

Okay, welcome everybody to call number three of the Jumpstart Your Sales and Systems Bootcamp. I'm Katrina Sawa, your host and business and marketing coach and book publisher, author, speaker, la la la. So today we are talking about marketing, lead gen and sales systems. Already we've covered your order of importance, looking at everything you need based on your money goals, your business goals, and we've figured out hopefully some, uh, what you guys need to be working on in order of importance. If we haven't yet done that with you, um, and you still need to post stuff into the facebook group, don't worry. You've got me for July, you guys. So it's only april 8th. So we're okay. I know that sometimes it gets a little overwhelming when you get into a group like this and it's weekly calls. And with me, even some of my one-on-one clients don't talk to me weekly because i give them this laundry list of things sometimes. So just don't worry. If you haven't gotten to some things, it's okay i'm gonna be working with you this whole time so i'm gonna look at your stuff i'm gonna give you lots of feedback. Hopefully you've seen some of the feedback that i've given to other people if i haven't given you any yet um but it's pretty thorough right and and if you need clarity, Please say I need clarity on that. Or I'm not sure. Or you told so-and-so something, but how about for me, like, what do I need? Right? And that's okay. You guys can chime in.

If you're reading each other's notes or you're reading each other's, the comments that I'm telling to other people, I've said this before. And sometimes, especially with technology advice, I don't want to just willy-nilly advise you all on the same thing. And I know a lot of you are trying to pick technologies right now. And usually I say, If whatever you're using is working at the moment, don't try to switch right now. But if you know there could be more efficient ways to run your business or to keep in touch with people or run your database or run these systems that we're talking about, maybe make a goal of in six months, you'll revisit it. So let's get a few more lead gen follow up and sales things in place so you're bringing in more cash flow, getting more clients.

And then you can always put on the calendar a goal of maybe, okay, this, you know, the month of September or August or whatever, I'm going to revisit this and just put it on your calendar. I use my calendar. Sometimes I put stuff on my calendar 18 months in advance. Like literally, I want to remind myself things. So I go onto my Google calendar and I will Plot things out because I look at those notes that I write myself every day. If there's something in there, right? Like today it says, check my bounce list in my get response. So because we're actually doing a monthly bounce list report now, because I don't want to let anybody slip through the cracks because my system, I don't know about everybody's, but my system is automatically pulling people that bounce more than four times.

So that's, if they bounce four times in a row, they're pulling them out of the database, but, and I can only see the last 60 days. So you gotta be careful with technology these days because they're trying, they say they're trying to protect us, but really they're trying to protect their own deliverability rates so they can get more clients using their system. Anyhow. So I just want to, you know, let's everybody just take a breath. If you think, oh my God, what's she going to tell me to do? The 47 things she's going to tell me today. We're just going to have you pick what is most important for you. Now, I don't think I gave you guys my big old gigantic marketing checklist thing.

I actually created it with Anne. She's a marketing gal. No, I didn't. I created it for somebody else. I created it for this other group that I helped coach a little bit. And then I gave it to Anne and we added some things. And so she uses it, but I use it too. And cause she's in marketing, but we're gonna talk about that. And we're gonna, I want you to pull it up. I'm actually gonna pull it up here in a minute and I'm gonna put it in the chat. And then I'll also put it on the thank you page or your recording page too. But I wanna make sure that you guys... can have it. And then what you can do is you can, it's going to be in word.

So you can just delete the stuff that does not apply to you. And, or, you know, if you print it out, just black, black, those things off that you're not going to do and just keep the ones that you want to do. It's fine. Like I talked about the other day, picking a lane. Right. Picking a lane, whether you really like the networking speaking lane and you really want to talk to people and connect with people. And that's how you love to market and get clients. And that's my favorite thing is that lane. Then there's the behind the scenes, uh, computer online world lane, uh, social media, that kind of thing where you're, you're blasting and you're posting, you're doing lots of different strategies on social media.

And that could, that would definitely be good. If you have a job i know some of you have a job and you're working full time. So you really have to do things weird hours of the day and maybe only an hour or two a day or a few hours a week to grow your business. Whereas some of us are in it the whole time, full time, right? So you do want to pick your lane right now. That doesn't mean you may not switch lanes or add different things in later. You can always shift. So if you have a lot of stuff on your plate right now, We might want to do a couple of things that are more online based because you can reach more people that way. You might want to also delegate more at this stage if you've got a lot on your plate, right? I was just messaging with a previous client today who's getting eye surgery. She's setting up some surgery, some systems right now for after that. She doesn't know what's going to happen, right? So sometimes we need to, so the reason hopefully that you're taking this class with me is to set up all these systems so that if something does happen, and we talked about that, that you've already got this smooth running money making business machine with lead gen marketing, follow up and sales. So that's what we're talking about today. Before I get started, is there anybody who's totally baffled with anything that we've done so far?

Like you're really confused, you don't know what you're selling, you know, because you want to make sure we know what you're selling before we turn on the marketing hose. Because if you get a bunch of leads in and you don't really know how to work them, then that's not effective. Or you don't know what to sell them into, that's not effective. So most of you, I think, know what you're selling. And so we just need to get more people into your world and through the systems to a call or however you want to sell. Is there anybody that's not clear on that beginning stuff before we dive in today? No. Okay, good. Perfect. Okay. And if you need more advice around it, obviously put stuff in the Facebook group. But and if you guys want to say who you are, and all that, did you guys watch my other video, my little short one that's in the Facebook group that said, I'm sorry to overwhelm you. And I mean this with love. Okay, good. Because I kind of sometimes come to these calls, and I just go, blah, and I'm just like on and I'm just teaching or, you know, but I really do want it. to be with love. And I really know you all, I know a lot of you really well. So, and I

know you're brilliant. Okay. So you are brilliant. We just have to get more people to understand that and buy from you. Yes. So, and be less of the best kept secret. And honestly, I feel like a best kept secret myself sometimes. So I'm right there with you. All right. Any other questions before we dive into, we're talking about how to connect deeper, inspire people more, get more people to want more of what you've got, right? We have to make them want it. We can't just tell them they need it. We have to make them want it. We have to have them make it so that we are on top of, we are on top of mind with them. So they think of us when it comes to I get a lot of people who think of me for books publishing, even though that's like the secondary thing that I do. It's just that they see me all the time like this.

Right. And so they think, oh, Katrina books. Right. So that is top of mind with people. So which is why I do recommend making a nice Zoom room that is recognizable. Like if some of you have a lot of room in the back. Right. You can put a big banner behind you. You're not on the wall like me, it's hard to put a banner. If you did put a banner, it would only be the middle part of the banner that would show, right? Because that's at our waist pretty much. Okay, and then we need to close more sales. So we're gonna talk about, I have like an eight ways to close more sales presentations when you do get people into conversation. Now, those are mostly for in conversation sales closing,

But you can use a lot of the strategies when you're writing text on a web page or writing in an email or talking in a video. So you want to think about how you use those all over the place. So the first thing, what would the banner have to have behind us on the Zoom room, she says. Well, like I have a banner that I use for trade shows, right? If I had more room behind me, you might actually be able to see the majority of it. if I can stick it back four feet, right? If it's right behind me, then the message, it's the marketing message. So the banner would be something that you would take to a trade show. But if you know that your Zoom room space could allow for a banner behind you, then you want to make it usable for a trade show and your Zoom room.

So make sure that the main marketing message is kind of in the middle, perhaps, of the banner. We're talking about a seven-foot banner. Okay, great, Rhonda, thank you. Showing up one again, the question, oh, I'm so far behind. The website, yeah, your website, Rhonda, is your biggest order of importance because I think you've just been growing and adding and growing and adding for so many years that now we have to revamp to really hit your targets. So that's the number one thing that if we could totally get you dialed in on before we're done here, that would be ideal. Because you're good with networking, speaking, follow-up. You're good with a lot of the stuff. But I think there's a disconnect when they get to your website.

Yes. Yes, Marlene, good. Okay. All right. So I'm going to put... No, I'm not. I'm going to go through this a little bit, a couple slides first, just a few. And then we're going to talk about all the marketing stuff. I have to get to this. Just a few. Okay. I already said what we're going to talk about today. Just a reminder that you want to keep your big vision on top of mind, right? You don't want to be a trombone and say, one minute I want 10,000, next minute I want 35,000 a month. Please, okay? We want to make sure that you are not settling for crappy people in your life. That's We're talking today about number four and five for the most part.

And we've kind of already covered number one here in the business development, your design, your sales strategy, what you're selling, pricing, transformation. Today, we're talking about number three and also number four to a certain extent. OK, so that's what we want to cover today. Always be looking for ways to simplify because you're We can spend way too much time if we're not careful. So we always want to look at what we're simplifying. I think you guys are clear on your funnel. This is a list. You could screenshot it if you didn't. We talked about it on call number one just briefly. But this is what we want to dive into a little bit more. And year one is where I want you to look for all of you.

And just if you think you're doing really well with all of that, then skip to number two. year two. Okay. But even if you're in year five or 10 in your business, please don't just go to number three. You need to go back to number one. Okay. Year one, which is speaking. I suggest probably almost all of you with the exception of Sabrina, maybe who runs the, the brick and mortar store. Maybe a couple more of you, if you're, If you have a job and you are trying to grow a business, then it might be harder to find speaking gigs. But you can still do your own webinars and things like that. So that's still technically speaking. Networking. Social. I know we talked about your social profiles last time.

Hopefully, a lot of you have made changes. I haven't seen a lot of links in the Facebook group. So if you did make updates to your social profiles, please Put them in the Facebook, like all your links, and I'll go through them one at a time and I'll give you some comments. But put them all in like one post or something. Creating content. We always have to create content. That's why year two, it says do a lot more of everything in year one and then do a lot more of everything in year one and two on number three. But we need more content all the time. You need it on your website. You need it in video. You need it when you are speaking.

You need to glow with the times. Hosting free calls. A lot of you probably aren't doing this yet. Whether it's a free info call about your services or a free info call about what your topic is, it doesn't have to be a PowerPoint. It doesn't have to be a signature talk. It doesn't have to be anything that you've even practiced, honestly. It could just be a call where you come and you just answer questions and you see what people are doing and then you go. Oh, I see. Rhonda, what's a quick question? Yeah. A business kind of vision here. What's the difference between business-wise to do lead generation based on if you're doing, you're consistently out there in front of everybody once a week with a podcast relative to a webinar.

Can one replace the other if you have a system set up? I don't know that I would replace it. No. Podcasts, is a little bit more of an advanced strategy because ideally you already have a list and I know you do and you have a podcast. I get it and you have a show, you have a whole show. But those podcast reminders and announcements usually go to the people who have clicked to follow you on Spotify or wherever they're watching, right, YouTube. They aren't necessarily all on your email list, first of all, the people who listen to your podcast or your whatever. So the idea is listening to the podcast. Yes, of course you can promote something, but I think it would be smart if you can get them into your world more. So they're listening, but it's a one-way listen, usually on a podcast, whereas in a webinar, right? Yeah. So, but another question, if you go in with your social media, speaking about the podcast, funneling them, into your landing page so then you get them in so they're of

course getting a regular um stuff from you and then doing your show and then regurgitating it and then having sizzles and consistently talking to your newsletter you're because the lead generation coming into that plus the social media you know what i'm having a problem with is i do really well on video and it is something that and i bring experts in also but i have my own show and um i with webinars, it's the same strategy of bringing people in.

It's just a lot of work bringing people into all that. So I'm just trying to balance it. That's why I was asking that. Well, I mean, you certainly don't have to do every strategy. Okay. But I, for most people, I think doing some kind of, whether you call it a webinar, a masterclass, an info call, I get to like a group discussion call. It's, I see it as being a different experience with you than if you were running a show. If you're running a show, you're entertaining. You have to keep it going 24 seven, whether you take questions or not. Like I did a radio show before podcast was even a thing on video. I did a radio show and I did have like you could call in live and every once in a while someone would call in live.

I did it for four years. It hardly got me any business. So I stopped it. But that was way before this podcast generation. Right. But a couple of times people would call in and ask questions, which would interrupt the flow a little bit, but it would also enhance in a way. And that would be more engaging. I just think that people are going to buy more when they can engage more. And instead of just listening, because then they get to know you, they feel like they're a friend and you actually know who they are. Because right now you don't know a lot of your podcast listeners unless they engage with you. I think it's a deeper experience with you when you can then invite them to something like now, whether it's a podcast or it's a half day event, maybe you invite them from the podcast to a half day or a full day event.

Okay. And that could be for anybody, any of you. Events are a great way to offer, like have an experience with some people and like a group of people and then invite them to something else. Right. Yeah. And I've taken classes to do, you know, slide decks and all that kind of stuff. And I help my clients with that too. But it's like, it's almost like I just have this weird thing around webinars because I've been doing them for 15 years, but there's just something that probably I need to step into more. So thank you for that information. Yeah. I needed that. Yeah. I don't know. I think we get settled into one way of doing it when there's multiple ways. Okay. All right.

And so... Applying to be a guest on podcast shows, yes, of course, you want to be a guest on as many things as you can possibly be a guest on because that gets your reach broader, right? But then you also want to share those interviews and that you want to share the fact that you're speaking on all these other places out with everybody who's following you and watching you because it exudes more celebrity status. So it doesn't take a lot of effort on... you know, to be a guest on a podcast or a show or a lot of things, you just usually need to, you know, share the person's show out, which again, will make you look better too, because you're speaking in all these places.

So it is a good thing to do. Again, if you have time to do this, and these are things that you love to do, then, then you want to do a lot of this. Okay. Video marketing could be for anybody. It could be for those of you in either lane, video marketing, Could be to share a tip or share this. I could do this live broadcast and talk about these marketing strategy. I could do any you could do anything. And if you if you aren't sure what to do, stop overthinking it

and go share what's on your mind today. Right. Video marketing can be for those who like the lane of online marketing, too. It is especially if it's social. It's usually one way communication.

Occasionally you'll have some people chime in. Or if you have a really engaged following, you might have a lot of people chiming in on a live broadcast. Broadcast. But, um, these days I think when video broadcasts were, were, uh, brand new, we would get lots of people. It was great. But now I don't, I don't see a lot, um, through that. So I feel like it's more one-way communication still an invitation to something else so that they can engage with us. Yeah. Christina. Um, you just said it's not a whole lot of work to get on a podcast. And I was actually thinking, gosh, that would be a really good idea, but I'd have to first spend a bunch of time like researching what are the appropriate podcasts for me to get on and like, what's the process and I and I and that's a sort of I think a general issue I have where I have trouble carving out that kind of research time and feeling like that's always a trade-off with the, I should be earning money for my clients time so that they'll come back.

So it is, is, do you, is there a way that you recommend to like streamline that process of identifying the places where you can apply your expertise? I don't. consume them. So I'm not like the fastest. Yes, I get it. I don't consume podcasts either. Um, but I do when I go to networking events, do you go to a lot of networking or speaking or group calls and things like that? Um, I mean, I go to about three annual meetings, like in my field where that are like the main networking events, but yeah. I see. But I'm talking on a monthly basis. um Oh, on a monthly basis, not a lot because my work is more internationally facing than local. And so a lot of international.

Yeah. But yes, there could be more virtual, um, networking that i could do yeah if you're if you're yeah there's so many international calls. I mean, it's crazy. So I mean, especially during covid they just, now they're everywhere so If you want to network with people internationally, you just got to go find the right groups to do that. And then when you're on those groups and you're saying your commercial or whatever, you're like, well, who you are, what you do is when you say, and I'm looking for podcasts to be on as a guest. And these are my topics of expertise, right? So if you put that out there more and or put posts out there more, like I'm hosting or I'm looking for speaking gigs and podcasts to be on, anybody have a topic related to blanky blank?

So you can put posts out there and just don't put a link and put a picture of you. Right. And then you'll the more you can do that, you can do that once a month, a couple of times a month, even on all the different platforms. And then you'll probably start getting, oh, I have one. You should come on mine. Right. So you can also ask. And I mean, I have a big podcast list and I'll write that down so I can share that. but where to find podcasts. And there is sometimes a little research to do. Like if you go on to like Spotify or Podbean or even Blog Talk Radio, which is now podcasts too, you can search by genre, you can search by topic.

And so you can narrow it down a little faster. And if you're efficient, right? So part of the systems with getting booked on podcasts is having a little message ready to go to copy, paste, send to the host. So when you find a list of them, you and you and it looks like you just take a brief little overview of looks like they bring in guests. OK. And, you know, yes, we want to listen to a podcast before we're on it, perhaps. So we know how the show host

handles their their guests and interviews. But it's still you can you can go and click to the host and send a message saying, I see you bringing guests to the show. I'd love to be considered as a guest.

How do you go about picking your guests? And do you have a place where I could apply? Right. And that could just be copy, paste, send, copy, paste, send. You could ask hundreds of people a month if you put it on your calendar and make it a little action item of what to do. Thank you. I need this. With a podcast or an interview, you don't need to be, you don't have PowerPoint. You don't have prepared talk because it's their show and they have a host of questions they want to ask you. And or sometimes they ask you for a few questions that you want to be asked. That's fine. But most do not. Most actually tell you what they're going to ask you or tell you this is how I do it.

Right. So, yes, sometimes we just have to stop overthinking and just do the thing. And maybe you didn't think about going on to these sites where they all are listed. Like, I don't know. No, did not. Yeah. Yeah. That's a big activation energy for me to think about, like asking someone to interview me, you know, like it's, so it just, I need somebody to tell me that. Yes. But all the people, well, all the people I know that are actually looking for guests want to be reached out to now, some of them that are really popular have too many people reaching out to them, of course. So they have set, I mean, anybody who has a podcast should have a podcast application page that a guest application page. Number one, that is going to get more people on your email list because they have to sign up there and then they'll get on your email list and they have to apply to be on your show. So it gets more people on your email list. So that's the number one reason I think to have a podcast is to ask guests. Like number two is getting exposure and getting out there more. That's what I would do. But yeah. OK, any other questions while we're on the topic of podcast? I see your hand, Sasha, but I want to stay here for just a second until anybody has anything else on this. Yes, Katrina. Oh, I'm sorry. Oh, real quick. I just wanted to say I have a podcast and you can go to Apple Podcasts and they will list it by topic.

Yes. Good. Apple Podcasts. There's so many different places to go. But they will list it by topic. So you just put your topic in there and it'll bring up all the stuff that the podcast person creator has said they're about. So it'll do a lot of the research for you. I just wanted to let people know that. Yes. And they're wondering what your name is because it says iPhone 11 Pro Max. If you have a moment. Sorry about that. I just got a new iPhone. This is Elizabeth Edwards. Okay. And I have to be on my phone for right now because I'm actually going to a speaking event. So getting ready for that. Liz Edwards. She's in the Facebook group. Okay. Thank you for that.

Anybody. And yes. Um, Katrina introduced me to the leap community. And, um, when you join that community, you have a chance to be on Colleen's big who runs it. Um, yeah her podcast her podcast and so i'm signing up for one of those. And actually Katrina, thank you for the tips you said, because I, I wasn't sure about what to put, but, um, thank you. And, but there are, uh, what you're saying about asking, oh my God, you never know. That's what I, amazed myself when I'm in a meeting is people are like, Oh yeah, I'm doing a podcast. You're like, what? So whenever you ask, yeah, you'll find people. Cause there's probably at least three or four people here that have a podcast.

So, or some kind of web show, like one of my clients, Aaron hosts a masterclass every month. She doesn't do a podcast, but she'll bring on a guest to share expertise on a masterclass that they run on a zoom like this. So they do two of them together. And I've done a lot of those, which is why I recommended it to her. That could be another way you do it. You don't have to have a formal podcast and I'm not talking to you and I'm talking to everybody, but that's, so if you want to do a webinar once a month or an info call or a masterclass, like my client, Erin, she wasn't interested in doing a webinar by herself every month. So she teamed up

she brings in a different expert every month and they have a different topic that they can both speak to, right? So she talks about menopause and hormones and then she brings someone in. One time she talked about sex and women's desires and all that kind of thing. Somebody else talked about energy and nutrition. And so you can partner with people on a dual masterclass. I've done those many times. And then you both promote, you both share and you both have a free call to action, ideally. A free call to action is best. You can both share the list even. You can both share the signup list. So the good thing about having a webinar is it's just one other free thing you can market online.

Some people don't want to listen to podcasts. Again, Rhonda, this might be for you too, is like, I don't want to go to Apple and Spotify and I don't want to listen to podcasts. I don't really spend a lot of time in the car. I don't spend a lot of time outside and walking or anything. So I don't have a lot of space to where I want to just listen to a podcast. But I might go to a webinar if it's something I want to learn more about. So I like to listen to speakers and experts in that way. So I think having a variety for your audience is a good thing. And then just remember to have those sign up pages. Because if we do a broadcast all the time to social media, there's no guarantee that any of them are coming to our website to get on our email list.

So broadcasts are OK, but we have to get them over. So that's why a good mix of a little bit of broadcast, a little bit of webinar. Come on over for those who've been watching, right? And so a little bit of a mix is really good so that you can grab the most people that are paying attention, right? Okay. Sasha, what's your question? It actually does have to do with podcasts. That's a good step into it. So today is the day that I'm focusing on your work. You know, for this class, I just chunked up like five hours, you know, to go over the repeats and so on. In terms of my activity right now for lead generation, because I do not have a quote unquote good looking website.

And of course, you and I have talked about all this. I have not been doing anything other than to my warm leads, meaning my current clients. and right now i'm marketing um my uh unleash your intuition for Entrepreneurs. That's going to be the first week in May. So that's all roads go there okay gotcha so what would you what would you recommend be my priority steps once we get off this call? I would still recommend having a webinar. What you can do is you can create in the meantime of getting a web page It's faster. Just go on to Zoom and create a Zoom registration page, right? A Zoom registration page you can do in five minutes. You log into your Zoom, you set up a meeting time date and make sure you put the full description in there of what you're going to cover on the meeting.

And that make sure you put a little note in there that says by signing up for this meeting, you have agreed to get on my email list. OK, so that then but then you'll have to manually put



them into your email list, which you can do. But that's the fastest way to have a quickie page registration and it sends autoresponder reminders to come to the call. So and the Zoom link and everything. So it's actually like a really easy thing now because it's a broken system. It doesn't get people onto your email list like automatically. I don't recommend it long term, but short term works just fine. OK, just say that. Yeah. So that's what I would do is I would have a few calls.

I would actually schedule between now and your start date, at least two calls, different topics, perhaps one could be a training, one could be a Q&A or a little bit of each. Like if I was doing, if I was marketing this again, I might actually do one call on this marketing stuff. Hey, right. And they're going to get the gigantic marketing checklist as a bonus if they come to the call kind of thing. And then another call could be like how to up your sales. And I could talk about pricing and the sales strategies or something. So those could be the free calls where I share a little bit of information and then sell them into the program, right? Okay, so the people that I would send those email or those invitations to, given that I still don't have a Facebook page, would be...

would be, I'm, I'm going to look at the possibility of starting a new account on facebook today. LinkedIn. So do you have a linkedin or it is, but like like i said you know, everything is rising up from the ashes, but you just have to private message people. Hey, you know, I'm reconnecting, but you can't go in for the jugular. When you reconnect with people, you can't go, I have this program starting in May. Do you want to buy it? Like you can't do that. you can't, and it might even be hard to go in and say, hey, I haven't talked to you in four years, or we have a message in four years, are we, you know, but i have this webinar coming up, thought you might be interested.

That's still kind of promotional, so you might want to hurry up and put a message out there that says, hey, I'm just reconnecting with some of my linkedin friends. It's been a while uh what are you up to? What are you doing? I'd love to uh grab a phone call, a zoom call one of these days to see if we can help each other. And don't put anything else with any other link and just refrain. I know it's hard, but you have to do that sooner than later. Over on LinkedIn, you can message as many people as you want every day, like you're already connected to. You can do, I have one time I messaged 700 people in one day on LinkedIn, private message, people that are already connected to.

So I would do that, okay? I would focus on LinkedIn, stop worrying about, like if you can't get into Facebook, you just can't get in. So unless you have a printed list, this is what it's always good to do, is print out a list of all your contacts in your database and anybody that you know with name, email, phone number, and even mailing address. Print it out, have a printed copy. At least do that twice a year, you guys. Why? Because the electricity goes out or you get shut off from Facebook and you need a contact list. You need to be able to call, like dial for dollars. You need to be able to call people and even send them stuff in the mail, which is part of the checklist that we were just looking at too, is you have to do phone calls. You have to do direct mail these days. When you do direct mail, I promise you, nobody else is doing direct mail. Hardly anybody, unless it's a birthday. I get a few birthday cards, but hardly anybody is sending stuff in the mail. It is where you will stand out if you have the right mailing addresses. So I 100% think everybody should put stuff in the mail, okay? Now, now regarding, I've not ever done that with Zoom. I, I, yeah. So all I do is go into my settings, set

up a meeting, but doesn't it ask for you to manually put in the email addresses that you want the autoresponders to? No, it's no, you'll have, you'll get a registration link. So the registration link is the thing that you share.

Okay. Yeah. You say, Hey, Like to come, just click over here and register. Yeah. And therefore, what were you referring to when you said the autoresponders would go out? It wouldn't go out from Zoom. It would go out from me. It goes out from Zoom. Yeah. When you have a Zoom registration page or meeting and I go, haven't you ever logged in or registered on somebody's Zoom? You must. Yes. OK. So Zoom sends you a reminder that says your meeting is coming up in two weeks or two days or whatever, 20 minutes. OK, so so the point is, is that when I send them the link, it is for them to go and register here and then they get into the Zoom autoresponder funnel.

OK, got it. Then you have to make sure to keep those names and emails because you're going to add them to your database. So you're going to still send out email marketing to them. You can even follow up that way. It's just, you know, most people's Zoom registration reminders go into their regular inbox, whereas a lot of times our emails fall into their spam box. Right. So, yeah. Okay, thank you yeah you bet any other questions on doing your own calls, hosting your own events, doing your own webinars, doing your own info calls, any of that kind of stuff? Such good stuff. I was wondering, do you um usually repurpose um all the non-paid kinds of zooms or informational calls, webinars, those kinds of things?

If they are good, yes, I will. If they are just went, went, you know, like I can tell if I was, I was not on that day or it wasn't really a cohesive thing or sometimes maybe 10 minutes of it was really good. And the rest of it was when I'll have my gal snip out that 10 minutes and give that as a freebie or something. Yeah. So you can, it's, you want to repurpose as much as you can always record. always record and you can sometimes snip it out little bits of information. You know, like earlier when I was talking about the list here, I could just snip out that part and show you the slide and say some stuff. And and that could be a little short marketing video or something.

And do you usually have your VA do that or do you ever snip? I don't even know how to. Oh, that is not something you want to learn. You just tell them the timestamps. Yes. You just say snip in here, snip in here, snip in here. If you guys already have expertise at that, please don't go learn that. That is not an easy thing to learn. Now, I know how to do it on YouTube. I can upload it to YouTube and I can snip, but it literally takes me way too long to do that. I should not be doing that, right? Especially when somebody else that knows how to do it can take 10 minutes to do it. Like 10, okay? Like you pay them, I don't know, a couple dollars.

Like that's a Fiverr thing. That's a pay them \$10 to do a snip a thing, okay? Yeah. On that note, I do have just a super quick question that I asked in the chat, but it might have got lost. When you are uploading videos to YouTube to then kind of have on your website, like you were talking about in the last call, do you have a system where it doesn't show the random video squares at the end of your video? There is a way to do that. And I can't tell you it right now because I had my assistant do that. Okay. I can't, I'm, does anybody know off the top of their head and can answer that quickly? You know what we're talking about, right?

Who? No? Yeah, you can, this is Elizabeth again. You can actually choose at the end screen, the last part of the installation for a video, one of the last questions, they'll ask you if you want an end page or an end, and you just choose your own stuff. So that what comes up is your own, like you refer them to another video of your own. That's awesome. Or a playlist of your, a playlist list of your own. That's what I do. And that's helped me a lot. Isn't there a way though too, I thought there was a click in there that you, it'll just stay with that video, not even go on your own if you just want them to stay there. I thought there was. Because I embed a lot of my videos on a webpage and, And then you don't want that. Let's look at that again. Yeah. I'd have to ask my VA. If you ask me later, I'll go find the answer and stick it in the Facebook. Okay, I'll add it to the group. Yeah, please add that if you guys find that, because I've been looking for it and I haven't been able to find it. I'll go get the answer. Yeah, for sure. Okay, Suzanne, you have a question? Yes. My question was, if you do these... how-to videos or whatever free calls, how far ahead do you promote them? I mean, it seems like people's attention spans are much shorter, so i'm not sure the really, you know, save the date three months from now isn't gonna work yeah maybe like a week or two even, or even like tomorrow.

It depends. I think if you have something that's high paid versus low paid or free that you want, to get them from the thing, okay? So if I know, or it's in person, for example, my January event, right? I need to start marketing that in the summer because I have to get people to commit to January travel. Like, so starting six months out, six months out for an in-person thing, three months out for a two or three day virtual thing, okay? I would say this is just a guide. And then if you want to just get them to a one hour or a 90 minute free thing, it could be two weeks, probably one week, right? Is a good general guideline. Yeah. But if you're trying to get a lot of people to one thing where you're going to sell them into a much bigger thing, I would not just rely on one free call to get them there.

I would rely on multiple ways of Of course. Okay. Thank you. Yeah, that's just, sure. Okay, Anne. Sorry. Sasha, I just used the Zoom registration page. And the cool thing is, actually, I thought, was that it has like seven or eight ready-to-go emails that you just have to edit. And then you just tell them what days you want them to send it. And that includes the follow-up. one, two. So I just did a webinar on Thursday and, um, promoted it for a few weeks. And then, um, I have a new program starting on next week, which I got to get stuff done for. But anyways, um, the zoom, uh, was really helpful. And also you can, um, not only that you can also invite people to through the zoom thing.

So if you had people that you specifically knew were potentially interested, you can manually add them, but you can upload and you can upload a list too. So anyways, I just wanted to tell you that. Thank you. I, since I don't have access to the Facebook group, you know, you know, I would really love it if people could maybe put their contact information in here. Cause otherwise I don't know how to communicate other than people who I already know. So, and would you mind? No, I'll, I'll be happy to, I'll throw that in the chat. And then, um, you can, if, if you have a couple of questions, I'd be happy to spend, you know, 15 minutes with you just going over stuff.

I'd be happy to do a little zoom call with you and, um, I'd be happy to show you. Thank you. And I'd be happy to give you a psychic reading or anything you wanted. So my question, actually, Katrina, was I'm going to go forward on your suggestion with a pounding heart

because I've never done it before, but I will do it. So what's your recommendation of how much time in advance to read set a date for such a webinar or free call prior to show time for my course? Well, we just talked about that, remember? So how much is your course? The cost of it? So this is a different conversation. I'm going to- Not the cost of your course, come on. Well, what I want to do is invite- Okay.

The cost of the course is \$2,500. Retail rate. Good. Okay. And I would. Special offer. Okay. Is that what you're saying? No. Should I continue talking? Yep. Okay. What I wanted to do was to invite people to discuss their experience with intuition with me to see if the course is a good fit for them. On a one-on-one call. Yes. Got it. So the webinar leads people to a one-on-one call. You don't have to stop the webinar. Okay. You can talk a little bit about the course if you want to. You can say, hey, I have this course coming up. If any of you might be interested in that or interested in how to work with me one-on-one, then here's my scheduler. Get on my calendar.

And then I've opened up a lot of spots in the next three days. And so you just need to all pile in on the calendar and we will have a conversation. About what? How would you word the about what? Okay. I just said it. That's exactly how I would say it. Period. End of story. Okay, good. Thanks. You don't have to explain the course because if you over explain something that you want to get them to buy on a one-on-one call with you, they can already make a decision. No, I'm not interested before they even have a conversation. Does that make sense? So if we tell them too much about the course, too much about stuff in the general population, if you're really not that good yet, with selling from stage, which I'm still not that great at selling from stage. And I've spent \$100,000 with speaker trainers, okay? So I still wanna drive people to a phone call with me because everybody is so different. And I just wanna spend it with one-on-one with them. That's just easier for me. So you say, just, I have a course coming up. It could be for some of you. Others of you might want some one-on-one. If you want any support on how to get xyz transformation. I encourage you to schedule a call. Here's my link to my calendar right great and you you drop the link to your calendar. You don't drop the link to your sales page. You don't drop the link to anything else but your calendar then.

And it's a little bit more elusive then. And it's like oh what's I wonder what it is. Oh, well, when we come, you know, the dates are kind of flexible. So you just have to come to a call. Right. that And that's why I didn't. Well, it depends on if you take the payment plan or do this thing or you do something else with me. I have a variety of options. Do you see how I answer the question without answering the question? Sure. I don't mean to be misleading at all. But it's not my point. This is this is the sales conversation stuff here again. Right. Right. When people say, well, how much is it? And I'm like, well, it depends. It depends if you buy it by itself or if you engage in some other things.

Most people need other things. Sometimes when they buy those things, they get this for free. I mean, let's just have a conversation. Why wouldn't, yeah, let's just do that, right? So you can talk around it sometimes without getting caught up in it. And I'm not just talking to you. I think other people needed to hear that, right? But that's why that's why I went south when you asked me what the cost was, because I do not want to talk about the course in depth. I just want to have a conversation with the retail price. So as long as you're clear on

the retail price of twenty five hundred, most people, you know, that's totally worth it. But sometimes I offer some incentives and different deals depending on what else you need. So let's have a conversation. Got it. OK, good. Thank you. I needed to know because I'm trying to coach you. So I have to know how much it is. So, so, so I would not try to sell something for \$2,500 on a webinar. I know lots of friends who do that and they do really well at it, but I would rather do it in a call. So yeah. Yes. Great. Okay. Well, the ship has sailed out. You're going to do fine. You just want to get a bunch of people. The webinar is so people can experience you. Okay. It's so they can experience you. Right. It's just like, if this wasn't a paid call and it was a webinar, you know, You would be experiencing me throwing my hands all over the place.

You would be experiencing me doing some laser coaching calls with people. You would be experiencing, hopefully, good stuff coming out of my mouth and go, hmm, I wonder if I should buy from her, right? Like, I think, you know what I mean? You have to make people want what you've got. So you got to wow them. Don't try to oversell them. It's, you know, just invite them to the next step. Okay. Marlene. Okay. Great stuff so far, so thank you. I wanted to go back to Zoom a bit. Would you recommend a different platform for webinars? Like for instance, I like how, okay, so Zoom. I mean, why would you need anything else? You can do, by the way, you can do a webinar versus a meeting on Zoom.

I don't like it because I can't see anybody. Webinars, then you can't audience. And so I don't recommend doing that. And it costs more. Why would I want to pay more when I can have you all here and have you on mute? If you have a question, I don't I personally don't want that. So that's perfect. That's perfect. You mentioned that because I do see sometimes when I'm on Zoom, I like if I'm logged on to someone's meeting or something, we can't see the faces of the other participants. So I'm like, OK, well, what kind of Zoom is this? Or sometimes it's only the Q&A or the chat box. but I didn't realize that was a setting. That's the webinar setting. Yes. I personally like it.

Some people who speak to sell use it because they don't want distractions all over the place for their... Excuse me. Those are the people that are really doing it to speak to sell usually. Usually. Okay. And I like that. I like the regular Zoom where you can see the faces and people can choose to have their camera on or off, but I prefer that. And then the Zoom that I have now is free. So I take it I have to upgrade. Everybody should have a paid Zoom account when they have a business. You should be running calls and any of your coaching, anything. It's \$15 a month. It's, you know, so. OK. And one of the things I wanted to do was I'm planning on having a like a virtual event in May as a follow up, the end of May as a follow up to my live event.

I had a vision event in January. So I want to open this up to everyone or whoever, but it's going to be virtual. And at the end of it, I said, let me take your advice and do, and this one won't be geared towards fertility. It'll be geared just towards women. It's my women empowerment brand. So in this particular case, I wanted to drop the calendar link at the, at the end and then maybe say, okay, you know, for the first X amount of people who book a call, I can, you the consultation fee or call fee, you know, from whatever to whatever. Do you suggest I do that or should those calls be free? So I have no problem if you would rather do a paid consultation rather than a free call.

You guys like you can choose. Right. I think if you're going to do a paid call, then there needs to be a deliverable or a transformation or something that you're actually going to do on that call. um and you just have to be clear, right? So if you're signing up for a call with me, this is a paid call and this is what we're going to do on this call and this is what you're going to walk away with. And it's totally, you know, if you're not interested in that, of course we can talk if you'd like to have a different kind of call where we're going to talk about options. So like recently i had somebody who was emailing me and saw one of my emails that invited people to a call.

And so she signed up and i said, oh, okay, great. because I've talked to her before a few times And I've seen her on webinars, but she is never willing to buy, right? And so she signed up for another call on a strategy session. And I said, great, are you ready to talk about what coaching option might be best for you at this point? And she's like, oh, no, I just saw your invitation. I'm like, well, this isn't a coaching call. This is a where we talk about how I can help you call. Is that what you are interested in at this point? I was very blunt and to the point. Because I'm not going to do another call with somebody I've already done it with a couple times who isn't willing to buy and then just wants free stuff.

Do you see what I'm saying? So be very clear. And then on your calendar, be clear too. Like the strategy session clarity call thing on my calendar. So this is for people who are not clients yet, who are interested in finding out if they might be able to work with me and how I can help them. The... Coaching slot says this is for my paid coaching clients only who have paid for da, da, da, da, da. And then there's a get to know you like joint venture collaboration call option. This is for those of you who wanna do a follow-up call from an event or something who might wanna see if or how we can help each other. So it is very, very important in your funnel, in your opt-in process, in your sales process to have clear descriptions in even your calendar signup page.

Please do that, okay? If you want, I can drop my I have two calendars. I'll drop them just so you can see how I write them. I don't know if that helps you, Marlene. But it really does, because I want to get out of doing a lot of work for free because I'll start talking to people. And in essence, I literally give away a quote unquote free coaching type session because I also don't know how to cut them off and like say, OK, you need to go to the next. You know what I mean? And get me going. So I'm like, you know what? No, however. Now that is your problem, not theirs. Okay. So this. Right. Right. Yes. Yes. I understand. I get it.

No, it's me too, because I know like, I want to help them. Like they ask questions and I'm just, and then I realized and look back, it's been an hour and a half, two hours, but I'm giving away all this pretty good stuff. And I have to change my mindset around the money. I have to get it. You know, maybe you need a script or an agenda for that call instead. So when I started doing calls like that a little bit more, um, I made a script. I had an agenda. And I said the same thing to everybody when I started the call. Hey, we're here for about an hour. I think I was doing it for an hour then. We're here for about an hour.

We're here to find out if or how I can help you as far as coaching goes to your business. And so I might have to ask you a few questions or cut you off if you're trying to serve something. So I just wanted to let you know. I want to make sure that I get as much information from you to make. And then you get as much information of you. from me, like, or I handle all your concerns and yada, yada on that call. And so I would say it up ahead and say,

especially if you're doing like a 30 minute, because a 30 minute is a very short sales conversation. You're trying to sell something over \$5,000. So to build rapport and find out their needs and go deep with them perhaps, and then make an offer with something and or switch offers if you have to.

So Just sharing that, that you still may want free calls. You just may want to clarify them better because you might find more people will come to a free call than they will to a paid consult. And so if you need a lot more clients, I would not not do the free call. I would just be more organized with how I run that call and make sure you're back to back appointments. So, hey, I only have another and make sure, you know, like 10 minutes before you have to get off the phone. You say, hey, I only have about 10 minutes left. Let me just, is there any interest in going forward and working with me in some way? If there is, let me share a couple options that I might have for you, right?

Okay, no, that's perfect. You had mentioned that to me too, that I'd have to be able to cut off my calls and stick to it. So the script and having the layout really helps. Okay, I appreciate that. Yes, you have to have a script. I had a script for years. I probably should go back to a script. But I usually back-to-back calls now. So now I'm always alerted of the time. So when you don't have a lot of back-to-back calls, it gets a little loosey-goosey, right? And you're like, oh, 15 minutes of you. No, I've given away tons and tons on free calls. I think I- So maybe what I do is do the webinar and just make the calls free, get my appointments booked and go from that, and kind of do, maybe I say for people who have attended You know, a free 20 minute call, you know, with me and go from there, you know, versus charging because the virtual event would be free as well. Yes. And if you do a webinar and then you invite them to a call, it doesn't have to be such a long call because you probably already just experienced you like for an hour. Right. And so you could probably do a smaller, a shorter call, 20, 30 minutes, 15, even maybe. and say, okay, so you were on the webinar. What were your big ahas? What do you think the gaps were? What do you really wanna work on? And how are you interested in working with me? Or do you wanna learn some different, do you want me to share a couple options that might be good for you?

Okay, perfect. And so I like the this or that close, which we're gonna go into the closing stuff in here a minute. But like, I like to say, do you want one-on-one or do you like a group kind of situation, right? That could be one option for some of you, not all of you. could fit that. Some of you might want, you know, do you want the group option or you want the DIY, right? Or do you want this option or that option? Whatever. Do you want the high-end shelving for, where did Sabrina go? High-end shelving or the basics, right? Like, so yeah. Okay, that's perfect. That really helps. Thank you so much. Okay, good. Yeah, keep asking questions, you guys. It's all good.

And Alana said, very clear, who, yeah, so... for the calendars that I stuck in the chat real quick, the one that says Katrina Sawa on the end is the one that I send to paid clients and interested clarity call people. So like the sales conversation, the cat's guest one is the one I give to joint venture partners or polka dot people who, and then I added, you can see, I added the 15 minute business on there because if somebody was interested in the business thing and then they might schedule that one also. But usually we cover business stuff in the others if it comes to that, right? And sometimes you're talking on a joint venture call with somebody or a collaboration, let's get to know each other kind of thing.

And you say what you do and they'll be like, oh, I've kind of been needing that. And then they'll self-select themselves. And that's when, if you're limited on time to say, oh, well, we can always schedule that type of call next. If you'd like to schedule that type of call where we can talk about, you and your problem and how maybe I can help you. So then you schedule a different call. Don't just try to hurry it up in the next five minutes. Schedule an actual call where you can go through what you would normally go through with a prospect rather than turning a joint venture collaboration person into quickly a sales conversation because you see hope, right? Like we can't do that.

Don't get too desperate. Just schedule the next call. Be very calm and just schedule it soon so that you can get to that. That happens quite a bit if you're really good about sharing who you are, what you do in those kinds of calls. Okay, Christina. Yeah, I've had two experiences and this is amongst a limited number where I was having this sort of like free kind of intro call. Somebody who contacted me or was referred to me where it's just kind of like, hey, sure, get to know you, introduce myself. Like there are sometimes it's, I guess sometimes these calls, it's not clear whether or not this is sort of networking for the good of the order, get to know you, expand the network versus somebody who is a potential client.

So I've had a couple of experiences where it was not clear at the beginning, but there was potential interest as a future client. And I kind of want to cultivate that slowly. But the call went on for like, let's say an hour. Right. And this is before I had a little bit more clearly defined, like putting this time limit. and the person's like, oh, this is so great. You're such, you know, it's great to talk to you wow great knowledge whatever love you can like great fantastic you know go forth and, you know, nice to meet you. And then they come back for a second call. And then that call, I would kind of expect the etiquette being that I'm a consultant that they would, you know, I would like sent a link for 30 minutes and now we're into 45 minutes or an hour.

And I kind of tried to, gently say like, well, it's been great talking to you again. I'd love to know, you know, think about, you know, how I could help you. You know, I think this thing that you've told me might be an area we could work on this thing. And then they seemed very taken aback, like the lightest suggestion that maybe we wouldn't just infinitely talk. And I never heard from them. I guess those types of people just try to take, okay, those are takers. And you have to be able to identify them ahead of time a little bit more. And we have to set our boundaries, right? So if I'm not sure, like on LinkedIn, right? For example, I might message somebody, hey, I'm having this thing and whatever.

Or we just following up from a meeting. Hey, you know, and they were like, I'd love to schedule a call with you, right? And I'm like, oh, okay. Are you looking? Because we did introductions during the call, right? And so now they want to do a call with me and they're saying that in LinkedIn. I'll say, OK, what kind of call did you want to do? Did you want to do a get to know each other where we're learning about each other so we can refer business? Or did you want to talk to me about growing your business or doing a book or marketing or something like that? Because that's a different type of call. And then I just leave it in their court.

And then they tell me which. Does that make sense? So definitely ask that question. If it's unclear, don't assume. And this has happened to, I'm sure, most of you before where you got on a call and it just happens. And so when you learn to set better boundaries and say



different things, you will get more people into the right call just and having the different calendars. So you might have the like follow up connection call. And then let's let me see if I can help you with your business type of call. I get very clear with what you name it in there because then it's a little bit less confusing, maybe. But but yeah. But you then on the call, you also have to say, okay, we're here for, you know, 30 minutes is all I do for the collaboration call, 30 minutes.

If we need a second one, like we decided we're going to do a masterclass together or something like that, okay, we'll schedule a second call to go plan that out. But I don't spend more than 30 minutes with any collaboration partner at all in the beginning, because it's just to get to know each other to see if we have a good vibe, if we want more, right? What was I going to say? I think I was going to say something else. Oh, you just kind of have to start feeling them out. And if they start asking you about their business, well, what do you think about this? And what do you, or not business, whatever it is you do, what do you think about that?

What do you think about that? Well, those are the kinds of things that I work with clients on. And we can certainly talk about what that might look to get help with that. If you're interested and I can share my packages or how I work with people, is that something you're interested in? Right. So, yeah. Yeah. Yeah, I felt like I chased them away by like pointing them towards that. But I don't. Yeah, I'm just like, you also have to be more assertive. Yeah, sometimes you probably weren't assertive enough in the first call either to say, well, are you interested in that? Because we can talk about how it can help you. You just kind of left it and kept talking to them.

I'm guessing. So we do need to be more assertive. We need to set those boundaries and write these words like we need to be more assertive. We need to set boundaries around which call is for what and how long. And what are we going to say in the beginning? And then be clear, you know, hey, and even if they schedule the call, you see them scheduling the call. Don't let it wait until you get there. Like I did with this other gal. I just messaged her and I said, hey, I saw that you scheduled a call, but I'm curious because we've already talked and I don't know if you're ready now for coaching or not. But right. So you just have to nip it.

And some people, they'll just keep trying until they get a no. And then. until they, you won't have them anymore. And it's unfortunate. We want to help as many people as possible, but we don't want, you don't want those kind of clients either. Trust me. So, okay. And you're muted. Suzanne said exactly what I wanted to do, which was, can we see your script? You know, like what you oh did your agenda, um, And in my other sales training I took, my sales coach called it a PALO, which is P-A-L-O, which is Purpose, Agenda, Logistics, and Outcome, setting one of those. I have a sticky on my computer that says that to remind me. And I know you stuck stickies on your computer for things too.

And so I would love to see your, your script because what you say actually, it doesn't, you know, it's not assertive. It just sounds, it's really nice actually, the way you frame it. It's not like people think you have to be mean or aggressive, but what you say is direct, but in a kind way. So I think most of us want to just have you to channel, like we would like to stick you behind us. I know. And make us move our mouths the same way. Yes. And so when the

scripts that I have, I have like a few of them. So they might confuse you. Let me look at them and try to put together a main thing that I can give to all of you.

Is that cool? Yeah. Thank you. That would be really helpful. I'll put it on the thank you page.

Yeah. Okay. Thank you very much. Because that's... I think we just... We would prefer if you would just make us a puppet, but that's a whole disgusting movie. So I don't want you to face off, face off. I'll put the and face. Yeah, exactly. I don't, it's a whole weird movie and we don't want to do that. But anyways, thanks. This is why people hire me one-on-one and see, this is like, that is because they can get me anytime they want with my wording on their stuff. So just saying. Okay, Sasha has another question. No, I just wanted to say how I handled that.

And if you think that my wording is just targeted enough, essentially when somebody gets on a complimentary call with me and I start hearing what their ideal vision is and how long they've been at this and why it hasn't worked and just your basics, your sales conversation 101, what I do say in there is, Well, this is exactly what I do with my clients. Is that something that you're ready to hear more about? Perfect. Okay, good. So it's not okay okay no that's it I'm done yep you just we all need a little bit of a transition sentence or something, right? So we've listened to them. We've heard what they have to say uh and then we just have to lean in. Okay.

And then maybe repeat some stuff back so they know you're listening, right? That's sales 101 as well. It's like, okay, I've heard you say this, and this is what you want, and this is what the problem seems to be. And so I know that I can help you. This is what I do with clients. Would you like me to tell you a couple ways in which I can do that, right? And if they say, no, I think I'm good, okay, which hardly ever happens, then you say, okay, well, it's been great and nice talking to you. Please let me know if there's anything in the future, and you get off, right? Okay. Like, I mean, you can try to save it. Like, are you sure?

Because you really wanted this. And is it price? Or you can say things like, there's all kinds of options from, you know, 25 bucks to 25,000 and anything between. So don't be scared off by price if that's what it is, right? Because we can find a way. We can find a way to work together or figure out how to help you. So yeah, yeah. I'm talking to everybody here, but yeah. So the wording might change a little bit. And this is why this one's recorded too. If you guys need even more sales, I mean, I have the sales training, just so you know how to jumpstart your sales training. That whole three call thing, I go through all the wording of every little step in the whole sales process, including going through what to say on every single objection that could possibly come up in any sales conversation.

I had lots of different types of entrepreneurs there from brick and mortar to network marketing to all of you guys. So just an FYI, and I did have a BOGO sale. So if you want that one, you get another one for free. Not trying to sell you, just that's what came up here, right? That's what kind of, that's what came up. Okay, let me go, I sent you, I put in the chat, the gigantic marketing checklist. And so I do want you to look at that. And then I want to look at the slide about sales real quick. So let me, so hopefully you've got this downloaded and you're looking at this. This is a thing and it's in word. Okay. So we save it to your computer and I'll put it in the, where the, with the recording too.

It's just all the things to remember. So all of you need good messaging. So don't cross that one off. You need to do that. Target market tweaking and identify, of course, you all need to

do that. Networking, maybe, maybe you all need to do some more of that. It just depends. Some of you, maybe like one of you said three conferences a year. OK, well, that's networking. I go to three conferences a year where my prospects are, however, and I get like 30 to 100 leads from each conference. And then I work those leads throughout the next few six months to have them join me in some way. So that's why I do the networking, though, is for lead generation. But I also look for speaking gigs.

So speaking. Speaking gigs, joint venture partnerships, and prospects is what I look at when I go networking. Follow up from leads in person. The follow up is something that probably most of you probably need a little bit more fine tuning of. And we can't just rely on email. I already talked about phone and direct mail. And I know we talked about it last time. You can do one-on-one calls, but if you go somewhere and get like 100 leads or say you do a giveaway or something, right? You do one of the online giveaways or summits and you get 50 people on your email list from that. Okay, well, you could send a voicemail blast. If you're collecting phone numbers, of course, you could send a voicemail blast to everybody who did that giveaway and said, hey, thanks for doing the giveaway and opting in for my free productivity checklist from this whatever, whatever giveaway.

Okay. I just wanted to reach out and say thanks. And I'm glad you're here. And if there's anything I can help you with, please watch my emails. I give so much great information in my emails. Sometimes they're in your spam or trash. So make sure you're looking there. But I'd love to have a free call with you if you guys want to chat about, you know, what else I can do to help you make more money doing what you love or whatever. That would be my message, right? What would be your message? So you got to think and get more strategically marketing to segments within your list. So LinkedIn, your LinkedIn connections is one segment. They're not on your email list necessarily. Some of them might be.

But you might say something completely different than you're going to say to a list of previous clients, for example, different messaging. All right. And then really look at your database. So your database, there's three types of marketing. And I'll stop sharing for a minute. But I want you guys to go through this. And I would... you can definitely delete the thing. Well, I wouldn't delete them, but cross out the thing or highlight the things, you know, you really want to do. How about you do this? Like, you know, you're going to need video marketing broadcast specs okay um definitely not going to do door-to-door knocking or door hangers for most of you, except maybe Sabrina, right? I'm just guessing. And so she might want to, I don't know where the cross.

Oh, here. So she might do that with it. Okay. And then what you might do with this list is once you've gone through it, you might put it back into the Facebook group or email it to me if you have to. But you might put your questions here. So what's the best way to blank, right? So if you have a question, then maybe put that in a different color or something like that, right? So all the questions might be in yellow and the things you know you need to do are green for go, right? Something like that. So I'm just suggesting it as a way to give you a little checklist. And if you see anything that's not on here and print magazine, maybe you're not going to do any print magazines, but maybe down the line, I'd be open to this.

And why would this be helpful for me and my type of business? And I can answer that for you because I've been with print advertising. All right. So, so there's that. Yeah. I was just going to stop sharing and share something. Oh, the database management. And I want to

try to, can you hold the, is it a really important question? Cause I only have 10 minutes left and I need to get some stuff covered. No. Okay. Thank you. All right. Okay. So database marketing, new business marketing and referral source marketing. So your database is, I say consists of everybody that you know. Now, your email list are the ones that have opted in to get your emails, right? Anybody who's given you contact information though, like business cards, I have a ton of business cards.

I've been at chamber events lately. Like how many of you have business cards all over your desk? Right? It's crazy when you get to this because now, so I treat, oh, there's a Starbucks card in the middle. I gotta put that aside. That's not a business card. uh so there's gonna be people that give you their business card and say, oh send me more information on whatever it was i was just talking about right and those and and to clarify, if you're in person, you might want to say okay so i'll add you to my list and i'll send you the thing, right? Because that means it's a verbal opt-in. So they go in a different stack because i'm actually going to email them i'm going to sign them up like they were signing up on my website i'm going to enter them into the database

myself and get them on the list because they've agreed to get it. But the majority of people who give you their business card or that you pick up have not agreed to get your emails.

Please don't add them. So they're not auto ads, but these people are auto ads, right? So I automatically add them. So that's the clarification. Now, some of you aren't dealing with any business cards, but we do, but we can still have like marketing within our database. So I

look at the And the things that I'm a member of, I'm a member of polka dot. And there's certain things that I can do on some Facebook groups that I can promote stuff, right? So I can share stuff with polka dots in certain groups and in certain ways, just like in the Roseville chamber, I can share stuff for free in the Facebook group.

I can share stuff for free at the events and put flyers out on the table. I can even donate books to the drawing, which I do almost every time while I'm Why? Because they say, oh, Katrina is donating one of her books again. Don't start your new business now. And the winner is because, so like I get in front of the whole audience with the mic because I gave away a book. So why wouldn't you do that? Like that's just, if you have a book, that's just silly. That's why everybody needs a book. One of the reasons. But I can also pay the Roseville Chamber to send out an e-blast for me to their whole email list. And I've done that before because I'm marketing an in-person event.

So, and you might do it for a webinar or a class. It might be worth it, because they have, I don't know 6 800 people on their email list. It might be worth it to get all those business owners to one of my things. So it's worth spending 300 to send an e-blast in that regard. So that's advertising slash marketing expense. But you got to look at some of these things.

Some things that you belong to have a cost. So like ann was mentioning leap for Ladies. My friend colleen runs this group. In order to get on her podcast, well, you could have another podcast and swap opportunities if you have one. But as a member, when you pay her and get into her group, which is \$47 a month, by the way, you can get on her podcast.

But don't do that unless you're actually going to utilize the whole group, please, because you can get on hundreds of other podcasts just for free, right? And some of them want you to pay to be on a show. Like Rhonda charges people to be on her show, right? So that's okay, it's set up way different, okay? So it's totally different of an investment. Just like I've

paid to be on stages before, it's similar to what Ron is doing, right? So I pay to be on stages. So really you gotta look at all these little things, like where should you invest to be in front of audiences and what is free and that you're taking advantage. The other thing I can do with the Roseville Chamber, and I know you're not members of the chamber, but I want you to look at all of your opportunities around you.

I can go onto their website and log in and I can put my events there, which means they're on their event calendar, which means they also share them in their email for free. If I put my event, if I spend the time, which I hardly ever do and it's driving me insane, because if I spend the time to put it on their website, they will market it for free. Why wouldn't you do that? Because people don't take the time to do it. So you have to look at the free first and then pay. Where do we need to pay? But what are all the things that you're not doing for free that are right in front of your face, right? They have pages.

They would probably, you know, but in the group, I've gotten people from the group to come to events and stuff. So you have to pay attention to some of these places where you're missing out on opportunities that are right there and they're free to you, right? So free first. So like big sticky note would be like, where can I promote for free, right? Where it's acceptable. You don't want to just like, spam a bunch of groups that you're in, but you wanna do it respectfully, but where you also know people pay attention. I know polka dots pay attention. I know Roosevelt Chamber people pay attention. So I'm focusing efforts there locally, right? For certain things that I'm doing. So that is part of your database because as a member of the chamber, I'm just trying to expand your mind around what the definition of database.

Most people think of it, whoever's in our MailChimp or whoever's on our email list, right? or whoever we have business cards for. But it's anybody in the Roseville chamber, I could reach out to and say, hey, we're both members of the chamber. So instant warm connection, right? They will have a phone call with me. I guarantee it. They will take a phone call. They will take an email if I pose it right. And it's not spammy, promotionally annoying, right? So most people that you're in group with in different places, it could be an online group, it could be a Facebook group. A lot of times I'll get messages from the amazing women entrepreneur group that she has 60,000 people in that group. OK, so a lot of them are just kind of promotional.

But when I comment really like specifically to people, I don't I don't salesy all over them. I give them actual like I'm saying to you guys in the Facebook group. Sometimes I'll go in there and answer questions and people go, oh, my God, thank you. And then they'll private message me. Hey, I'm following up from the blank group. right that is uh if i was in there more, which i'm not, so it's not really appropriate to go in there and promotion once every three months or once every six months. That's not acceptable you got to be in there that's this is the online lane that i don't like to play in, okay? Like I'll do it, but if you're, I do it just with a couple different groups now because that's all the bandwidth i have.

So you have to really know if you're gonna have the bandwidth to do all the groups because I'm probably a member of 40, 50 groups, right? If I'm picking that lane, I'm going to go in there all the time and nurture relationships and help people and answer questions and post fun comments and questions and not be super salesy. I'm going to be nurturing and I'm going to build relationship with these people because then when I have something to

promote, people will pay attention. Do you see? But I don't want to do that kind of So if you like that kind, if you have time for that, good, because you can do a lot within these groups. So I'm just trying to explain that.

New business marketing is people that don't know you at all, right? So you go somewhere where people don't know you. That's new business marketing. Sometimes social posts are new business marketing if they haven't ever really experienced you yet. Or if they're new to you, they're new business, right? So you gotta talk to them a little bit differently. They want to build relationship. Most people want connection and relationship these days. They don't wanna be sold to, you know that. So that's, but new business mark or new potential prospects, you're gonna have a different language than the ones that are in your circles, right? And then referral source marketing, they might be a little bit everywhere, right? But when I... reach out to people. One of the phrases that I use is like, well, I'd love to have a call to see if or how we can refer business to each other, right?

And so I'm always looking at them as a referral source first and a prospect second. I don't say, if you're interested in getting help with your business, let me know to everybody because that's kind of an insult to some people, right? So I'm... I just, you got to really be careful of the wording you're using because you could be turning people off is what I'm trying to tell you. Okay. I'll cover that question, Sasha, later. If you could email it to me. I know you're not on the Facebook group, but if you could email that to me, I want to do bigger things here. So let's see. Okay. So let me share. If anybody does have to go, you might have to catch this.

This, I can go a little bit over. I guess i can't help but i should have made these two hour calls. Last one ended up being two hours. But this is what i really wanted to talk to you just quickly about today. So you can take a snippet of it for us, a picture of it if you have to go. But my favorite all-time close is this or that close. It's when you offer two really good options at totally different price points Or learning styles. So you have to remember there are people that have different learning styles. Some people want one-on-one. Some people learn better in a group. Some people don't learn good in a group. So you can't only have group, right?

So you got to really understand their learning style. You can flesh that out a little bit before you make an offer too. But when you say, oh, I might have a couple options for you, you really do want to, you don't go into both of them, however, right? Have you ever heard of the saying when you're in a sales is to get yeses along the way? Do you know why some speakers will say, yes, yes. Are you guys okay with that? Yes. Give me a yes if you're okay with that. Because they want you saying yes throughout their talk or their event so that at the end when they make their offer, you're all in with a yes. Do you see? It's like a, it's a, it's a sales thing.

So it's, But you can say, well, I have two options. I always say most people do either my annual mastermind or one-on-one because we usually need a lot more time to work together than they think, right? I have a three-year entrepreneur roadmap. And it's literally, we work on every little thing in your business. So it takes a while. But I certainly have some options to get people started if you're interested in at least diving in somewhere. So what is your sense after having this call with me? Where do you think you might be interested in

diving in more? One-on-one, for a longer term, you understand, or shorter term, right? Notice that I haven't said price or any detail about either one. I want them to pick one first. And then I'm going to explain more about that one that they pick first. And then If they're not totally sold with that, sometimes they might hear about it and go, well, tell me about the other one now. Like, and that's okay. I'll tell them about that one too. And I'll say the pros and cons of each, right? And so, you know, those are the best two options based on what you're going through and where you're at, I believe. But let me know if neither one speaks to you. Otherwise, let's get started, right? So notice how I did an assertive, let's get started. Let's pick one. Right. So you have to use some of these words sometimes because if you're not, they're not moving forward.

And then there's the takeaway close when this might not be the right fit for you. This program, I'm not sure. It might be you need to get some other stuff done first. So and, you know, and there's or you can say, you know, there's only three of us or there's only three more spots open. So it's OK if this isn't the right thing. I don't want to pressure you into buying something right now if this isn't a good time. That's more of like the takeaway close. Sometimes people will be like, no, no, no, wait, I'll clean my slate and I'll get make time for it. Right. So sometimes that works. If they say, yeah, you're right. Probably it's not a good time. OK, great.

Well, let's schedule a follow up call. There's so many ways to go. I can't possibly give you a script for a sales conversation in this regard when it comes to this. This is where I have to work with you and to point you in different directions or talk you through. All these different situations and scenarios. And you might have to get these things written down so that if someone says no to this, you know what to say. If someone says yes to this, you know what to say next. Or if someone asks you another question for something different, then you know where to go from there. You have to have scripts in many situations, you guys. The sense of urgency matters. You know, that's limited time, limited number of spots, the discounts going away on Monday, whatever, like that kind of thing.

Right. A lot of times will work. Assume the sale is when they are so sold. They're like, oh, my God, I totally need your thing. And I'm so glad you took this call. And I can't wait to start working with you. Perfect. Well, are we going to do six months one on one or three months? Which one? Let's go. take your credit, just get your credit card out and we'll sign you up. And they'll be like, so that's assuming the sale. Cause they told me you're going to work with me. Okay. Well, which let's just get your credit card and get you signed up. Oh, wait, wait, wait, wait, wait. Right. So sometimes they do that. Not always. Sometimes it'll be like, yeah, here's my credit card, but it's acting out.

Of course, they're going to sign up and get surprised. Oh, you said you were going to work with me. Okay. I'm confused. Let's go back to the beginning then what was missing or what do you see that you need instead? And then consistent trial closes. That's what I was trying to think of the other day or earlier when I was saying, yes, yes, yes. You just want them to keep saying yeses. It's the consistent, they used to be called trial closes. When you keep asking questions that they say yes to. Is one-on-one better for you than the group? And they say, yes, no group. Okay, great. So group is good. Were you in a small group then? Or do you learn best? You know what I'm saying?

Like just keep getting them to say yeses consistently. You don't want it to be so obvious that they're going, okay, if I have to say yes to one more thing, I'm out of here, right? Like that's annoying. And you probably heard some speakers that do that because I have, if I have, you have, I'm sure. But there's buy now incentives, offer fast action bonuses. I used to do that a lot. I used to actually say those words. I have a fast action bonus. If you sign up today, you get this extra thing. A lot of times if someone's buying your high-end thing and it's more one-on-one, you can potentially throw in a group thing or a DIY as a bonus to get them to sign up today.

Another thing that's good to get them to sign up today sometimes, especially if price is an issue, give them a longer payment plan. Or have them put less down, especially on a \$10,000 or \$20,000 program. Sometimes they can't put down \$2,000 right now. Maybe they can put down \$500 today, and then they can shuffle money around in their accounts and pay \$1,500 in two weeks, and they can get up to speed. OK, so you have to get creative with sometimes the payment plans. Fear of loss is when, you know, like, hey, we're going to have so much fun at this retreat in Coronado that you don't want to miss out because da da da da da. And, you know, I probably they a lot of times people will ask you, oh, are you going to do it again?

You know, and sometimes you can say, yes, like I am going to do this program again that you're in. in the summer sometime. But I can tell you, I'm not going back to Coronado anytime soon. So this retreat that I'm doing is definitely a one-time thing. And so you gotta figure out what that is for you. And the start high, go low is so important that you please, please, please do not start a sales conversation. Stop sharing, it's so important. do not start a sales conversation with the cheapest thing and go high. Because people will get sticker shock at whatever you say out of your mouth usually first. So whatever the first thing is that you say out of your mouth price-wise, they're going to think, that's a lot.

I mean, they could. Some people could say, oh, that's not enough. How come you're only charging that? Here's my credit card. I want to get you before you raise your rates. That happens, but it's more rare, right? Yeah. And so you really got to start high, go low. So even if someone is interested in a group or, hey, Katrina, I'm interested in your retreats. Great. Let's come to a call and see if it's a good fit. OK, you want to do the retreat? Perfect. Now, sometimes they might say, well, I know it's fourteen, fifteen hundred dollars. Is there anything else you can do about that? Well, normally people that work with me for the year and my mastermind or my one on one, they get it for free or they get it at a discount rate or whatever the answer is.

So I'm opening this one up special just for some people that don't have to commit to a full time thing. So it is that price. Yes, because it's usually it's going to be three thousand if we're going to, you know, next year it's going to be three thousand or whatever. So you just have to. Start high, go low with the thing, even if you know the start high is not going to be what they're going to end up buying. It and Sabrina, this might be like most people who buy this would be the whole house, you know, or the whole whatever kitchen. And they do they want every single cabinet, every single drawer. And that's usually somewhere between 20 and 40 thousand dollars or whatever the number is.

Right. But we can do whatever we can start wherever you want. Just know that every time we come in and if you wanted to do it in pieces, it's going to cost you more because of all



the installation fees and the service fees and all that. You might as well do it all in one place and then we can give you some kind of payment plan. So. I was talking to her that time, but it works for all of you guys, right? So what do you think about those sales strategies? Who likes what? What do you, anybody have a thought about any of them and how it would or wouldn't work with you? Or do you want anybody that we haven't heard from at all?

I'm happy to talk to anybody we have, but I want to make sure those of you we haven't heard from today, please, you know, come on video and let's hear what you have to say. So Jill, go ahead. Yeah. I was wondering with the starting high, um, if you do have certain things that you list on your website with pricing and there's, let's say three options, do you start with the highest one first and then they have to scroll down to see the lower options? I, um, there's a lot of, uh, philosophy around that for sure. For a webpage, I probably would. Um, and, uh, it depends on how many, like how far they have to scroll to see the, you know, but usually for an event sponsorship, even we see the, the whole event sponsor first, which is 25,000.

And then it's the, you know, one day and then it's the luncheon and then it's just the vendor table or something like that. And then it's the swag. So I know you're selling advertising. So, you know, but you have membership too and support. Right. So I still would start high.

Yeah. Yeah. And you could say most of the people who've been with me, like how long, or what's the majority average people stay with you and the magazine and all the stuff that you're doing? I'll have to check. I have some that I've been in for over 12 years, you know, since the very beginning are consistent, but I'll have to check like percentages and things. Yeah. But like one of like, usually I just don't post my rates at all.

Like just because for what I do. It's just those of us who see a magazine or you have a, you know, a resource guide. Those of us who see some kind of a print thing, we expect a rate sheet. We expect to know a rate sheet, right? And so please, whatever you do on that page, make sure you put a video as to why there's no rate sheet and all the other things, you know. That's a good idea. Yeah, because for mine, I like, I do turn down people just because if it's just not a good fit, because I do it for the readers, not for... Readers first, advertisers second. So I have them do an application. Hey, I don't take everybody. We're very selective on who we bring in.

I need to have a conversation. I need to know who you are. I bet everybody you can't just throw money at me and get in. So it's a very selected, exclusive guide and membership. So yes, you just need to say that. And actually, that's a FOMO sales strategy, right? That's a takeaway close almost. And or, excuse me. Yeah. So I would definitely put a video and more wording on that page. And you can say, what I can tell you is that 50% of our members slash advertisers have been with us for three years in a row, if not longer, right? So you could maybe say something to that effect if you can figure that out. Um, if it's impressive, say that if it's not impressive, but I would imagine it is, I would imagine that a lot you know, that a big instance for people stay.

Since our last call, you had some suggestions just overall on, on the call for people. And I did integrate some individual testimonials kind of sprinkled in. So that was great too. So I learned that from the last call, but, um, okay. A video. That's a good idea. Thank you. I've said it once and I've said it a million times already. So, Video, video, video on as many pages as you can possibly put, you guys, about that particular page. Sasha, we're talking

sales conversations here. Right. What I really like about your approach and what I sense is sort of a common denominator, actually, through many of the closes and structures is giving them space, you know, giving them space to... reflect upon what the options are and what the purpose is of the call, of the offer, of where they're at, so that there is just not this uh intense wave of do what i want you to do.

It's really spacious of a conversation of, okay, there's this, and then there's this, and what about you? Oh, in that case, there's this, there's this, now how is that? You know, that sort of thing. Well, yes. Be careful giving too much space because you might know how to give some space and allow them to make that decision. But we don't want to give too much space for some people because they might just let them go and reflect. We definitely don't want them to go reflect. I want people to make a decision. Like, do you want to do something? Then great. Let's figure out what that is. Do you not want to do something? Are you clear that you're a no? Great. That's a decision.

Then, you know... God bless you and go find somebody else to help you. I definitely want them to come to a decision on yes or no. What the yes is, sometimes we need a follow-up call. So that's really important to indicate too that I would say these days, probably three out of 10 yeses need a follow-up call for deciding which, okay? so don't be afraid to put a follow-up call on the calendar, but whatever you do, if someone is in indecision about working with you, and i'm talking to any of you, please schedule that follow-up call on the first call. Don't let it go. Okay, so if someone is, so you're interested, right? Okay, great. And you're not sure which way to go, or you have to talk to a husband, or you have to talk to, or whatever, or you have to look at your finances.

Well, let's schedule a follow-up call. How about this friday I can do 10 or two is one of those good for you. It gives you a couple of days ponder on it. Now I try, if they're just saying, well, I need to go pray on it. Not that people don't pray on stuff. I get it. But sometimes they're just using that as an excuse to get off the phone. Okay. So you do have to be good. I'm not just talking to you. I'm talking to everybody. You have to be good at determining. So is it, is it, uh, are you, Is there some concern? Like I do go deep when they say they have to think about it. What do you have to, what do you have to think about?

Like, is it, you want to do it, but you're scared because you don't have the money. Is it the money? Is it the time commitment? Is you have too much on your plate right now? Is it you're in something else right now? Is it me? Is it the offer? What is it that is making you want to think about it? You know? And so, um, That is one of the, I'd say the most challenging things to come over for a lot of people. And you just have to get good at going deep with them. Yep. You guys could give me scenarios and I could talk through any scenario. That's what I do. I know how to react to all the scenarios accordingly, but unless you give me something, like if you guys came to me with something that you've spoken to somebody recently about,

And we haven't heard from Jill Wright or Tom or Sabrina or Aparna yet. So I'd love to hear from any of you. Is there anything that we're talking about today in the marketing checklist, the sales conversation, where you're still unclear or struggling? Sabrina. I have just a real scenario. I've heard some of the ones that you're talking about. Probably the one that... One I'll get where it's not like an official yes, no, but it's kind of like, okay, well, I'm not doing anything right now. And so I go into the homes, I do a 3D design. It's a pretty extensive

meeting with the potential client. And a lot of times I'll get, okay, well, you're just going to email me all this, right?

So that's usually kind of their way of saying like, okay, we're not having further discussions, but what's something that you would come back with in that case? I'd say actually, no, not unless you become a client. I won't, I don't just give all this to you. I do it and show you. And usually people decide when I'm talking to them, if they want it or not. And if it's a budget issue, then we can discuss that. But I just, if you, if you don't want it, it's clear you do want it, but there's an issue. You just got to tell me what the issue is. So I'm happy to talk to you about anything. Okay. Yeah. So, okay. And then if they defer to like, well, I need to talk to my spouse, do you try to get back in the home in front of both of them?

First of all, I wouldn't have come there in the first place without both spouses in the room. So that is something to do before the conversation. So whatever you're having them fill out or getting to an appointment, you have to sometimes put there, please make sure your significant other is going to be with you on that appointment. If there is somebody in the household, unless you're the only one that makes decisions on home improvement stuff or investments in your home improvement, I would actually use those words. If you're the only one that makes investments in your home improvement, great. If not, please make sure a significant other, anybody else in the household who needs to be there is also at this appointment at the same time.

Because I do one free consult, the rest would be paid. Okay. Like that, just so they know. That's a good way to put it. Okay. So I would be sure to do that first. And then you've got both decision makers there. So that should be an issue. Okay. But I can see where they can say, well, we just had to replace our AC unit. Since I made the appointment, we had an emergency, whatever, \$3,500, whatever expense. I had to replace the water heater. I had to put a new fence up. And so now we don't have the money for the thing that we wanted to do with you. Okay, great. Okay. So do you wanna schedule this out, say three months, two months?

What's gonna be a good timeframe for you? So we can actually, we don't have to schedule you next week like we were originally talking. We can talk about scheduling you now, but let's do it now because if you wait until you're ready, then you might be a month or two out and you don't wanna do that. So let's just put it out. Can you have at least a deposit down by then? Like I can probably take \$250 today. I don't know what you would do. I can take \$250 today to reserve that spot for you. And then you guys can come with the rest in the next three months. Okay. Okay. So that way you're still closing today. If they're interested, but always come up like that.

I mean, the only other thing I can think of is maybe the other, they got another quote from another company, right? That's the next thing it was. Go ahead. Go ahead. Yeah. I can think of them all you guys. Okay. And so like, So then, so we've got a quote from this other company and we got yours and we're going to go with theirs because it's better or they got yours first. And you can also do this in the, before the appointment too. Hey, are you getting quotes from other companies? We're just curious. We want to make sure that we are, you know, interested. We know what your, what your plan is just so we know when coming in. Right. Okay. So if they are interested,

Um, then you might say, okay, then you might not go in depth. I mean, you might just want to quote them. I don't know how much trouble it is to do a 3d, whatever you just said in their house or, but i don't know that i would give them all of that information so they could just go talk to the competitor yeah yeah that's right. Yep. I don't want to hijack the call, but that's definitely something that we can oh you're not you're not though but this is important. Okay. And a lot of times But some of us, you know, they're talking to other coaches too. So it's really important to learn this ahead of time. And if you don't, I'll ask. Yeah, I was going to say, I'll ask a question.

If you're going to touch on this down the road, that's fine. If you want to speak to it now. So that is something I, I definitely come across is the competitor and whether they've already met with them or they meet with them later. And I am, let's say five times more than that competitor. And we do have a higher quality. The competitors, pretty sharp, right? So they use a lot of our messaging. They're watching us constantly. They're evolving their messaging. I know where I'm unique. I know where I'm different. But when there's a substantial difference in cost, a lot of times I'll get feedback. You're great. You're amazing. We love you. Yes, we probably would have gotten a little better quality. But with that price difference, we have to go this direction.

So my, my franchise coach internally is saying, just be amazing at the design, you know, do these things go above and beyond. And I'm saying, I'm doing all this work and they're taking my design and they're giving it to my competitor coming in. And, and they say, don't pre-qualify. We do have the conversation as your spouse there. I mean, there's things we do, but you know, myself and my design team, it's like, well, people don't want to waste their time either. If somebody just cares about costs, we're never going to win those battles, nor do I want to compete there. I want to be the high end. Anyway. So I wouldn't listen to your franchisor. Right. I definitely pre-qualify a little bit more and I definitely would, you do for more, a higher price point, you do have to wow them with customer service.

So you got to send texts. You might even send a thank you card in the mail. You might send, do a couple of different phone calls. You might, say, Hey, I was just thinking of you and send some other kind of resource or something via email or not. We got to know that we're being taken care of like communication. We might want to hear from a couple of different people in your company. So how can you go above and beyond in before I even make the sale to wow me because there are a lot of competitors, like contractors out there who fall short in the follow-up and the communication and we can feel it. We can feel it when they fall short. So I think wowing in that end would be good.

Um, also you do, maybe you need to leave behind that says, you know, why we are the best, why you might be a little bit more than your competitor, but why, why is it important to go with us and put testimonials on that page? You know, you, yeah. So you might need more of why, why we're more important. And you might even need like the biggest mistakes that most people make in regards to this product is blank, blank, blank, blank, blank, right? They might need to know the biggest mistakes people make and the biggest regrets. And that's what we're trying to avoid is you won't have those with us, right? That's good. But a lot of customers that go elsewhere, you know, so I don't know about you, but like- I can say something like a lot of people go to these other coaches and they do group programs and they don't get what they need and they still aren't making any money

because they're not getting that one-on-one attention. So whatever it is that you can say in relationship to what you would do versus, you know, a lot of people go to our competitors and then they wish they'd come to us and they cut that to that. Right. Okay. Put your custom, your competitors down. Cause that's right. But you do want to. point out the things that people regret or wish they had because of going with that person or whatever. Okay. Okay. Great. That's helpful. Thank you. Okay. We've got a lot of hands here.

Is it new questions? I just want to be, I know you guys are staying on late. Thank you. And hopefully this is helpful. Otherwise I think you would be gone, but okay. Tom, what's your question or what do you want to, you're muted. And Tom's an author and he helps people with, book coaching and speaker coaching as well. What do you got, Tom? Yeah, I just want to say that I know that Katrina's sales works because she pulled it on me and got me to sign up for a year's worth of counseling. Counseling. For you, yes, it is counseling. No, I'm just kidding. I love it. Yes, it is. Do you have a question or are you just being nice? I'm just being nice.

Oh, sweet. Thank you. You're so sweet. Okay, Sasha. Thank you, sweetie. Well, I can be nice, but my question is... My question is the objection of I don't want to make a decision right now because I've made decisions in the moment with other coaches at other events and on other calls and I've rejected it and I've just made this promise to myself that I'm just not going to make my decision at the time of the call. And you can do that and it's totally worth it at regular price or you can get this discount here today and I can throw in this bonus. And we can get started because I'm not going to leave you behind. And I text message my clients if they're not paying attention.

I do a lot of extra things that a lot of people don't do. So it's up to you. It's totally worth it if you wait. Got it. Then I would play to their, oh, I want a deal. Or you play to the, hey, I only take on three clients a month. And if I have three at the time and you want one on one, I can't take on another one. If that's an accurate statement, you have to figure out what is the accurate statement. And you don't want to lie. Of course, we don't want to lie and say, well, I'm going to take on three clients, but I'm going to take all these other five next ones. I'm not going to do that.

But whatever it is that you can get or you say, I totally respect that. It's fine. Why don't we set a follow up call for tomorrow and you can sleep on it? You could do that, too. Right. Right. No problem. Let's set up a follow-up call tomorrow. You're serious about doing something though, right? Because we can schedule it for tomorrow and you can sleep on it. And then we can really hash out which decision is the right one for you. So in all seriousness, that could be a next step, right? So there's many different ways you can go with that. It just kind of depends on the person. Marlene. Okay, sorry. Yes, when you were talking to Sabrina, what I was going to say was, but then you ended up saying it at the end, was you kind of throw in there, okay, I mean, you can go to these people that are cheaper, but this and this and this is what's going to happen.

So I don't know how you say that without bashing them, but you did a great job of explaining that to us. And then you would have either testimonials or other people that can attest to, yeah, I spent all this money over here by the time I was done because yes, they were cheaper, but it wasn't worth it, you know? And I like that Sabrina said she's not going to basically, basically she's steadfast on her price because you know your quality and you

know your value. So I love that, you know? You definitely have to know our value for sure, you guys. Especially if we're selling ourselves, right? It's one thing to sell a tangible product where you have to, you know, you're trying to stay in a range of all the competitors around you, but it's different when we are selling ourselves.

you don't have to look at what everybody else is doing around you because frankly, it's all over the board. So just do what feels comfortable to you, right? And then remember, there's billions of people on this planet. We all just need this money to make a really good living, okay? So yeah, okay. So I think we've kind of hashed out, oh, you have the marketing list. I want you to go through the marketing list. Highlight the things, like give me a guide. Like the green is the things that I love doing. I'm gonna do the yellow, like green, yellow, red maybe. The yellow are the things that I'm hesitant with or I haven't done before but you're saying are really important so I'm open to trying them.

The red are the things that I think are not for me and here's why or whatever. If you do that kind of a thing with that checklist, let me know and I'll make comments to some of the things. If you have questions about how will this work for my type of business, I can explain that too. Or I'll say, I don't think you need to do that, right? And so then you can cross it off. So that's good. And the sales conversations, that's just practice. It really is. So the more people you can talk to, the more boundaries and parameters you set, the scripts that will keep you on target and on time and focused, will also help you. So I'll go look for scripts. I'll go try to put some kind of one script together. I do have one, but I have a couple others so I'm gonna look at them again. I've got the podcast list of different places to find podcasts and, um, anything else that you guys need from the other gigantic checklist. I'll put in there too. Marketing checklist. And of course the slides. You good? I mean, everything else is kind of like I have to talk through it with you, but I'm going to try my best to do that over the next few months. So you're not going to put all this into place right away over time. Focus on, you know, three to five marketing activities, perhaps maybe 10 if you're really experienced and you're already doing some.

And then just add a couple every three to six months, right? Or until you get a lot more business coming in. But we got to get those systems set up opt-in pages, autoresponders, follow-up emails, email newsletters, even the phone blasts. You got to think of like, where can I, in my process, start collecting phone numbers and mailing addresses so I can get, so I can mail people stuff and or call them, okay? So in your lead gen, for the free download, like very first people that come to your website, don't ask them for phone and mailing address on that main free gift, but on the inside, okay? when they want to come to a call with you or when they want to sign up for a webinar, you can take a little bit more information.

You don't have to require it, but you can put it in the form and then you might get more of it. And the more you get more of it, the more you can reach out, right? All right. So we'll see you next week, same time. And next week, we are talking about more about the website, technology and delegating. a lot of this. So we want to have, that's just what the training is, but we're going to keep working on it. Okay. So hopefully this was good for you guys. Thanks for sticking around. Thank you. Thank you for being, you know, seriously rocket fuel. I really appreciate it. It was perfect timing for you, huh? To reenter and reengage. Right. Okay, good. Awesome. All right.

Keep working, keep posting stuff. I will answer anything you put in there, you guys. Okay. But if I don't see your problem or question, I can't answer it and talk to it. All right. Have a great