

- Example: You give away free finance courses, guides, calculators, templates, etc. They are so valuable people really can do it all themselves. But, they also reveal the time, effort, and sacrifice of doing it all. So you offer financial services to solve all that.

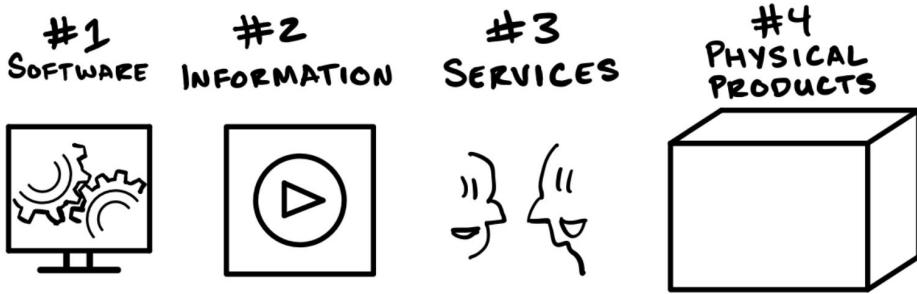
Action Step: Pick how you want to solve your narrowly defined problem.

### **Author Note: What We Can Learn from Dressing Rooms “Try Before You Buy”**

Years ago, you weren't allowed to try things on before you bought them. Then, one savvy business owner created a fitting room. Their sales presumably skyrocketed. So much so, that it's now a standard practice in *all* clothes stores. Here's why the dressing room is so powerful - it is all three types of lead magnet *in one*. You get to try something on - *like a trial*. It also *reveals a problem* as once you try one thing on, you might find that you need something different than you intended. And once you find a shirt you like...a good salesperson would say “do you want pants to go with it?” It becomes step one on a multi-step process of creating *an outfit*. So if you can, try and get a lead magnet that does all three: reveal a problem, give them a taste of the solution, and show it as a small piece of a total package.

**Step 3: Figure out how to deliver it**

## DELIVERY MECHANISMS



There are unlimited ways to solve problems. But my favorite lead magnets solve them with: software, information, services, and physical products. And each of those works great with the three types of lead magnets from step two. I'll show you what I've done to attract gym owners using each lead magnet type.

- 1) **Software:** *You give them a tool.* If you have a spreadsheet, calculator, or small software, your technology does a job for them.

Ex: I give away a spreadsheet or dashboard that gives a gym owner all their relevant business stats, compares them to industry averages, then gives them a rank.

- 2) **Information:** *You teach them something.* Courses, lessons, interviews with experts, keynote presentations, live events, mistakes and pitfalls, hacks/tips, etc. Anything they can learn from.

Ex: I give away a mini course for gyms on how to write an ad.

- 3) **Services:** *You do work for free.* Adjust their back. Perform a website audit. Apply the first layer of garage sealant. Transform their video into an ebook. Etc.

Ex: I run gym owner's ads for free for thirty days.

- 4) **Physical Products:** *You give them something they can hold in their hands.* A posture assessment chart, a supplement, a small bottle of garage door sealant,

boxing gloves to get boxing gym leads, etc.

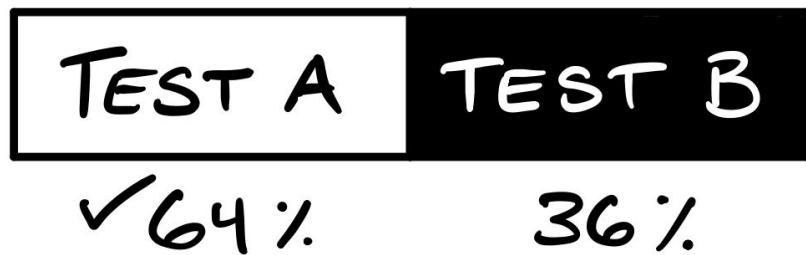
Ex: I sell a book for gym owners called *Gym Launch Secrets*.

With three different types of lead magnets and four ways to deliver them, that's up to twelve lead magnets that solve a single narrow problem. So many magnets, so little time!

I make as many versions of a lead magnet as I can and rotate them. This keeps the advertising fresh *and* low effort. Plus, you see which ones work best. Like my case study story at the beginning of the chapter, the results are often surprising. And you won't know until you try.

**Action Step:** As a thought exercise, think of a lead magnet and then a version of it for each delivery method. You always can, I promise. Then, pick how to deliver *your* lead magnet.

#### Step 4: Test What To Name It

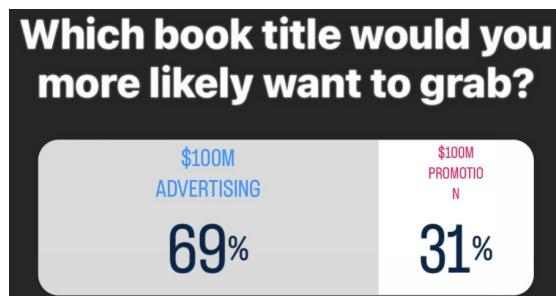


David Ogilvy said, “When you have written your headline, you have spent 80 cents of your (advertising) dollar.” What that means is, five times more people read your headline than any other part of your promotion. They read it and make a snap decision to read further... or not. Like Ogilvy hints, leads have to notice your lead magnet *before* they can consume it. Like it or not, this means how we present it matters more than anything. For example, improving the headline, name, and display of your lead magnet can 2x, 3x, or 10x your engagement. It’s *that* important. Besides, if no one shows interest in your lead

magnet, no one will ever know how good it is. You can't leave it to chance. So listen up. Here's what you do next - **you test**.

The three things you'll want to test are the headline, the image(s), and the subheadline, in that order. The headline is the most important. So if you only test one thing, test that. For example, I had no idea what to title this book. So here's what I did to figure out which name would do the best - **I tested**. The results may surprise you as much as they surprised me.

### **Headline Tests**



Round I: Advertising ✓ vs. Promotion



Round II: Advertising vs. Leads ✓



Round III: Marketing vs. Leads ✓

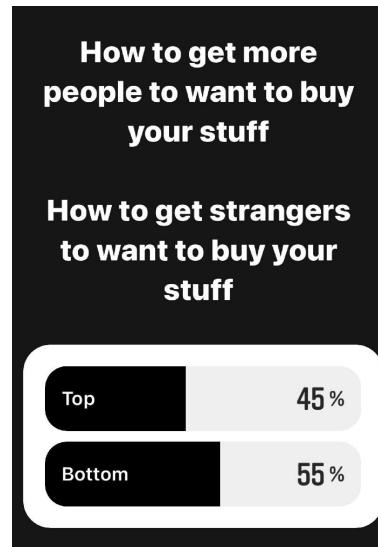
## Image Test

✓ Real vs. Cartoon



## Subheadlines

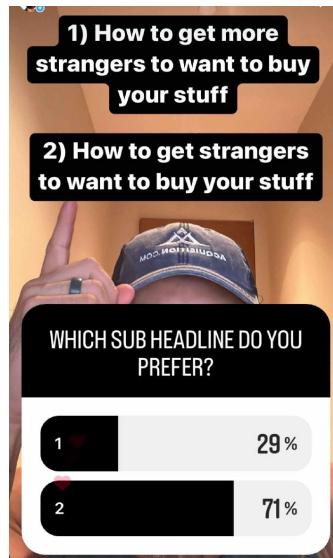
Round I:



“How to get more people to want to buy your stuff”

“How to get strangers to want to buy your stuff” ✓

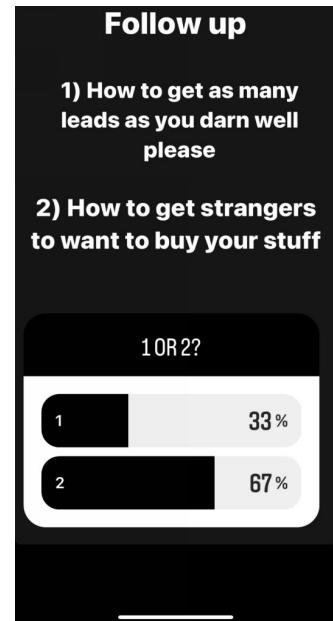
## **Round II:**



"How to get more strangers to want to buy your stuff"

"How to get strangers to want to buy your stuff" ✓

## **Round III:**



"How to get as many leads as you darn well please"

"How to get strangers to want to buy your stuff" ✓

## **Round IV:**



“Get strangers to want to buy your stuff”

“How to get strangers to want to buy your stuff” ✓

Note two things with the subheadline tests:

- 1) “How to get strangers to want to buy your stuff” overwhelmingly beat “Get strangers to want to buy your stuff.” The only difference is two little words: “how to.” And it also beat “how to get *more* strangers to want to buy your stuff” with a single word removed ‘*more*.’ Small changes can make big differences.
- 2) Since so many people asked, I figured I’d answer it here. I didn’t subtitle the book “How to get strangers to buy your stuff” because that’s sales, not getting leads. The point of this book is to get strangers to show interest, not to buy (yet). A raised hand is where this book ends. ‘\$100M Sales’ or ‘Persuasion’ (I haven’t decided yet) will be a future book. One problem at a time.

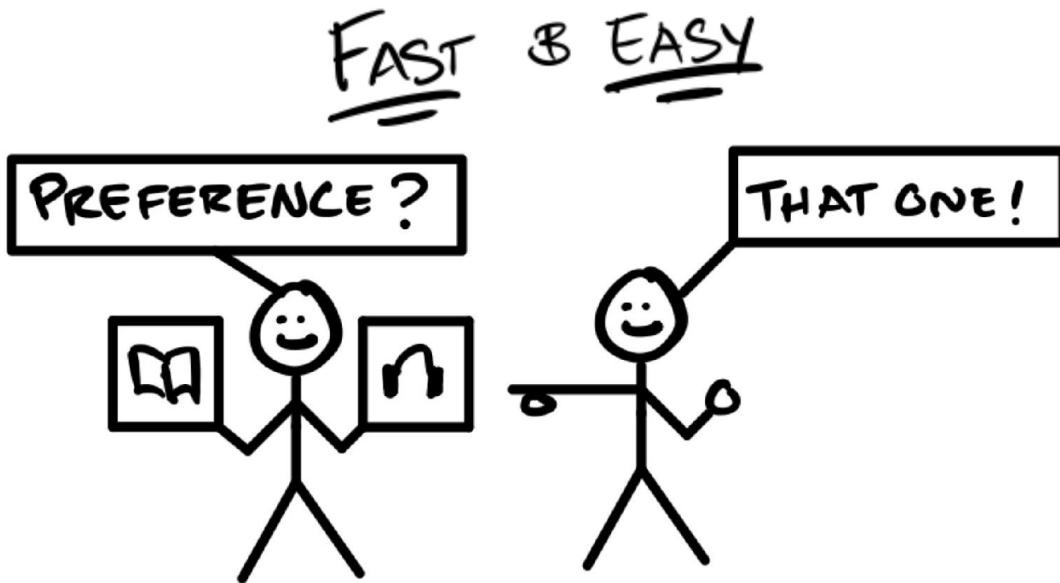
**Action Step:** Test. If people engage in droves, you’ve got a winner.

And if you have any following at all, you can run polls like these. You don’t need a lot of votes to get a directional idea. If you can’t do that, make a post on every platform and ask people to respond with a ‘1’ or a ‘2’, then count ‘em up. If you still can’t even do that, then just message people and ask. There’s always a way, and this is one of the highest leverage things you can

do with your time - make sure how you package it gets engagement and you give yourself a big head start.

Bonus Points: If people respond to the poll and ask when they can get their hands on it, you have a mega winner.

### Step 5: Make it easy for them to consume



People prefer to do things that take less effort. So if we want more people to take us up on our lead magnet, and consume it, we gotta make it easy. You can see 2x, 3x, and even 4x+ increases in take rates *and* consumption simply by making it easier to consume.

- 1) Software: You want to make it accessible on their phones, on a computer and in multiple different formats. This way, they'll pick the one easiest for them.
- 2) Information: People like to consume things in different ways. Some people like watching, other people like reading, others like listening, etc. Make your solution in as many different formats as you can: images, video, text, audio, etc. Offer them all. That's why this book comes in every format people

consume.

- 3) Services: Be available at more times in more ways. More times of day. More days of the week. Via video call, phone call, in person, etc. The easier you are to get a hold of, the more likely people will become engaged leads to claim the free value.
- 4) Physical products: Make it super simple to order and fast to get to them. Make the product itself fast and easy to open. Give simple directions on how to use the product. Example: Apple made its products so well they didn't even need directions. And the packaging is so good, most people keep the boxes.

Action Step: Package your lead magnet in every way you can. It dramatically increases how many engaged leads come your way. And more leads engaging with your lead magnet means more leads getting value from it. This is huge.

Fun fact: My book *\$100M Offers* has a near perfect ¼, ¼, ¼, ¼ split between ebooks, physical books, audiobooks, and videos (free on Acquisition.com). Making the book available in multiple formats is the easiest way I know to get 2-3-4x the amount of leads for the same work. If I only made it available in one format, I'd miss out on the 3-4x the people who wouldn't have read the book otherwise. What a shame that would've been and what a waste.

## **Step 6: Make it darn good:**

*Give Away The Secrets, Sell The Implementation*

The marketplace judges everything you have to offer - *free or not*. And you can never provide too much value. But, you *can* provide too little. So you want your lead magnet to provide so much value people feel obligated to pay you. The goal is to provide more value than the cost of your core offer before they've bought it.

Think about it this way. If you're scared of giving away your secrets, imagine the alternative: You give away sucky fluff. Then, people who might've

become customers think *this person sucks! They only have sucky fluff!* Then, they buy from someone else. So sad. Not only that, they tell other folks who might've bought from you, not to. It's a vicious cycle you don't want to ride.

But remember, people buy stuff based on how much value they think they'll get *after* they buy it. And the easiest way to get them to think they'll get tons of value after they buy is... drum roll please... to provide them with value *before* they buy.

Imagine a company scaled from \$1M to \$10M just by consuming my free content. The chance they'll partner with Acquisition.com is huge because *I paid for my share before we even started.*

**Action Step:** 99% of people aren't gonna buy, but they will create (or destroy) your reputation based on the value of your free stuff. So, make your lead magnets as good as your paid stuff. Your reputation depends on it. Provide value. Stack the deck. Reap the rewards.

## **Step 7: Make it easy for them to tell you they want more**

Once the leads consume the lead magnet, some of them will be ready to buy or learn more about your offer. This is the time to give a Call To Action. A **Call To Action (CTA)** tells the audience what to do next. But, there's a little more to it than that. At least, if you want your advertising to work. Good CTAs have two things: 1) what to do and 2) reasons to do it *right now*.

**What to do:** CTAs tell the audience to call the number, click the button, give information, book the call, etc. There are way too many to list. Just know CTAs tell the audience how to become engaged leads. Good CTAs have clear, simple, and direct language. Not "*don't delay*" but instead "*call now.*" Read the next paragraph to learn more (see what I did there?).

**Reasons to do it right now** - If you give people a reason to take action, more people will do it. But a couple things to keep in mind: first, good reasons

work better than bad reasons. And second, any reason (even bad ones) tends to work better than no reason at all. So to get more people to take action, I include as many effective reasons as I can. Here are my favorite reasons to act now:

- a) Scarcity-** *Scarcity is when there is a limited amount of something.* Especially when there is a small supply compared to demand. When something is scarce, like your lead magnet or offer, people also tend to want it more. And this is why they're more likely to act *right now*. The fewer you have, the more valuable people think it is. But there's a catch- the fewer you have, the fewer engaged leads you can get before running out. So the best strategy I know for scarcity is - *reality*. Let me explain. If you sold 1000x the customers tomorrow, could you handle it? If not, you have *some* limit to how much you can sell. Maybe you're limited by customer service, onboarding, inventory, time slots per week, etc. Don't keep it a secret - advertise it. This gives you *ethical* scarcity. If you can't handle more than five new customers per week, *say so*. Draw attention to the natural scarcity in your business. If you have limitations you may as well use them to make money.

Ex: “*The most convenient class times fill up fast. Call now to get the one you want.*”

“*I can only handle five people per week, so if you want it solved soon, do xyz...”*

“*We only printed one batch of shirts and will never reprint this design, get one so you don't regret missing out forever...”*

- b) Urgency.** You can have unlimited units to sell, but let's say you stop selling them in an hour... *on purpose*. I bet more people than normal will buy your thing in that hour. This is urgency in action. *Urgency is when people act faster because they have a short amount of time.* And the less time people have, the faster (more urgent) they tend to act. So if you make the time they can act on your CTA shorter, you can get *more* of them to act on it *faster*. You can also use the same urgency with discounts or bonuses that go away after X minutes or hours. After which, this offer will never be available again.

Ex: “Our July 4th promotion ends Monday at midnight, so if you want it, take action now.”

“Our Black Friday promotion ends at midnight. There are only four hours left. Get it while the gettin’s good.”

“Through Friday, I’ll also throw in a free hat to anyone who buys more than three books. So if you wanna look slick in an Acquisition.com hat, buy now.”

### **Pro Tip: The Urgency Tactic I Use The Most**

I put time limits on bonuses. This way, I don’t need to change my pricing or products all the time. I can just change the bonus. I like to make a handful of valuable bonuses and rotate them each week. And if they don’t take action by the end of the week, they’ll *actually* miss out on the bonus. The best part is that it’s an *easy* way to make CTAs more effective *without capping sales*.

- c) **Fraternity Party Planner (my favorite) - Make Up A Reason.** Fraternities don’t need a reason to party - but they sure make up some doozies. “John got his wisdom teeth removed...kegger!” “Margherita Monday!” “Toga Tuesdays” “Thirsty Thursday!” etc. Your reason doesn’t even have to make sense, *and it will still* get more people to act. In fact, Harvard ran an experiment showing that people were more likely to let someone cut in line *if they only gave a reason*. The number of people that let others cut *increased* if the reason made sense (like scarcity and urgency). But *any reason* still works better than *no reason*. So I always try to include one. Think ‘the stuff you say’ after the word *because*. Examples:

- *Because...* moms know best.
- *Because...* your country needs you.
- *Because...* it's my birthday, and I want you to celebrate with me.

**Action Step:** Give a clear, simple, action-oriented CTA. Then, give them a ‘reason why’ using scarcity, urgency, and any other reasons you can think of. And, do it often. Don’t be clever, be clear.

Even if your lead magnet costs money to deliver, it should still *lower* your cost to get a new customer. This is because more engaged leads means more chances to get customers. And the extra customers *more than* cover your costs. That’s the point.

Let’s say you make \$10,000 of profit on your core offer. And it costs you \$1000 in advertising to get someone on a call for it. If you close one out of three people, it costs you \$3000 in advertising to get a customer. Since we have \$10,000 in profit to work with, that’s fine. But we’re savvy, we can do better. So, let’s do better.

Imagine you advertise a free lead magnet instead of your core offer. Your lead magnet costs you \$25 to deliver, and because it’s free to them, more will engage. The extra engagement means it only costs \$75 in advertising to get someone on a call. All in, it’s \$100 per call. By delivering value before they buy, *you get ten times more engaged leads for the same cost.* Note: this happens all the time when you nail the lead magnet.

Now, let’s say one out of ten folks who get the lead magnet buys your core offer. This means your new cost to acquire a customer is \$1000 (\$100 x 10 people). We just cut our cost to get a customer by 3x. So instead of spending \$3000 to get a new customer, by using a lead magnet, we spend only \$1000. Given we make \$10,000, that’s a 10:1 return. So if we keep our advertising budget the same, and use a lead magnet, *we triple our business.* Remember: the goal is to print money, not just make our “fair share.”

This is where experienced business owners beat newbies. With a \$25 budget to deliver your lead magnet, you can provide FAR more value than a \$0 budget. Crazy, I know. You attract more customers because your lead magnet is more valuable than other people's. Oftentimes, by a lot. This translates into more strangers becoming engaged leads. It also translates into more sales because you provided value in advance. Win. Win. Win.

### **Action Steps:**

Step 0: If you're struggling to get leads, make an amazing lead magnet.

Step 1: Figure out the problem you want to solve for the right customer

Step 2: Figure out how you want to solve it

Step 3: Figure out how to deliver it

Step 4: Make the name interesting and clear

Step 5: Make it easy to consume

Step 6: Make sure it's darn good

Step 7: Tell them what to do next, why it's a good idea, do it clearly, and do it often

### **Section II Conclusion**

My goal with this book is to demystify the lead-getting process. In the first chapter, we covered why leads alone aren't enough—you need *engaged leads*.

In the second chapter, we covered how to get leads to engage - *a valuable lead magnet or offer*. And a good lead magnet does four things:

- 1) Engages ideal customers when they see it.
- 2) Gets more people to engage than your core offer alone
- 3) Is valuable enough that they consume it.
- 4) Makes the right people more likely to buy

So, more people show interest in our stuff. We make more money from them. And we deliver more value than we ever have—all at the same time.

### **Next Up:**

We've armed ourselves with a powerful lead magnet. Now, I'll show you the four ways we can advertise it. In other words, now that we have "the stuff,"—we gotta tell people about it. Let's get some leads.

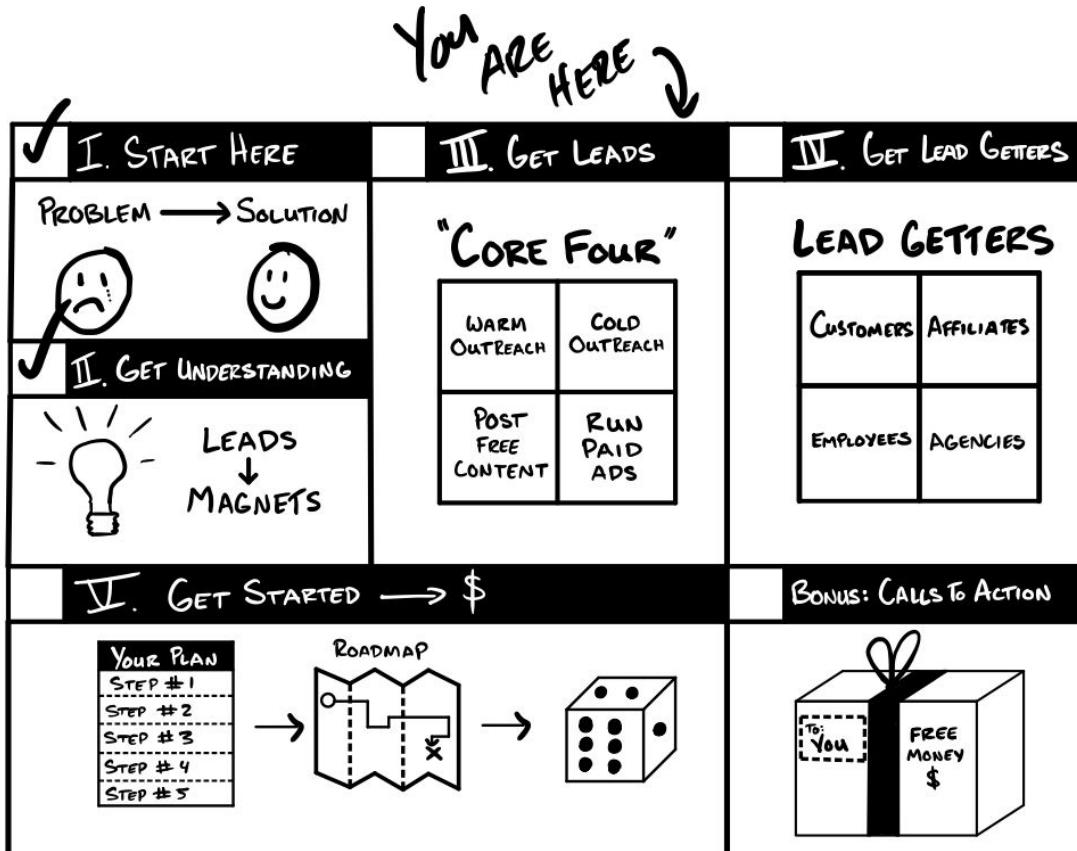
### **FREE GIFT: Bonus Tutorial on Making The Ultimate Lead Magnet**

If you want a more in depth look at how we create insanely good lead magnets, go to [\*\*Acquisition.com/training/leads\*\*](https://Acquisition.com/training/leads). It's free and publicly available. As promised, my goal is to earn your trust. And trust is built brick by brick. Allow this training to be the first of many bricks. Enjoy. You can also scan the QR code below if you hate typing.



## Section III: Get Leads

*The Core Four Advertising Methods.*



We get engaged leads by letting people know about our stuff. And there are two types of people we let know: people who know us and people who don't. And there are two paths of letting them know about it: one-to-one and one-to-many. Those combine into the four basic ways one person can let other people know about anything. Let's break down how we can use those four ways to get us leads.

**Two Types of Audiences: Warm and Cold**

## WARM

PEOPLE WHO KNOW YOU  
(YOUR AUDIENCE)



## COLD

PEOPLE WHO DON'T KNOW YOU  
(OTHER PEOPLE'S AUDIENCES)



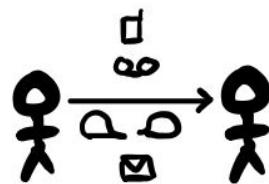
**Warm audiences** are *people who gave you permission to contact them.* Think “people who know you” - aka - friends, family, followers, current customers, previous customers, contacts, etc.

**Cold audiences** are *people who have not given you permission to contact them.* Think “strangers” - aka - other peoples’ audiences: buying contact lists, making contact lists, paying platforms for access, etc.

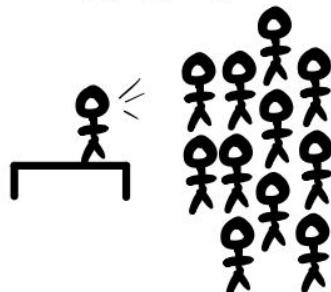
The difference matters because it changes *how* we advertise to them.

**Two Ways To Communicate: One to One (Private), One to Many (Public)**

### ONE TO ONE (PRIVATE)



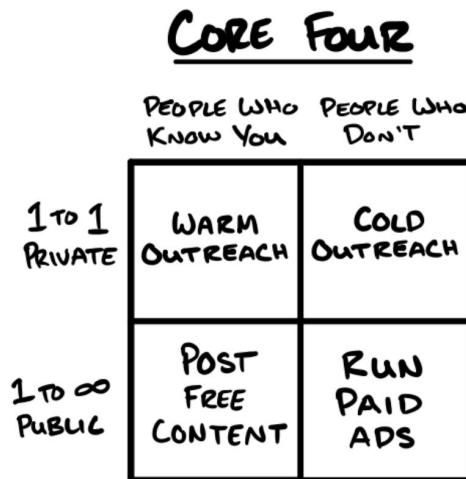
### ONE TO MANY (PUBLIC)



We can contact people 1-to-1 or 1-to-many. Another way of thinking about this is private or public communication. Private communication is when only one person gets a message at a time. Think “phone call” or “email.” If you announce something publicly, many people can get it at the same time. Think “social media posts” or “billboards” or “podcasts.”

Now, automation can make this *seem* confusing. Don’t let it. Automation just means some of the work is done by machines. The nature of the communication stays the same. Email, for instance, is one-to-one. Emailing a 10,000 person list “once” is more like one-to-one *really fast* by a machine. Automation, which we cover later, is one of the many ways we can get leads on steroids. Like audiences, the difference between public and private communication matters because they change *how* we advertise.

### Section III Outline: Get Leads



Combining warm and cold audiences with 1-to-1 and 1-to-many leads us to the only four ways we can let anyone know about anything: the core four. I combined them below for you.

- 1-to-1 to a Warm Audience = Warm Outreach

- 1-to-many to a Warm Audience = Posting Content
- 1-to-1 to a Cold Audience = Cold Outreach
- 1-to-many to a Cold Audience = Paid Ads

These are the *only* four things you can do to let other people know about the stuff you sell. And each method takes us one step closer to the land of overflowing leads. I refer to the core four throughout the rest of the book - so get to know them. In fact, make them part of yourself.

Once you do, you will have your own “get out of jail free” card to carry around forever. It will give you as many chances to succeed at business as you could ever want *for the rest of your life*. Or at least, it has for me.

So if you aren’t getting as many leads as you want, you’re not doing the core four with enough skill or with enough volume. We cover all this stuff in lots of detail. How they work. How to do them. When to do them. And show how to measure your progress along the way. This simplifies the overly confused world of advertising into four core *actions*. Either do them and get as many leads as you darn well please, or get crushed by those who do.

### **FREE GIFT: Bonus Training - The Core Four Framework**

I did a live training where I explained the 50+ iterations that created this simple 2 x 2 box. I explain how to use the core four framework to get the most leads possible and create goals within your company. If you want it, you can get it fo’ free here:

[\*\*Acquisition.com/training/leads\*\*](http://Acquisition.com/training/leads). You can also scan the QR code below if you hate typing.



## #1 Warm Outreach

How To Reach Out To People You Know

*"The world belongs to those who can keep doing without seeing the result of their doing."*



May 2013. Starting out.

For the third time that day, I pulled out my phone and checked my bank account. \$51,128.13. I let out a small sigh of relief. It's amazing how years of work and saving can fit into such a tiny screen. Feeling good for the moment, I switched over to social media to get more dopamine. Friends from college were applying to business school. Acceptance letters filled my newsfeed. I, too, started the business school application process.

I had a choice: I could either quit my job and go to business school, or I could quit my job and start a business.

The application stared at me - *How will a Harvard MBA help your short and long-term goals?*

That question changed my life. I spent three days trying to answer it. At the end of the third day, I saw the truth - *it wouldn't*. \$150,000 in loans and two years without income *wouldn't* help me start a business. At least not as much as starting a business and taking two years to figure it out. *I could make the same amount by the time I graduate and skip the debt.* Or at least, that's what I told myself.

So I quit my job and took the steps to start my business. I set up Impetus Group LLC. Check. I set up a business banking account. Check. I set up a merchant account to process payments. Check. There still wasn't any money coming in, but at least I felt 'legit.'

*Impetus Group LLC. (say it out loud...)*

The first person I told about my new business said, "Impotence?" *God, I suck. No wonder the name was available.* I immediately changed it to 'The Free Training Project.' Name that doesn't suck? Check. I was in business.

But I had a problem - I didn't know anything about advertising or sales. But I did know I needed clients. So, I just asked around where I could. I called, texted, and sent Facebook messages to a bunch of people I knew.

*"Hey, do you know anyone who's trying to get into shape? I'm training people for free for twelve weeks. On top of that, I'll make them a custom nutrition plan and grocery list. All they have to do is donate to a charity of their choice and let me use their testimonial."*

Only six people said yes. Six. Two high school friends. One college friend. And three people they referred.

I emailed everyone fitness plans and we got to work. We texted during the week to keep tabs on progress. Thankfully, they were all friends of mine, so they gave it their all. They encouraged me more than anyone in the beginning. A decade later, I still have their before and after pictures.



And this is where the decision to skip business school started coming back to haunt me. A few months into this, I was less sure of myself. My ‘pile’ of money didn’t look as big without new money coming in every month. And it started turning into a real problem. So, after twelve weeks of the “pay a charity period,” I asked them to pay me instead. I was the charity now. Ha. I worried they’d be upset to pay me instead, but they didn’t seem to mind.

Once they got results, I asked them to send their friends over. To my surprise, I got another five or six clients from their referrals. I asked the referrals to pay me directly. Again, none of them minded. That little business made about \$4000 per month and replaced the income from my first job. It gave me

enough money to live on (and some). My savings started to grow again. Sigh of relief.

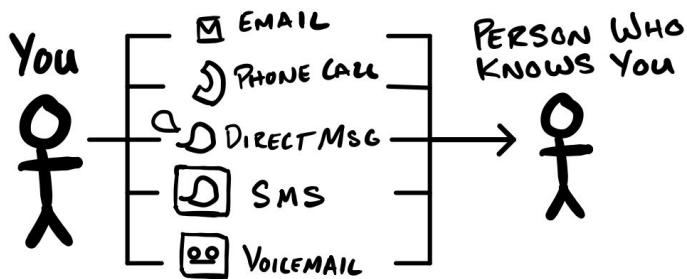
If this business sounds straightforward, that's because it was. I emailed clients their plans and they texted me the questions they had along the way. That's about it.

So if you're starting, you don't need a lot. All you need is a tax ID, a bank account, a way to take payments, and a way to communicate with people.

But, that last part - a way to communicate with people - is the most important part. It's how you get leads. So even though I had no idea I was doing warm reach outs, one of the *core four*, it's how I got my first leads. I *still* get leads this way (just with bigger numbers). And I'll show you how you can too.

## How Warm Reach Outs Work

### WARM REACH OUTS



Warm reach outs are when you make one-to-one contact with your warm audience - aka - the people who know you. It's the cheapest and easiest way to find people interested in the stuff you sell. It's super effective—and most businesses don't do it. Don't be like most businesses. Also, you *do* have a warm audience, even if you don't know it. Everybody knows somebody. So your personal contacts are the easiest place to start.

Warm reach outs usually come in the form of calls, texts, emails, direct messages, voicemails, etc. And like we learned in Section II, you advertise one of two things. You let them know about your lead magnet (something free and valuable), or you let them know about your core offer (the main thing you sell).

When you start doing warm reach outs, you don't get many engaged leads for your time. You do everything on your own and make each message personal. But, for that reason, it is *reliable*. As certain as the sun rises and sets, *it works*.

**Note:** Reaching out to your warm audience works whether you have 100 contacts or 1,000,000. So as your business grows, you will use automation and employees to make it more efficient. The systems start small, with you, but they scale *all the way up*. I detail how to scale these systems to larger audiences in Section IV.

## **How To Do Warm Reach Outs in 10 Steps**

Warm reach outs are a fantastic way to get your “First Five Clients” *For any new product or service*. Advanced Folks: Think re-engagement and new product lines. Here’s how to do it:

**Step 1:** Get your list

**Step 2:** Pick a platform

**Step 3:** Personalize your message

**Step 4:** Reach out

**Step 5:** Warm them up

**Step 6:** Invite their friends

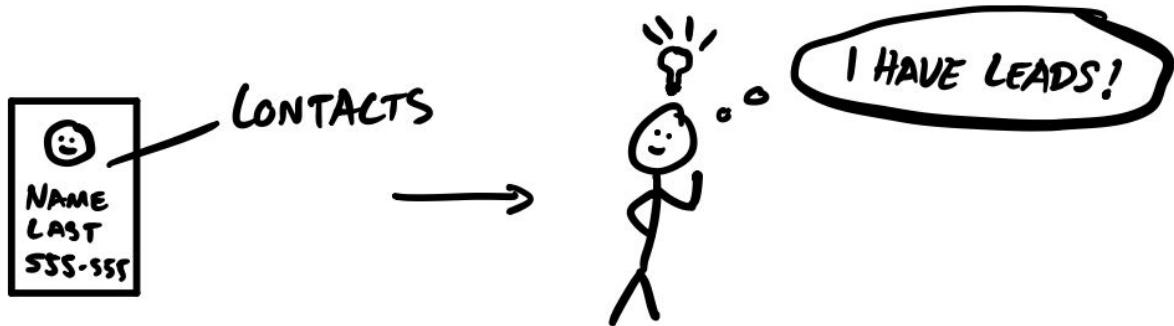
**Step 7:** Make them the easiest offer in the world

**Step 8:** Start at the top

**Step 9:** Start Charging

**Step 10:** Keep Your List Warm

(Step 1) “But I don’t have any leads...” → Everyone Has A List



You know other humans. Let me prove it to you.

- Grab your phone. Inside you have contacts. *Each contact has subscribed to communication from you.* They have given you the means *and permission* to contact them.
- Pull up *all* the email accounts you’ve used over the years. Pull your contacts and address list from each. Bingo! Look at all them leads.
- Now, go to all your social media profiles. See your followers, subscribers, friends, connections, or whatever kids call ‘em these days...eureka – you got more leads!

Add up all your contacts from all the platforms. Seriously, *figure out the number*. Between your phone, email, social media, and other platforms you will have more than enough contacts to get started. For many of you, this will be your first 1000 leads. Would ya look at that! “I don’t have any leads.” Psh. Just found some.

*And if you’re terrified you’ll have to talk to people. Relax. You’ll like what I’m gonna show you next.*

### **(Step 2) “But I don’t know where to start...” → Pick A Platform**

Pick the platform you have the most contacts on. Phone, email, social media, mail, carrier pigeon, etc. It doesn’t matter. Just pick the one with the most contacts. You’ll hit ‘em all eventually anyways.

### **(Step 3) “But what do I say?” → Personalize your greeting**

Use something you know about the contact as your actual reason to reach out. If you don’t have much personal info, you can check their social media profiles etc. to learn a bit about them first.

Don’t be a weirdo. Pay your social dues. Remember, you haven’t asked for anything. You’re just checking in and providing value. *So...relax.*

*Ex: Saw you just had a baby! Congrats! How is the baby doing? How are you?*

### **(Step 4) “Now what?” → Reach. Out. To. One. Hundred. People. Every. Day.**

*“To get what you want, you have to deserve what you want.” - Charlie Munger*

Now, reach out to 100 of them per day with your personalized messages. You'll call, text, email, message, send a postcard, etc. And you will reach out to them up to three times. Once per day for three days\* or until they respond. Whichever comes first.

\*Once per week with physical mail.

### **Pro Tip: Rip Off The Bandaid**

The first reach out is always the hardest and takes the longest. Your second reach out will take minutes. Your third, seconds. Be okay with sucking. It's new. This is how we learn. When thinking about starting new things, I remember this Chinese proverb - *“Everything must be hard before it can be easy”*

**(Step 5): “What do I say when they respond?” → Act like a human.**

*Now we can break the ice without sounding icky.*

Reply using the A-C-A framework:

- Acknowledge what they said. Restate it in your own words. This shows active listening.
  - *Ex: Two kids. And you're an accountant...*

- Compliment them on whatever they tell you. Tie it to a positive character trait if you can.
  - *Ex: ...Wow! Supermom! So hardworking! Managing a full-time career and two kids...*
- Ask another question. Lead the conversation in whatever direction you want. In this case, to a topic closer to your offer. Examples:
  - Therapy/Life Coaching: ...*Do you get time for yourself?*
  - Fitness/Weight Loss: ...*Do you have time to get workouts in?*
  - Cleaning Services: ...*Do you have anyone who helps you keep the house tidy?*

The **ACA** framework is great because it helps you talk to anyone. It just so happens it's *also* useful for letting people know about your stuff. This means you can learn about the person *and* guide the conversation toward your offer.

People love talking about themselves. So let them. They also love to be complimented, so do that too. And if people feel good when talking to you, they'll like and trust you more. *You want people to like and trust you more.* Besides, it's solid practice to find the good in everyone anyway. Speaking of practice, this will take practice. And that's OK.

### **Pro Tip: On Email You'll Be More Up Front**

On email you will have a personalized opener to show that you actually took time to research them in some way. Think 2-3 sentences. Then, you will transition directly to your offer or lead magnet which we talk about next. You sort of 'do it all at once' with email or voicemails.

## (Step 6) “How do I know if they’re interested?” → Make them an offer.

Get through a ‘normal’ amount of conversation. Think 3-4 exchanges if on the phone or messaging and 3-4 minutes if in person. Then, you’ll make them an offer to see if they’re interested.

When I make an offer from scratch, I refer to the value equation. If you’re wondering ‘what’s the value equation?’ - it was the core concept of my first book *\$100M Offers*. Value, as I define it, has four elements:



1) Dream Outcome: what the person wants to happen, the way they want it to happen

- State the best possible results your product can get. Big bonus points if those results come from people like the one you’re talking to.

2) Perceived Likelihood of Achievement: how likely they think it is for them to achieve their goal

- Include results, reviews, awards, endorsements, certifications, and other forms of *3rd party validation*. Also, guarantees are huge.

3) Time Delay: how long they believe it’ll take to get results after they buy

- Describe how fast people *start* getting results, how often they get results when they start, and how long it takes to get the best results possible.

4) **Effort and Sacrifice:** The bad stuff they'll have to endure and the good stuff they'll have to give up in their struggle to get the result.

- Show them the good stuff they can keep doing, or get to do, and still get results. And show them the bad stuff that they can get rid of, or avoid doing, and still get results.

The goal is to maximize the first two and minimize the second two. So all you have to do now is show someone:

- You have exactly what they want
- They're guaranteed to get it
- Insanely fast
- Without lifting a finger or giving up anything they love

No biggie, right? Obviously, that's ideal. We gotta get as close to that as we can without lying or exaggerating.

So let's do just that with a real-life offer:

*...By the way, do you know anybody who is (describe their struggles) *looking to* (dream outcome) *in* (time delay)? I'm taking on five case studies for free, because that's all I can handle. I just want to get some testimonials for my service/product. I help them (dream outcome) *without* (effort and sacrifice). It works. I even guarantee people get (dream outcome) *or* I work with them until they do. I just had a girl named XXX work with me (dream outcome) even though she (describe the same struggle your contact has). I also had another guy who (dream outcome) and it was his first time. I'd just like more testimonials to show it works across different scenarios. Does anyone you like come to mind? (Pause if on the phone) ...and if they say no...Haha,*

well...does anyone you hate come to mind? (ha) This helps break any awkwardness.

### **Pro Tip: Implied Perceived Likelihood of Achievement**

You'll notice *besides the guarantee*, there's no slot for "perceived likelihood of achievement." But how we explain the testimonials fulfills that need. After all, we're not gonna say "hey! I can obviously help you because I've helped someone *exactly* like you." But we *imply* that by selecting a testimonial that's as close to their situation as possible. And the longer you are in business, the more 'perfect fit' testimonials you'll have. So the easier it'll be to show testimonials that *perfectly* match the person you're speaking with. Then, once you can show *one* perfect testimonial, the only thing better is *a buttload of them*.

There's an important feature here. We're not asking them to buy anything. We're asking if they know anyone. And of the people who say yes, most say *they* are interested. This entire thing is engineered to boost *their* perceived likelihood of achievement. It's why we show struggles *and* results from people like them who have struggles like theirs. But, we let *them* connect the dots. Since you didn't ask them to buy anything, you don't come off as pushy. Some people will show interest in your stuff. Some will refer you to those who might. Some will do both. In all three outcomes, you win. And you win *without pushing anything on anyone*.

If you have even less time or space to deliver it, just use the value elements back to back:

*I help* (ideal customer) *get* (dream outcome) *in* (time period) *without* (effort and sacrifice) *and* (increase perceived likelihood of achievement—look at the pro tip below).

Note: These work well for emails, texts, direct messages, calls, and in-person. Just fill in the blanks.

### **Pro Tip: 11 Ways To Increase Perceived Likelihood of Achievement**

Here's how you increase their perceived likelihood of achievement so more people take you up on your offer. Include one or more of the following:

1. Showing proof we have done what they want (our own story)
2. Showing proof of people *just like them* getting what they want (think testimonials)
3. Showing the sheer volume of happy reviews we've received (think lots of 5-stars)
  - a. If you don't have reviews yet, even the number of people you've helped works.
4. Certifications/Degrees/Third party accreditations that we're legit
5. Numbers, stats, research that supports the outcome you want them to believe

## **Pro Tip: 11 Ways To Increase Perceived Likelihood of Achievement (Contd.)**

6. Experts vouching for us
7. Some new/unique characteristic they haven't failed with before (so it might work this time)
8. Celebrities who have endorsed us ('they trusted them, so should I')
9. Guaranteeing they'll achieve it (so we put some skin in the game too)
10. How well you describe them or the current pain they're experiencing. The more specific the better. (think 'he/she really gets me, they must know how to help')
11. If possible, demonstrate the outcome live. Or, show a recording of it happening.
  - a. Ex: Advertising agency plays a recording of a call that a gym owner has to make to a lead on the sales call. "Could you handle making a call like that to a lead if we get them for you?" It demonstrates the outcome of the advertising services - people don't want "leads" they want customers. They just don't know a better way to ask for them.

**(Step 7) “How do I get them to say yes?” → Make it easy for them to say yes. Make it free.**



After people show interest, make your offer easy to say yes to. I like to start with the easiest offer enhancer in the world - FREE:

And don't try to look advanced if you're not. People aren't dumb. Just be honest and keep it simple:

*Since I'm only taking on five people, I can give you all the attention you need to get brag-worthy results. And I'll give it all for free so long as you promise to: 1) Use it 2) Give me feedback and 3) Leave a killer review if you think it deserves one. Does that sound fair?*

This sets reasonable expectations upfront. And boom. Now, you're just helping people for free. Winning.

## **Pro Tip: Stack “Yeses” To Build Early Momentum.**

Early on, I felt terrified asking for money. So, if you recall from the story above, I told people I would work with them for free as long as they donated to a charity of their choice. I still got them invested in their results, but asking them for a feelgood tax write-off felt like a much safer way to do it. By the way, this was the first thing I ever sold. Looking back, I wanted easy low pressure YESES under my belt. And those early yeses built my first business. And they can build your business too.

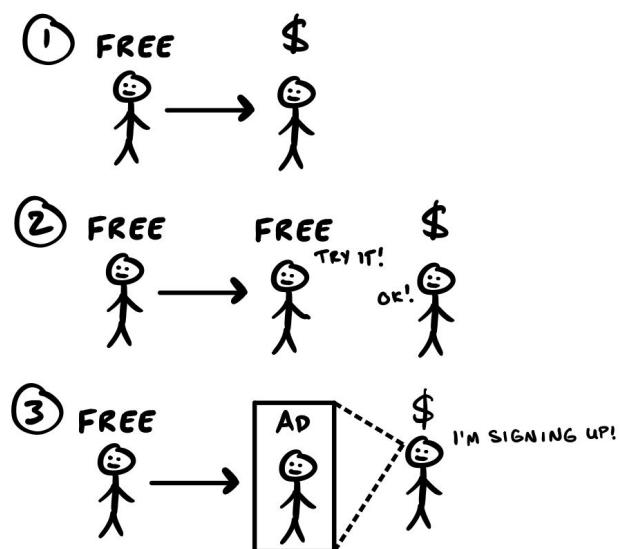
My recommendation - whenever you launch a new product or service - make the first five free. The exact number matters less than knowing why you benefit from it. Here's why:

1. You get the reps in and become comfortable with making offers to people. It'll calm your nerves knowing you're just helping...for free... for now (winky face).
2. You probably suck (for now). People are far more forgiving when you haven't charged anything.
3. Because you probably suck, you need to learn how to suck less. You suck less by doing more. It's better to have a few guinea pigs to get the kinks out. You'll learn a ton from the people you help for free, I promise. Even though it may not feel like it now, you're getting the better end of the deal.
4. If people get value, especially for free, they're far more likely to:

- a. Leave positive reviews and testimonials.
- b. Give you feedback.
- c. Send their friends and family.

And if that's not awesome enough, free customers can make you money in three other ways:

- 1) They convert into paying customers.
- 2) They send you paying customers via referrals.
- 3) Their testimonials bring in paying customers.



So no matter what, you win.

## **Pro Tip: Apply the “Hinge Method” to Referrals**

If you ask for a referral, get a three-way introduction. My favorite way to do this in person is to grab the customer’s phone, take a picture of the two of us, then text that picture to the referral and your own number. If I’m virtual, screenshot a video call and do the same thing. If you can’t do that, then at least get a three way conversation going with *them* initiating it.

### What if they say no?

Often, the most expensive part of what you sell isn’t the price—it’s the hidden costs. **Hidden costs** are the time, effort, and sacrifice it takes to get results from the thing you sell. In other words, the bottom part of the value equation. If you struggle to give your stuff away for free, it means either people don’t want it (dream outcome), they don’t believe you (perceived likelihood of achievement) *or* the hidden costs (time, effort and sacrifice) are too high. In short, your ‘free’ stuff is *too expensive*. So figure out the hidden costs. Once you do, you unlock even more value—that you’ll eventually be able to charge for.

To build your understanding of hidden costs... *ask*. So when someone says “no” ask “why?”:

“*What would I have to do to make it worth it for you to continue?*”

Their answers give you a chance to solve their problem. And if you solve that problem, they’ll probably buy from you. And even if they don’t buy from you, they’ll give you the ammo to get the next person to.

And remember, failure is a requisite for success. It's part of the process. So rack up failures as fast as you can. Get them out of the way to start paying down your "no tax." If you get thousands of nos, you will get your yeses, I promise. I always tell myself: Yeses give me opportunity. Nos give me feedback. Either way, I win.

### **Author Note: Warren Buffet and Benjamin Graham**

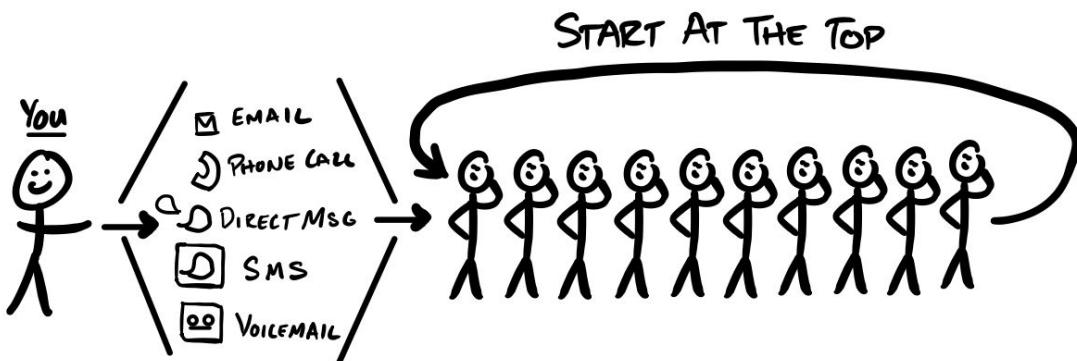
Before Warren Buffet became the greatest investor of our time, he offered to work for his hero, Ben Graham, for free. Wanna know Graham's response? "You're overpriced." Graham knew what was up. The most expensive thing about hiring Buffet wasn't a paycheck, but the time to train him. Graham would actually be working for Buffet! And in the same way, your early customers are working for you. They're training you - for free! And you want to minimize that cost to them. *Know your hidden costs.*

PS - Buffet still managed to get Graham to take his free offer. The rest is history.

## Pro Tip: Learning or Earning

If anyone tells you not to “undervalue yourself” by giving your services away for free in the beginning, tell them to hush. Sure, you’re a special snowflake. But the stuff you sell isn’t. It isn’t valuable *yet*. You’ve barely started. The objective right now is to *learn* not to *earn*. We’ll get to the earning once we’ve learned more. But we must crawl before we run. Don’t get the objectives mixed. The earning will come, *I promise*.

(Step 8) “What Do I Do Once I’ve Reached Out To Everyone?” → Start Back At The Top



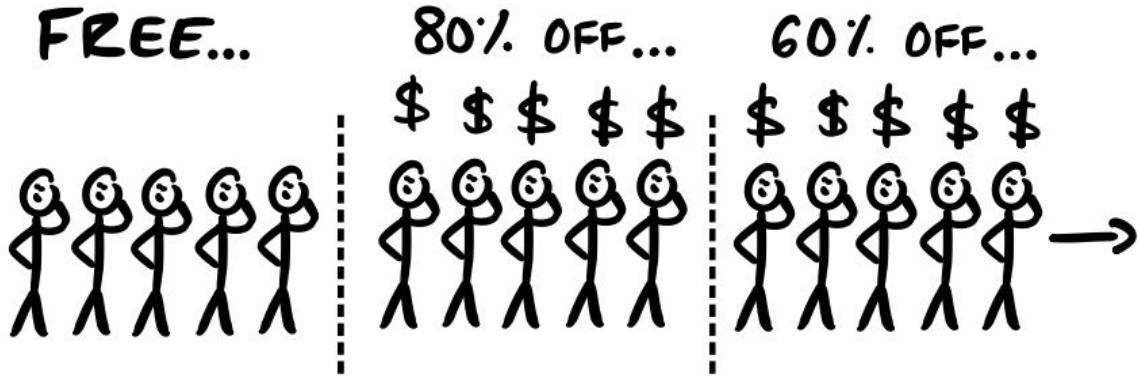
After reaching out to all the leads on one platform, switch to the platform you have the second most leads on. After you reach out to those leads, go to the platform you have the third most leads on and so forth.

Let’s say you follow this to the tee because being poor sucks more than helping people for free. If between all platforms, you have 1000 leads, that gives you ten solid days of work. A month of work including follow-ups. By this point, I promise, *five or more people will have accepted your free offer*.

And some will have converted into paying customers. If you did a good job, they'll send friends, and they'll become paying customers too.

So, let's make our first dollar.

(Step 9) “But I can’t work for free forever...” → Start Charging.



This is important. This is your litmus test to know when you're “good enough” to charge. Once people start referring, start charging. When that happens, swap out ‘... free...’ in the script above to ‘80% off for the next five’. Then ‘60% off for the next five.’ Then ‘40% off for the next five,’ and so forth. The “I increase my prices every five” rule also adds urgency because prices *actually* go up. And if you’re curious, you don’t have to stop raising your price. Feel free to keep raising it by 20% every five until you find your sweet spot. It’s your business. You can do what you want. Charge more as you get more experienced - a nice reward.

## **Pro Tip: Get More Cash Up Front & More Yeses → Prepay + Guarantee**

Offering a guarantee gets more people to buy because it reverses risk. Here's a nice twist on a guarantee that'll get you more yeses *and* more cash.

You can offer a guarantee only to people who pay up front. Reason why: *People who invest up front are more committed. And as a result, we're able to guarantee their outcomes. So if you'd like our guarantee, you can prepay our service.*

Another version of wording I got my good friend Dr. Kashey: After the person agrees to buy, you say "*would you rather pay less today or get all your money back?*" Paying less today = payment plan, so less money down. Get all your money back = prepay and get a guarantee that you get the result you want.

Ex: "Pay Less" = \$2000/mo for 3 months = \$6000 (no guarantee)

Or

"Get All Your Money Back" = \$6000 up front *with* a guarantee.

Presented this way, the majority of the people take the up front cash option with the guarantee. So if you planned on offering one anyways, you may as well weaponize it to incentivize more people to pay up front.

**(Step 10) “But what do I do from here?” →Keep your list warm.**

Give regular value to your list through email, social media, etc. to keep it warm. A warm list stays primed for your warm reach outs in the future. We cover exactly how to give that value in the next chapter. Once you've given value for a while, or see who wants value, probe your list with Dean Jackson's timeless "9-word email" template":

*Are you still looking to [4 word desire]?*

No images. No frills. No links. Just a question. Nothing else. This message is money for getting leads to engage. And it's among the first things I do when I invest in a new business. Here are a few examples:

*Are you still looking to*

*...buy your dream home?*

*...get more sales leads?*

*...tone up your arms?*

*...open an online store?*

*...start a YouTube channel?*

You get the idea. Swipe and deploy. You make the ask to see who replies - aka - engaged leads. And *these replies should be your top priority for warm reach outs.*

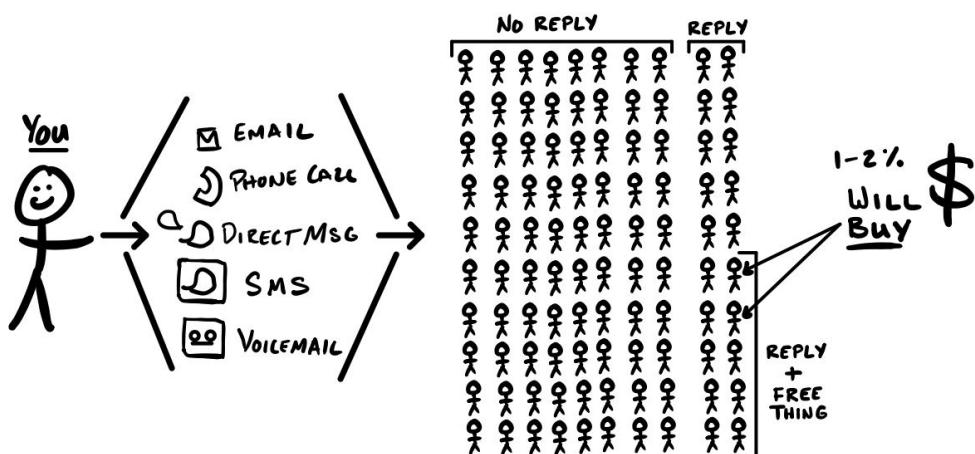
I'll end step 10 here because I break down this "give-ask" process in the next chapter. The main point is that a warm list is a huge asset because it's a consistent and *growing* source of engaged leads. If you treat them well, your audience will feed you forever.

## Advertising Checklist Summary

Now let's look at this in ten lines because it took ten pages to get here.

Warm Reach Outs Daily Checklist	
<b>Who:</b>	Yourself
<b>What:</b>	First five free
<b>Where:</b>	Phone/Email/Physical Mail/SMS/Etc
<b>To Whom:</b>	Your Contacts
<b>When:</b>	First four hours of your day
<b>Why:</b>	You want to get customers or intros
<b>How:</b>	Personalized Message using ACA
<b>How Much:</b>	100 Attempts Per Day
<b>How Many:</b>	Follow up two more times after first.
<b>How Long:</b>	Until you get customers

## Benchmarks: How well am I doing?



Warm reach outs should get about one in five contacts to engage. So one hundred warm reach outs should get about twenty replies. Of the twenty who

reply, another one in fiveish will take you up on your free offer. So, four people. Of the four who take your free offer now, you should be able to convert *one* into some sort of paid offer later. Hooray - money.

This framework allows you to predict how many customers you get per 100 warm reach outs. In the example, you would get one customer per 100 reach outs. These numbers vary based on the value of your offer and how much they trust you. But, no matter what, with enough volume, *you will get a customer*. And the more you do it, the better your numbers will get. It just takes effort. You'll also learn a lot about what engages your audience: what they value and how to make offers to them. This knowledge can make you millions. You get to learn while you earn - score.

This process *alone* can take you to \$100,000+ per year with nothing else. Wild, I know. Here's the money math:

This assumes 1% of your list buys a \$400 offer using *only* warm reach outs.

500 reach outs per week = 5 customers per week

\$400 product → 5 customers per week x \$400 each = \$2000/wk

\$2000/wk x 52 weeks = \$104,000...bingo.

Which, as of this writing, is still two times the median household income in the US. Not bad.

## Pro Tip: Join Communities

To learn even faster, join communities of people doing the same advertising method as you. They're great for peer support and up-to-date tricks and tips. Also - don't do anything sketchy. There are lots of people who pride themselves on pushing the legal envelope. Don't be that person. It always comes back to bite you. Do it the right way and you will feed yourself for life.



Alex Hormozi   
@AlexHormozi

...

You can get “good enough” at almost anything in 20 hours of focused effort.

The problem is, most people spend years delaying the first hour.

You'll learn more in the first ten days of *doing* 100 reach outs than you did from everything you've ever read or watched. Get that learning done as fast as you can. Remember, *we want to get rich, not just “get by.”*

## What's Next?

Warm reach outs have two limitations.

The first is time. When you're starting out, getting new customers should take the majority of your time. Think four hours per day, minimum. It should be the first thing you do when you get up. And you shouldn't stop until you achieve

your goal. Embrace the work. It will be part of the story you tell one day. It has been for me.

The second limiter is the number of people who know you. You'll eventually "run out." Don't worry though. We can get more. A lot more. Now we *add* the second of the core four advertising activities: posting free content.

### **FREE GIFT: Bonus Training - Warm Reach Outs**

If you like this stuff, I go deeper in a no-holds-barred breakdown of the many different strategies you can use within warm reach outs to get your first or zillionth customer. If that sounds cool, go to

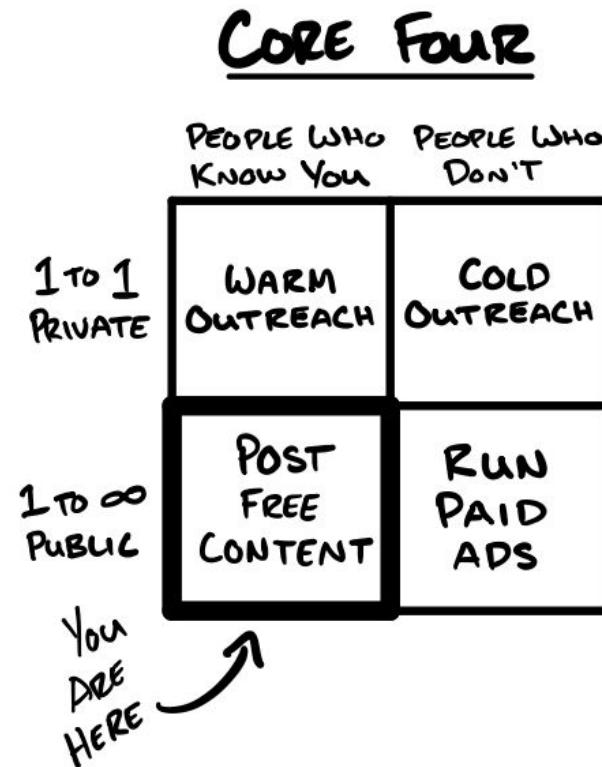
[\*\*Acquisition.com/training/leads\*\*](#). And, if you needed another reason, it's free. I hope you use it to get as many leads as you need. You can also scan the QR code below if you hate typing.



## #2 Post Free Content Part I

How To Build An Audience To Get Engaged Leads

*No one's ever complained about getting too much value.*



January 2020

“Did you hear about Kylie Jenner?” Leila asked.

“No, why?” I replied.

“She’s now the youngest female self-made billionaire.”

“Wait, what?”

“Yea, she’s twenty. Forbes just put her on the cover.”

I was ten years older than her and *not* a billionaire. *Why do I suck so much?* How could she make so much more than me? I thought I was pretty good at business—we took home \$13M in personal income the year before. But, I was clearly missing something. And I felt horrible about it.

My ego protected me... *Well, Kris Jenner is her mother and she must have organized all this.* I wrote it off as “rich parents” and moved on.

*A few months later...*

Leila looked up from her computer.

“Dude - Huda just sold a minority stake in her company at a \$600M valuation.”

“Huda, the makeup girl?” I replied.

“Yea.”

“Holy cow.” *Again? How have I been screwing up so bad?* How was someone so young making so much more money than me?

*...She’s in beauty, she can do that, I can’t.* I told myself, then carried on.

*A few months later...*

A headline caught my eye: