

invitation to something else so

474

00:21:03.025 --> 00:21:04.305

that they can engage with us.

475

00:21:04.495 --> 00:21:05.495

Yeah. Christina,

476

00:21:06.805 --> 00:21:08.945

Um, you just said it's not a whole lot of work

477

00:21:08.945 --> 00:21:11.145

to get on a podcast, and I was actually thinking, gosh,

478

00:21:11.215 --> 00:21:12.385

that would be a really good idea.

479

00:21:12.485 --> 00:21:15.185

But I'd have to first spend a bunch of time like researching

480

00:21:15.185 --> 00:21:17.905

what are the appropriate podcasts for me to get on

481

00:21:17.905 --> 00:21:18.945

and like, what's the process?

482

00:21:19.165 --> 00:21:20.785

And I, and I, and that's a sort of, I,

483

00:21:20.905 --> 00:21:22.505

I think a general issue I have where

484

00:21:23.345 --> 00:21:27.065

I have trouble carving out that kind of research time

485

00:21:27.245 --> 00:21:28.945

and feeling like that's always a trade off

486

00:21:28.945 --> 00:21:31.385

with the I should be earning money for my client's time so

487

00:21:31.385 --> 00:21:32.825  
that they'll come back.

488

00:21:33.125 --> 00:21:37.065  
So it is, is do you, is there a way that you recommend

489

00:21:37.205 --> 00:21:40.265  
to like, streamline that process of identifying the places

490

00:21:40.265 --> 00:21:42.185  
where you can apply your expertise?

491

00:21:43.025 --> 00:21:45.945  
I don't consume them, so I'm not like the fastest,

492

00:21:46.805 --> 00:21:47.805  
Yes, I get it.

493

00:21:47.865 --> 00:21:49.665  
I don't consume podcasts either.

494

00:21:50.045 --> 00:21:52.785  
Um, but I do, when I go to networking events,

495

00:21:52.845 --> 00:21:54.065  
do you go to a lot of networking?

496

00:21:54.065 --> 00:21:56.825  
Yeah. Or speaking or group calls and things like that?

497

00:21:58.025 --> 00:22:02.725  
Um, I mean, I go to about three annual meetings,

498

00:22:02.725 --> 00:22:04.125  
like in my field where

499

00:22:04.275 --> 00:22:07.805



that are like the main networking events. But yeah,

500

00:22:08.765 --> 00:22:09.765

I, I see. But I'm

501

00:22:09.765 --> 00:22:10.885

talking on a monthly basis.

502

00:22:11.625 --> 00:22:13.765

Oh, on a monthly basis, not a lot

503

00:22:13.955 --> 00:22:16.525

because my work is more internationally facing

504

00:22:17.075 --> 00:22:19.125

than local. And so that's a

505

00:22:19.125 --> 00:22:20.645

Lot of international. Yeah.

506

00:22:20.645 --> 00:22:25.005

But the yes, there could be more virtual, um, networking

507

00:22:25.005 --> 00:22:26.085

that I could do that

508

00:22:26.085 --> 00:22:27.085

Way. Yeah. If you're,

509

00:22:27.085 --> 00:22:28.605

if you're, yeah, there's

510

00:22:28.605 --> 00:22:29.925

so many international calls.

511

00:22:30.285 --> 00:22:34.695

I mean, it's crazy. So, I mean, especially during covid,

512  
00:22:34.725 --> 00:22:36.135  
they just, they're now, they're everywhere.

513  
00:22:36.275 --> 00:22:39.295  
So if you wanna network with people internationally,

514  
00:22:39.355 --> 00:22:41.095  
you just gotta go find the right groups to do that.

515  
00:22:41.155 --> 00:22:42.575  
And then when you are on those groups

516  
00:22:42.755 --> 00:22:45.295  
and you're saying you're a commercial

517  
00:22:45.395 --> 00:22:48.175  
or whatever, you're like, well, who you're, what you do is,

518  
00:22:48.175 --> 00:22:50.335  
when you say, and I'm looking for podcasts to be on

519  
00:22:50.335 --> 00:22:53.255  
as a guest, and these are my topics of expertise, right?

520  
00:22:53.275 --> 00:22:55.975  
So if you put that out there more and,

521  
00:22:55.995 --> 00:23:00.015  
or put posts out there more like, uh, I'm hosting,

522  
00:23:00.315 --> 00:23:02.015  
or I'm looking for speaking gigs

523  
00:23:02.015 --> 00:23:03.175  
and podcasts to be on,

524  
00:23:03.175 --> 00:23:05.855

anybody have a topic related to blank blank.

525

00:23:06.505 --> 00:23:09.925

So you can put posts out there and just don't put a link

526

00:23:10.105 --> 00:23:11.565

and put a picture of you, right?

527

00:23:11.665 --> 00:23:14.805

And then you'll, the more you can do that, you can do

528

00:23:14.805 --> 00:23:17.395

that once a month, couple times a month,

529

00:23:17.395 --> 00:23:19.195

even on all the different platforms.

530

00:23:19.735 --> 00:23:22.075

And then you'll probably start getting, oh, I have one.

531

00:23:22.215 --> 00:23:23.915

You should come on mine, da da da, right?

532

00:23:24.775 --> 00:23:27.035

So, um, you can also ask,

533

00:23:27.775 --> 00:23:31.675

and I mean, I have a big podcast list

534

00:23:32.215 --> 00:23:35.315

and I'll write that down so I can, um, share that.

535

00:23:36.245 --> 00:23:37.545

But where to find podcasts,

536

00:23:37.545 --> 00:23:39.625

and there is sometimes a little research to do,

537

00:23:39.815 --> 00:23:43.065

like if you go on to like, uh, Spotify

538

00:23:43.645 --> 00:23:45.025

or Podbean

539

00:23:45.265 --> 00:23:49.725

or, um, even blog talk radio, which is now podcasts too.

540

00:23:50.225 --> 00:23:52.965

Uh, you can search by genre, you can search by topic,

541

00:23:53.545 --> 00:23:55.605

and so you can narrow it down a little faster.

542

00:23:56.345 --> 00:23:58.125

And if you're efficient, right?

543

00:23:58.185 --> 00:24:01.205

So part of the systems with getting booked on podcasts is

544

00:24:01.205 --> 00:24:03.725

to having a little message ready to go to copy,

545

00:24:03.735 --> 00:24:04.805

paste, send to the host.

546

00:24:05.225 --> 00:24:07.765

So when you find a list of them, you and you,

547

00:24:07.785 --> 00:24:09.845

and it looks like, and you just take a brief little

548

00:24:10.125 --> 00:24:12.365

overview, oh, looks like they bring in guests, okay?

549

00:24:12.745 --> 00:24:15.645

And, uh, you know, yes, we wanna listen to a podcast

550

00:24:15.825 --> 00:24:17.165  
before we're on it, perhaps.

551

00:24:17.225 --> 00:24:19.765  
So we know how the show hosts handles their,

552

00:24:19.815 --> 00:24:21.445  
their guests and interviews.

553

00:24:22.025 --> 00:24:25.125  
But it's still, you can, you can go and click to the host

554

00:24:25.225 --> 00:24:26.845  
and send a message saying,

555

00:24:26.925 --> 00:24:28.205  
I see you bringing guests to the show.

556

00:24:28.385 --> 00:24:29.765  
I'd love to be considered as a guest.

557

00:24:29.945 --> 00:24:31.445  
How do you go about picking your guests?

558

00:24:31.465 --> 00:24:34.245  
And do you have a place where I could apply? Right?

559

00:24:34.945 --> 00:24:37.565  
And that could just be copy pasted, copy paste, sent copy.

560

00:24:37.585 --> 00:24:41.525  
You could ask a hundreds of people, uh, a month if you

561

00:24:42.225 --> 00:24:44.725  
put it on your calendar and make it a little action

562

00:24:44.725 --> 00:24:46.405  
item of what to do.

563

00:24:47.995 --> 00:24:51.345  
Thank you. I need this. Okay. Okay.

564

00:24:52.245 --> 00:24:53.825  
Do it. Just do it with

565

00:24:53.865 --> 00:24:55.145  
A podcast or an interview.

566

00:24:55.485 --> 00:24:58.225  
You don't need to be, you don't have PowerPoint,

567

00:24:58.405 --> 00:25:01.705  
you don't have a prepared talk because it's their show

568

00:25:02.125 --> 00:25:04.345  
and they have a host of questions they wanna ask you.

569

00:25:04.925 --> 00:25:08.225  
And or sometimes they ask you for, uh, a few questions

570

00:25:08.255 --> 00:25:10.225  
that you wanna be asked, that's fine.

571

00:25:10.605 --> 00:25:13.385  
But most do not most actually tell you

572

00:25:13.415 --> 00:25:16.025  
what they're gonna ask you or tell you, this is how I do it.

573

00:25:16.275 --> 00:25:19.465  
Right? So yes, sometimes we just have

574

00:25:19.465 --> 00:25:21.225

to stop overthinking and just do the thing.

575

00:25:21.485 --> 00:25:24.105

And maybe you didn't think about going onto to these sites

576

00:25:24.105 --> 00:25:27.865

where they all are listed, like, I don't know.

577

00:25:28.765 --> 00:25:31.345

No, did not. That's a, Yeah, that's a

578

00:25:31.505 --> 00:25:32.505

Fascinating do. And also the big activation

579

00:25:32.505 --> 00:25:34.065

energy for me to think about,

580

00:25:34.065 --> 00:25:36.905

like asking someone to interview me.

581

00:25:37.165 --> 00:25:39.905

You know, like it's so, it just,

582

00:25:40.025 --> 00:25:41.185

I need somebody to tell me that.

583

00:25:41.685 --> 00:25:43.905

Yes. But all the people, well, all the people I know

584

00:25:43.905 --> 00:25:45.185

that are actually looking for guests

585

00:25:45.415 --> 00:25:46.665

want to be reached out to.

586

00:25:46.845 --> 00:25:49.425

Now some of them that are really popular, uh,

587

00:25:49.455 --> 00:25:51.505

have too many people reaching out to them, of course.

588

00:25:51.565 --> 00:25:55.265

So they have set, uh, I mean, anybody

589

00:25:55.285 --> 00:25:59.545

who has a podcast should have a podcast application page,

590

00:26:00.065 --> 00:26:03.985

a guest application page number one that is going to, uh,

591

00:26:04.085 --> 00:26:05.625

get more people on your email list

592

00:26:05.625 --> 00:26:07.145

because they have to sign up there.

593

00:26:07.245 --> 00:26:08.665

And then they'll get on your email list

594

00:26:08.685 --> 00:26:10.225

and they have to apply to be on your show

595

00:26:10.965 --> 00:26:13.525

so it gets more people on your email list.

596

00:26:13.545 --> 00:26:17.805

So that's a number one reason I think to have a podcast, is

597

00:26:17.825 --> 00:26:18.885

to ask guests.

598

00:26:19.275 --> 00:26:22.245

Like, number two is getting exposure

599

00:26:22.585 --> 00:26:24.005



and getting out there more.

600

00:26:24.625 --> 00:26:28.995

Um, that's what I would do. But, okay.

601

00:26:29.295 --> 00:26:31.635

Any other questions while we're on the topic of podcast?

602

00:26:31.955 --> 00:26:33.315

I see your hand, Sasha,

603

00:26:33.315 --> 00:26:34.915

but I wanna stay here for just a second

604

00:26:35.045 --> 00:26:39.665

until anybody has anything else on this. Yes,

605

00:26:39.815 --> 00:26:40.815

Katrina?

606

00:26:40.965 --> 00:26:42.745

Oh, I'm sorry. Oh, real quick,

607

00:26:42.905 --> 00:26:45.085

I just wanted to say, um, I have a podcast

608

00:26:45.545 --> 00:26:47.925

and you can go to Apple Podcast

609

00:26:48.385 --> 00:26:49.925

and they will list it by topic.

610

00:26:50.585 --> 00:26:51.725

Yes. Good Apple podcast.

611

00:26:51.755 --> 00:26:54.325

There's so many different places to go, but most

612  
00:26:54.325 --> 00:26:55.685  
Podcast, but they will list it by topic.

613  
00:26:55.715 --> 00:26:57.125  
Yeah, they'll list it by topic.

614  
00:26:57.385 --> 00:26:58.805  
So you just put your topic in there

615  
00:26:59.145 --> 00:27:02.485  
and it'll bring up all the stuff that the podcast person,

616  
00:27:03.065 --> 00:27:05.605  
uh, creator has said there're about.

617  
00:27:05.945 --> 00:27:07.725  
So it'll do a lot of the research for you.

618  
00:27:07.845 --> 00:27:09.165  
I just wanted to let people know that.

619  
00:27:10.655 --> 00:27:13.075  
Yes. And they're wondering what your name is.

620  
00:27:13.235 --> 00:27:14.835  
'cause it says iPhone 11 Pro

621  
00:27:14.935 --> 00:27:18.515  
Max, if you have a moment.

622  
00:27:19.365 --> 00:27:21.395  
Sorry about that. I just got a new iPhone.

623  
00:27:21.395 --> 00:27:23.435  
This is the Elizabeth Edwards. Okay.

624  
00:27:23.975 --> 00:27:25.595

And I have to be on my phone for right now

625

00:27:25.595 --> 00:27:28.035

because I'm actually going to a speaking event.

626

00:27:28.335 --> 00:27:29.595

So getting ready for that.

627

00:27:29.935 --> 00:27:32.035

You guys, Liz Edwards, she's in the Facebook group.

628

00:27:32.505 --> 00:27:35.635

Okay, thank you for that. Anybody, Ann? Yes.

629

00:27:37.375 --> 00:27:41.955

Um, Katrina introduced me to the Leap community,

630

00:27:43.095 --> 00:27:47.795

and, um, when you join that community, you have a chance

631

00:27:47.895 --> 00:27:52.195

to be on Colleen's Big who runs it. Um,

632

00:27:52.865 --> 00:27:53.865

Yeah, her podcast.

633

00:27:53.895 --> 00:27:56.275

Her podcast. And so

634

00:27:57.575 --> 00:27:59.235

I'm signing up for one of those.

635

00:27:59.655 --> 00:28:03.755

And actually, Katrina, thank you for the tips you said

636

00:28:03.755 --> 00:28:08.275

because I, I wasn't sure about what to put,

637

00:28:09.015 --> 00:28:10.555

but, um, thank you.

638

00:28:10.895 --> 00:28:14.435

And, but there are, uh,

639

00:28:15.345 --> 00:28:18.255

what you're saying about asking,

640

00:28:18.675 --> 00:28:20.695

oh my God, you never know.

641

00:28:20.875 --> 00:28:25.735

That's what I am amazed myself when I'm in a meeting is people

642

00:28:26.275 --> 00:28:27.655

are like, oh yeah, I'm doing a podcast.

643

00:28:27.755 --> 00:28:28.895

You're like, what?

644

00:28:29.435 --> 00:28:33.495

So whenever you ask, yeah, you'll find people, right?

645

00:28:33.495 --> 00:28:35.255

Because there's probably at least three

646

00:28:35.255 --> 00:28:37.095

or four people here that have a podcast.

647

00:28:38.155 --> 00:28:40.135

So, or some kind of web show.

648

00:28:40.135 --> 00:28:42.095

Like one of my clients, Erin, uh,

649

00:28:42.225 --> 00:28:43.895

hosts a masterclass every month.

650

00:28:43.995 --> 00:28:45.015

She doesn't do a podcast,

651

00:28:45.235 --> 00:28:46.455

but she'll bring on a guest

652

00:28:47.035 --> 00:28:49.135

to share expertise on a masterclass

653

00:28:49.165 --> 00:28:51.175

that they run on a zoom like this.

654

00:28:51.595 --> 00:28:53.535

So they do two of 'em together.

655

00:28:53.675 --> 00:28:55.095

And I've done a lot of those,

656

00:28:55.345 --> 00:28:57.255

which is why I recommended it to her.

657

00:28:57.765 --> 00:28:59.055

That could be another way you do it.

658

00:28:59.115 --> 00:29:00.855

You don't have to have a formal podcast.

659

00:29:01.435 --> 00:29:03.295

And I'm not talking to you, Ann, I'm talking to everybody.

660

00:29:03.635 --> 00:29:08.095

But, um, that's, so if you wanna do a webinar once a month

661

00:29:08.435 --> 00:29:12.535

or an info call or a masterclass, like my client Erin,

662  
00:29:13.275 --> 00:29:15.375  
she wasn't interested in doing a webinar

663  
00:29:15.635 --> 00:29:16.775  
by herself every month.

664  
00:29:16.835 --> 00:29:17.855  
So she teamed up,

665  
00:29:18.035 --> 00:29:20.175  
she brings in a different expert every month,

666  
00:29:20.275 --> 00:29:21.455  
and they have a different topic

667  
00:29:21.605 --> 00:29:23.615  
that they can both speak to, right?

668  
00:29:23.755 --> 00:29:25.575  
She talks about menopause and hormones,

669  
00:29:25.635 --> 00:29:26.775  
and then she brings someone in.

670  
00:29:26.795 --> 00:29:28.375  
One time she talked about sex

671  
00:29:28.435 --> 00:29:31.615  
and, uh, women's, you know, uh,

672  
00:29:31.685 --> 00:29:33.175  
desires and all that kind of thing.

673  
00:29:33.495 --> 00:29:35.455  
Somebody else talked about energy and nutrition.

674  
00:29:35.595 --> 00:29:39.415

And so you can partner with people on a dual masterclass.

675

00:29:39.565 --> 00:29:41.885

I've done those many times. And then you both promote,

676

00:29:42.065 --> 00:29:44.925

you both share, and you both have a free call to action.

677

00:29:44.925 --> 00:29:46.885

Ideally, a free call to action is best.

678

00:29:47.505 --> 00:29:48.925

Um, you can both share the list.

679

00:29:48.955 --> 00:29:51.285

Even you can both share the, the signup list.

680

00:29:51.905 --> 00:29:55.125

So the good thing about having a webinar is it's just one

681

00:29:55.125 --> 00:29:59.205

other free thing you can market online.

682

00:29:59.435 --> 00:30:01.965

Some people don't wanna listen to podcast podcasts.

683

00:30:02.095 --> 00:30:04.925

Again, Rhonda, this might be for you too, is like,

684

00:30:04.965 --> 00:30:06.685

I don't wanna go to Apple and Spotify

685

00:30:06.785 --> 00:30:08.125

and I don't wanna listen to podcasts.

686

00:30:08.285 --> 00:30:10.085

I don't really spend a lot of time in the car.

687

00:30:10.285 --> 00:30:13.405

I don't spend a lot of time outside and walking or anything.

688

00:30:13.405 --> 00:30:15.645

So I don't have a lot of space to where I wanna just listen

689

00:30:15.645 --> 00:30:17.805

to a podcast, but I might go

690

00:30:17.805 --> 00:30:19.805

to a webinar if it's something I wanna learn more

691

00:30:19.805 --> 00:30:21.045

about, right?

692

00:30:21.585 --> 00:30:24.245

So I like to listen to speakers and experts in that way.

693

00:30:24.385 --> 00:30:26.165

So I think having the variety

694

00:30:26.905 --> 00:30:29.245

for your audience is a good thing.

695

00:30:29.825 --> 00:30:31.645

Um, and then just remember

696

00:30:31.645 --> 00:30:33.685

to have those signup pages, right?

697

00:30:33.685 --> 00:30:37.085

Because if we do a broadcast all the time to social media,

698

00:30:37.675 --> 00:30:39.605

there's no guarantee that any of them are coming

699

00:30:39.665 --> 00:30:42.005



to our website to get on our email list.

700

00:30:42.585 --> 00:30:45.485

So broadcasts are okay, but we have to get them over.

701

00:30:45.945 --> 00:30:48.365

We have, so that's why a good mix of a little bit

702

00:30:48.365 --> 00:30:50.445

of broadcast, a little bit of webinar come on over

703

00:30:50.445 --> 00:30:51.805

for those who've been watching, right?

704

00:30:52.025 --> 00:30:56.445

And so, uh, a little bit of a mix is really good so

705

00:30:56.445 --> 00:30:59.205

that you can, um, grab the most people

706

00:30:59.205 --> 00:31:00.565

that are paying attention.

707

00:31:00.935 --> 00:31:04.585

Right? Okay. Sasha, what's your question?

708

00:31:05.405 --> 00:31:07.745

Uh, it actually does have to do with podcasts.

709

00:31:08.085 --> 00:31:10.465

Uh, that was a, that's a good step into it.

710

00:31:10.965 --> 00:31:15.185

Uh, so today is the day that I'm focusing on your work.

711

00:31:15.525 --> 00:31:16.545

You know, for this class,

712  
00:31:17.135 --> 00:31:20.025  
I've just chunked up like five hours, you know,

713  
00:31:20.365 --> 00:31:22.305  
to go over the repeats and so on.

714  
00:31:23.085 --> 00:31:27.305  
Um, in terms of my activity right now

715  
00:31:27.365 --> 00:31:28.385  
for lead generation,

716  
00:31:28.385 --> 00:31:30.065  
because I do not have

717  
00:31:31.625 --> 00:31:34.025  
a quote unquote good looking website.

718  
00:31:34.125 --> 00:31:36.065  
And of course you and I have talked about all this,

719  
00:31:37.305 --> 00:31:41.145  
I have not been doing anything other than

720  
00:31:41.325 --> 00:31:44.025  
to my warm leads, meaning my current clients.

721  
00:31:44.805 --> 00:31:49.305  
And right now I'm marketing, um, my,

722  
00:31:49.645 --> 00:31:52.825  
uh, unleash your intuition

723  
00:31:53.685 --> 00:31:55.225  
for entrepreneurs.

724  
00:31:55.645 --> 00:31:57.585

That's going to be the first week in May.

725

00:31:57.645 --> 00:31:59.945

So that's all roads go there.

726

00:32:00.375 --> 00:32:01.385

Okay. Gotcha. So,

727

00:32:01.925 --> 00:32:05.505

So what would you, what would you recommend be my priority

728

00:32:05.555 --> 00:32:07.745

steps once we get off this call?

729

00:32:08.265 --> 00:32:10.225

I would still recommend having a webinar.

730

00:32:10.735 --> 00:32:13.025

What you can do is you can create, in the meantime

731

00:32:13.045 --> 00:32:14.985

of getting a webpage, it's faster.

732

00:32:15.175 --> 00:32:16.865

Just go onto Zoom and create a zoom

733

00:32:16.865 --> 00:32:18.505

registration page, right?

734

00:32:19.025 --> 00:32:22.465

A zoom registration page you can do in five minutes.

735

00:32:23.205 --> 00:32:24.505

Uh, you log into your zoom,

736

00:32:24.605 --> 00:32:26.905

you set up a a meeting time date,

737

00:32:27.045 --> 00:32:29.945

and make sure you put the full de descrip description in

738

00:32:29.945 --> 00:32:31.865

there of what you're gonna cover on the meeting.

739

00:32:32.405 --> 00:32:34.745

And that, make sure you put a little note in there

740

00:32:34.815 --> 00:32:37.465

that says, um, by signing up for this meeting,

741

00:32:37.525 --> 00:32:39.290

you have agreed to get on my email list.

742

00:32:39.475 --> 00:32:40.525

Okay. So that then,

743

00:32:40.545 --> 00:32:43.005

but then you'll have to manually put them into your email

744

00:32:43.005 --> 00:32:44.085

list, which you can do.

745

00:32:44.665 --> 00:32:46.365

Um, but that's the fastest way

746

00:32:46.365 --> 00:32:48.325

to have a quickie page registration,

747

00:32:48.425 --> 00:32:51.485

and it sends autoresponder reminders to come to the call.

748

00:32:51.625 --> 00:32:52.925

So, and the zoom link and everything.

749

00:32:53.225 --> 00:32:55.925

So it's actually like a really easy thing now

750

00:32:55.925 --> 00:32:57.525  
because it's a broken system,

751

00:32:57.745 --> 00:33:00.125  
it doesn't get people onto your email list, ma, uh,

752

00:33:00.355 --> 00:33:01.645  
like automatically.

753

00:33:02.165 --> 00:33:03.445  
I don't recommend it long term,

754

00:33:03.465 --> 00:33:05.005  
but short term works just fine.

755

00:33:05.595 --> 00:33:08.475  
Okay. Huh? Just make sure you say that. Yeah.

756

00:33:08.695 --> 00:33:11.315  
So that's what I would do is I would have a few calls I

757

00:33:11.315 --> 00:33:12.835  
would actually schedule between now

758

00:33:12.835 --> 00:33:16.035  
and your start date, at least two of, at least two calls,

759

00:33:16.185 --> 00:33:17.595  
different topics perhaps.

760

00:33:18.215 --> 00:33:21.915  
One could be a training, uh, one could be a q and a

761

00:33:22.015 --> 00:33:23.435  
or, or a little bit of each.

762

00:33:23.815 --> 00:33:27.035

Um, like if I was doing, if I was marketing this again,

763

00:33:27.515 --> 00:33:30.835

I might actually do one call on this marketing

764

00:33:30.835 --> 00:33:31.875

stuff, Hey, right.

765

00:33:31.975 --> 00:33:34.115

And they're gonna get the gigantic marketing checklist

766

00:33:34.335 --> 00:33:37.035

as a bonus if they come to the call kind of thing.

767

00:33:37.575 --> 00:33:41.035

And then another call could be like, how to up your sales?

768

00:33:41.255 --> 00:33:43.595

And I could talk about pricing

769

00:33:44.215 --> 00:33:46.195

and the sales strategies or something.

770

00:33:46.255 --> 00:33:48.515

So those could be the free calls where I share a little bit

771

00:33:48.515 --> 00:33:51.155

of information and then sell them into the program.

772

00:33:51.645 --> 00:33:52.645

Right? Right.

773

00:33:53.785 --> 00:33:56.735

Okay. So, okay, so, uh, the people

774

00:33:56.735 --> 00:33:58.135

that I would send those email

775

00:33:58.195 --> 00:34:00.455  
or those invitations to, given

776

00:34:00.455 --> 00:34:03.575  
that I still don't have a Facebook page Yeah.

777

00:34:03.665 --> 00:34:07.135  
Would be, would be, I'm, I'm gonna look at the possibility

778

00:34:07.135 --> 00:34:10.015  
of starting a new account on Facebook today. Well, I would

779

00:34:10.015 --> 00:34:11.015  
Have LinkedIn. So

780

00:34:11.015 --> 00:34:13.015  
do you have a LinkedIn or in It

781

00:34:13.015 --> 00:34:14.455  
Is, but like, like I said, you know,

782

00:34:14.455 --> 00:34:16.775  
everything is rising up from the ashes,

783

00:34:17.755 --> 00:34:19.695  
But you just have to private message people, Hey,

784

00:34:20.035 --> 00:34:21.215  
you know, I'm reconnecting,

785

00:34:21.235 --> 00:34:22.255  
but you can't go in

786

00:34:22.255 --> 00:34:24.055  
for the jugular when you reconnect with people.

787

00:34:24.115 --> 00:34:25.135

You can't go, I have this

788

00:34:25.135 --> 00:34:26.415

program starting in May, you wanna buy it.

789

00:34:26.685 --> 00:34:28.575

Like, you can't do that. You can't.

790

00:34:28.635 --> 00:34:30.575

And it might even be hard to go in

791

00:34:30.575 --> 00:34:32.815

and say, Hey, I haven't talked to you in four years,

792

00:34:32.915 --> 00:34:35.055

or we haven't message in four years, or we, you know,

793

00:34:35.635 --> 00:34:37.055

but I have this webinar coming

794

00:34:37.055 --> 00:34:38.135

up, thought you might be interested.

795

00:34:38.715 --> 00:34:40.215

That's still kind of promotional.

796

00:34:40.315 --> 00:34:42.215

So you might wanna hurry up

797

00:34:42.515 --> 00:34:44.415

and put a message out there that says, Hey,

798

00:34:44.515 --> 00:34:46.695

I'm just reconnecting with some of my LinkedIn friends.

799

00:34:47.965 --> 00:34:50.295



It's been a while. Uh, what are you up to?

800

00:34:50.295 --> 00:34:53.975

What are you doing? I'd love to, uh, grab a phone call,

801

00:34:54.135 --> 00:34:55.455

a Zoom call one of these days

802

00:34:55.515 --> 00:34:56.735

to see if we can help each other

803

00:34:57.235 --> 00:34:58.975

and don't put anything else

804

00:34:59.565 --> 00:35:01.455

with any other link and just refrain.

805

00:35:01.735 --> 00:35:04.455

I know it's hard, but you have to do that sooner than later.

806

00:35:04.455 --> 00:35:06.495

Over on LinkedIn, you can message as many people

807

00:35:06.515 --> 00:35:07.655

as you want every day.

808

00:35:07.655 --> 00:35:09.575

Like you're already connected to, you can do.

809

00:35:09.855 --> 00:35:11.895

I have one time I messaged 700 people

810

00:35:11.895 --> 00:35:13.015

in one day on LinkedIn.

811

00:35:13.245 --> 00:35:15.735

Private messaged people that are already connected to.

812

00:35:17.085 --> 00:35:19.545

So I would do that. Okay.

813

00:35:19.705 --> 00:35:22.225

I would focus on LinkedIn, stop worrying about like,

814

00:35:22.225 --> 00:35:24.185

if you can't get in Facebook, you just can't get in.

815

00:35:24.405 --> 00:35:26.905

So unless you have a printed list, this is

816

00:35:26.905 --> 00:35:30.305

what it's always good to do, is print out a list

817

00:35:30.365 --> 00:35:32.465

of all your contacts in your database

818

00:35:33.005 --> 00:35:36.345

and anybody that you know with name, email, phone number,

819

00:35:36.645 --> 00:35:39.965

and even mailing address, print it out, have a printed copy.

820

00:35:40.025 --> 00:35:42.365

At least do that twice a year. You guys, why?

821

00:35:42.395 --> 00:35:44.125

Because the electricity goes out

822

00:35:44.425 --> 00:35:45.925

or you get shut off from Facebook

823

00:35:46.025 --> 00:35:47.565

and you need a contact list.

824

00:35:47.905 --> 00:35:50.045

You need to be able to call, like dial for dollars.

825

00:35:50.185 --> 00:35:51.445

You need to be able to call people

826

00:35:51.865 --> 00:35:53.925

and even send them stuff in the mail, which is part

827

00:35:53.925 --> 00:35:55.925

of the checklist that we were just looking at too,

828

00:35:56.145 --> 00:35:59.245

is you have to do phone calls, you have

829

00:35:59.245 --> 00:36:01.845

to do direct mail these days when you do direct mail,

830

00:36:02.005 --> 00:36:05.285

I promise you nobody else is doing direct mail.

831

00:36:05.585 --> 00:36:08.765

Hardly anybody, unless it's a, I get a few birthday cards.

832

00:36:09.265 --> 00:36:12.725

Um, but the hardly anybody is sending stuff in the mail.

833

00:36:13.025 --> 00:36:15.205

It is where you will stand out if you have

834

00:36:15.205 --> 00:36:16.285

the right mailing addresses.

835

00:36:16.505 --> 00:36:18.805

So I a hundred percent think everybody

836

00:36:18.805 --> 00:36:19.925

should put stuff in the mail.

837

00:36:20.395 --> 00:36:21.395

Okay.

838

00:36:22.785 --> 00:36:26.565

Now, now regarding I've not ever done that with Zoom.

839

00:36:26.825 --> 00:36:28.925

Um, I, I, yeah.

840

00:36:29.185 --> 00:36:32.765

So all I do is go into my settings, set up a meeting.

841

00:36:33.315 --> 00:36:35.125

It's pretty fair. Yeah, but does,

842

00:36:35.345 --> 00:36:37.645

but doesn't it ask for you

843

00:36:37.645 --> 00:36:39.885

to manually put in the email addresses

844

00:36:39.885 --> 00:36:41.605

that you want the autoresponder to?

845

00:36:42.645 --> 00:36:45.545

No, it's, no, you'll have, you'll get a registration link.

846

00:36:45.565 --> 00:36:47.505

So the registration link is the thing that you share.

847

00:36:48.175 --> 00:36:50.385

Okay. Yeah. You say, Hey, I'd like

848

00:36:50.385 --> 00:36:52.785

to come just click over here and register. Yeah.

849

00:36:53.365 --> 00:36:55.625

And, and and therefore, what were you referring

850

00:36:55.625 --> 00:36:58.185

to when you said the autoresponders would go out?

851

00:36:58.185 --> 00:37:00.345

It wouldn't go out from Zoom. It would go out from me. Yes.

852

00:37:00.445 --> 00:37:01.705

It goes out from Zoom. Yeah.

853

00:37:01.705 --> 00:37:05.345

When, when you have a Zoom registration page or meeting

854

00:37:06.045 --> 00:37:08.145

and I go, I haven't you ever logged in

855

00:37:08.165 --> 00:37:09.945

or registered on somebody's Zoom?

856

00:37:10.345 --> 00:37:11.585

I you must? Yes.

857

00:37:11.935 --> 00:37:14.065

Okay, so, So Zoom sends you a reminder

858

00:37:14.135 --> 00:37:16.105

that says your meeting is coming up in two months.

859

00:37:16.125 --> 00:37:18.785

In two weeks or two days or whatever, in 20 minutes.

860

00:37:20.055 --> 00:37:22.145

Okay. So, so the point is, is

861

00:37:22.145 --> 00:37:25.465

that when I send them the link, it is for them to go

862

00:37:25.465 --> 00:37:27.705

and register here, and then they get into the Zoom

863

00:37:28.055 --> 00:37:29.985

autoresponder funnel. Okay. Got it.

864

00:37:30.165 --> 00:37:32.065

But then you have to make sure to keep those names

865

00:37:32.085 --> 00:37:35.105

and emails because you're gonna add them to your database.

866

00:37:35.125 --> 00:37:37.705

So you're gonna still send out email marketing to them.

867

00:37:38.165 --> 00:37:39.625

You can even follow up that way.

868

00:37:39.775 --> 00:37:41.245

It's just, you know,

869

00:37:41.245 --> 00:37:44.405

most people's Zoom registration reminders go into their

870

00:37:44.405 --> 00:37:46.245

regular inbox, whereas a lot of times

871

00:37:46.865 --> 00:37:49.005

our emails fall into their spam box.

872

00:37:49.455 --> 00:37:50.965

Right. So, Yeah.

873

00:37:51.835 --> 00:37:53.405

Okay. Thank you. Yeah,

874

00:37:53.405 --> 00:37:54.405

You bet.

875

00:37:54.945 --> 00:37:57.325

Any other questions on doing your own calls,

876

00:37:57.355 --> 00:38:00.565

hosting your own events, doing your own webinars,

877

00:38:00.695 --> 00:38:03.205

doing your own info calls, any of that kind of stuff.

878

00:38:04.595 --> 00:38:05.605

Such good stuff.

879

00:38:06.365 --> 00:38:09.885

I was wondering, do you um, usually repurpose, um,

880

00:38:10.745 --> 00:38:13.325

all the non-paid kinds of zooms

881

00:38:13.345 --> 00:38:15.965

or informational calls, webinars, those kinds of things?

882

00:38:16.865 --> 00:38:18.885

If they are good, yes, I will.

883

00:38:19.305 --> 00:38:22.365

Um, if they are just went, you know,

884

00:38:22.395 --> 00:38:25.685

like I can tell if I was, I was not on that day

885

00:38:25.945 --> 00:38:29.405

or, um, it wasn't really a cohesive thing

886

00:38:29.625 --> 00:38:32.365

or sometimes maybe 10 minutes of it was really good

887

00:38:32.545 --> 00:38:34.845

and the rest of it was wonder, I'll have my gal

888

00:38:35.355 --> 00:38:36.565

snip out that 10 minutes.

889

00:38:37.145 --> 00:38:40.725

Um, and give that as a freebie or something. Yeah.

890

00:38:40.825 --> 00:38:44.165

So you can, it, it, it's, you want it repurpose as much

891

00:38:44.165 --> 00:38:45.525

as you can always record.

892

00:38:45.865 --> 00:38:48.885

Always record. And you can sometimes snip it out,

893

00:38:48.885 --> 00:38:51.085

little bits of information, you know,

894

00:38:51.435 --> 00:38:54.005

like earlier when I was talking about the list here,

895

00:38:54.285 --> 00:38:56.925

I could just snip out that part and show you the slide

896

00:38:56.945 --> 00:38:58.285

and say some stuff and,

897

00:38:58.585 --> 00:38:59.805

and that could be a little short

898

00:38:59.805 --> 00:39:01.565

marketing video or something. Mm-Hmm.

899

00:39:01.745 --> 00:39:03.885



And do you usually have your VA do that

900

00:39:04.025 --> 00:39:05.285

or do you ever snip Yes.

901

00:39:05.285 --> 00:39:06.925

Oh God no. Okay. I don't even know how to snip.

902

00:39:07.025 --> 00:39:10.045

No, that is not something you want to learn. You just

903

00:39:10.045 --> 00:39:11.645

Tell them the timestamps, they'll

904

00:39:11.645 --> 00:39:13.325

To guess you just say snippet here,

905

00:39:13.435 --> 00:39:14.805

snippet here, snippet here.

906

00:39:15.265 --> 00:39:16.645

If you guys already have expertise

907

00:39:16.645 --> 00:39:17.725

at that, please don't go learn that.

908

00:39:17.725 --> 00:39:18.925

That is not an easy thing to learn.

909

00:39:19.065 --> 00:39:21.165

Now I know how to do it on YouTube.

910

00:39:21.325 --> 00:39:23.085

I can upload it to YouTube and I can snip,

911

00:39:23.345 --> 00:39:26.045

but it literally takes me way too long to do that.

912

00:39:26.205 --> 00:39:27.685

I should not be doing that. Right.

913

00:39:27.685 --> 00:39:29.685

Especially when somebody else that knows how

914

00:39:29.685 --> 00:39:32.165

to do it can take 10 minutes to do it.

915

00:39:32.565 --> 00:39:33.645

Like 10. Okay.

916

00:39:33.645 --> 00:39:37.445

Like you pay them, I dunno, a do a couple dollars, like

917

00:39:37.445 --> 00:39:38.485

that's a fiber thing.

918

00:39:38.585 --> 00:39:42.525

That's a, that's a pay them \$10 to do snip a thing. Okay.

919

00:39:42.945 --> 00:39:44.205

Um, on that note, I do have

920

00:39:44.205 --> 00:39:45.245

a, just a super quick question.

921

00:39:45.545 --> 00:39:47.605

Um, but I asked, uh, in the chat,

922

00:39:47.705 --> 00:39:50.885

but, um, it might have got lost when you are uploading

923

00:39:50.885 --> 00:39:55.005

videos to YouTube to then kind of have on your website,

924

00:39:55.315 --> 00:39:58.005

like you were talking about in the last call, um,

925

00:39:58.545 --> 00:40:02.845

do you have a system where it doesn't show the random video

926

00:40:03.515 --> 00:40:06.525

squares at the end of your video? There

927

00:40:06.525 --> 00:40:09.005

Is a way to do that, and I can't tell you it right now

928

00:40:09.005 --> 00:40:12.125

because I, I had my assistant do that fix.

929

00:40:12.195 --> 00:40:15.685

Okay. And I can't. I am Um hmm.

930

00:40:15.755 --> 00:40:17.605

Does anybody know off the top of their head

931

00:40:17.705 --> 00:40:18.805

and can answer that quickly?

932

00:40:19.785 --> 00:40:21.285

Mm-Hmm. You know what we're talking about, right?

933

00:40:21.505 --> 00:40:23.865

Who? No. Yeah,

934

00:40:23.865 --> 00:40:24.865

You can. Um,

935

00:40:24.865 --> 00:40:26.585

uh, this Elizabeth again, um,

936

00:40:27.605 --> 00:40:31.545

you can actually choose at the end screen the last part

937

00:40:31.545 --> 00:40:34.625  
of the, um, installation for a video.

938

00:40:35.045 --> 00:40:36.665  
The last, one of the last questions,

939

00:40:36.665 --> 00:40:39.785  
they'll ask you if you want an end page or an end.

940

00:40:39.965 --> 00:40:44.185  
Um, and you just choose your own stuff so that

941

00:40:44.185 --> 00:40:47.985  
what comes up is your own, uh, like you refer them

942

00:40:47.985 --> 00:40:50.665  
to another video Okay. Of your own.

943

00:40:51.285 --> 00:40:54.505  
That's awesome. Okay. Or a playlist of your,

944

00:40:54.785 --> 00:40:56.305  
A playlist list of your own.

945

00:40:56.405 --> 00:40:58.225  
That's what I do and that's helped me a lot.

946

00:40:58.915 --> 00:40:59.945  
Isn't there a way though to,

947

00:41:00.145 --> 00:41:01.705  
I thought there was a click in there that you,

948

00:41:01.795 --> 00:41:02.865  
it'll just stay with that video.

949

00:41:03.005 --> 00:41:05.105

Not even go on your own if you just want them

950

00:41:05.105 --> 00:41:06.425

to stay there. I thought there

951

00:41:06.425 --> 00:41:10.345

Was is too because I embed a lot of my videos on a webpage

952

00:41:11.005 --> 00:41:12.705

and then you don't want that. I'll have to look

953

00:41:12.705 --> 00:41:13.705

At that Again. Yeah,

954

00:41:13.705 --> 00:41:17.905

I'd have to ask my va if you ask me LA later,

955

00:41:18.215 --> 00:41:20.705

I'll go find the answer and stick it in the Facebook.

956

00:41:21.215 --> 00:41:22.505

Okay. I'll add it to group.

957

00:41:22.895 --> 00:41:25.785

Yeah, yeah, please, please add that if you guys find that.

958

00:41:26.025 --> 00:41:27.185

'cause I've been looking for it and

959

00:41:27.185 --> 00:41:28.265

I haven't been able to find it.

960

00:41:28.695 --> 00:41:32.135

I'll go, I'll go get the answer. Yeah, for sure. Okay.

961

00:41:32.135 --> 00:41:33.365

Suzanne, you have a question?

962

00:41:34.625 --> 00:41:38.805

Yes. Um, my question was, if you do these

963

00:41:39.625 --> 00:41:42.365

how-to videos or whatever pre-calls,

964

00:41:42.945 --> 00:41:45.405

how far ahead do you promote them?

965

00:41:45.605 --> 00:41:49.005

I mean it seems like people's attention spans are much

966

00:41:49.005 --> 00:41:53.685

shorter, so I'm not sure the really, you know,

967

00:41:53.755 --> 00:41:56.445

save the date three months from now isn't gonna work.

968

00:41:57.165 --> 00:41:59.295

Yeah. If it may be like a week or two even,

969

00:41:59.475 --> 00:42:00.535

or even like tomorrow.

970

00:42:01.835 --> 00:42:04.815

It depends. I think if you have something

971

00:42:04.815 --> 00:42:06.815

that's high paid versus low paid

972

00:42:06.915 --> 00:42:10.175

or free that you want to get them from, from the thing.

973

00:42:10.765 --> 00:42:13.135

Okay. So if I know

974

00:42:13.715 --> 00:42:17.215

or it's in person, for example, um, my January event, right?

975

00:42:17.215 --> 00:42:20.215

Mm-Hmm. I need to start marketing that in the summer

976

00:42:20.565 --> 00:42:24.655

because I have to get people to commit to January travel.

977

00:42:25.125 --> 00:42:28.455

Yeah. Like so starting six months out, six months out

978

00:42:28.455 --> 00:42:33.135

for an in-person thing, uh, three months out for a two

979

00:42:33.135 --> 00:42:34.815

or three day virtual thing.

980

00:42:35.445 --> 00:42:37.295

Okay. I would say this is just a guide

981

00:42:37.915 --> 00:42:41.975

and then if, if you wanna just get them to a one hour

982

00:42:42.155 --> 00:42:44.175

or a 90 minute free thing,

983

00:42:44.435 --> 00:42:47.635

it could be two weeks, probably one week.

984

00:42:48.045 --> 00:42:52.055

Right. Um, is a good general guideline. Yeah.

985

00:42:52.945 --> 00:42:54.355

Yeah. Okay, good.

986

00:42:54.415 --> 00:42:58.235

But if you're trying to get a lot of people to one thing

987

00:42:58.525 --> 00:43:00.835

where you're going to sell them into a much bigger thing,

988

00:43:01.355 --> 00:43:04.155

I would not just rely on one free call to get them there.

989

00:43:04.185 --> 00:43:08.635

Yeah. I would rely on multiple ways. Yeah, of course. Okay.

990

00:43:09.045 --> 00:43:12.345

Thank you. Yeah, that's just, sure. Okay, Ann,

991

00:43:15.885 --> 00:43:16.885

Sorry.

992

00:43:16.895 --> 00:43:21.595

Uh, Sasha, I just used the Zoom registration page

993

00:43:22.335 --> 00:43:25.555

and the cool thing is actually, I thought was that it has

994

00:43:26.305 --> 00:43:30.395

like seven or eight ready to go emails that you just have

995

00:43:30.395 --> 00:43:32.925

to edit and then you just tell 'em

996

00:43:32.925 --> 00:43:34.645

what days you want 'em to send it.

997

00:43:35.385 --> 00:43:38.605

And they, and that includes the follow-up one too.

998

00:43:39.185 --> 00:43:41.365

So I just did a webinar on Thursday

999

00:43:42.265 --> 00:43:45.765



and um, promoted it for a few weeks.

1000

00:43:46.865 --> 00:43:51.285

And then, um, I have a new program

1001

00:43:51.845 --> 00:43:56.245

starting on next week, which I gotta get stuff done for.

1002

00:43:56.345 --> 00:43:58.765

But anyways, um, the Zoom,

1003

00:43:59.945 --> 00:44:02.085

uh, was really helpful.

1004

00:44:02.705 --> 00:44:07.565

And also you can, um, not only,

1005

00:44:07.705 --> 00:44:11.965

you can also invite people too through the Zoom thing.

1006

00:44:11.985 --> 00:44:15.725

So if you had people that you specifically knew were

1007

00:44:16.515 --> 00:44:19.725

potentially interested, you can manually add them.

1008

00:44:19.785 --> 00:44:22.285

But you can upload a and you can upload a list too.

1009

00:44:22.505 --> 00:44:26.925

So, um, anyways, I just wanted to tell you that.

1010

00:44:27.575 --> 00:44:30.965

Thank You. Um, uh, since I don't have access

1011

00:44:31.105 --> 00:44:33.565

to the Facebook group, um, you know,

1012

00:44:33.645 --> 00:44:36.005

I would really love it if people could maybe put their

1013

00:44:36.005 --> 00:44:37.445

contact information in here.

1014

00:44:37.685 --> 00:44:39.805

'cause otherwise I dunno how to, how

1015

00:44:39.805 --> 00:44:41.965

to communicate other than people who I already know.

1016

00:44:42.425 --> 00:44:45.125

So Ann, would you mind? Sure. No,

1017

00:44:45.675 --> 00:44:48.165

I'll, I'll be happy to, I'll throw that in the chat

1018

00:44:49.225 --> 00:44:53.525

and then, um, you can, if, if you have a couple questions,

1019

00:44:54.385 --> 00:44:56.805

I'd be happy to spend, you know, 15 minutes

1020

00:44:56.835 --> 00:44:58.365

with you just going over stuff.

1021

00:44:58.745 --> 00:45:01.325

I'd be happy to do a little zoom call with you

1022

00:45:01.465 --> 00:45:03.725

and I could show I, I'd be happy to show you.

1023

00:45:04.415 --> 00:45:07.165

Thank you. And I'd be happy to give you a psychic reading

1024

00:45:07.225 --> 00:45:08.245

or anything you wanted.

1025

00:45:09.905 --> 00:45:14.325

Um, so my question, uh, actually Katrina was, uh,

1026

00:45:14.545 --> 00:45:17.885

I'm gonna go forward on your suggestion, uh, with, um,

1027

00:45:18.845 --> 00:45:19.845

a pounding heart.

1028

00:45:20.205 --> 00:45:22.685

'cause I've never done it before, but I will do it.

1029

00:45:23.265 --> 00:45:26.045

So, uh, what's your recommendation of

1030

00:45:26.105 --> 00:45:30.805

how much time in advance to set a date for such a webinar

1031

00:45:31.105 --> 00:45:35.085

or pre call prior to Showtime for my course?

1032

00:45:35.745 --> 00:45:37.685

Um, well, we just talked about that, remember?

1033

00:45:37.785 --> 00:45:39.125

So how much is your course,

1034

00:45:40.995 --> 00:45:41.995

The cost of it? Mm-Hmm.

1035

00:45:41.995 --> 00:45:44.465

Uh,

1036

00:45:44.885 --> 00:45:47.065

so this is a different conversation.

1037

00:45:47.465 --> 00:45:48.625

Um, I'm gonna have the

1038

00:45:48.625 --> 00:45:49.945

Cost of your course come on.

1039

00:45:51.135 --> 00:45:55.185

Well the, what I wanna do is invite, okay.

1040

00:45:55.365 --> 00:45:57.905

The cost of the course is \$2,500

1041

00:45:58.325 --> 00:45:59.705

Retail rate. Good. Okay.

1042

00:46:00.325 --> 00:46:01.865

And I would special Offer

1043

00:46:03.235 --> 00:46:04.895

To people, Is that what you're saying?

1044

00:46:05.715 --> 00:46:09.175

Uh, no. Oh, should I continue talking? Yep. Okay.

1045

00:46:09.755 --> 00:46:14.335

Uh, what I wanted to do was to invite people to discuss

1046

00:46:15.025 --> 00:46:17.775

their experience with intuition with me

1047

00:46:18.075 --> 00:46:20.855

to see if the course is a good fit for them on a

1048

00:46:20.855 --> 00:46:21.855

One-on-one call. Yes. Got

1049

00:46:21.855 --> 00:46:24.625

it. So the webinar leads people

1050

00:46:24.645 --> 00:46:25.785

to a one-on-one call.

1051

00:46:25.845 --> 00:46:28.745

You don't have to sell on the webinar. Okay. Right.

1052

00:46:29.045 --> 00:46:31.265

You can talk a little bit about the course if you want to.

1053

00:46:31.325 --> 00:46:33.905

You can say, Hey, I have this course coming up, if any

1054

00:46:33.905 --> 00:46:35.345

of you might be interested in that

1055

00:46:35.485 --> 00:46:37.425

or interested in how to work with me, one-on-one,

1056

00:46:37.575 --> 00:46:39.105

then here's my scheduler.

1057

00:46:39.325 --> 00:46:41.665

Get on my calendar in the, I've opened up a lot

1058

00:46:41.665 --> 00:46:43.105

of spots in the next three days.

1059

00:46:43.645 --> 00:46:46.345

And so you just need to all pile in on the calendar

1060

00:46:46.605 --> 00:46:47.985

and we will have a conversation

1061

00:46:49.135 --> 00:46:51.325

About what, how would you word the about what

1062

00:46:52.265 --> 00:46:54.625

I just said it, that's exactly how I would say it.

1063

00:46:54.885 --> 00:46:56.065

Period. End of story.

1064

00:46:57.295 --> 00:46:58.825

Okay, good. Thanks. Yeah.

1065

00:46:59.245 --> 00:47:01.505

You, you don't have to explain the course

1066

00:47:01.505 --> 00:47:05.385

because if you overexplain something that you wanna get them

1067

00:47:05.445 --> 00:47:07.585

to buy on a one-on-one call with you,

1068

00:47:07.655 --> 00:47:09.185

they can already make a decision.

1069

00:47:09.245 --> 00:47:12.185

No, I'm not interested before they even have a conversation.

1070

00:47:12.455 --> 00:47:14.025

Does that make sense? So if we exactly

1071

00:47:14.685 --> 00:47:17.145

Too much about the course, too much about stuff

1072

00:47:17.725 --> 00:47:19.145

in the general population.

1073

00:47:19.165 --> 00:47:22.745

If you're really not that good yet with selling from stage,

1074

00:47:22.755 --> 00:47:25.345

which I'm still not that great at selling from stage

1075

00:47:25.345 --> 00:47:27.945

and I've spent a hundred thousand dollars

1076

00:47:28.175 --> 00:47:29.225

with speaker trainers.

1077

00:47:29.355 --> 00:47:33.885

Okay. So I still wanna drive people to a phone call with me

1078

00:47:33.885 --> 00:47:36.005

because everybody is so different

1079

00:47:36.465 --> 00:47:38.565

and I just wanna spend it with one-on-one with them.

1080

00:47:38.565 --> 00:47:39.645

That's just easier for me.

1081

00:47:40.185 --> 00:47:44.765

Um, so, so you say just I have a course coming up.

1082

00:47:44.785 --> 00:47:46.205

It could be for some of you, others

1083

00:47:46.205 --> 00:47:49.405

of you might want someone one, if you want any support on

1084

00:47:49.425 --> 00:47:52.245

how to get x, y, Z transformation,

1085

00:47:53.245 --> 00:47:54.525

I encourage you to schedule a call.

1086

00:47:54.525 --> 00:47:57.165

Here's my link to my calendar. Right. Great.

1087

00:47:57.345 --> 00:47:59.165

And you, you drop the link to your calendar,

1088

00:47:59.225 --> 00:48:01.285

you don't drop the link to your sales page.

1089

00:48:01.515 --> 00:48:03.445

Yeah. You don't drop the link to anything else

1090

00:48:03.545 --> 00:48:05.125

but your calendar then.

1091

00:48:05.665 --> 00:48:07.525

And it's a little bit more elusive

1092

00:48:07.555 --> 00:48:08.845

then, and it's like, oh, what?

1093

00:48:09.005 --> 00:48:11.285

I wonder what it is. Oh, well when we come, you know,

1094

00:48:11.305 --> 00:48:12.525

the dates are kind of flexible,

1095

00:48:12.545 --> 00:48:13.725

so you just have to come to a call.

1096

00:48:14.615 --> 00:48:17.085

Right. That and that's why I didn't, that's why,

1097

00:48:17.315 --> 00:48:19.885

Well, it depends on if you take the payment plan

1098

00:48:19.885 --> 00:48:21.285

or do this thing or you do something else.

1099

00:48:21.285 --> 00:48:23.485



With me, I have a variety of options.

1100

00:48:24.305 --> 00:48:25.805

Do you see how I answer the question

1101

00:48:25.805 --> 00:48:26.965

without answering the question?

1102

00:48:27.795 --> 00:48:28.965

Sure. I don't mean

1103

00:48:28.965 --> 00:48:31.525

to be misleading at all, but it's not my point.

1104

00:48:31.635 --> 00:48:34.285

This is, this is the sales conversation stuff here again.

1105

00:48:34.535 --> 00:48:37.445

Right, right. But when people say, well, how much is it?

1106

00:48:37.465 --> 00:48:38.605

And I'm like, well, it depends.

1107

00:48:38.625 --> 00:48:40.085

It depends if you buy it by itself

1108

00:48:40.105 --> 00:48:42.125

or if you engage in some other things.

1109

00:48:42.275 --> 00:48:43.605

Most people need other things.

1110

00:48:43.605 --> 00:48:44.965

Sometimes when they buy those things,

1111

00:48:44.995 --> 00:48:46.005

they get this for free.

1112

00:48:46.445 --> 00:48:47.925

I mean, let's just have a conversation.

1113

00:48:48.025 --> 00:48:50.845

Why wouldn't Yeah, let's just do that. Right, right.

1114

00:48:50.905 --> 00:48:53.645

So you can talk around it sometimes without

1115

00:48:53.645 --> 00:48:54.765

getting caught up in it.

1116

00:48:55.955 --> 00:48:57.095

And I'm not just talking to you.

1117

00:48:57.135 --> 00:48:59.535

I think other people needed to hear that. Mm-Hmm.

1118

00:48:59.695 --> 00:49:01.805

Right. That's why, that's why um,

1119

00:49:02.005 --> 00:49:04.365

I went south when you asked me what the cost was

1120

00:49:04.365 --> 00:49:06.885

because I do not wanna talk about the course in depth.

1121

00:49:07.125 --> 00:49:08.445

I just wanna have a conversation

1122

00:49:08.445 --> 00:49:09.725

With, have a retail price.

1123

00:49:09.905 --> 00:49:12.525

So as long as you're clear on the retail price is 2,500,

1124

00:49:12.675 --> 00:49:14.965

most people, you know, that's totally worth it.

1125

00:49:15.305 --> 00:49:17.325

Um, but sometimes I offer some incentives

1126

00:49:17.545 --> 00:49:20.245

and different deals depending on what else you need.

1127

00:49:20.505 --> 00:49:22.245

So let's have a conversation.

1128

00:49:23.235 --> 00:49:24.975

Got it. Okay, good. Thank you. But

1129

00:49:25.055 --> 00:49:27.575

I needed to know because I'm trying to coach you

1130

00:49:27.635 --> 00:49:28.975

so I have to know how much it is.

1131

00:49:29.755 --> 00:49:33.095

So, so, so I would not try to sell something

1132

00:49:33.095 --> 00:49:34.815

for \$2,500 on a webinar.

1133

00:49:35.135 --> 00:49:36.295

I know lots of friends who do that

1134

00:49:36.315 --> 00:49:37.735

and they do really well at it,

1135

00:49:38.155 --> 00:49:40.975

but I would rather do it in a call. So, yeah. Yes.

1136

00:49:41.595 --> 00:49:42.985

Great. Okay. Well,

1137

00:49:43.085 --> 00:49:46.065

the ship has lo is sailed outta the court. You're gonna do

1138

00:49:46.065 --> 00:49:47.065

It, you're gonna do fine.

1139

00:49:47.565 --> 00:49:49.265

So you Just wanna get a bunch of people.

1140

00:49:49.445 --> 00:49:52.625

The webinar is so people can experience you. Okay.

1141

00:49:53.095 --> 00:49:55.345

It's so they can experience you. Right.

1142

00:49:55.735 --> 00:49:57.705

It's just like, if this wasn't a paid call

1143

00:49:57.705 --> 00:50:01.025

and it was a webinar, you would be experiencing me throwing

1144

00:50:01.025 --> 00:50:02.065

my hands all over the place.

1145

00:50:02.205 --> 00:50:04.585

You would be experiencing me doing some laser coaching calls

1146

00:50:04.585 --> 00:50:07.585

with people you would be experiencing hopefully good stuff

1147

00:50:07.585 --> 00:50:09.265

coming outta my mouth and go, Hmm,

1148

00:50:09.425 --> 00:50:10.665

I wonder if I should buy from her.

1149

00:50:10.665 --> 00:50:12.465

Right. Like, I think, you know what I mean?

1150

00:50:12.465 --> 00:50:14.345

You have to make people want what you've got,

1151

00:50:14.645 --> 00:50:16.345

so you gotta wow 'em.

1152

00:50:16.515 --> 00:50:18.585

Don't try to oversell them.

1153

00:50:19.295 --> 00:50:23.625

It's, you know, just invite them to the next step. Okay.

1154

00:50:24.475 --> 00:50:25.475

Marlene.

1155

00:50:26.445 --> 00:50:29.555

Okay. Um, great stuff so far, so thank you.

1156

00:50:29.875 --> 00:50:32.955

I wanted to go back to Zoom a bit. Yep.

1157

00:50:33.175 --> 00:50:35.475

Um, would you recommend a,

1158

00:50:35.675 --> 00:50:37.795

a different platform for webinars?

1159

00:50:37.795 --> 00:50:41.915

Like for instance No. I like how, okay, so Zoom, I mean,

1160

00:50:42.055 --> 00:50:45.155

And then why, why would you need anything else you can do?

1161

00:50:45.295 --> 00:50:47.155

Uh, by the way, you can do a webinar

1162  
00:50:47.535 --> 00:50:49.195  
versus a meeting on Zoom.

1163  
00:50:49.675 --> 00:50:51.915  
I don't like it because I can't see anybody

1164  
00:50:52.475 --> 00:50:54.795  
webinars then you can't see the audience

1165  
00:50:55.415 --> 00:50:58.275  
and so I don't recommend doing the, and it costs more.

1166  
00:50:58.415 --> 00:51:00.315  
Why would I wanna pay more when I can have you all here

1167  
00:51:00.375 --> 00:51:01.915  
and have you on mute if you have a question.

1168  
00:51:02.195 --> 00:51:03.955  
I don't, I personally don't want that.

1169  
00:51:04.895 --> 00:51:06.115  
No, that's perfect. That's perfect.

1170  
00:51:06.215 --> 00:51:09.275  
You mentioned that because I do see sometimes when I'm on

1171  
00:51:09.305 --> 00:51:11.955  
Zoom, I like if I'm logged onto someone's meeting

1172  
00:51:12.055 --> 00:51:14.435  
or something, um, we can't see the faces

1173  
00:51:14.735 --> 00:51:16.955  
of the other, uh, participants.

1174  
00:51:16.975 --> 00:51:18.595

So I'm like, okay, well what kind of Zoom is this?

1175

00:51:18.615 --> 00:51:21.235

Or sometimes it's only the q and a or the chat box,

1176

00:51:21.415 --> 00:51:23.875

but I didn't realize that was a setting, that's

1177

00:51:23.875 --> 00:51:24.875

The webinar setting.

1178

00:51:25.055 --> 00:51:27.835

Yes. I personally, okay, I get some people who speak

1179

00:51:27.835 --> 00:51:28.995

to cell use it

1180

00:51:28.995 --> 00:51:31.235

because they don't want distractions all over the

1181

00:51:31.235 --> 00:51:32.475

place for their, oh,

1182

00:51:32.625 --> 00:51:36.515

They're really, Excuse me, those are the people

1183

00:51:36.515 --> 00:51:39.035

that are really doing it to speak to cell,

1184

00:51:39.035 --> 00:51:40.315

usually. Usually.

1185

00:51:40.505 --> 00:51:42.595

Okay. Mm-Hmm. And I, and I like that.

1186

00:51:42.715 --> 00:51:44.795

I like the regular Zoom where you can see the faces

1187

00:51:45.015 --> 00:51:47.035

and people can choose to have their camera on

1188

00:51:47.035 --> 00:51:48.195

or off, but I prefer that.

1189

00:51:48.255 --> 00:51:51.475

And then the zoom that I have now is free, so I take it,

1190

00:51:51.475 --> 00:51:53.155

I have to upgrade to, you're gonna need

1191

00:51:53.155 --> 00:51:54.155

Upgrade. Everybody

1192

00:51:54.155 --> 00:51:54.835

should have a paid

1193

00:51:54.835 --> 00:51:56.035

Zoom account when they have a business.

1194

00:51:56.105 --> 00:51:58.195

Yeah, okay. You should be running calls, events,

1195

00:51:58.215 --> 00:52:01.715

and any of your coaching, anything, it's \$15 a month.

1196

00:52:01.825 --> 00:52:03.155

It's, you know, so,

1197

00:52:04.195 --> 00:52:05.195

Okay. Yeah. And

1198

00:52:05.195 --> 00:52:07.965

one of the things I wanted to do was, um,

1199

00:52:08.905 --> 00:52:13.285



I'm planning on having a, a, a, like a virtual event in, uh,

1200

00:52:13.545 --> 00:52:15.245  
may as a follow the end of May

1201

00:52:15.245 --> 00:52:16.765  
as a follow up to my live event.

1202

00:52:16.765 --> 00:52:19.365  
I had a vision event in January. Yeah.

1203

00:52:19.465 --> 00:52:22.325  
So I wanna open this up to everyone or whoever, um,

1204

00:52:22.345 --> 00:52:23.365  
but it's gonna be virtual.

1205

00:52:23.785 --> 00:52:26.845  
And at the end of it, I said, let me take your advice

1206

00:52:26.865 --> 00:52:29.365  
and do, and this one won't be geared towards fertility,

1207

00:52:29.455 --> 00:52:31.125  
it'll be geared just towards women.

1208

00:52:31.315 --> 00:52:33.485  
It's my women empowerment, um, brand.

1209

00:52:34.065 --> 00:52:36.925  
So in this particular case, I wanted

1210

00:52:36.925 --> 00:52:40.045  
to drop the calendar link at the, at the end

1211

00:52:40.625 --> 00:52:44.325  
and then maybe say, okay, you know, for the first X amount

1212

00:52:44.325 --> 00:52:47.845

of people who book a call, I can, you know, reduce the fee,

1213

00:52:48.185 --> 00:52:49.285

the consultation fee

1214

00:52:49.305 --> 00:52:52.285

or call fee, you know, from whatever to whatever.

1215

00:52:52.345 --> 00:52:55.005

Do you suggest I do that or should those calls be

1216

00:52:56.515 --> 00:52:57.515

Free? So, um,

1217

00:52:57.515 --> 00:53:00.795

I have no problem if you would rather do a paid

1218

00:53:00.835 --> 00:53:02.915

consultation rather than a free call.

1219

00:53:03.215 --> 00:53:05.635

You guys, like you can choose. Right.

1220

00:53:05.975 --> 00:53:09.235

Um, I, I think if you're gonna do a paid call,

1221

00:53:09.345 --> 00:53:11.955

then there needs to be a deliverable or a transformation

1222

00:53:11.975 --> 00:53:15.355

or something that you're actually gonna do on that call.

1223

00:53:16.055 --> 00:53:18.155

Um, and you just have to be clear, right?

1224

00:53:18.295 --> 00:53:20.395

So if you're signing up for a call with me,

1225

00:53:20.505 --> 00:53:21.715

this is a paid call

1226

00:53:21.815 --> 00:53:23.515

and this is what we're gonna do on this call

1227

00:53:23.515 --> 00:53:25.090

and this is what you're gonna walk away with with,

1228

00:53:25.425 --> 00:53:27.725

and it's totally, you know, if you're not interested in

1229

00:53:27.725 --> 00:53:29.685

that, of course we can talk, if you'd like

1230

00:53:29.685 --> 00:53:30.805

to have a different kind of call

1231

00:53:30.805 --> 00:53:32.565

where we're gonna talk about options.

1232

00:53:33.065 --> 00:53:35.725

So like recently I had somebody who was emailing me

1233

00:53:36.185 --> 00:53:38.765

and saw one of my emails that invited people to a call.

1234

00:53:38.785 --> 00:53:40.765

And so she signed up and I said, oh, okay, great.

1235

00:53:40.885 --> 00:53:42.885

'cause I've talked to her before a few times

1236

00:53:43.625 --> 00:53:45.045

and I've seen her on webinars,

1237

00:53:45.105 --> 00:53:47.845

but she is never willing to buy, right?

1238

00:53:47.985 --> 00:53:51.365

And so she signed up for another call on a strategy session

1239

00:53:51.905 --> 00:53:54.765

and I said, great, are you ready to talk about

1240

00:53:55.075 --> 00:53:58.125

what coaching option might be best for you at this point?

1241

00:53:58.225 --> 00:54:00.405

And she's like, oh no, I just saw your invitation.

1242

00:54:00.545 --> 00:54:03.405

I'm like, well, this isn't a coaching call.

1243

00:54:03.515 --> 00:54:06.965

This is a where we talk about how I can help you call.

1244

00:54:07.385 --> 00:54:09.365

Is that what you are interested in at this point?

1245

00:54:09.565 --> 00:54:11.925

I was very blunt and to the point

1246

00:54:12.315 --> 00:54:14.965

because I'm not gonna do another call with somebody.

1247

00:54:14.965 --> 00:54:18.045

I've already done it with a couple times who isn't willing

1248

00:54:18.045 --> 00:54:19.565

to buy and then just wants free stuff.

1249

00:54:19.705 --> 00:54:23.285

Do you see what I'm saying? So be, be very clear.

1250

00:54:23.545 --> 00:54:25.885

And then on your calendar, be clear too,

1251

00:54:25.915 --> 00:54:28.765

like the strategy session, clarity, coughing on my calendar.

1252

00:54:28.865 --> 00:54:30.925

So this is for people who are not clients yet

1253

00:54:31.145 --> 00:54:32.645

who are da da da da da

1254

00:54:32.825 --> 00:54:36.165

who are interested in finding out if they might be able

1255

00:54:36.165 --> 00:54:37.645

to work with me and how I can help them.

1256

00:54:38.385 --> 00:54:41.525

The coaching slot says, this is

1257

00:54:41.525 --> 00:54:44.325

for my paid coaching clients only who have paid

1258

00:54:44.325 --> 00:54:45.445

for da, da da da da.

1259

00:54:45.745 --> 00:54:47.565

And then the um, there's a get

1260

00:54:47.565 --> 00:54:50.285

to know you like joint venture collaboration call option.

1261

00:54:50.285 --> 00:54:52.405

This is for those of you who wanna do a follow-up call from

1262  
00:54:52.405 --> 00:54:54.005  
an event or something who might wanna see

1263  
00:54:54.005 --> 00:54:55.125  
if or how we can help each other.

1264  
00:54:55.665 --> 00:54:58.925  
So it is very, very important in your funnel,

1265  
00:54:59.065 --> 00:55:01.085  
in your opt-in process, in your sales process

1266  
00:55:01.265 --> 00:55:04.485  
to have clear descriptions in even your

1267  
00:55:04.845 --> 00:55:06.405  
calendar signup page.

1268  
00:55:06.825 --> 00:55:10.405  
Please do that. Okay? If you want, I can drop my two.

1269  
00:55:10.485 --> 00:55:13.325  
I have two calendars, I'll drop them just so you can see

1270  
00:55:13.325 --> 00:55:14.445  
how I write them.

1271  
00:55:15.465 --> 00:55:18.905  
Um, I don't know if that helps you, Marlene, but

1272  
00:55:18.905 --> 00:55:22.625  
Yes, it really does because I wanna get out of doing a lot

1273  
00:55:22.625 --> 00:55:24.665  
of work for free because I'll start talking to people

1274  
00:55:24.725 --> 00:55:27.185

and in essence, I literally give away a quote unquote

1275

00:55:27.185 --> 00:55:28.465

free coaching type session.

1276

00:55:28.745 --> 00:55:30.825

'cause I also don't know how to cut them off

1277

00:55:31.445 --> 00:55:33.265

and like say, okay, you need to go

1278

00:55:33.285 --> 00:55:34.465

to the next, you know what I mean?

1279

00:55:34.565 --> 00:55:36.705

And get me going. So I'm like, you know what? No.

1280

00:55:36.975 --> 00:55:40.505

However, mm-hmm. Now that is your problem, not theirs.

1281

00:55:40.655 --> 00:55:42.385

Okay, so this, right, right?

1282

00:55:42.885 --> 00:55:44.585

Yes, yes. I understand. I get it.

1283

00:55:45.295 --> 00:55:46.945

This I, no, it's me too

1284

00:55:46.945 --> 00:55:48.625

because I, I know like I wanna help them,

1285

00:55:48.625 --> 00:55:51.465

like they ask questions and I'm just, and then I realized,

1286

00:55:51.645 --> 00:55:53.665

and look back, it's been an hour and a half, two hours

1287

00:55:54.365 --> 00:55:56.145

and I'm giving away all this pretty good stuff

1288

00:55:56.325 --> 00:55:58.905

and I have to change my mindset around the money.

1289

00:55:59.065 --> 00:56:00.665

I, I have to get paid. You know? So maybe

1290

00:56:00.685 --> 00:56:03.505

You need a script or an agenda for that call instead.

1291

00:56:03.645 --> 00:56:06.385

So when I started doing calls like that a little bit more,

1292

00:56:07.065 --> 00:56:09.025

I made a script, I had an agenda

1293

00:56:09.245 --> 00:56:10.665

and I said the same thing

1294

00:56:10.665 --> 00:56:12.865

to everybody when I started the call, Hey,

1295

00:56:13.025 --> 00:56:14.305

we're here for about an hour.

1296

00:56:14.585 --> 00:56:15.825

I think I was doing it for an hour.

1297

00:56:15.825 --> 00:56:17.465

Then we're here for about an hour.

1298

00:56:17.765 --> 00:56:18.945

We are here to find out if

1299

00:56:18.945 --> 00:56:20.505



or how I can help you as far

1300

00:56:20.505 --> 00:56:22.265  
as coaching goes to your business.

1301

00:56:23.205 --> 00:56:26.605  
And um, so I might have to ask you a few questions

1302

00:56:26.625 --> 00:56:28.765  
or cut you off and you're trying to share something.

1303

00:56:28.765 --> 00:56:30.965  
So I just wanted to let you know, I wanna make sure

1304

00:56:30.965 --> 00:56:33.885  
that I get as much information from you to make, um,

1305

00:56:34.025 --> 00:56:36.845  
and then you get as much information of you from me, like,

1306

00:56:37.145 --> 00:56:40.645  
or I handle all your concerns and yada yada on that call.

1307

00:56:40.985 --> 00:56:43.405  
And so I would say it up ahead

1308

00:56:43.425 --> 00:56:45.605  
and say, especially if you're doing like a 30 minute,

1309

00:56:45.805 --> 00:56:48.005  
'cause a 30 minute is a very short sales conversation,

1310

00:56:48.575 --> 00:56:49.575  
Right? You're

1311

00:56:49.575 --> 00:56:51.365  
trying to sell something over \$5,000.

1312

00:56:52.025 --> 00:56:55.285

So to build rapport and find out their needs

1313

00:56:55.465 --> 00:56:56.805

and go deep with them perhaps,

1314

00:56:57.145 --> 00:57:00.605

and then make an offer with something and

1315

00:57:00.625 --> 00:57:02.245

or switch offers if you have to.

1316

00:57:02.545 --> 00:57:05.965

So just sharing that, that you still may want free calls,

1317

00:57:06.105 --> 00:57:08.285

you just may want to clarify them better

1318

00:57:08.595 --> 00:57:11.285

because you might find more people will come

1319

00:57:11.285 --> 00:57:13.405

to a free call than they will to a paid consult.

1320

00:57:13.905 --> 00:57:15.525

And so if you need a lot more clients,

1321

00:57:16.165 --> 00:57:19.725

I would not not do the free call, I would just Okay.

1322

00:57:19.785 --> 00:57:22.925

Be more organized with how I run that call.

1323

00:57:23.885 --> 00:57:25.015

Okay. And then make sure

1324

00:57:25.015 --> 00:57:26.215

you're back to back appointments.

1325

00:57:26.275 --> 00:57:27.815

So, hey, I only have another,

1326

00:57:28.195 --> 00:57:30.335

and make sure, you know, like 10 minutes

1327

00:57:30.395 --> 00:57:32.535

before you have to get off the phone, you say, Hey,

1328

00:57:32.575 --> 00:57:33.775

I only have about 10 minutes left.

1329

00:57:33.875 --> 00:57:37.495

Let me just, um, is there any interest in going forward

1330

00:57:37.835 --> 00:57:39.415

and working with me in some way?

1331

00:57:39.715 --> 00:57:41.695

If there is, let me share, uh,

1332

00:57:41.895 --> 00:57:44.575

a couple options that I might have for you. Right?

1333

00:57:45.165 --> 00:57:46.215

Okay. No, that, that's perfect.

1334

00:57:46.315 --> 00:57:48.655

You had mentioned that to me too, that I, I'd have

1335

00:57:48.655 --> 00:57:51.335

to be able to cut off my, my calls and stick to it.

1336

00:57:51.395 --> 00:57:54.655

So the script and the having the layout really helps.

1337  
00:57:54.845 --> 00:57:56.215  
Okay. Oh yes. I appreciate

1338  
00:57:56.215 --> 00:57:57.215  
That. Yes, you have to

1339  
00:57:57.215 --> 00:57:58.855  
have a script. I had script for years.

1340  
00:57:59.295 --> 00:58:01.015  
I probably should go back to a script,

1341  
00:58:01.315 --> 00:58:03.375  
but I usually back to back calls now.

1342  
00:58:03.435 --> 00:58:06.535  
So now I'm always alerting, uh, alerted of the time.

1343  
00:58:06.995 --> 00:58:09.015  
So when you don't have a lot of back to back calls,

1344  
00:58:09.195 --> 00:58:10.695  
it gets a little loosey goosey, right?

1345  
00:58:10.695 --> 00:58:15.095  
And you're like, oh, another 15 minutes at end. That right?

1346  
00:58:15.095 --> 00:58:17.615  
Yeah, I know I've given away tons

1347  
00:58:17.755 --> 00:58:20.055  
and tons on free calls. I think I, so

1348  
00:58:20.055 --> 00:58:21.695  
Maybe what I do is do the webinar

1349  
00:58:21.915 --> 00:58:23.815

and just make the calls free.

1350

00:58:24.355 --> 00:58:27.055

Get, get my appointments booked and go from the, you know,

1351

00:58:27.055 --> 00:58:29.215

and kind of do kind of do, maybe I say for people

1352

00:58:29.215 --> 00:58:32.575

who have attended, um, you know, a free 20 minute call,

1353

00:58:32.875 --> 00:58:35.455

you know, with me and go from there, you know,

1354

00:58:35.475 --> 00:58:37.415

versus charging because the virtual

1355

00:58:37.505 --> 00:58:38.695

event would be free as well.

1356

00:58:39.395 --> 00:58:40.855

Yes. And if you do a webinar

1357

00:58:41.075 --> 00:58:42.295

and then you invite them to a call,

1358

00:58:42.315 --> 00:58:43.815

it doesn't have to be such a long call.

1359

00:58:44.055 --> 00:58:45.095

'cause you probably, right,

1360

00:58:45.095 --> 00:58:46.855

they've already just experienced you

1361

00:58:46.885 --> 00:58:48.175

like for an hour, right?

1362

00:58:48.955 --> 00:58:52.415

And so you could probably do a smaller, a shorter call 20,

1363

00:58:52.415 --> 00:58:54.655

30 minutes max, 15 even maybe

1364

00:58:55.115 --> 00:58:56.855

and say, okay, so you were on the webinar,

1365

00:58:57.165 --> 00:58:58.335

what were your big ahas?

1366

00:58:58.365 --> 00:58:59.735

What do you think the gaps were?

1367

00:58:59.765 --> 00:59:01.015

What do you really wanna work on?

1368

00:59:01.195 --> 00:59:03.375

And um, you know, how,

1369

00:59:03.595 --> 00:59:05.215

how are you interested in working with me?

1370

00:59:05.355 --> 00:59:07.535

Or do you wanna learn some different, do you want me

1371

00:59:07.535 --> 00:59:09.895

to share a couple options that might be good for you?

1372

00:59:10.365 --> 00:59:13.535

Okay, perfect. So, and then, so I like the this

1373

00:59:13.535 --> 00:59:16.095

or that close, which we're gonna go into the closing

1374

00:59:16.105 --> 00:59:17.135

stuff in here in a minute.

1375

00:59:17.595 --> 00:59:20.215

But like, um, I like to say, do you want one-on-one

1376

00:59:20.215 --> 00:59:22.245

or do you like a group kind of situation, right?

1377

00:59:22.275 --> 00:59:24.085

That could be one option for some of you.

1378

00:59:24.145 --> 00:59:25.765

Not all of you could fit that.

1379

00:59:25.915 --> 00:59:27.525

Some of you might want, you know,

1380

00:59:27.585 --> 00:59:30.405

do you want the group option or do you want the DIY, right?

1381

00:59:30.825 --> 00:59:33.045

Or do you want this option or that option, whatever.

1382

00:59:33.045 --> 00:59:36.725

Do you want the high-end shelving for where does Sabrina go?

1383

00:59:36.845 --> 00:59:39.085

High-end shelving or the basics, right?

1384

00:59:39.715 --> 00:59:43.035

Like, so yeah. Okay.

1385

00:59:43.035 --> 00:59:44.675

That's perfect. That really helps. Thank you

1386

00:59:44.675 --> 00:59:45.675

So much.

1387

00:59:45.745 --> 00:59:47.875

Okay, good. Yeah. Keep asking questions you guys.

1388

00:59:47.905 --> 00:59:49.395

It's all good. Yeah. Um,

1389

00:59:50.415 --> 00:59:53.995

and Alana said, uh, very clear who, yeah, so

1390

00:59:54.575 --> 00:59:57.315

for the calendars that I stuck in the chat real quick, um,

1391

00:59:57.375 --> 01:00:00.755

the one that says Katrina SWA on the end is the one

1392

01:00:00.755 --> 01:00:02.395

that I send to paid clients

1393

01:00:02.895 --> 01:00:05.035

and interested clarity call people.

1394

01:00:05.055 --> 01:00:06.435

So like the sales conversation,

1395

01:00:07.095 --> 01:00:09.435

the cat's guest one is the one I give

1396

01:00:09.495 --> 01:00:12.715

to joint venture partners or Polka do people who,

1397

01:00:12.855 --> 01:00:13.915

and then I added,

1398

01:00:14.015 --> 01:00:16.555

you can see I added the 15 minute business on there

1399

01:00:17.145 --> 01:00:20.315



because if somebody was interested in the business thing,

1400

01:00:20.785 --> 01:00:22.915

then they might schedule that one also.

1401

01:00:23.055 --> 01:00:26.195

But usually we cover business stuff in the others if,

1402

01:00:26.415 --> 01:00:27.715

if it comes to that, right?

1403

01:00:28.255 --> 01:00:30.515

And sometimes you're talking on a joint venture call

1404

01:00:30.515 --> 01:00:31.555

with somebody or collaboration,

1405

01:00:31.555 --> 01:00:32.755

let's get to know each other kind of thing.

1406

01:00:33.575 --> 01:00:34.675

And you say what you do

1407

01:00:35.535 --> 01:00:38.515

and they'll be like, oh, I've kind of been needing that.

1408

01:00:38.575 --> 01:00:40.315

And then they'll self-select themselves.

1409

01:00:40.735 --> 01:00:43.355

And that's when, if you're limited on time to say,

1410

01:00:43.375 --> 01:00:45.595

oh well we can always schedule that type

1411

01:00:45.595 --> 01:00:48.635

of call next if you'd like to schedule that type of call

1412  
01:00:48.635 --> 01:00:51.275  
where we can talk about you and your problem

1413  
01:00:51.375 --> 01:00:52.795  
and how maybe I can help you.

1414  
01:00:53.095 --> 01:00:54.995  
So then you schedule a different call.

1415  
01:00:55.045 --> 01:00:57.315  
Don't just try to hurry it up in the next five minutes.

1416  
01:00:58.155 --> 01:01:00.275  
Schedule an actual call where you can go through

1417  
01:01:00.275 --> 01:01:01.435  
what you would normally go through

1418  
01:01:01.505 --> 01:01:05.035  
with a prospect rather than turning a joint venture

1419  
01:01:05.515 --> 01:01:08.515  
collaboration person into quickly a sales conversation

1420  
01:01:08.515 --> 01:01:09.995  
because you see hope, right?

1421  
01:01:10.025 --> 01:01:11.875  
Like we can't do that. Don't get too desperate,

1422  
01:01:12.105 --> 01:01:13.555  
just schedule the next call.

1423  
01:01:13.655 --> 01:01:17.395  
Be very calm and just schedule it soon so

1424  
01:01:17.395 --> 01:01:18.795

that you can get to that.

1425

01:01:18.905 --> 01:01:21.955

That happens quite a bit if you're really good about sharing

1426

01:01:22.375 --> 01:01:24.315

who you are, what you do in those kinds of calls.

1427

01:01:25.425 --> 01:01:26.425

Okay. Christina?

1428

01:01:27.655 --> 01:01:30.025

Yeah, I've had two experiences and,

1429

01:01:30.405 --> 01:01:32.145

and this is amongst a limited number

1430

01:01:32.235 --> 01:01:33.625

where I was having this sort

1431

01:01:33.625 --> 01:01:35.425

of like free kind of intro call.

1432

01:01:35.745 --> 01:01:38.265

Somebody who contacted me or was referred to me. Mm-Hmm.

1433

01:01:38.345 --> 01:01:40.705

Where it's just kind of like, hey, sure, get to know you,

1434

01:01:40.735 --> 01:01:41.865

introduce myself.

1435

01:01:42.015 --> 01:01:44.305

Like there are, sometimes it's,

1436

01:01:44.465 --> 01:01:46.905

I guess sometimes these calls, it's not clear whether

1437  
01:01:46.905 --> 01:01:49.785  
or not this is sort of networking for the good of the order.

1438  
01:01:50.005 --> 01:01:52.745  
Get to know you expand the network versus somebody

1439  
01:01:52.765 --> 01:01:54.225  
who is a potential client.

1440  
01:01:54.925 --> 01:01:57.225  
So I've had a couple of experiences where it,

1441  
01:01:57.285 --> 01:01:58.785  
it was not clear at the beginning,

1442  
01:01:58.805 --> 01:02:01.465  
but there was potential interest as a future client.

1443  
01:02:01.565 --> 01:02:03.865  
And I kind of wanna cultivate that slowly.

1444  
01:02:04.285 --> 01:02:07.895  
But the call went on for like, let's say an hour, right?

1445  
01:02:07.895 --> 01:02:10.815  
And this is before I had a little bit more clearly defined,

1446  
01:02:11.005 --> 01:02:12.615  
like putting this time limit

1447  
01:02:13.075 --> 01:02:15.815  
and the person's like, oh, this is so great, you're such,

1448  
01:02:15.915 --> 01:02:17.495  
you know, it's great to talk to you.

1449  
01:02:17.715 --> 01:02:20.205

Wow, great knowledge, whatever, love. Okay?

1450

01:02:20.205 --> 01:02:21.365

I'm like, great, fantastic.

1451

01:02:22.275 --> 01:02:25.015

You know, go forth and you know, nice to meet you.

1452

01:02:25.475 --> 01:02:27.855

And then they come back for a second call.

1453

01:02:28.035 --> 01:02:29.855

And then that call, I would kind

1454

01:02:29.855 --> 01:02:32.385

of expect the etiquette being that I'm a consultant,

1455

01:02:32.695 --> 01:02:35.065

that they would, you know, I would like sent a link

1456

01:02:35.065 --> 01:02:37.825

for 30 minutes and now we're into 45 minutes or an hour.

1457

01:02:37.925 --> 01:02:40.865

And I kind of tried to gently say like,

1458

01:02:40.865 --> 01:02:42.345

well it's been great talking to you again.

1459

01:02:42.485 --> 01:02:44.865

I'd love to know, you know, think about, you know,

1460

01:02:44.925 --> 01:02:48.065

how I could help you, you know, I think this thing

1461

01:02:48.065 --> 01:02:49.385

that you've told me might be an

1462  
01:02:49.385 --> 01:02:50.425  
area we could work on this thing.

1463  
01:02:50.725 --> 01:02:53.345  
And then they seemed very taken aback,

1464  
01:02:53.415 --> 01:02:56.825  
like the lightest suggestion that maybe, okay,

1465  
01:02:56.925 --> 01:02:58.105  
we wouldn't just infinitely

1466  
01:02:58.175 --> 01:02:59.945  
talk and I never heard from them yet.

1467  
01:03:00.505 --> 01:03:03.985  
I got you. Those types of people just try to take, okay,

1468  
01:03:03.985 --> 01:03:07.825  
those are takers and um, we, you have to be able

1469  
01:03:07.825 --> 01:03:10.145  
to identify them ahead of time a little bit more.

1470  
01:03:10.525 --> 01:03:12.065  
And we have to set our boundaries, right?

1471  
01:03:12.245 --> 01:03:14.985  
So if I'm not sure, like on LinkedIn, right?

1472  
01:03:15.045 --> 01:03:18.025  
For example, I might message somebody, Hey,

1473  
01:03:18.165 --> 01:03:20.145  
I'm having this thing and whatever,

1474  
01:03:21.045 --> 01:03:23.785

or we just following up from a meeting, hey, you know,

1475

01:03:23.785 --> 01:03:24.745  
and they were like, I'd love to

1476

01:03:24.865 --> 01:03:25.865  
schedule a call with you, right?

1477

01:03:26.125 --> 01:03:28.065  
And I'm like, oh, okay, are you looking?

1478

01:03:28.385 --> 01:03:30.785  
'cause we did introductions during the call, right?

1479

01:03:30.885 --> 01:03:32.425  
And so now they wanna do a call with me

1480

01:03:32.425 --> 01:03:33.785  
and they're saying that in LinkedIn.

1481

01:03:34.135 --> 01:03:36.025  
I'll say, okay, what kind of call did you wanna do?

1482

01:03:36.125 --> 01:03:38.025  
Did you wanna do a get to know each other

1483

01:03:38.235 --> 01:03:40.025  
where we're learning about each other

1484

01:03:40.085 --> 01:03:41.265  
so we can refer business?

1485

01:03:41.645 --> 01:03:44.345  
Or did you wanna talk to me about growing your business

1486

01:03:44.405 --> 01:03:46.585  
or doing a book or marketing or something like that?

1487

01:03:46.585 --> 01:03:48.065

Because that's a different type of call.

1488

01:03:48.365 --> 01:03:49.945

And then I just leave it in their court

1489

01:03:49.965 --> 01:03:52.665

and then they tell me which, does that make sense?

1490

01:03:53.045 --> 01:03:54.665

So definitely ask that question.

1491

01:03:54.685 --> 01:03:56.065

If it's unclear, don't assume.

1492

01:03:56.685 --> 01:03:59.985

Um, and this has happened to, I'm sure most of you, uh,

1493

01:04:00.085 --> 01:04:01.945

before where you got on a call

1494

01:04:01.965 --> 01:04:03.865

and you know, it just happens.

1495

01:04:04.205 --> 01:04:06.265

And so when you learn to set better boundaries

1496

01:04:06.265 --> 01:04:07.265

and say different things,

1497

01:04:07.965 --> 01:04:10.745

you will get more people into the right call just

1498

01:04:11.005 --> 01:04:12.625

and having the different calendars.

1499

01:04:13.045 --> 01:04:17.585



So you might have the like follow up connection call, uh,

1500

01:04:17.685 --> 01:04:20.385

and then the, let's, let me see if I can help you

1501

01:04:20.385 --> 01:04:21.585

with your business type of call.

1502

01:04:21.585 --> 01:04:24.465

Like very clear with the, what you name it in there,

1503

01:04:24.465 --> 01:04:26.225

because then it's a little bit less,

1504

01:04:27.485 --> 01:04:29.745

um, confusing maybe.

1505

01:04:30.405 --> 01:04:31.705

But, um, but,

1506

01:04:32.405 --> 01:04:36.985

but you then on the call you also have to say, okay,

1507

01:04:36.985 --> 01:04:39.145

we're here for, you know, 30 minutes is all I do

1508

01:04:39.145 --> 01:04:40.825

for the collaboration call 30 minutes.

1509

01:04:40.845 --> 01:04:42.985

If we need a second one, like we decided we're gonna do a

1510

01:04:42.985 --> 01:04:44.425

masterclass together or something like that.

1511

01:04:44.425 --> 01:04:47.505

Okay, we'll schedule a second call to go plan that out.

1512

01:04:48.005 --> 01:04:50.825

Um, but I don't spend more than 30 minutes

1513

01:04:50.935 --> 01:04:54.825

with any collaboration partner at all in the beginning.

1514

01:04:55.305 --> 01:04:56.385

'cause it's just to get to know each other,

1515

01:04:56.405 --> 01:04:58.665

to see if we have a good vibe, if we want more.

1516

01:04:58.755 --> 01:05:01.445

Right. Um, what was I gonna say?

1517

01:05:02.375 --> 01:05:03.655

I think I was gonna say something else.

1518

01:05:05.295 --> 01:05:07.995

Oh, you just kind of have to start feeling 'em out.

1519

01:05:08.015 --> 01:05:09.555

And if they start asking you about

1520

01:05:09.555 --> 01:05:10.915

their business, well what do you think about this?

1521

01:05:10.915 --> 01:05:12.195

And what do you or not business,

1522

01:05:12.435 --> 01:05:14.075

whatever it is you do, what do you think about that?

1523

01:05:14.075 --> 01:05:15.515

What do you think about that? Well, those are the kind

1524

01:05:15.515 --> 01:05:17.035

of things that I work with clients on

1525

01:05:17.625 --> 01:05:19.965

and um, we can certainly talk about what

1526

01:05:19.965 --> 01:05:21.605

that might look to get help with that.

1527

01:05:21.665 --> 01:05:24.605

If you're interested and I can share my packages

1528

01:05:24.605 --> 01:05:26.005

or how I work with people, is

1529

01:05:26.005 --> 01:05:27.125

that something you're interested in?

1530

01:05:28.915 --> 01:05:30.425

Right? So

1531

01:05:31.055 --> 01:05:33.945

Yeah, that, yeah, I I felt like I chased them away

1532

01:05:34.325 --> 01:05:36.145

by like pointing them towards that,

1533

01:05:36.205 --> 01:05:38.145

but I don't, yeah, I'm just Well you

1534

01:05:38.215 --> 01:05:39.215

Also have to be more assertive. The

1535

01:05:39.215 --> 01:05:40.705

balance. Yeah. Sometimes

1536

01:05:40.805 --> 01:05:43.305

You probably weren't assertive enough in the first call

1537

01:05:43.305 --> 01:05:45.705

either to say, well, are you interested in that?

1538

01:05:45.945 --> 01:05:47.345

'cause we can talk about how it can help you.

1539

01:05:47.685 --> 01:05:49.865

You just kinda left it and kept talking to them.

1540

01:05:50.325 --> 01:05:53.225

I'm guessing. So we do need to be more assertive.

1541

01:05:53.365 --> 01:05:54.585

We need to set those boundaries

1542

01:05:54.585 --> 01:05:56.865

and write these words like, we need to be more assertive.

1543

01:05:56.965 --> 01:06:00.025

We need to set boundaries around which call is for what

1544

01:06:00.085 --> 01:06:03.065

and how long and what are we gonna say in the beginning?

1545

01:06:04.365 --> 01:06:06.385

And then be clear, you know, hey,

1546

01:06:06.405 --> 01:06:08.145

and even if they schedule the call,

1547

01:06:08.325 --> 01:06:10.825

you see them scheduling the call, don't let it wait

1548

01:06:10.825 --> 01:06:11.865

until you get there.

1549

01:06:12.335 --> 01:06:14.945

Like I did with this other gal, I just messaged her

1550

01:06:14.965 --> 01:06:16.745

and I said, Hey, I saw that you scheduled a call,

1551

01:06:16.745 --> 01:06:18.505

but I'm curious 'cause we've already talked

1552

01:06:18.505 --> 01:06:20.425

and I don't know if you're ready now for coaching or not,

1553

01:06:20.445 --> 01:06:21.785

but da da da da da da.

1554

01:06:22.075 --> 01:06:25.105

Right? Yeah. So you just have to nip it. Yeah.

1555

01:06:25.125 --> 01:06:27.305

And some people they'll just keep trying

1556

01:06:27.395 --> 01:06:28.425

until they get a no.

1557

01:06:28.685 --> 01:06:31.145

And then until they, you won't hub him anymore.

1558

01:06:31.885 --> 01:06:33.985

And it's unfortunate we wanna help as many people

1559

01:06:34.005 --> 01:06:37.125

as possible, but we don't want,

1560

01:06:37.185 --> 01:06:38.765

you don't want those kind of clients either.

1561

01:06:38.815 --> 01:06:41.325

Trust me. So. Hmm. Okay.

1562

01:06:42.105 --> 01:06:45.535

Ann, you're muted.

1563

01:06:46.405 --> 01:06:49.695

Suzanne said exactly what I wanted to do, which was

1564

01:06:50.515 --> 01:06:52.455

can we see your script?

1565

01:06:52.955 --> 01:06:55.255

You know, like what you

1566

01:06:55.755 --> 01:06:56.755

Oh, mm-Hmm.

1567

01:06:57.195 --> 01:06:58.375

Did your agenda.

1568

01:06:58.875 --> 01:07:03.535

Um, and in my sale, other sales training I took, we,

1569

01:07:04.475 --> 01:07:08.415

my sales coach called it a Palo, which is PALO,

1570

01:07:08.415 --> 01:07:13.335

which is purpose, agenda, logistics and outcome setting.

1571

01:07:13.475 --> 01:07:17.575

One of those, I have a sticky on my computer that says

1572

01:07:17.575 --> 01:07:19.015

that to remind me.

1573

01:07:19.315 --> 01:07:21.735

And I know you stuck stickies on your

1574

01:07:22.055 --> 01:07:23.135

computer for things too.

1575

01:07:23.775 --> 01:07:28.445

I did. And, um, so, um, I would love

1576

01:07:28.445 --> 01:07:30.525

to see your, your script

1577

01:07:30.525 --> 01:07:33.965

because what you say, actually it doesn't,

1578

01:07:34.425 --> 01:07:35.605

you know, it's not assertive.

1579

01:07:35.945 --> 01:07:38.285

It just sounds, it's really nice actually,

1580

01:07:38.305 --> 01:07:39.605

the way you frame it.

1581

01:07:40.275 --> 01:07:43.645

It's not like people think you have to be mean

1582

01:07:43.645 --> 01:07:48.115

or aggressive, but what, what you say is direct,

1583

01:07:48.255 --> 01:07:49.875

but in a kind way.

1584

01:07:50.415 --> 01:07:54.955

So I think most of us wanna just have you to channel,

1585

01:07:55.305 --> 01:07:58.315

like, we would like to stick you behind us.

1586

01:07:59.115 --> 01:08:01.155

I know. Okay. And, and make,

1587

01:08:01.255 --> 01:08:03.715

and make us move our mouths the same way.

1588

01:08:04.855 --> 01:08:07.675

Uh, yes. And so when the scripts that I have,

1589

01:08:07.915 --> 01:08:12.155

I have like a few of them, so they might confuse you.

1590

01:08:12.535 --> 01:08:13.995

Um, let me look at them

1591

01:08:14.215 --> 01:08:16.405

and try to put together a main thing

1592

01:08:16.405 --> 01:08:18.165

that I can give to all of you. Is that cool?

1593

01:08:18.835 --> 01:08:20.525

Yeah, thank you. That would be really helpful.

1594

01:08:20.555 --> 01:08:23.125

Okay. I'll put it on the thank you page. Yeah. Okay.

1595

01:08:23.305 --> 01:08:24.765

The thank you very much

1596

01:08:24.765 --> 01:08:27.605

because that's, um, I think we just,

1597

01:08:28.305 --> 01:08:30.445

we would prefer if you would just make us a puppet,

1598

01:08:30.465 --> 01:08:34.085

but that's a whole disgusting movie, so I don't want you to

1599

01:08:34.515 --> 01:08:35.515



Face off, face off. I'll

1600

01:08:35.515 --> 01:08:36.805  
put the and face on,

1601

01:08:37.985 --> 01:08:38.985  
Do Your video, Like

1602

01:08:38.985 --> 01:08:39.875  
I got You. Yeah,

1603

01:08:39.875 --> 01:08:42.485  
exactly. I don't, it's a whole weird movie

1604

01:08:42.585 --> 01:08:43.685  
and we don't wanna do that.

1605

01:08:43.865 --> 01:08:46.285  
But anyways, um, thanks.

1606

01:08:46.795 --> 01:08:48.325  
This is why people hire me one-on-one

1607

01:08:48.345 --> 01:08:50.325  
and see this is C like that is

1608

01:08:50.325 --> 01:08:53.525  
because they can get me anytime they want

1609

01:08:53.525 --> 01:08:55.365  
with my wording on their stuff.

1610

01:08:55.745 --> 01:08:58.525  
So just saying, okay, Sasha is another question.

1611

01:09:00.225 --> 01:09:02.725  
No, I just wanted to say how I handled that.

1612

01:09:02.745 --> 01:09:06.225

And if you think that my wording is, you know,

1613

01:09:06.255 --> 01:09:07.545

just targeted enough,

1614

01:09:07.545 --> 01:09:10.505

essentially when somebody gets on a complimentary call

1615

01:09:10.505 --> 01:09:14.105

with me and I start hearing what their ideal vision is

1616

01:09:14.165 --> 01:09:17.665

and how long they've been at this and why it hasn't worked,

1617

01:09:18.045 --> 01:09:21.745

and just your basics, your sales conversation 1 0 1.

1618

01:09:22.415 --> 01:09:26.185

What I do say in there is, well, this is exactly

1619

01:09:26.735 --> 01:09:28.865

what I do with my clients.

1620

01:09:29.205 --> 01:09:32.225

Is that something that you're ready to hear more about?

1621

01:09:32.375 --> 01:09:34.425

Perfect. That's perfect. Okay, good.

1622

01:09:34.485 --> 01:09:37.105

So it's not, okay, okay. No, that's it. I'm done.

1623

01:09:38.675 --> 01:09:41.535

Yep. You just, we all need a little bit of a transition

1624

01:09:42.095 --> 01:09:43.295

sentence or something, right?

1625

01:09:43.555 --> 01:09:45.495

So we've listened to them, we've heard what they have

1626

01:09:45.495 --> 01:09:49.655

to say, uh, and then we just have to lean in, okay?

1627

01:09:49.995 --> 01:09:51.815

Uh, and then maybe repeat some stuff back

1628

01:09:51.835 --> 01:09:53.215

so they know you're listening, right?

1629

01:09:53.235 --> 01:09:54.775

That's sales 1 0 1 as well.

1630

01:09:54.845 --> 01:09:56.255

It's like, okay, I've heard you say this

1631

01:09:56.315 --> 01:09:57.375

and this is what you want

1632

01:09:57.375 --> 01:09:59.295

and this is what the problem seems to be.

1633

01:09:59.875 --> 01:10:01.815

And so I know that I can help you.

1634

01:10:01.885 --> 01:10:03.095

This is what I do with clients.

1635

01:10:03.105 --> 01:10:04.815

Would you like me to tell you a couple

1636

01:10:04.815 --> 01:10:06.375

ways in which I can do that?

1637

01:10:07.525 --> 01:10:11.075

Right? And if they say, no, I think I'm good again,

1638

01:10:11.075 --> 01:10:13.475

which hardly ever happens, then you say, okay,

1639

01:10:13.475 --> 01:10:15.155

well it has been great, nice talking to you.

1640

01:10:15.215 --> 01:10:17.195

Please let me know if there's anything in the future.

1641

01:10:17.255 --> 01:10:18.475

And you get off, right?

1642

01:10:19.145 --> 01:10:21.555

Like, I mean, you can say, try to save it.

1643

01:10:21.555 --> 01:10:22.955

Like, are you sure? 'cause you really wanted

1644

01:10:22.955 --> 01:10:24.155

this and is it price?

1645

01:10:24.175 --> 01:10:27.475

Or you can say things like, um, there's all kinds

1646

01:10:27.475 --> 01:10:30.075

of options from, you know, 25 bucks

1647

01:10:30.095 --> 01:10:32.235

to 25,000 and anything between.

1648

01:10:32.375 --> 01:10:35.195

So don't be scared off by price if that's what it is, right?

1649

01:10:35.955 --> 01:10:38.395

'cause we can find a way, we can find a way to work together

1650

01:10:38.895 --> 01:10:40.675

or figure out how to help you, right?

1651

01:10:40.675 --> 01:10:43.755

So yeah, yeah. I'm talking to everybody here.

1652

01:10:43.975 --> 01:10:46.395

But yeah, so the wording might change a little bit

1653

01:10:46.415 --> 01:10:48.115

and this is why this one's recorded too.

1654

01:10:48.695 --> 01:10:52.035

Um, if you guys need even more sales, I mean,

1655

01:10:52.075 --> 01:10:54.435

I have the sales training, just so you know how

1656

01:10:54.435 --> 01:10:55.795

to jumpstart your sales training.

1657

01:10:56.705 --> 01:10:58.235

That whole three call thing.

1658

01:10:58.635 --> 01:10:59.795

I go through all the wording

1659

01:10:59.795 --> 01:11:02.115

of every little step in the whole sales process,

1660

01:11:02.115 --> 01:11:04.915

including going through what to say on, um,

1661

01:11:05.205 --> 01:11:09.435

every single objection that could possibly come up in, uh,

1662  
01:11:09.735 --> 01:11:10.755  
any sales conversation.

1663  
01:11:10.835 --> 01:11:12.915  
I had lots of different types of entrepreneurs there from,

1664  
01:11:12.960 --> 01:11:14.100  
from brick and mortar to network

1665  
01:11:14.100 --> 01:11:15.380  
marketing to all of you guys.

1666  
01:11:15.705 --> 01:11:18.205  
So just an FYI and I did have a BOGO sale.

1667  
01:11:18.225 --> 01:11:20.085  
So if you want that one, you get another one for free.

1668  
01:11:20.345 --> 01:11:22.005  
Not trying to sell you just, that's

1669  
01:11:22.005 --> 01:11:23.205  
what came up here, right?

1670  
01:11:23.205 --> 01:11:26.525  
That's what kind of, that's what came up. Okay, let me go.

1671  
01:11:26.645 --> 01:11:29.005  
I sent you, I put in the chat the gigantic

1672  
01:11:29.035 --> 01:11:31.125  
marketing, um, checklist.

1673  
01:11:32.065 --> 01:11:33.725  
And so I do want you to look at that.

1674  
01:11:33.985 --> 01:11:36.765

And then I wanna look at the slide about sales real quick.

1675

01:11:36.905 --> 01:11:41.205

So let me, so hopefully you've got this downloaded

1676

01:11:41.305 --> 01:11:43.805

and you're looking at this, um,

1677

01:11:44.435 --> 01:11:46.125

this is a thing and it's in Word.

1678

01:11:46.555 --> 01:11:48.485

Okay? So we save it to your computer

1679

01:11:49.025 --> 01:11:51.645

and I'll put it in the, with the, with the recording too.

1680

01:11:52.995 --> 01:11:55.285

It's just all the things to remember.

1681

01:11:55.425 --> 01:11:57.805

So all of you need good messaging,

1682

01:11:57.865 --> 01:11:59.085

so don't cross that one off.

1683

01:11:59.105 --> 01:12:02.645

You need to do that. Um, target market tweaking and ident.

1684

01:12:02.785 --> 01:12:04.525

Of course you all need to do that. Networking.

1685

01:12:04.695 --> 01:12:07.445

Maybe, maybe you all need to do some more of that.

1686

01:12:07.865 --> 01:12:10.965

It just depends. Some of you maybe like, uh, one

1687  
01:12:10.965 --> 01:12:13.005  
of you said, uh, three conferences a year.

1688  
01:12:13.075 --> 01:12:14.365  
Okay, well that's networking.

1689  
01:12:14.825 --> 01:12:19.085  
Um, I go to three conferences a year where my prospects are,

1690  
01:12:19.085 --> 01:12:22.525  
however, and I get like 30 to a hundred leads

1691  
01:12:23.075 --> 01:12:24.125  
from each conference.

1692  
01:12:24.125 --> 01:12:26.685  
And then I work those leads throughout the next few six

1693  
01:12:26.885 --> 01:12:31.445  
months, um, to have them join, you know, me in some way.

1694  
01:12:31.985 --> 01:12:33.845  
So that's why I do the networking

1695  
01:12:33.845 --> 01:12:35.165  
though, is for lead generation.

1696  
01:12:35.165 --> 01:12:36.525  
But I also look for speaking gigs.

1697  
01:12:36.625 --> 01:12:40.485  
So speaking, um, speaking gigs, joint venture partnerships

1698  
01:12:41.025 --> 01:12:43.485  
and prospects is what I look at when I go to networking,

1699  
01:12:44.105 --> 01:12:45.605



follow up from leads in person.

1700

01:12:45.945 --> 01:12:48.445

The follow-up is something that probably most

1701

01:12:48.705 --> 01:12:51.525

of you probably need a little bit more fine tuning of.

1702

01:12:52.145 --> 01:12:53.805

And we can't just rely on email.

1703

01:12:54.005 --> 01:12:56.005

I already talked about phone and direct mail

1704

01:12:56.585 --> 01:12:59.245

and I know we talked about it last time.

1705

01:12:59.825 --> 01:13:03.405

Uh, you can do one-on-one calls, but if you go somewhere

1706

01:13:03.405 --> 01:13:05.085

and get like a hundred leads

1707

01:13:05.185 --> 01:13:07.405

or say you do a giveaway or something, right?

1708

01:13:07.405 --> 01:13:10.125

You do one of the online giveaways or summits, uh,

1709

01:13:10.705 --> 01:13:13.205

and you get 50 people on your email list from that.

1710

01:13:13.555 --> 01:13:15.645

Okay, well, you could send a voicemail blast

1711

01:13:15.705 --> 01:13:16.805

if you're collecting phone numbers.

1712

01:13:16.865 --> 01:13:19.405

Of course you could send a voicemail blast to everybody

1713

01:13:19.405 --> 01:13:20.925

who did that giveaway and said, Hey, thanks

1714

01:13:20.925 --> 01:13:22.365

for doing the giveaway and opting in

1715

01:13:22.645 --> 01:13:25.005

for my free productivity checklist, um,

1716

01:13:25.035 --> 01:13:26.845

from this whatever, whatever giveaway.

1717

01:13:27.145 --> 01:13:29.085

Um, I just wanted to reach out and say thanks,

1718

01:13:29.225 --> 01:13:30.285

and I'm glad you're here

1719

01:13:30.345 --> 01:13:31.885

and if there's anything I can help you with,

1720

01:13:31.885 --> 01:13:32.925

please watch my emails.

1721

01:13:33.165 --> 01:13:36.005

I give so much great information on my emails sometimes

1722

01:13:36.005 --> 01:13:37.005

during your span or trash,

1723

01:13:37.105 --> 01:13:38.325

so make sure you're looking there.

1724

01:13:38.745 --> 01:13:40.965

But I'd love to, um, have a free call

1725

01:13:41.205 --> 01:13:43.685

with you if you guys wanna chat about, you know,

1726

01:13:43.715 --> 01:13:46.565

what else I can do to help you make more money doing your

1727

01:13:46.565 --> 01:13:47.685

what you love or whatever.

1728

01:13:47.685 --> 01:13:49.965

That would be my message, right? What would be your message?

1729

01:13:50.465 --> 01:13:54.365

So you gotta think and get more strategically marketing

1730

01:13:54.425 --> 01:13:56.445

to segments within your list.

1731

01:13:57.025 --> 01:14:00.765

So LinkedIn, uh, your LinkedIn connections is one segment.

1732

01:14:00.795 --> 01:14:02.685

They're not on your email list necessarily.

1733

01:14:02.715 --> 01:14:05.245

Some of them might be, but you might say something

1734

01:14:05.245 --> 01:14:07.885

completely different than you're gonna say to a list

1735

01:14:07.985 --> 01:14:09.165

of previous clients.

1736

01:14:09.465 --> 01:14:11.565

For example, different messaging, right?

1737

01:14:12.655 --> 01:14:14.475

And then really look at your database.

1738

01:14:14.855 --> 01:14:17.755

So your database, there's three types of marketing

1739

01:14:17.975 --> 01:14:19.195

and I'll stop sharing for a minute,

1740

01:14:19.215 --> 01:14:20.955

but I want you guys to go through this

1741

01:14:21.735 --> 01:14:25.915

and I would, you, you can definitely delete the thing.

1742

01:14:26.065 --> 01:14:29.795

Well, I wouldn't delete them, but cross out the thing or,

1743

01:14:30.055 --> 01:14:32.435

or highlight the things you know you really want to do.

1744

01:14:32.575 --> 01:14:34.915

How about you do this? Like, you know,

1745

01:14:34.915 --> 01:14:37.595

you're gonna need video marketing broadcast specs, okay?

1746

01:14:38.175 --> 01:14:40.995

Um, definitely not gonna do door to door knocking

1747

01:14:41.055 --> 01:14:43.795

or door hangers for most of you except maybe Sabrina, right?

1748

01:14:44.095 --> 01:14:47.955

I'm just guessing. And so she might want to, I don't know

1749

01:14:47.955 --> 01:14:48.995

where the cross, oh, here.

1750

01:14:49.295 --> 01:14:51.155

So she might do that with it, okay?

1751

01:14:51.415 --> 01:14:52.435

And then what you might do

1752

01:14:52.435 --> 01:14:54.875

with this list is once you've gone through it,

1753

01:14:56.105 --> 01:14:57.965

you might put it back into the Facebook group

1754

01:14:57.965 --> 01:14:59.165

or email it to me if you have to.

1755

01:14:59.225 --> 01:15:01.925

But, um, but you might put your questions here.

1756

01:15:01.985 --> 01:15:04.565

So, um, what's the best way

1757

01:15:05.815 --> 01:15:07.515

to blank, right?

1758

01:15:07.775 --> 01:15:11.115

So if you have a question, um, then maybe put

1759

01:15:11.115 --> 01:15:13.035

that in one in a different color

1760

01:15:13.055 --> 01:15:14.115

or something like that, right?

1761

01:15:14.135 --> 01:15:15.715

So all the questions might be in yellow

1762  
01:15:15.815 --> 01:15:16.955  
and the things you know you need

1763  
01:15:16.955 --> 01:15:18.555  
to do are green for go, right?

1764  
01:15:18.555 --> 01:15:21.635  
Something like that. So I'm just suggesting it as a way

1765  
01:15:22.135 --> 01:15:23.235  
to give you a little checklist.

1766  
01:15:23.975 --> 01:15:27.715  
And if you see anything that's not on here, um,

1767  
01:15:28.015 --> 01:15:30.435  
and print magazine, maybe you're not gonna do any print

1768  
01:15:30.635 --> 01:15:33.035  
magazines, but maybe down the line I'd be open to this

1769  
01:15:33.135 --> 01:15:35.555  
and why would this be helpful for me

1770  
01:15:36.175 --> 01:15:37.235  
and my type of business?

1771  
01:15:37.335 --> 01:15:38.755  
And I can answer that for you

1772  
01:15:39.275 --> 01:15:41.115  
'cause I've been with print advertising.

1773  
01:15:41.255 --> 01:15:43.675  
All right? So, so there's that.

1774  
01:15:44.855 --> 01:15:48.535

Um, I was just gonna stop sharing and share something.

1775

01:15:48.835 --> 01:15:50.255

Oh, the database management.

1776

01:15:50.555 --> 01:15:54.755

Uh, and I wanna try to, can you hold the,

1777

01:15:54.855 --> 01:15:56.035

is it a really important question

1778

01:15:56.035 --> 01:15:57.075

because I only have 10 minutes left

1779

01:15:57.075 --> 01:15:58.395

and I need to get some stuff covered?

1780

01:16:00.015 --> 01:16:02.755

Uh, no. Okay. Thank you. All right.

1781

01:16:03.575 --> 01:16:08.145

Um, okay, so database marketing, new business marketing

1782

01:16:08.145 --> 01:16:09.545

and referral source marketing.

1783

01:16:10.085 --> 01:16:14.495

So your database, I say consists

1784

01:16:14.495 --> 01:16:19.015

of everybody that you know now your email list are the ones

1785

01:16:19.015 --> 01:16:21.335

that have opted in to get your emails, right?

1786

01:16:22.155 --> 01:16:25.495

Um, anybody who's given you contact information though,

1787

01:16:25.925 --> 01:16:27.055  
like business cards.

1788

01:16:27.655 --> 01:16:28.775  
I have a ton of business cards.

1789

01:16:28.805 --> 01:16:30.095  
I've been at chamber events lately.

1790

01:16:30.555 --> 01:16:31.615  
Ah, like how many

1791

01:16:31.615 --> 01:16:33.055  
of you have business cards all over your desk?

1792

01:16:33.395 --> 01:16:34.495  
Ah, right.

1793

01:16:34.645 --> 01:16:36.255  
It's crazy when you get to this

1794

01:16:36.775 --> 01:16:39.535  
because now, so I treat, oh,

1795

01:16:39.535 --> 01:16:40.535  
there's a Starbucks card in

1796

01:16:40.535 --> 01:16:41.575  
the middle, I gotta put that aside.

1797

01:16:41.755 --> 01:16:42.815  
That's not a business card.

1798

01:16:44.515 --> 01:16:47.055  
Uh, so there's gonna be people

1799

01:16:47.245 --> 01:16:48.935



that give you their business card

1800

01:16:48.955 --> 01:16:50.015

and say, Ooh,

1801

01:16:50.085 --> 01:16:52.295

send me more information on whatever it was I

1802

01:16:52.295 --> 01:16:53.335

was just talking about, right?

1803

01:16:53.875 --> 01:16:56.775

And those, and, and to clarify, if you're in person,

1804

01:16:56.875 --> 01:16:59.015

you might wanna say, okay, so I'll add you to my list

1805

01:16:59.035 --> 01:17:01.135

and I'll send you the thing, right?

1806

01:17:01.475 --> 01:17:03.535

Um, because that means it's a verbal opt-in.

1807

01:17:03.595 --> 01:17:04.855

So they go in a different stack.

1808

01:17:05.055 --> 01:17:06.575

'cause I'm actually gonna email them.

1809

01:17:06.755 --> 01:17:09.055

I'm gonna sign them up like they were

1810

01:17:09.125 --> 01:17:10.165

signing up on my website.

1811

01:17:10.305 --> 01:17:13.045

I'm gonna enter them into the database myself

1812

01:17:13.145 --> 01:17:15.245

and get them on the list 'cause they've agreed to get it.

1813

01:17:15.505 --> 01:17:17.405

But the majority of people who give you their business card

1814

01:17:17.405 --> 01:17:18.925

or that you pick up have not agreed

1815

01:17:18.925 --> 01:17:20.405

to get your emails, please don't add them.

1816

01:17:20.545 --> 01:17:21.885

So they're not auto ads,

1817

01:17:21.985 --> 01:17:23.725

but these people are auto ads, right?

1818

01:17:23.745 --> 01:17:28.085

So I automatically add them. So that's the clarification.

1819

01:17:28.665 --> 01:17:30.845

Now, some of you aren't dealing with any business cards,

1820

01:17:31.305 --> 01:17:32.445

but we, we do.

1821

01:17:33.405 --> 01:17:35.145

We, but we can still have like,

1822

01:17:35.775 --> 01:17:37.705

marketing within our database.

1823

01:17:37.805 --> 01:17:41.875

So I look at the, the things that I'm a member of.

1824

01:17:41.935 --> 01:17:42.995

I'm a member of polka dot

1825

01:17:42.995 --> 01:17:44.355  
and there's certain things that I can do

1826

01:17:45.095 --> 01:17:49.695  
on some Facebook groups that I can promote stuff, right?

1827

01:17:49.835 --> 01:17:53.135  
So I can share stuff with polka dots in certain groups

1828

01:17:53.235 --> 01:17:55.975  
and in certain ways, just like in the Roseville Chamber,

1829

01:17:56.495 --> 01:17:58.975  
I can share stuff for free in the Facebook group.

1830

01:17:59.135 --> 01:18:01.135  
I can share stuff for free at the events

1831

01:18:01.635 --> 01:18:03.095  
and put flyers out on the table.

1832

01:18:03.215 --> 01:18:05.255  
I can even donate books to the drawing,

1833

01:18:05.305 --> 01:18:06.975  
which I do almost every time.

1834

01:18:07.515 --> 01:18:09.815  
Why? Because they say, oh, Katrina's donating one

1835

01:18:09.815 --> 01:18:12.295  
of her books again, jumpstart your new business now.

1836

01:18:12.555 --> 01:18:15.215  
And the winner is because, so like I get in front

1837  
01:18:15.215 --> 01:18:16.815  
of the whole audience with the mic

1838  
01:18:16.885 --> 01:18:18.215  
because I gave away a book.

1839  
01:18:18.435 --> 01:18:19.455  
So why wouldn't you do that?

1840  
01:18:19.645 --> 01:18:21.695  
Like, that's just, if you have a book that's just silly.

1841  
01:18:21.695 --> 01:18:24.335  
That's why everybody needs a book. One of the reasons.

1842  
01:18:24.995 --> 01:18:28.855  
Um, but I can also pay the Roseville Chamber

1843  
01:18:28.995 --> 01:18:31.095  
to send out an e-blast for me to the whole,

1844  
01:18:31.105 --> 01:18:32.415  
their whole email list.

1845  
01:18:32.715 --> 01:18:33.815  
And I've done that before

1846  
01:18:33.815 --> 01:18:36.015  
because I'm marketing an in-person event.

1847  
01:18:36.555 --> 01:18:38.135  
So, and you might do it for a webinar

1848  
01:18:38.315 --> 01:18:39.775  
or a class, it might be worth it.

1849  
01:18:40.415 --> 01:18:41.495

'cause they have, I don't know,

1850

01:18:41.655 --> 01:18:43.575  
6,800 people on their email list.

1851

01:18:43.635 --> 01:18:45.975  
It might be worth it to get all those business owners

1852

01:18:46.555 --> 01:18:47.575  
to one of my things.

1853

01:18:47.755 --> 01:18:49.935  
So it's worth spending \$300

1854

01:18:50.315 --> 01:18:52.335  
to send an e-blasts in that regard.

1855

01:18:52.355 --> 01:18:55.455  
So that's advertising slash marketing expense.

1856

01:18:55.955 --> 01:18:57.335  
But you gotta look at some of these things.

1857

01:18:57.445 --> 01:19:00.495  
Some things that you belong to have a cost.

1858

01:19:00.555 --> 01:19:02.735  
So like Anne was mentioning, leap for ladies.

1859

01:19:02.875 --> 01:19:04.415  
My friend Colleen runs this group

1860

01:19:04.635 --> 01:19:05.775  
in order to get on her podcast.

1861

01:19:06.165 --> 01:19:07.735  
Well, you could have another podcast

1862  
01:19:07.915 --> 01:19:10.295  
and swap opportunities if you have one.

1863  
01:19:10.915 --> 01:19:13.055  
But as a member, when you pay her

1864  
01:19:13.055 --> 01:19:15.655  
and get into her group, which is \$47 a month, by the way,

1865  
01:19:16.075 --> 01:19:17.655  
um, you can get on her podcast.

1866  
01:19:18.115 --> 01:19:20.135  
But don't do that

1867  
01:19:20.515 --> 01:19:23.015  
unless you're actually gonna utilize the whole group please.

1868  
01:19:23.205 --> 01:19:26.815  
Because you can get on, uh, hundreds of other podcasts just

1869  
01:19:26.815 --> 01:19:28.055  
for free, right?

1870  
01:19:28.475 --> 01:19:29.735  
And some of 'em want you to pay

1871  
01:19:29.735 --> 01:19:31.695  
to be on a show like Rhonda charges people

1872  
01:19:31.695 --> 01:19:33.335  
to be on her show, right?

1873  
01:19:33.675 --> 01:19:36.775  
So that's okay. It's d set up way different. Okay?

1874  
01:19:36.795 --> 01:19:39.255

So it's totally different of an investment,

1875

01:19:39.805 --> 01:19:42.055

just like I've paid to be on stages before.

1876

01:19:42.055 --> 01:19:43.815

It's similar to what Ron's doing, right?

1877

01:19:43.815 --> 01:19:45.095

So I pay to be on stages.

1878

01:19:45.355 --> 01:19:48.375

So really you gotta look at all these little things like

1879

01:19:48.385 --> 01:19:52.655

where should you invest to be in front of audiences

1880

01:19:53.075 --> 01:19:55.735

and where is what is free and that you're taking advantage.

1881

01:19:55.915 --> 01:19:57.615

The other thing I can do with the Roseville Chamber,

1882

01:19:57.715 --> 01:19:59.095

and I know you're not members of the chamber,

1883

01:19:59.195 --> 01:20:02.175

but I want you to look at all of your opportunities

1884

01:20:02.435 --> 01:20:03.775

around you, right?

1885

01:20:03.805 --> 01:20:06.175

Like I can go onto their website and log in

1886

01:20:06.175 --> 01:20:07.645

and I can put my events there,

1887

01:20:08.055 --> 01:20:10.045

which means they're on their event calendar,

1888

01:20:10.295 --> 01:20:13.085

which means they also share them in their email for free.

1889

01:20:13.265 --> 01:20:15.925

If I put my event, if I spend the time,

1890

01:20:16.335 --> 01:20:19.005

which I hardly ever do, and it's driving me insane,

1891

01:20:19.275 --> 01:20:22.285

because if I spend the time to put it on their website,

1892

01:20:22.635 --> 01:20:23.805

they will market it for free.

1893

01:20:25.145 --> 01:20:26.685

Why wouldn't you do that? Because people

1894

01:20:26.685 --> 01:20:27.805

don't take the time to do it.

1895

01:20:28.065 --> 01:20:30.565

So you have to look at the free first, right?

1896

01:20:30.665 --> 01:20:32.325

And then pay where do we need to pay?

1897

01:20:32.625 --> 01:20:35.325

But what are all the things that you're not doing for free

1898

01:20:35.435 --> 01:20:37.645

that are right in front of your face, right?

1899

01:20:38.115 --> 01:20:41.365



They have pages they would probably, you know, uh,

1900

01:20:41.705 --> 01:20:45.525

but in the group, I've gotten people from the group to come

1901

01:20:45.545 --> 01:20:46.605

to events and stuff.

1902

01:20:46.745 --> 01:20:49.725

So you have to pay attention to some of these places

1903

01:20:49.775 --> 01:20:52.285

where you're missing out on opportunities

1904

01:20:52.315 --> 01:20:53.885

that are right there in their free to you.

1905

01:20:54.215 --> 01:20:55.485

Right? So free first.

1906

01:20:55.545 --> 01:20:57.365

So like, big sticking out would be like,

1907

01:20:57.535 --> 01:20:58.805

where can I promote for free?

1908

01:20:59.135 --> 01:21:00.805

Right? Where it's acceptable.

1909

01:21:00.905 --> 01:21:04.245

You don't wanna just like spam a bunch of groups

1910

01:21:04.275 --> 01:21:06.805

that you're in, but you wanna do it respectfully.

1911

01:21:06.865 --> 01:21:08.645

But where you also know people pay attention.

1912

01:21:08.845 --> 01:21:09.965

I know Polkadots pay attention,

1913

01:21:10.045 --> 01:21:11.645

I know Roseville Chamber people pay attention.

1914

01:21:11.985 --> 01:21:14.885

So I'm focusing efforts there locally, right?

1915

01:21:15.105 --> 01:21:16.325

For certain things that I'm doing.

1916

01:21:17.425 --> 01:21:19.325

So that is part of your database

1917

01:21:19.325 --> 01:21:21.925

because as a member of the chamber, I'm just trying

1918

01:21:21.925 --> 01:21:26.205

to expand your mind around what the definition

1919

01:21:26.205 --> 01:21:28.525

of database most people think of it.

1920

01:21:28.525 --> 01:21:29.765

Whoever's in our MailChimp

1921

01:21:29.765 --> 01:21:31.205

or whoever's on our email list, right?

1922

01:21:31.425 --> 01:21:33.245

Or whoever we have business cards for,

1923

01:21:33.745 --> 01:21:37.365

but it's anybody in the Roseville Chamber I could reach out

1924

01:21:37.365 --> 01:21:39.045

to and say, Hey, we're both members of the chamber.

1925

01:21:39.785 --> 01:21:42.405

So instant warm connection, right?

1926

01:21:42.835 --> 01:21:45.405

They will have a phone call with me, I guarantee it.

1927

01:21:45.555 --> 01:21:48.005

They will take an a phone call, they will take an email

1928

01:21:48.625 --> 01:21:49.885

if I pose it right

1929

01:21:49.905 --> 01:21:53.125

and it's not spammy, promotionally annoying, right?

1930

01:21:53.385 --> 01:21:57.805

So most people that you're in group with

1931

01:21:58.705 --> 01:22:00.925

in different places, it could be an online group,

1932

01:22:01.145 --> 01:22:02.445

it could be a Facebook group.

1933

01:22:02.825 --> 01:22:05.285

Um, a lot of times I'll get messages from the

1934

01:22:05.835 --> 01:22:07.805

amazing women entrepreneur group

1935

01:22:08.035 --> 01:22:10.485

that she has 60,000 people in that group, okay?

1936

01:22:10.485 --> 01:22:12.005

So a lot of 'em are just kind of promotional.

1937

01:22:12.265 --> 01:22:16.365

But when I comment really, like specifically to people,

1938

01:22:16.765 --> 01:22:18.805

I don't, I don't salesy all over them.

1939

01:22:19.325 --> 01:22:21.365

I give them actual, like I'm saying

1940

01:22:21.365 --> 01:22:22.725

to you guys in the Facebook group,

1941

01:22:22.725 --> 01:22:24.485

sometimes I'll go in there and answer questions

1942

01:22:24.825 --> 01:22:26.285

and people will go, oh my God, thank you.

1943

01:22:26.585 --> 01:22:28.125

And then they'll private message me, Hey,

1944

01:22:28.185 --> 01:22:30.205

I'm following up from the blank group, right?

1945

01:22:30.395 --> 01:22:33.445

That is, uh, if I was in there more, which I'm not,

1946

01:22:34.345 --> 01:22:36.765

so it's not really appropriate to go in there

1947

01:22:36.825 --> 01:22:39.565

and promotion once every three months

1948

01:22:39.745 --> 01:22:40.925

or once every six months.

1949

01:22:40.985 --> 01:22:44.285

That's not acceptable. You gotta be in there.

1950

01:22:44.345 --> 01:22:46.005

That's, this is the online lane

1951

01:22:46.005 --> 01:22:47.205

that I don't like to play in.

1952

01:22:47.435 --> 01:22:48.645

Okay? Like I'll do it.

1953

01:22:49.185 --> 01:22:51.165

But if you're, I do it just

1954

01:22:51.235 --> 01:22:53.045

with a couple different groups now

1955

01:22:53.075 --> 01:22:55.005

because that's all the bandwidth I have.

1956

01:22:55.145 --> 01:22:58.325

So you have to really know if you are gonna have the

1957

01:22:58.325 --> 01:23:00.245

bandwidth to do all the groups.

1958

01:23:00.525 --> 01:23:03.325

'cause I'm probably a member of 40, 50 groups, right?

1959

01:23:03.425 --> 01:23:05.365

If I'm, if I'm picking that lane,

1960

01:23:05.785 --> 01:23:07.965

I'm gonna go in there all the time and nurture relationships

1961

01:23:08.065 --> 01:23:11.925

and help people and answer questions and post fun comments

1962

01:23:12.305 --> 01:23:14.965

and questions and not be super salesy.

1963

01:23:15.145 --> 01:23:16.685

I'm gonna be nurturing

1964

01:23:17.145 --> 01:23:19.165

and I'm gonna build relationship with these people.

1965

01:23:19.805 --> 01:23:21.405

'cause then when I have something to promote,

1966

01:23:21.435 --> 01:23:23.045

it's people will pay attention.

1967

01:23:23.745 --> 01:23:27.205

Do you see? So, but I don't wanna do that kind of stuff.

1968

01:23:27.265 --> 01:23:30.165

So if you like that kind, you have time for that. Good.

1969

01:23:30.165 --> 01:23:32.645

Because you can do a lot within these groups.

1970

01:23:32.785 --> 01:23:34.725

So I'm just trying to explain that.

1971

01:23:35.505 --> 01:23:38.265

Um, new business marketing is people

1972

01:23:38.265 --> 01:23:39.745

that don't know you at all, right?

1973

01:23:39.845 --> 01:23:42.465

So you're, you're, you know,

1974

01:23:42.485 --> 01:23:44.505

you go somewhere where people don't know you.

1975

01:23:44.505 --> 01:23:45.745

That's new business marketing.

1976

01:23:45.885 --> 01:23:49.265

Um, sometimes social, pe social, uh, posts are new.

1977

01:23:49.505 --> 01:23:51.625

Business marketing. If they haven't ever really experienced

1978

01:23:51.625 --> 01:23:54.545

you yet, or if they're new to you, they're new

1979

01:23:54.565 --> 01:23:56.145

to new business, right?

1980

01:23:56.605 --> 01:23:58.385

So you gotta talk to them a little bit differently.

1981

01:23:58.455 --> 01:24:00.185

They want to build relationship.

1982

01:24:00.215 --> 01:24:02.625

Most people want connection and relationship these days.

1983

01:24:02.815 --> 01:24:04.465

They don't wanna be sold to, you know, that.

1984

01:24:04.925 --> 01:24:08.825

Um, so that's, so, but new business mark

1985

01:24:08.885 --> 01:24:11.265

or new potential prospects,

1986

01:24:11.445 --> 01:24:13.865

you're gonna have a different language than the ones

1987

01:24:14.215 --> 01:24:16.345  
that are in your circles, right?

1988

01:24:16.965 --> 01:24:19.425  
And then referral source marketing,

1989

01:24:19.425 --> 01:24:21.625  
they might be a little bit everywhere, right?

1990

01:24:21.925 --> 01:24:26.505  
But when I reach out to people, one of the phrases

1991

01:24:26.505 --> 01:24:31.155  
that I use is, um, uh, like,

1992

01:24:31.305 --> 01:24:33.155  
well, I'd love to have a call to see if

1993

01:24:33.155 --> 01:24:35.835  
or how we can refer business to each other, right?

1994

01:24:36.335 --> 01:24:40.555  
And so I'm always looking at them as a referral source first

1995

01:24:40.615 --> 01:24:42.515  
and a prospect second, I don't say,

1996

01:24:42.975 --> 01:24:45.515  
if you are interested in helping getting help

1997

01:24:45.515 --> 01:24:48.515  
with your business, let me know, um, to everybody

1998

01:24:48.665 --> 01:24:52.235  
because that's kind of an insult to some people, right?

1999

01:24:52.335 --> 01:24:55.715



So I am, I, I just, you gotta really be careful

2000

01:24:55.855 --> 01:24:57.235

of the wording you're using.

2001

01:24:57.835 --> 01:24:59.155

'cause you could be turning people off

2002

01:24:59.175 --> 01:25:00.195

is what I'm trying to tell you.

2003

01:25:00.905 --> 01:25:01.195

Okay?

2004

01:25:06.355 --> 01:25:08.615

Um, I'll cover that question, Sasha later.

2005

01:25:08.675 --> 01:25:09.775

If you could email it to me.

2006

01:25:09.815 --> 01:25:11.055

I know you're not out in the Facebook group,

2007

01:25:11.055 --> 01:25:12.575

but if, if you could email that to me.

2008

01:25:13.095 --> 01:25:15.655

I wanna do bigger things here. Like, so let's see.

2009

01:25:15.655 --> 01:25:20.295

Okay, so let me share, I, if anybody does have to go,

2010

01:25:20.355 --> 01:25:22.095

you might have to catch this.

2011

01:25:22.415 --> 01:25:25.805

I can go a little bit over. I guess I can't help it.

2012

01:25:26.165 --> 01:25:28.085

I should have made these two hour calls.

2013

01:25:29.075 --> 01:25:30.245

Last one ended up being two hours.

2014

01:25:30.345 --> 01:25:33.005

But this is what I really wanted to talk

2015

01:25:33.005 --> 01:25:36.325

to you just quickly about today.

2016

01:25:36.465 --> 01:25:39.925

So you can take a snippet of it if for us, a picture

2017

01:25:39.925 --> 01:25:40.925

of it if you have to go.

2018

01:25:41.705 --> 01:25:45.445

But my favorite all time close is this or that close.

2019

01:25:46.075 --> 01:25:49.125

It's when you offer two really good options at totally

2020

01:25:49.125 --> 01:25:51.925

different price points or learning styles.

2021

01:25:52.105 --> 01:25:55.795

So you have to remember there are people

2022

01:25:55.795 --> 01:25:57.315

that have different learning styles.

2023

01:25:57.625 --> 01:25:58.995

Some people want one-on-one.

2024

01:25:58.995 --> 01:26:00.595

Some people learn better in a group.

2025

01:26:00.625 --> 01:26:02.395

Some people don't learn good in a group.

2026

01:26:02.575 --> 01:26:04.525

So you can't only have group, right?

2027

01:26:04.945 --> 01:26:07.085

So you gotta really understand their learning style.

2028

01:26:07.225 --> 01:26:08.645

You can flush that out a little bit

2029

01:26:08.645 --> 01:26:09.885

before you make an offer too.

2030

01:26:10.705 --> 01:26:13.885

But, um, when you say, oh, I might have a couple options

2031

01:26:14.025 --> 01:26:16.485

for you, you really do want to,

2032

01:26:16.585 --> 01:26:18.325

you don't go into both of them.

2033

01:26:18.325 --> 01:26:20.725

However, right? You, have you ever heard

2034

01:26:20.945 --> 01:26:24.165

of the saying when you're in a, um,

2035

01:26:25.245 --> 01:26:28.285

a sales is to get, uh, yeses along the way.

2036

01:26:28.585 --> 01:26:30.925

Do you know why some speakers will say yes? Yes.

2037

01:26:31.025 --> 01:26:32.645

And you guys okay with that? Yes.

2038

01:26:32.655 --> 01:26:34.205

Gimme a yes if you're okay with that,

2039

01:26:34.205 --> 01:26:36.965

because they want you saying yes throughout their talk

2040

01:26:36.965 --> 01:26:38.205

or their event so

2041

01:26:38.205 --> 01:26:39.965

that at the end when they make their offer,

2042

01:26:39.985 --> 01:26:41.285

you're all in with a yes.

2043

01:26:41.585 --> 01:26:44.885

Do you see? It's like a, it's a, it's a sales thing.

2044

01:26:45.185 --> 01:26:47.525

So, um, it's,

2045

01:26:48.105 --> 01:26:50.245

but you can say, well, I have two options.

2046

01:26:52.165 --> 01:26:53.725

I always say most people do

2047

01:26:54.545 --> 01:26:57.805

the either my annual mastermind or one-on-one.

2048

01:26:58.505 --> 01:27:01.605

Um, because we usually need a lot more time

2049

01:27:01.605 --> 01:27:03.445

to work together than they think, right?

2050

01:27:03.765 --> 01:27:05.445

I have a three-year entrepreneur roadmap

2051

01:27:05.865 --> 01:27:07.565

and it's literally,

2052

01:27:07.665 --> 01:27:09.525

we work on every little thing in your business.

2053

01:27:09.545 --> 01:27:12.125

So it takes a while, but I certainly have some options

2054

01:27:12.125 --> 01:27:14.765

to get people started if you're interested in at least

2055

01:27:14.765 --> 01:27:16.005

diving in somewhere.

2056

01:27:16.545 --> 01:27:18.125

So what is your sense

2057

01:27:18.125 --> 01:27:20.885

after having, uh, you know, this call with me,

2058

01:27:21.215 --> 01:27:22.605

where do you think you might be

2059

01:27:22.605 --> 01:27:24.085

interested in diving in more?

2060

01:27:24.615 --> 01:27:27.805

One-on-one for longer term. You understand?

2061

01:27:28.305 --> 01:27:29.725

Or shorter term, right?

2062

01:27:29.725 --> 01:27:31.045

Notice that I haven't said price

2063

01:27:31.105 --> 01:27:33.085

or any detail about either one.

2064

01:27:33.125 --> 01:27:34.365

I want them to pick one first

2065

01:27:34.625 --> 01:27:37.885

and then I'm gonna explain more about

2066

01:27:38.515 --> 01:27:39.885

that one that they pick first.

2067

01:27:40.875 --> 01:27:43.415

And then if they're not totally sold with that,

2068

01:27:43.415 --> 01:27:45.255

sometimes they might hear about it

2069

01:27:45.255 --> 01:27:47.055

and go, well, tell me about the other one now.

2070

01:27:47.325 --> 01:27:49.575

Like, and that's okay. I'll tell 'em about that one too.

2071

01:27:49.955 --> 01:27:52.375

And I'll say the pros and cons of each, right?

2072

01:27:53.115 --> 01:27:56.695

And so, you know, those are the best two options based on

2073

01:27:56.695 --> 01:27:59.335

what you are going through and where you're at, I believe.

2074

01:27:59.755 --> 01:28:02.095

But let me know if neither one speaks to you.

2075

01:28:02.555 --> 01:28:05.215

Um, otherwise let's get started, right?

2076

01:28:05.515 --> 01:28:08.935

So notice how I did, uh, an assertive, let's get started.

2077

01:28:09.425 --> 01:28:10.815

Let's pick one, right?

2078

01:28:10.915 --> 01:28:13.535

So you have to use some of these words sometimes

2079

01:28:13.925 --> 01:28:16.895

because if you're not, they're not moving forward, right?

2080

01:28:17.845 --> 01:28:20.065

And then there's the takeaway close when

2081

01:28:20.855 --> 01:28:22.305

this might not be the right fit for you.

2082

01:28:22.375 --> 01:28:23.665

This program, I'm not sure.

2083

01:28:24.125 --> 01:28:26.665

Um, it might be you need to get some other stuff done first.

2084

01:28:26.805 --> 01:28:29.145

So, and um, you know, and there's,

2085

01:28:29.285 --> 01:28:31.265

or you can say, you know, there's only three of us

2086

01:28:31.725 --> 01:28:33.345

or there's only three more spots open.

2087

01:28:33.565 --> 01:28:35.425

So it's okay if this isn't the right thing.

2088

01:28:35.465 --> 01:28:37.665

I don't wanna pressure you into buying something right now

2089

01:28:37.725 --> 01:28:38.945

if this isn't a good time.

2090

01:28:39.445 --> 01:28:41.185

That's more of like the takeaway close.

2091

01:28:41.185 --> 01:28:43.265

Sometimes people will be like, no, no, no, wait, I'll,

2092

01:28:43.335 --> 01:28:46.665

I'll clean my slate and I'll get, make time for it, right?

2093

01:28:46.925 --> 01:28:48.025

So sometimes that works.

2094

01:28:48.765 --> 01:28:49.985

If they say, yeah, you're

2095

01:28:50.145 --> 01:28:51.385

right, probably it's not a good time.

2096

01:28:51.495 --> 01:28:53.945

Okay, great. Well let's schedule a follow up call.

2097

01:28:53.945 --> 01:28:55.225

There's so many ways to go.

2098

01:28:55.505 --> 01:28:57.105

I can't possibly give you a script

2099

01:28:57.445 --> 01:28:59.345



for a sales conversation in this

2100

01:28:59.345 --> 01:29:00.665

regard when it comes to this.

2101

01:29:01.155 --> 01:29:02.965

This is where I have to work with you

2102

01:29:03.145 --> 01:29:05.125

and to point you in different directions

2103

01:29:05.145 --> 01:29:06.565

or talk you through, right?

2104

01:29:06.705 --> 01:29:08.685

All these different situations and scenarios.

2105

01:29:08.785 --> 01:29:11.925

And you might have to get these things written down so

2106

01:29:11.925 --> 01:29:15.365

that if someone says no to this, you know what to say.

2107

01:29:15.365 --> 01:29:19.005

If someone says, uh, yes to this, you know what to say next.

2108

01:29:19.225 --> 01:29:21.165

Or if someone's asked you another question

2109

01:29:21.265 --> 01:29:22.845

for something different, then

2110

01:29:22.845 --> 01:29:24.005

you know where to go from there.

2111

01:29:24.185 --> 01:29:27.805

You have to have scripts in, in many situations, you guys,

2112  
01:29:28.675 --> 01:29:32.495  
um, the sense of urgency, you know, that's limited time,

2113  
01:29:32.605 --> 01:29:36.095  
limited number of spots, the discounts going away on Monday,

2114  
01:29:36.915 --> 01:29:39.335  
uh, whatever, like that kind of thing, right?

2115  
01:29:39.675 --> 01:29:41.175  
It a lot of times will work.

2116  
01:29:42.245 --> 01:29:46.465  
Um, assume the sale is when they are so sold.

2117  
01:29:46.465 --> 01:29:48.705  
They're like, oh my God, I totally need your thing.

2118  
01:29:49.085 --> 01:29:50.705  
And I'm so glad you took this call

2119  
01:29:50.725 --> 01:29:52.585  
and I've, I can't wait to start working with you.

2120  
01:29:52.585 --> 01:29:55.865  
Perfect. Well are we gonna do, uh, six months one-on-one

2121  
01:29:56.005 --> 01:29:57.065  
or three months?

2122  
01:29:57.075 --> 01:29:58.985  
Which one? Let's take your credit.

2123  
01:29:59.135 --> 01:30:01.185  
Just get your credit card out and we'll sign you up.

2124  
01:30:01.185 --> 01:30:03.625

And they'll be like, what? So that's assuming the sale

2125

01:30:03.905 --> 01:30:05.905

'cause they told me you're gonna work with me.

2126

01:30:05.935 --> 01:30:07.945

Okay, well, which let's just get your

2127

01:30:07.945 --> 01:30:09.105

credit card and get you signed up.

2128

01:30:09.245 --> 01:30:10.745

Oh, wait, wait, wait, wait, wait. Right?

2129

01:30:11.245 --> 01:30:12.945

So sometimes they do that. Not always.

2130

01:30:12.975 --> 01:30:15.345

Sometimes they'll be like, yeah, here's my credit card,

2131

01:30:15.925 --> 01:30:17.805

but it's acting out.

2132

01:30:17.945 --> 01:30:20.325

Of course they're gonna sign up and get surprised.

2133

01:30:20.465 --> 01:30:22.165

Oh, you said you were gonna work with me.

2134

01:30:22.235 --> 01:30:24.925

Okay, I'm confused. Let's go back to the beginning then.

2135

01:30:25.115 --> 01:30:28.205

What was missing or what do you see that you need instead?

2136

01:30:29.825 --> 01:30:32.125

Um, and then consistent trial closes.

2137

01:30:32.125 --> 01:30:33.845

That's what I was trying to think of the other day

2138

01:30:34.065 --> 01:30:36.045

or earlier when I was saying yes, yes, yes.

2139

01:30:36.145 --> 01:30:37.805

You just want them to keep saying yeses.

2140

01:30:37.995 --> 01:30:41.205

It's the consistent, they used to be called trial closes.

2141

01:30:41.475 --> 01:30:43.725

When you keep asking questions that they say yes to,

2142

01:30:44.385 --> 01:30:46.725

is one-on-one better for you than the group?

2143

01:30:46.785 --> 01:30:49.525

And they say, yes, no group. Okay, great. So group is good.

2144

01:30:49.525 --> 01:30:52.365

Where are you in a small group then? Or do you learn best?

2145

01:30:52.585 --> 01:30:54.285

You know what I'm saying? Like just keep,

2146

01:30:54.515 --> 01:30:56.205

keep getting them to say yeses.

2147

01:30:56.425 --> 01:30:59.085

You don't want it to be so obvious that they're going, okay,

2148

01:30:59.085 --> 01:31:01.165

if I have to say yes to one more thing, I'm outta here.

2149

01:31:01.335 --> 01:31:02.645

Right? Like, that's annoying.

2150

01:31:02.745 --> 01:31:04.725

And you probably heard some speakers that do that.

2151

01:31:05.085 --> 01:31:07.125

'cause I have, if I have you have I'm sure.

2152

01:31:07.225 --> 01:31:10.485

But, um, there's buy now incentives, uh,

2153

01:31:10.535 --> 01:31:12.365

offer fast action bonuses.

2154

01:31:12.485 --> 01:31:14.965

I used to do that a lot. I used to actually say those words.

2155

01:31:15.445 --> 01:31:17.685

I have a fast action bonus if you sign up today.

2156

01:31:18.185 --> 01:31:19.725

Um, you get this extra thing.

2157

01:31:19.945 --> 01:31:23.285

Um, a lot of times if someone's buying your high end thing

2158

01:31:23.285 --> 01:31:26.325

and it's more one-on-one you can potentially throw in a

2159

01:31:26.325 --> 01:31:28.605

group thing or a DIY as a bonus

2160

01:31:28.785 --> 01:31:30.365

to get them to sign up today.

2161

01:31:30.715 --> 01:31:33.165

Another thing that's good to get them to sign up today,

2162  
01:31:33.165 --> 01:31:35.125  
sometimes, especially if price is an issue,

2163  
01:31:35.395 --> 01:31:36.845  
give them a longer payment plan.

2164  
01:31:37.115 --> 01:31:40.485  
Give them a, or have them put less down, especially on a 10

2165  
01:31:40.485 --> 01:31:41.885  
or \$20,000 program.

2166  
01:31:42.395 --> 01:31:45.005  
Sometimes they can't put down 2000 right now.

2167  
01:31:45.415 --> 01:31:47.365  
Maybe they can put down 500 today

2168  
01:31:47.785 --> 01:31:50.325  
and then they can shuffle money around in their accounts

2169  
01:31:50.385 --> 01:31:54.085  
and pay 1500 in two weeks and they can get up to speed.

2170  
01:31:54.435 --> 01:31:55.965  
Okay? So you have to get creative

2171  
01:31:56.475 --> 01:31:58.245  
with sometimes payment plans.

2172  
01:31:59.775 --> 01:32:03.745  
Fear of loss is when you know, like, Hey, we're gonna have

2173  
01:32:03.765 --> 01:32:06.425  
so much fun at this retreat in Coronado

2174  
01:32:06.695 --> 01:32:09.665

that you don't wanna miss out 'cause da da da da da.

2175

01:32:10.125 --> 01:32:13.225

Um, and you know, I probably, they a lot

2176

01:32:13.225 --> 01:32:15.865

of times people will ask you, oh, are you gonna do it again?

2177

01:32:18.885 --> 01:32:20.585

You know, and sometimes you can say yes,

2178

01:32:20.615 --> 01:32:23.665

like I am gonna do this program again that you're in

2179

01:32:25.255 --> 01:32:26.515

in the summer sometime.

2180

01:32:27.095 --> 01:32:28.715

But I can tell you I'm not going back

2181

01:32:28.715 --> 01:32:30.915

to Coronado anytime soon.

2182

01:32:30.975 --> 01:32:32.475

So this retreat that I'm doing is,

2183

01:32:32.735 --> 01:32:34.835

is definitely a one-time thing.

2184

01:32:35.495 --> 01:32:39.595

Um, and so you, you gotta figure out what that is for you.

2185

01:32:40.495 --> 01:32:44.435

And the start high, start high go low is so important

2186

01:32:44.865 --> 01:32:48.435

that you please, please, please do not, um,

2187

01:32:48.765 --> 01:32:50.475  
start a sales conversation.

2188

01:32:50.975 --> 01:32:52.315  
I'm stop sharing. It's so important.

2189

01:32:52.695 --> 01:32:54.555  
Do not start a sales conversation

2190

01:32:54.555 --> 01:32:56.875  
with the cheapest thing and go high.

2191

01:32:57.305 --> 01:33:00.355  
Like, 'cause people will get sticker shock at whatever you

2192

01:33:00.355 --> 01:33:02.435  
say outta your mouth usually first.

2193

01:33:02.735 --> 01:33:04.155  
So whatever the first thing is

2194

01:33:04.155 --> 01:33:05.715  
that you say outta your mouth price wise,

2195

01:33:06.065 --> 01:33:08.675  
they're gonna think, huh, that's a lot.

2196

01:33:08.915 --> 01:33:09.995  
I mean, they could, now,

2197

01:33:09.995 --> 01:33:11.395  
some people could say, oh, that's not enough.

2198

01:33:11.395 --> 01:33:13.315  
How come you're only charging that? Here's my credit card.

2199

01:33:13.435 --> 01:33:14.835



I wanna get you before you raise your rates.

2200

01:33:15.145 --> 01:33:18.115

Like that happens, but it's more rare, right?

2201

01:33:18.935 --> 01:33:22.315

Um, and so you really gotta start high, go low.

2202

01:33:22.495 --> 01:33:26.195

So even if someone is interested in a group

2203

01:33:26.255 --> 01:33:28.075

or, Hey Katrina, I'm interested in your retreats,

2204

01:33:28.205 --> 01:33:29.355

great, let's come to a call.

2205

01:33:29.355 --> 01:33:30.195

Let's see if it's a good fit.

2206

01:33:30.385 --> 01:33:31.475

Okay, you wanna do the retreat?

2207

01:33:31.475 --> 01:33:35.115

Perfect. Now sometimes I, they might say, well,

2208

01:33:35.115 --> 01:33:37.115

I know it's 14, \$1,500.

2209

01:33:37.535 --> 01:33:39.395

Um, is there anything else you can do about that?

2210

01:33:39.395 --> 01:33:41.635

Well, normally people that work with me for the year

2211

01:33:41.695 --> 01:33:44.075

and my mastermind or my one-on-one, they get it for free

2212  
01:33:44.415 --> 01:33:46.955  
or they get it at a discount rate or whatever the answer is.

2213  
01:33:47.615 --> 01:33:51.275  
Um, so I'm opening this one up special just for some people.

2214  
01:33:51.395 --> 01:33:53.315  
They don't have to commit to a full-time thing.

2215  
01:33:53.375 --> 01:33:54.995  
So it is that price.

2216  
01:33:55.135 --> 01:33:58.515  
Yes, because it's usually it's gonna be 3000 if we're gonna,

2217  
01:33:58.575 --> 01:34:00.555  
you know, next year it's gonna be 3000 or whatever.

2218  
01:34:00.935 --> 01:34:04.195  
So you just have to, um,

2219  
01:34:05.915 --> 01:34:07.545  
start high, go low with the thing.

2220  
01:34:07.545 --> 01:34:09.745  
Even if you know, the start high is not gonna be

2221  
01:34:09.745 --> 01:34:11.145  
what they're gonna end up buying.

2222  
01:34:11.765 --> 01:34:13.185  
Um, it

2223  
01:34:13.245 --> 01:34:15.505  
and Sabrina, this might be like, most people

2224  
01:34:15.525 --> 01:34:17.345

who buy this would be the whole house, you know,

2225

01:34:17.345 --> 01:34:18.665  
or the whole whatever kitchen.

2226

01:34:19.205 --> 01:34:21.185  
And they do, they want every single

2227

01:34:21.185 --> 01:34:22.425  
cabinet, every single drawer.

2228

01:34:22.765 --> 01:34:25.225  
And that's usually somewhere between 20 and \$40,000

2229

01:34:25.225 --> 01:34:26.425  
or whatever the number is, right?

2230

01:34:26.885 --> 01:34:29.785  
Um, but we can do whatever. We can start wherever you want.

2231

01:34:29.785 --> 01:34:31.505  
Just know that every time we come in

2232

01:34:31.565 --> 01:34:33.025  
and if you wanted to do it in pieces,

2233

01:34:33.255 --> 01:34:34.385  
it's gonna cost you more

2234

01:34:34.385 --> 01:34:36.305  
because of all the installation fees

2235

01:34:36.305 --> 01:34:37.345  
and the service fees and all that.

2236

01:34:37.345 --> 01:34:38.545  
You might as well do it all in one place

2237

01:34:38.545 --> 01:34:40.745

and then we can give you a, some kind of payment plan.

2238

01:34:40.925 --> 01:34:43.345

So I was talking to her that time, but,

2239

01:34:43.725 --> 01:34:45.545

but it works for all of you guys, right?

2240

01:34:46.565 --> 01:34:48.945

So what do you think about those sales strategies?

2241

01:34:49.925 --> 01:34:52.825

Who likes what, what, do you, anybody have

2242

01:34:53.385 --> 01:34:55.545

a thought about any of 'em on how it would

2243

01:34:55.545 --> 01:34:56.585

or wouldn't work with you?

2244

01:34:56.725 --> 01:35:00.005

Or do you wanna, anybody that we haven't heard from at all?

2245

01:35:00.185 --> 01:35:01.605

I'm happy to talk to anybody we have,

2246

01:35:01.625 --> 01:35:02.685

but I wanna make sure those

2247

01:35:02.685 --> 01:35:05.805

of you we haven't heard from today, please, you know,

2248

01:35:05.835 --> 01:35:08.165

come on video and let's hear what you have to say.

2249

01:35:08.305 --> 01:35:10.035

So Jill, go ahead.

2250

01:35:10.695 --> 01:35:14.825

Yeah, I was wondering with the starting, hi, um,

2251

01:35:15.645 --> 01:35:19.305

if you do have certain things that you list on your website

2252

01:35:19.335 --> 01:35:21.745

with pricing and there's, let's say three options,

2253

01:35:22.445 --> 01:35:24.385

do you start with the highest one first

2254

01:35:24.445 --> 01:35:27.705

and then they have to scroll down to see the lower options?

2255

01:35:28.865 --> 01:35:32.265

I, um, there's a lot of, uh, philosophy

2256

01:35:32.265 --> 01:35:33.385

around that for sure.

2257

01:35:33.525 --> 01:35:35.225

For webpage, I probably would.

2258

01:35:35.805 --> 01:35:40.585

Um, and it depends on how many, like how far they have

2259

01:35:40.585 --> 01:35:42.745

to scroll to see the, you know, okay.

2260

01:35:42.805 --> 01:35:47.105

But usually for an event sponsorship even, um, we see the,

2261

01:35:47.445 --> 01:35:50.705

the whole event sponsor first, which is 25,000

2262  
01:35:50.885 --> 01:35:53.345  
and then it's the, you know, one day

2263  
01:35:53.345 --> 01:35:54.425  
and then it's the luncheon

2264  
01:35:54.425 --> 01:35:56.545  
and then it's just the vendor table or something like that.

2265  
01:35:56.545 --> 01:35:58.505  
And then it's the swag. So I know you're selling

2266  
01:35:58.945 --> 01:36:02.505  
advertising, so you know, but you have membership too

2267  
01:36:02.605 --> 01:36:03.785  
and support, right?

2268  
01:36:04.085 --> 01:36:07.945  
So Mm-Hmm. I still would start high. Yeah.

2269  
01:36:08.245 --> 01:36:10.425  
And you could say most of the people who've been with me,

2270  
01:36:10.575 --> 01:36:14.505  
like how long or what's the majority average people stay

2271  
01:36:14.505 --> 01:36:15.225  
with you in the

2272  
01:36:15.745 --> 01:36:17.265  
magazine and all the stuff that you're doing. Yeah,

2273  
01:36:17.265 --> 01:36:18.265  
I'll have to check. I

2274  
01:36:18.265 --> 01:36:20.665

have some that have been in for over 12 years, you know,

2275

01:36:20.665 --> 01:36:21.825  
since the very beginning.

2276

01:36:22.375 --> 01:36:23.865  
Yeah. They are consistent,

2277

01:36:23.865 --> 01:36:25.945  
but I'll have to check like percentages and things.

2278

01:36:26.285 --> 01:36:27.505  
Um, yeah.

2279

01:36:28.445 --> 01:36:29.625  
But like one of, like,

2280

01:36:29.665 --> 01:36:32.145  
usually I just don't post my rates at all.

2281

01:36:32.295 --> 01:36:35.265  
Like, just because from what I do, I don't have,

2282

01:36:35.775 --> 01:36:38.225  
It's just those of us who see a magazine

2283

01:36:38.525 --> 01:36:40.385  
or you have a, you know, a resource guide.

2284

01:36:40.475 --> 01:36:42.825  
Those of us who see some kind of a print thing,

2285

01:36:43.125 --> 01:36:44.225  
we expect a rate sheet.

2286

01:36:44.525 --> 01:36:46.425  
We expect to know a rate sheet, right?

2287

01:36:46.605 --> 01:36:49.905

And so yeah, please, whatever you do on that page,

2288

01:36:49.935 --> 01:36:52.705

make sure you put a video as to why there's no rate sheet

2289

01:36:52.805 --> 01:36:55.265

and all the other things you know that you do. That's

2290

01:36:55.265 --> 01:36:56.265

A good idea. Yes. Yeah,

2291

01:36:56.265 --> 01:36:58.145

because for mine, I like,

2292

01:36:58.265 --> 01:36:59.785

I do turn down people just

2293

01:36:59.905 --> 01:37:01.105

'cause if it's just not a good fit.

2294

01:37:01.305 --> 01:37:04.505

'cause I do it for the readers, not for readers first,

2295

01:37:04.985 --> 01:37:06.305

advertisers second, I get it.

2296

01:37:06.305 --> 01:37:08.545

So I have them do an application, they

2297

01:37:08.585 --> 01:37:09.585

A video. Hey, I

2298

01:37:09.585 --> 01:37:10.625

don't, don't take everybody,

2299

01:37:10.715 --> 01:37:12.465



we're very selective on who we bring in.

2300

01:37:12.545 --> 01:37:14.705

I need to have a conversation. I need to know who you are.

2301

01:37:14.785 --> 01:37:16.385

I bet ev all the, everybody,

2302

01:37:16.385 --> 01:37:18.705

you can't just throw money at me and get in.

2303

01:37:18.885 --> 01:37:23.705

So it's a very selected, um, exclusive, uh, guide

2304

01:37:23.705 --> 01:37:25.065

that and membership.

2305

01:37:25.685 --> 01:37:27.785

So yes, you just need to say that.

2306

01:37:28.125 --> 01:37:29.785

And actually video, that's a fomo.

2307

01:37:29.785 --> 01:37:31.785

That's a FOMO sales strategy, right?

2308

01:37:32.205 --> 01:37:36.545

That's a, um, a takeaway close almost and

2309

01:37:36.645 --> 01:37:39.245

or excuse me.

2310

01:37:40.015 --> 01:37:42.065

Yeah. Okay. So I would definitely put a video

2311

01:37:42.205 --> 01:37:44.185

and more wording on that page

2312  
01:37:44.925 --> 01:37:48.425  
and you can say, I can, what I can tell you is that 50%

2313  
01:37:48.485 --> 01:37:52.505  
of our, uh, members slash advertisers have been with us

2314  
01:37:53.245 --> 01:37:55.685  
for three years in a row, if not longer.

2315  
01:37:56.055 --> 01:37:58.725  
Right? So you could maybe say something to

2316  
01:37:58.725 --> 01:38:00.445  
that effect if you can figure that out.

2317  
01:38:00.865 --> 01:38:03.005  
Um, if, if it's impressive, say that,

2318  
01:38:03.025 --> 01:38:05.325  
if it's not impressive then, but I would imagine it is.

2319  
01:38:05.445 --> 01:38:07.565  
I would imagine that'll, you know, that a big,

2320  
01:38:07.705 --> 01:38:08.885  
and since for people stay

2321  
01:38:09.335 --> 01:38:10.405  
Since our last call,

2322  
01:38:10.745 --> 01:38:13.245  
you had some suggestions just overall on,

2323  
01:38:13.265 --> 01:38:14.405  
on the call for people.

2324  
01:38:14.785 --> 01:38:18.565

And I did integrate some individual testimonials

2325

01:38:18.565 --> 01:38:19.605

kind of sprinkled in.

2326

01:38:19.875 --> 01:38:21.285

Good. So that was great too.

2327

01:38:21.465 --> 01:38:23.965

So I learned that from the last call. But, um, okay.

2328

01:38:24.245 --> 01:38:26.605

A video that, that's a good idea. Thank you. Yeah,

2329

01:38:27.235 --> 01:38:28.245

I've said it once and I've

2330

01:38:28.245 --> 01:38:29.325

said it a million times already.

2331

01:38:29.425 --> 01:38:32.645

So video, video, video on as many pages

2332

01:38:32.665 --> 01:38:36.005

as you can possibly put you guys about that particular page.

2333

01:38:37.085 --> 01:38:41.045

Sasha, we're talking sales conversations here,

2334

01:38:41.575 --> 01:38:42.575

Right?

2335

01:38:42.715 --> 01:38:45.125

What I really like about your approach

2336

01:38:45.385 --> 01:38:48.365

and um, what I sense is sort

2337  
01:38:48.365 --> 01:38:52.125  
of a common denominator actually through many of the closes

2338  
01:38:52.125 --> 01:38:56.065  
and structures is giving them space, you know,

2339  
01:38:56.065 --> 01:39:00.345  
giving them space to, uh, reflect upon

2340  
01:39:00.535 --> 01:39:01.865  
what the options are

2341  
01:39:02.445 --> 01:39:05.385  
and what the purpose is of the call,

2342  
01:39:05.605 --> 01:39:07.545  
of the offer of where they're at.

2343  
01:39:08.285 --> 01:39:13.065  
So that there is just not this, uh, intense wave of

2344  
01:39:13.645 --> 01:39:14.825  
do what I want you to do.

2345  
01:39:15.735 --> 01:39:19.985  
It's really spacious of a conversation of, okay,

2346  
01:39:19.985 --> 01:39:22.305  
there's this and then there's this and what about you?

2347  
01:39:23.245 --> 01:39:25.265  
Oh, in that case there's this, there's this.

2348  
01:39:25.405 --> 01:39:28.105  
Now how is that? You know, that sort of thing.

2349  
01:39:28.695 --> 01:39:31.865

Well, yes, be careful giving too much space

2350

01:39:31.865 --> 01:39:34.625

because you might know how to give some space

2351

01:39:34.805 --> 01:39:36.545

and allow them to make that decision.

2352

01:39:36.605 --> 01:39:38.865

But we don't wanna give too much space for some people

2353

01:39:39.175 --> 01:39:42.185

because they might just let them go and reflect.

2354

01:39:42.245 --> 01:39:43.945

We definitely don't want them to go reflect.

2355

01:39:44.265 --> 01:39:45.465

I want people to make a decision.

2356

01:39:45.815 --> 01:39:48.265

Like, do you wanna do something then?

2357

01:39:48.265 --> 01:39:49.705

Great, let's figure out what that is.

2358

01:39:50.365 --> 01:39:51.585

Do you not wanna do something?

2359

01:39:51.765 --> 01:39:55.065

Are you clear that you're a no? Great. That's a decision.

2360

01:39:55.335 --> 01:39:58.065

Then, you know, God bless you

2361

01:39:58.405 --> 01:40:00.345

and go find somebody else to help you.

2362

01:40:00.905 --> 01:40:05.305

I definitely want them to come to a decision on yes

2363

01:40:05.365 --> 01:40:07.905

or no, what the yes is.

2364

01:40:07.905 --> 01:40:09.665

Sometimes we need a follow up call.

2365

01:40:09.685 --> 01:40:13.585

So that's really important to indicate too that, um,

2366

01:40:14.865 --> 01:40:19.025

I would say these days, probably three out of

2367

01:40:20.215 --> 01:40:24.275

10 yeses need a follow up call for

2368

01:40:24.795 --> 01:40:26.515

deciding which, okay?

2369

01:40:27.055 --> 01:40:30.515

So don't be afraid to put a follow up call on the calendar,

2370

01:40:30.655 --> 01:40:32.035

but whatever you do,

2371

01:40:32.095 --> 01:40:34.955

if someone is in indecision about working with you

2372

01:40:34.955 --> 01:40:37.235

and I'm talking to any of you, please schedule

2373

01:40:37.345 --> 01:40:41.315

that follow up call on the first call, don't let it go.

2374

01:40:41.945 --> 01:40:44.715

Okay? So if someone is so you're interested, right?

2375

01:40:45.185 --> 01:40:47.275

Okay, great. And you're not sure which way to go,

2376

01:40:47.375 --> 01:40:50.035

or you have to talk to a husband or you have to talk to

2377

01:40:50.055 --> 01:40:52.235

or whatever, or you have to look at your finances.

2378

01:40:52.305 --> 01:40:54.165

Well, let's schedule a follow up call.

2379

01:40:54.265 --> 01:40:57.485

How about this Friday? I can do 10 or two.

2380

01:40:57.625 --> 01:40:58.765

Is one of those good for you?

2381

01:40:58.775 --> 01:41:01.925

Gives you a couple days ponder on it. Now I try.

2382

01:41:02.105 --> 01:41:04.485

If they're just saying, well, I need to go pray on it.

2383

01:41:04.825 --> 01:41:07.285

Not that people don't pray on stuff, I get it,

2384

01:41:07.745 --> 01:41:10.925

but sometimes they're just using that as an excuse

2385

01:41:11.025 --> 01:41:12.045

to get off the phone.

2386

01:41:12.435 --> 01:41:13.885

Okay? So you do have to be good.

2387

01:41:14.025 --> 01:41:16.005

I'm not talk, just talking to you, I'm talking to everybody.

2388

01:41:16.425 --> 01:41:17.765

You have to be good at determining.

2389

01:41:17.825 --> 01:41:22.045

So is it, is it, uh, are you, is there some concern?

2390

01:41:22.235 --> 01:41:25.125

Like I do go deep when they say they have to think about it,

2391

01:41:25.125 --> 01:41:26.645

what do you have to, what do you have to think about?

2392

01:41:26.715 --> 01:41:29.125

Like, is it you want to do it

2393

01:41:29.745 --> 01:41:31.805

but you're scared 'cause you don't have the money?

2394

01:41:32.385 --> 01:41:34.645

Is it the money? Is it the, uh,

2395

01:41:34.645 --> 01:41:36.365

time commitment is you have too

2396

01:41:36.365 --> 01:41:37.405

much on your plate right now?

2397

01:41:37.905 --> 01:41:42.605

Is it you're in something else right now? Is it me?

2398

01:41:42.865 --> 01:41:43.885

Is it the offer?

2399

01:41:44.515 --> 01:41:46.685



What is it that is making you wanna think about it?

2400

01:41:47.585 --> 01:41:50.085

You know? And so that is one of the,

2401

01:41:50.345 --> 01:41:53.325

I'd say the most challenging things to come over, uh,

2402

01:41:53.785 --> 01:41:54.805

for a lot of people.

2403

01:41:55.705 --> 01:42:00.125

And you just have to get good at going deep with them.

2404

01:42:01.735 --> 01:42:04.035

Yep. I mean, you guys could give me scenarios

2405

01:42:04.035 --> 01:42:07.795

and I could talk through any scenario and that's what I do.

2406

01:42:07.955 --> 01:42:11.395

I know how to react to all the scenarios accordingly.

2407

01:42:11.575 --> 01:42:14.835

But unless you give me something like, if you guys came

2408

01:42:14.835 --> 01:42:17.235

to me with something that you've spoken to somebody recently

2409

01:42:17.965 --> 01:42:21.555

about and we haven't heard from Jill Wright or Tom

2410

01:42:22.175 --> 01:42:23.725

or Sabrina

2411

01:42:23.945 --> 01:42:27.765

or Aparna, uh, yet, so I'd love to hear from any of you,

2412  
01:42:27.875 --> 01:42:29.965  
like, is there anything that we're talking about today

2413  
01:42:31.035 --> 01:42:34.415  
in the marketing checklist, the sales conversation where

2414  
01:42:35.275 --> 01:42:39.305  
you're still unclear or struggling? Sabrina,

2415  
01:42:39.545 --> 01:42:41.225  
I have a, I have a, just a real scenario.

2416  
01:42:41.255 --> 01:42:43.345  
I've, I've heard some of the ones that you're talking about.

2417  
01:42:43.645 --> 01:42:48.185  
Um, probably the one that, um, the one that one I'll get

2418  
01:42:48.185 --> 01:42:50.745  
where it's not like an official yes no.

2419  
01:42:51.045 --> 01:42:52.825  
Um, but it's kind of like, okay,

2420  
01:42:52.855 --> 01:42:54.345  
well I'm not doing anything right now.

2421  
01:42:54.765 --> 01:42:58.065  
And, and so I go into the homes, I do a 3D design, it's,

2422  
01:42:58.165 --> 01:42:59.505  
you know, a pretty extensive meeting

2423  
01:42:59.575 --> 01:43:00.905  
with the, the potential client.

2424  
01:43:01.325 --> 01:43:03.105

And, and lot of times I'll get, okay, well,

2425

01:43:03.215 --> 01:43:05.305

well you're gonna just gonna email me all this, right?

2426

01:43:05.885 --> 01:43:08.785

So that's usually kind of their way of saying like, okay,

2427

01:43:08.785 --> 01:43:10.985

we're not having further discussions, but,

2428

01:43:11.125 --> 01:43:12.785

but what's something that you would come back

2429

01:43:12.785 --> 01:43:14.505

with in that case? I'd

2430

01:43:14.505 --> 01:43:16.785

Say, actually no, not unless you become a client.

2431

01:43:17.185 --> 01:43:18.985

I won't, I don't just give all this to you.

2432

01:43:19.305 --> 01:43:22.825

I do it and show you. And usually people decide when I'm

2433

01:43:22.985 --> 01:43:25.265

talking to them if they want it or not.

2434

01:43:25.265 --> 01:43:28.705

Okay. And if it's a budget issue, then we can discuss that.

2435

01:43:29.085 --> 01:43:32.945

But, um, I just, if you, if you don't want it, it's clear.

2436

01:43:33.575 --> 01:43:35.665

Yeah. Um, you do want it, but there's an issue.

2437

01:43:35.725 --> 01:43:37.025

You just gotta tell me what the issue is.

2438

01:43:37.205 --> 01:43:39.985

I'm happy to talk to you about it. Anything, um, okay.

2439

01:43:40.335 --> 01:43:41.425

Yeah. So, okay.

2440

01:43:41.445 --> 01:43:43.705

And then if, and then if they kind of defer to like, well,

2441

01:43:43.705 --> 01:43:45.945

I need to talk to my spouse, do you try

2442

01:43:45.945 --> 01:43:49.145

to get back in the home in front of both of them first?

2443

01:43:49.425 --> 01:43:51.725

I wouldn't come there in the first place without both

2444

01:43:51.875 --> 01:43:52.885

spouses in the room.

2445

01:43:53.065 --> 01:43:55.525

Mm-Hmm. So that is something to do before the convers

2446

01:43:55.865 --> 01:43:57.005

before that Right.

2447

01:43:57.625 --> 01:44:00.165

Mm-Hmm. So whenever you're having them fill out

2448

01:44:00.265 --> 01:44:04.005

or getting to appointment, you have to sometimes put there,

2449

01:44:04.185 --> 01:44:06.885

please make sure your significant other's gonna be

2450

01:44:07.075 --> 01:44:08.645

with you on that appointment.

2451

01:44:09.305 --> 01:44:11.205

Uh, if there is somebody in the household,

2452

01:44:11.745 --> 01:44:12.885

unless you're the only one

2453

01:44:12.885 --> 01:44:16.125

that makes decisions on home improvement stuff, uh,

2454

01:44:16.345 --> 01:44:18.365

or investments in your home improvement,

2455

01:44:18.525 --> 01:44:19.685

I would actually use those words.

2456

01:44:19.955 --> 01:44:21.085

Okay. If you're the only one

2457

01:44:21.085 --> 01:44:23.285

that makes investments in your home improvement, great.

2458

01:44:23.305 --> 01:44:25.245

If not, please make sure a significant other,

2459

01:44:25.245 --> 01:44:26.845

anybody else in the household who needs

2460

01:44:26.845 --> 01:44:29.845

to be there is also at the appointment at the same time.

2461

01:44:30.235 --> 01:44:32.925

Because I do one free consult,

2462

01:44:33.265 --> 01:44:35.605

the rester would be paid, you know?

2463

01:44:35.635 --> 01:44:37.765

Okay. Something like that, just so they know. That's a good

2464

01:44:37.765 --> 01:44:39.125

Way to put it. Okay. Yeah.

2465

01:44:39.705 --> 01:44:41.805

So I would be sure to do that first.

2466

01:44:42.505 --> 01:44:45.725

Um, and then you've got both decision makers

2467

01:44:45.725 --> 01:44:47.325

there, so that should mm-Hmm.

2468

01:44:47.425 --> 01:44:49.165

Be an issue. Um, okay.

2469

01:44:50.065 --> 01:44:52.285

But I can see where they can say, well, we just had

2470

01:44:52.285 --> 01:44:53.605

to replace our AC unit.

2471

01:44:53.625 --> 01:44:56.125

Mm-Hmm. Since I made the appointment, we had an emergency,

2472

01:44:56.485 --> 01:44:58.445

whatever, \$3,500 whatever expense,

2473

01:44:58.445 --> 01:44:59.605

or I had to replace the water

2474

01:44:59.605 --> 01:45:00.885

heater, I had to put a new fence up.

2475

01:45:01.225 --> 01:45:03.805

And so now we don't have the money for the thing

2476

01:45:03.805 --> 01:45:05.205

that we wanted 'em to do with you.

2477

01:45:05.675 --> 01:45:08.565

Okay, great. So do you wanna schedule this out,

2478

01:45:08.785 --> 01:45:10.245

say three months, two months?

2479

01:45:10.245 --> 01:45:12.485

Mm-Hmm. That's gonna be a good timeframe for you.

2480

01:45:12.905 --> 01:45:14.205

So we can actually, we don't have

2481

01:45:14.205 --> 01:45:16.245

to schedule you next week like we originally talking.

2482

01:45:16.245 --> 01:45:17.805

Yeah. We can talk about scheduling

2483

01:45:17.805 --> 01:45:18.845

you now, but let's do it now.

2484

01:45:18.845 --> 01:45:20.445

Because if you wait until you're ready,

2485

01:45:20.835 --> 01:45:22.045

then you might be a month

2486

01:45:22.045 --> 01:45:23.725

or two out and you don't wanna do that.

2487

01:45:23.985 --> 01:45:25.325

So let's just Mm-Hmm. Put it out.

2488

01:45:25.825 --> 01:45:27.525

Um, can you have them, you know,

2489

01:45:27.525 --> 01:45:29.685

at lease the deposit down for by then?

2490

01:45:30.105 --> 01:45:32.525

Mm-Hmm. Like, I could probably take \$250 today.

2491

01:45:32.605 --> 01:45:33.645

I don't know what you would do. Sure.

2492

01:45:33.685 --> 01:45:36.525

I could take two \$50 today to reserve that spot for you,

2493

01:45:36.745 --> 01:45:38.085

and then you guys can come with the

2494

01:45:38.085 --> 01:45:40.245

rest in the next three months. Okay.

2495

01:45:40.755 --> 01:45:41.885

Okay. That's Helpful.

2496

01:45:41.985 --> 01:45:43.885

So that way you're still closing today

2497

01:45:43.985 --> 01:45:46.165

and we still wanna close if they're interesting.

2498

01:45:46.165 --> 01:45:48.565

Right. But things always come up like that.

2499

01:45:48.925 --> 01:45:50.485



I mean, Mm-Hmm mm-Hmm.

2500

01:45:51.025 --> 01:45:54.405

Um, the only other thing I can think of is maybe the other,

2501

01:45:54.635 --> 01:45:56.125

they got another quote from another company.

2502

01:45:56.125 --> 01:45:57.165

Right. That does, that's

2503

01:45:57.165 --> 01:45:59.165

The next thing I was, go ahead. Go ahead. That's

2504

01:45:59.165 --> 01:46:01.085

Your other, yeah, I can think of 'em all you guys.

2505

01:46:01.355 --> 01:46:04.165

Okay. And so, uh, so then,

2506

01:46:04.425 --> 01:46:06.205

so we've got a quote from this other company,

2507

01:46:06.785 --> 01:46:08.765

and we got yours, and we're gonna go with theirs

2508

01:46:08.885 --> 01:46:11.125

'cause it's better, or they got yours first.

2509

01:46:11.745 --> 01:46:14.165

And, uh, you can also do this in the

2510

01:46:14.165 --> 01:46:15.285

before the appointment too.

2511

01:46:15.385 --> 01:46:17.165

Hey, are you getting quotes from other companies?

2512

01:46:17.295 --> 01:46:22.045

We're just curious. We wanna make sure that we, um, are fam,

2513

01:46:22.045 --> 01:46:23.165

you know, interested

2514

01:46:23.345 --> 01:46:25.845

or we know what your, what your plan is, just

2515

01:46:25.845 --> 01:46:26.965

so we know when coming in.

2516

01:46:27.015 --> 01:46:28.565

Right. Okay. Mm-Hmm.

2517

01:46:28.645 --> 01:46:32.805

So if they are, um, then you might say, okay,

2518

01:46:32.805 --> 01:46:34.725

then you might not go in depth.

2519

01:46:34.965 --> 01:46:37.165

I mean, you might just wanna quote that. Yeah.

2520

01:46:37.205 --> 01:46:38.485

I don't know how much trouble it is

2521

01:46:38.485 --> 01:46:42.925

to do a 3D whatever you just said in their house, or,

2522

01:46:43.825 --> 01:46:46.365

but I don't know that I would give them all of

2523

01:46:46.365 --> 01:46:48.405

that information so they could just

2524

01:46:48.405 --> 01:46:49.445

go talk to the competitor.

2525

01:46:50.265 --> 01:46:51.645

Oh, yeah. That's right. Yep.

2526

01:46:52.565 --> 01:46:53.965

I, I don't wanna hijack the call,

2527

01:46:53.965 --> 01:46:55.445

but that's definitely something that we can

2528

01:46:55.545 --> 01:46:57.685

No, you're not, you're not though, but this is important.

2529

01:46:57.795 --> 01:47:01.005

Okay. So, and a lot times with the, some of us, you know,

2530

01:47:01.005 --> 01:47:03.325

they're talking to other coaches too, so it's, right.

2531

01:47:03.355 --> 01:47:06.485

It's really important to learn this ahead of time.

2532

01:47:07.105 --> 01:47:08.125

Um, okay. And if

2533

01:47:08.125 --> 01:47:09.165

You don't, well, I'll, I'll ask.

2534

01:47:09.395 --> 01:47:11.525

Yeah, I was gonna say, I'll ask a question if you're gonna

2535

01:47:11.525 --> 01:47:13.165

touch on this down the road, that's fine.

2536

01:47:13.225 --> 01:47:14.325

If you wanna speak to it now.

2537

01:47:14.345 --> 01:47:17.125

So that is something I, I definitely come across,

2538

01:47:17.465 --> 01:47:18.525

um, is the competitor.

2539

01:47:18.825 --> 01:47:20.565

Mm-Hmm. And whether they've already met with them

2540

01:47:20.565 --> 01:47:22.445

or they meet with them later, and I am,

2541

01:47:22.695 --> 01:47:25.405

let's say five times more than that competitor.

2542

01:47:25.965 --> 01:47:28.885

Okay. And, and we do have a higher quality, um,

2543

01:47:28.905 --> 01:47:32.595

the competitors, um, pretty, pretty sharp, right?

2544

01:47:32.615 --> 01:47:34.035

So they use a lot of our messaging.

2545

01:47:34.035 --> 01:47:35.275

They're watching us constantly,

2546

01:47:35.275 --> 01:47:36.795

they're evolving their messaging.

2547

01:47:37.715 --> 01:47:39.635

I know where I'm unique, I know where I'm different,

2548

01:47:39.935 --> 01:47:42.995

but when there's a substantial difference in cost, a lot

2549

01:47:42.995 --> 01:47:45.235

of times I'll get feedback, you're great, you're amazing.

2550

01:47:45.375 --> 01:47:47.835

We love you. Yes, we probably would've, you know,

2551

01:47:47.835 --> 01:47:48.915

gotten a little better quality.

2552

01:47:49.735 --> 01:47:51.715

But with that price difference,

2553

01:47:51.815 --> 01:47:53.155

we have to go this direction.

2554

01:47:53.575 --> 01:47:56.395

So my, my franchise coach internally is saying,

2555

01:47:56.665 --> 01:47:58.275

just be amazing at the design.

2556

01:47:58.655 --> 01:48:00.595

You know, do these things go above and beyond.

2557

01:48:00.595 --> 01:48:02.635

And I'm saying, I'm doing all this work

2558

01:48:02.655 --> 01:48:03.835

and they're taking my design

2559

01:48:03.935 --> 01:48:07.235

and they're giving it my competitor coming in.

2560

01:48:07.895 --> 01:48:09.595

And, and they say, don't pre-qualify.

2561

01:48:10.095 --> 01:48:12.555

Um, we do have the conversation as your spouse there.

2562

01:48:12.715 --> 01:48:15.435

I mean, there's things we do, but, um, you know, myself

2563

01:48:15.435 --> 01:48:17.075

and my design team, it's like, well,

2564

01:48:17.075 --> 01:48:18.235

people don't wanna waste their time either.

2565

01:48:18.235 --> 01:48:19.835

If somebody just cares about costs,

2566

01:48:19.845 --> 01:48:21.195

we're never gonna win those battles.

2567

01:48:21.255 --> 01:48:22.955

Nor do I want to compete there.

2568

01:48:23.555 --> 01:48:25.945

I wanna be the high end anyway,

2569

01:48:27.125 --> 01:48:29.865

So I wouldn't listen to your franchiser.

2570

01:48:29.865 --> 01:48:34.665

Right. Uh, I definitely pre-qualify a little bit more

2571

01:48:34.845 --> 01:48:38.305

and I definitely, um, would you do

2572

01:48:38.645 --> 01:48:40.265

for more a higher price point?

2573

01:48:40.445 --> 01:48:42.625

You do have to wow them with customer service.

2574

01:48:42.625 --> 01:48:44.985

Mm-Hmm mm-Hmm. So you gotta send texts.

2575

01:48:44.985 --> 01:48:47.825

You might even send a thank you card in the mail. Mm-Hmm.

2576

01:48:48.245 --> 01:48:51.825

You might send, uh, do a couple different phone calls.

2577

01:48:52.045 --> 01:48:54.265

You might say, Hey, I was just thinking of you,

2578

01:48:54.365 --> 01:48:56.105

and send some other kind of resource

2579

01:48:56.285 --> 01:48:58.225

or something via email or, Mm-Hmm.

2580

01:48:58.365 --> 01:49:01.625

Not, um, we gotta know that we're being taken care

2581

01:49:01.625 --> 01:49:02.785

of, like communication.

2582

01:49:02.795 --> 01:49:04.545

Right. We might wanna hear from a couple

2583

01:49:04.545 --> 01:49:05.665

different people in your company.

2584

01:49:06.165 --> 01:49:08.945

So how can you go above and beyond in

2585

01:49:09.085 --> 01:49:12.025

before I even make the sale Mm-Hmm.

2586

01:49:12.125 --> 01:49:13.385

Um, to wow me.

2587

01:49:13.415 --> 01:49:15.265

Because there are a lot of competitors,

2588

01:49:15.295 --> 01:49:18.985

like contractors out there who falls short in the follow up

2589

01:49:18.985 --> 01:49:20.865

and the communication and we can feel it.

2590

01:49:20.865 --> 01:49:24.265

Yeah. Mm-Hmm. We can feel it when they fall short. Mm-Hmm.

2591

01:49:24.345 --> 01:49:27.785

So I think wowing in that end would be good. Um, okay.

2592

01:49:27.935 --> 01:49:30.905

Also you do, maybe you need to leave behind

2593

01:49:31.055 --> 01:49:32.185

that says, you know, Mm-Hmm.

2594

01:49:32.265 --> 01:49:34.465

Why we are the best. Why. Yep.

2595

01:49:34.685 --> 01:49:36.305

You might be a little bit more than your

2596

01:49:36.305 --> 01:49:37.945

competitor, but why Mm-Hmm.

2597

01:49:38.425 --> 01:49:39.545

Why is it important to go with us

2598

01:49:39.605 --> 01:49:41.305

and put testimonials on that page?

2599

01:49:41.405 --> 01:49:45.345



Mm-Hmm. You know, you, yeah. So you might need, okay.

2600

01:49:45.645 --> 01:49:48.245

Bit more of why, why we're more mm-Hmm.

2601

01:49:48.945 --> 01:49:51.245

And you might even need, like, the biggest mistakes

2602

01:49:51.275 --> 01:49:54.925

that most people make in regards to this, uh, product

2603

01:49:55.945 --> 01:49:57.525

is blank, blank, blank, blank, blank.

2604

01:49:57.535 --> 01:49:58.765

Right. Okay. They might need

2605

01:49:58.905 --> 01:50:00.885

to know the biggest mistakes people make

2606

01:50:01.305 --> 01:50:02.485

and the biggest regrets,

2607

01:50:03.065 --> 01:50:05.485

and that's what you we're trying

2608

01:50:05.685 --> 01:50:07.725

to avoid is you won't have those with us.

2609

01:50:07.935 --> 01:50:10.645

Right. That's good. But a lot of customers

2610

01:50:10.645 --> 01:50:13.645

that go elsewhere, you know, so I don't know about you,

2611

01:50:13.665 --> 01:50:16.525

but like, okay, I can say something like, A lot of people go

2612  
01:50:16.525 --> 01:50:18.285  
to these other coaches and they do group programs

2613  
01:50:18.285 --> 01:50:19.125  
and they don't get what they need

2614  
01:50:19.125 --> 01:50:20.285  
and they still aren't making any money.

2615  
01:50:20.565 --> 01:50:22.285  
'cause they're not getting that one-on-one attention.

2616  
01:50:22.825 --> 01:50:26.165  
So whatever it is that you can say in relationship to

2617  
01:50:26.165 --> 01:50:28.565  
what you would do versus, you know, a lot of people go

2618  
01:50:28.565 --> 01:50:30.565  
to our competitors and then they wish they'd come to us

2619  
01:50:30.625 --> 01:50:32.565  
and they da da da dah. Right? Mm-Hmm.

2620  
01:50:32.875 --> 01:50:35.565  
Okay. You don't wanna put your custom your competitors

2621  
01:50:35.565 --> 01:50:36.805  
down 'cause that looks

2622  
01:50:36.975 --> 01:50:37.975  
Right. But

2623  
01:50:37.975 --> 01:50:41.445  
you do want to point out the things

2624  
01:50:41.675 --> 01:50:43.965

that people regret or wish they had

2625

01:50:43.965 --> 01:50:46.285

because of going with that person or whatever.

2626

01:50:46.395 --> 01:50:48.765

Okay. Okay. Great. That's helpful. Thank you.

2627

01:50:49.315 --> 01:50:50.685

Okay. We've got a lot of hands here.

2628

01:50:50.945 --> 01:50:52.605

Um, is it new questions?

2629

01:50:53.005 --> 01:50:54.845

I just wanna be, I know you guys are staying on late.

2630

01:50:54.845 --> 01:50:56.645

Thank you. And hopefully this is helpful.

2631

01:50:56.645 --> 01:50:58.485

Otherwise, I think you would be gone, but, okay.

2632

01:50:58.545 --> 01:51:00.645

Tom, what's your question? Or what do you wanna,

2633

01:51:01.945 --> 01:51:02.605

you're muted

2634

01:51:07.215 --> 01:51:10.555

and Tom's an author and he helps people with, uh,

2635

01:51:11.525 --> 01:51:13.615

book coaching and speaker coaching

2636

01:51:13.675 --> 01:51:15.135

as well. What do you got, Tom?

2637

01:51:15.685 --> 01:51:18.615

Yeah, I just wanna say that, uh, I know that, uh,

2638

01:51:20.525 --> 01:51:24.155

Katrina's, uh, sales, uh, works

2639

01:51:24.865 --> 01:51:26.435

because she pulled it on me

2640

01:51:28.255 --> 01:51:32.835

and, uh, got me to, to sign up for a year's worth of,

2641

01:51:32.935 --> 01:51:34.795

uh, counseling.

2642

01:51:36.085 --> 01:51:39.915

Counseling for you. Yes, it is counseling.

2643

01:51:39.915 --> 01:51:41.315

No, I'm just kidding. I love you.

2644

01:51:41.375 --> 01:51:43.795

Yes. It's, You have a question

2645

01:51:43.935 --> 01:51:44.955

or are you just being nice?

2646

01:51:45.575 --> 01:51:46.875

I'm just being nice. Oh,

2647

01:51:46.885 --> 01:51:47.885

Sweet. Thank you.

2648

01:51:47.885 --> 01:51:49.035

You're so sweet.

2649

01:51:50.705 --> 01:51:53.555

Okay, Sasha, who's another one? Thank you sweetie.

2650

01:51:55.225 --> 01:51:59.555

Well, I can be nice, but my question is, um, I see

2651

01:52:01.695 --> 01:52:03.395

my question is the objection

2652

01:52:03.575 --> 01:52:05.395

of I don't wanna make a decision right now

2653

01:52:05.395 --> 01:52:07.515

because I've made decisions in the moment

2654

01:52:07.665 --> 01:52:11.115

with other coaches at other events and on other calls,

2655

01:52:11.215 --> 01:52:13.395

and I've rejected it and I've just made this promise

2656

01:52:13.455 --> 01:52:17.155

to myself that I'm just not gonna make my decision at the

2657

01:52:17.155 --> 01:52:18.235

time of the call.

2658

01:52:19.265 --> 01:52:20.965

And you can do that and it's totally

2659

01:52:20.965 --> 01:52:22.165

worth it at regular price.

2660

01:52:22.465 --> 01:52:24.205

Or you can get this discount here today

2661

01:52:24.265 --> 01:52:26.685

and I can throw in this bonus and we can get started

2662  
01:52:26.685 --> 01:52:28.445  
because I'm not gonna leave you behind.

2663  
01:52:28.465 --> 01:52:30.005  
And I text message my clients

2664  
01:52:30.025 --> 01:52:31.165  
if they're not paying attention.

2665  
01:52:31.605 --> 01:52:33.885  
I do a lot of extra things that a lot of people don't do.

2666  
01:52:34.065 --> 01:52:36.685  
So it's up to you, it's totally worth it if you wait.

2667  
01:52:38.235 --> 01:52:43.175  
Got it. Then I would play to their, ooh, I want a deal.

2668  
01:52:44.635 --> 01:52:46.045  
Or, uh, you know,

2669  
01:52:46.185 --> 01:52:47.765  
or you play to the, Hey,

2670  
01:52:47.885 --> 01:52:50.085  
I only take on three clients a a month

2671  
01:52:50.545 --> 01:52:52.205  
and if I have three at the time

2672  
01:52:52.225 --> 01:52:54.365  
and you want one-on-one, I can't take on another one.

2673  
01:52:54.425 --> 01:52:57.165  
If that's an accurate statement, you have to figure out

2674  
01:52:57.195 --> 01:52:58.805

what is the accurate statement.

2675

01:52:59.115 --> 01:53:01.565

Sure. And you don't wanna lie, of course.

2676

01:53:01.665 --> 01:53:03.085

We don't wanna lie and say, well,

2677

01:53:03.085 --> 01:53:04.885

I only take on three clients, but I'm gonna take all these

2678

01:53:04.885 --> 01:53:07.445

other five next, you know, ones, I'm not gonna do that.

2679

01:53:07.745 --> 01:53:10.525

But, um, whatever it is that you can get

2680

01:53:10.985 --> 01:53:13.085

or you say, I totally respect that, it's fine.

2681

01:53:13.145 --> 01:53:14.605

Why don't we set a follow up call

2682

01:53:14.605 --> 01:53:16.005

for tomorrow and you can sleep on it.

2683

01:53:16.825 --> 01:53:18.965

You can do that too. Right? No problem.

2684

01:53:19.255 --> 01:53:20.725

Let's set up a follow up call tomorrow.

2685

01:53:20.725 --> 01:53:22.925

You're serious about doing something though, right?

2686

01:53:23.035 --> 01:53:24.845

Because we could schedule it for tomorrow

2687  
01:53:24.905 --> 01:53:27.125  
and you can sleep on it, and then we can really hash out

2688  
01:53:27.125 --> 01:53:28.565  
which decision is the right one for you.

2689  
01:53:29.675 --> 01:53:32.015  
So in all seriousness, that could be a next step, right?

2690  
01:53:32.035 --> 01:53:33.695  
So there's many different ways you can go with that.

2691  
01:53:33.715 --> 01:53:36.975  
It just kind of depends on this, on the person, Marlene.

2692  
01:53:44.045 --> 01:53:47.055  
Okay, sorry. Yes. When you were talking to, um, Sabrina,

2693  
01:53:47.055 --> 01:53:48.375  
what I was gonna say was,

2694  
01:53:48.395 --> 01:53:51.415  
but then you ended up saying it at the end was you kind

2695  
01:53:51.415 --> 01:53:53.695  
of throw in there, okay, I mean, you can go to these people

2696  
01:53:53.695 --> 01:53:55.855  
that are cheaper, but this and this

2697  
01:53:55.855 --> 01:53:56.855  
and this is what's gonna happen.

2698  
01:53:56.955 --> 01:53:59.015  
So I don't know how you say that without bashing 'em,

2699  
01:53:59.015 --> 01:54:00.695



but you did a great job of explaining that to us,

2700

01:54:00.755 --> 01:54:03.615

and then you would have either testimonials

2701

01:54:03.635 --> 01:54:06.495

or other people that can attest to, yeah,

2702

01:54:06.535 --> 01:54:09.575

I spent all this money over here at, by the time I was done,

2703

01:54:09.575 --> 01:54:10.735

because yes, they were cheaper,

2704

01:54:10.875 --> 01:54:12.935

but it, it wasn't worth it, you know?

2705

01:54:13.315 --> 01:54:16.015

And I like that Sabrina said she's not going to, um,

2706

01:54:16.685 --> 01:54:19.175

basically, basically she's steadfast on her price.

2707

01:54:19.335 --> 01:54:21.215

'cause you know your quality and you know your value.

2708

01:54:21.315 --> 01:54:23.895

So I love that. That's good, you know? Mm-Hmm.

2709

01:54:24.395 --> 01:54:26.735

We definitely have to know our value for sure, you guys.

2710

01:54:26.845 --> 01:54:28.775

Yeah. Especially if we're selling ourselves, right?

2711

01:54:29.365 --> 01:54:31.855

It's one thing to sell a tangible product where you have to,

2712  
01:54:32.115 --> 01:54:33.655  
you know, you're trying to stay in a range

2713  
01:54:33.795 --> 01:54:35.535  
of all the competitors around you,

2714  
01:54:35.875 --> 01:54:38.415  
but it's different when we are selling ourselves.

2715  
01:54:39.115 --> 01:54:41.895  
You don't have to look at what everybody else is doing

2716  
01:54:41.895 --> 01:54:44.055  
around you, because frankly, it's all over the board.

2717  
01:54:44.515 --> 01:54:47.415  
So just do what feels comfortable to you, right?

2718  
01:54:47.835 --> 01:54:48.975  
And then remember, there's

2719  
01:54:48.975 --> 01:54:50.215  
billions of people on this planet.

2720  
01:54:50.595 --> 01:54:53.175  
We all just need this many to make a really good living.

2721  
01:54:53.885 --> 01:54:57.135  
Okay? So yeah. Okay.

2722  
01:54:57.875 --> 01:54:59.805  
So I think we've kind of hashed out.

2723  
01:55:00.145 --> 01:55:02.005  
Oh, you have the marketing list.

2724  
01:55:02.285 --> 01:55:03.965

I want you to go through the marketing list.

2725

01:55:04.705 --> 01:55:06.965

Um, highlight the things like gimme a guide.

2726

01:55:06.995 --> 01:55:09.245

Like the green is the things that I love doing.

2727

01:55:09.425 --> 01:55:12.605

I'm gonna do the yellow, like green, yellow, red.

2728

01:55:12.605 --> 01:55:15.645

Maybe the yellow are the things that I'm hesitant with

2729

01:55:15.745 --> 01:55:17.365

or I haven't done before, but you're

2730

01:55:17.365 --> 01:55:18.485

saying are really important.

2731

01:55:18.625 --> 01:55:21.365

So I'm open to trying them, the red of the things

2732

01:55:21.365 --> 01:55:22.765

that I think are not for me.

2733

01:55:23.385 --> 01:55:25.965

And, uh, here's why. Or whatever.

2734

01:55:26.345 --> 01:55:29.405

If you do that kind of a thing with that checklist, um,

2735

01:55:29.785 --> 01:55:32.365

let me know and I'll make comments to some of the things.

2736

01:55:32.625 --> 01:55:35.805

If you have questions about how will this work for my type

2737

01:55:35.805 --> 01:55:37.885  
of business, I can explain that too.

2738

01:55:38.265 --> 01:55:41.005  
Or I'll say, Hmm, I don't think you need to do that. Right?

2739

01:55:41.345 --> 01:55:43.845  
And so then you can cross it up. So that's good.

2740

01:55:44.305 --> 01:55:47.925  
Um, and the sales conversations, that's just practice.

2741

01:55:48.145 --> 01:55:50.445  
It really is. So the more people you can talk to,

2742

01:55:50.865 --> 01:55:53.645  
the more boundaries and, and parameters you set.

2743

01:55:53.665 --> 01:55:58.245  
The scripts that will, um, uh, keep you on, on target

2744

01:55:58.465 --> 01:56:03.085  
and on time and, uh, focused will also help you.

2745

01:56:03.185 --> 01:56:04.605  
So I'll go look for scripts.

2746

01:56:04.755 --> 01:56:07.725  
I'll go try to put some kind of one script together.

2747

01:56:07.925 --> 01:56:09.845  
I do have one, but I have a couple others,

2748

01:56:09.905 --> 01:56:11.165  
so I'm gonna look at 'em again.

2749

01:56:11.475 --> 01:56:13.605

I've got the podcast lists of different places

2750

01:56:13.665 --> 01:56:14.685

to find podcasts

2751

01:56:15.185 --> 01:56:18.485

and, um, anything else that you guys

2752

01:56:19.195 --> 01:56:20.605

need from the, oh,

2753

01:56:20.605 --> 01:56:22.565

the gigantic checklist I'll put in there too.

2754

01:56:23.635 --> 01:56:26.485

Marketing checklist. And

2755

01:56:26.485 --> 01:56:29.075

of course the slides, you good.

2756

01:56:29.195 --> 01:56:31.075

I mean, everything else is kind of like, I have to talk

2757

01:56:31.075 --> 01:56:33.235

through it with you, but I, I'm gonna try my best to do

2758

01:56:33.235 --> 01:56:34.435

that over the next few months.

2759

01:56:34.535 --> 01:56:36.915

So you're not gonna put all this into place right away

2760

01:56:37.425 --> 01:56:40.435

over time, focus on, you know, three

2761

01:56:40.455 --> 01:56:42.195

to five marketing activities,

2762  
01:56:42.195 --> 01:56:44.795  
perhaps maybe 10 if you're really experienced

2763  
01:56:44.795 --> 01:56:45.835  
and you're already doing some.

2764  
01:56:46.415 --> 01:56:49.595  
Um, and then just add a couple every three

2765  
01:56:49.595 --> 01:56:50.755  
to six months, right?

2766  
01:56:50.855 --> 01:56:54.395  
Or until you get a lot more business coming in.

2767  
01:56:54.575 --> 01:56:57.875  
But we gotta get those systems set up, opt-in pages,

2768  
01:56:58.495 --> 01:57:02.715  
autoresponders, follow up emails, email newsletters,

2769  
01:57:02.905 --> 01:57:03.995  
even the phone blast.

2770  
01:57:04.055 --> 01:57:06.675  
You gotta think of like, where can I, in my process,

2771  
01:57:06.845 --> 01:57:08.155  
start collecting phone numbers

2772  
01:57:08.375 --> 01:57:10.435  
and mailing addresses so I can get,

2773  
01:57:11.025 --> 01:57:14.005  
so I can mail people stuff and or, um, call them.

2774  
01:57:14.755 --> 01:57:18.605

Okay? So in your lead gen for the free download,

2775

01:57:18.635 --> 01:57:20.925

like very first people that come to your website,

2776

01:57:21.015 --> 01:57:22.085

don't ask them for phone

2777

01:57:22.085 --> 01:57:24.445

and mailing address on that main free gift.

2778

01:57:24.465 --> 01:57:27.445

But on the inside, when they wanna come to a call with you

2779

01:57:27.745 --> 01:57:30.045

or when they want to, um, sign up for a webinar,

2780

01:57:30.425 --> 01:57:31.805

you can take a little bit more information.

2781

01:57:31.945 --> 01:57:34.965

You don't have to require it, but you can put it in the form

2782

01:57:35.065 --> 01:57:36.765

and then you might get more of it.

2783

01:57:37.265 --> 01:57:38.925

And the more you get more of it,

2784

01:57:38.985 --> 01:57:40.645

the more you can reach out, right?

2785

01:57:42.845 --> 01:57:45.585

All right, so we'll see you next week, same time

2786

01:57:46.645 --> 01:57:51.065

and next week we are talking about more about the website

2787  
01:57:52.315 --> 01:57:55.265  
technology and delegating a lot of this.

2788  
01:57:55.765 --> 01:57:59.385  
So we wanna have, that's just what the training is,

2789  
01:57:59.805 --> 01:58:01.145  
but we're gonna keep working on it.

2790  
01:58:01.175 --> 01:58:04.365  
Okay? So hopefully this was good for you guys.

2791  
01:58:05.185 --> 01:58:08.595  
Thanks for sticking around. Have a great Katrina. Thank

2792  
01:58:08.595 --> 01:58:09.595  
You. Thank you for being,

2793  
01:58:09.595 --> 01:58:11.675  
you know, seriously. Rocket fuel.

2794  
01:58:12.075 --> 01:58:13.075  
I really appreciate it.

2795  
01:58:13.655 --> 01:58:16.075  
It was perfect timing for you, huh? To reenter.

2796  
01:58:16.515 --> 01:58:21.045  
Reengage, right? Okay, good. Awesome. All right.

2797  
01:58:21.115 --> 01:58:23.005  
Keep working, keep posting stuff.

2798  
01:58:23.605 --> 01:58:26.965  
I will answer anything you put in there, you guys. Okay.

2799  
01:58:27.705 --> 01:58:29.285



But if I don't see your problem

2800

01:58:29.345 --> 01:58:31.845

or question, I can't answer it and talk to it.

2801

01:58:32.505 --> 01:58:33.485

All right? Have.