

## Sales & Negotiation Tactics

### The Decision Making Structures of Billionaires

(Shared this on my wall and got 150+ likes in an hour, so thought maybe I should also post

it here, so here it is...)

I tend to study how billionaires think by studying their linguistic patterns to see what goes on

in those high-performance brains of theirs.

As they're not twice as smart, twice as strong, twice as tall or twice as better looking than

most, there must be other hidden factors within that allows them a massive advantage.

I have piles of notes on these patterns and how they work, so here's one of the more useful

ones.

One of the patterns I've noticed is that they're hyper-efficient at decision making, and I know, this much is obvious.

But what's not obvious is HOW their decision making STRUCTURE differs from the average

person.

The average entrepreneur will make a decision within 2 minutes and then take 2 weeks to 2

months to give themselves permission to act and to accept that decision in order to move

forward.

They take 2 minutes to make a decision and within those 2 minutes also give themselves

permission to act, accept and move forward on that decision.

The way you can tell this is if you "make a decision" and then you THINK about it, examine

it once again, refactor it, and look back at it.

This looking back at the decision is sign of lack of permission, action and moving forward.

Your 1st decision is ultimately the right one, hence why you fight with it and anything after

that 1st HUNCH never feels 100% right, but about 80% right, so always 20% off.

And when you really think about it, when we do have those 3 key pieces in place, we don't

ever think about what we've decided, instead we move towards it and get it.  
So how do you apply it? My new rule is that I make all my decisions within 5 minutes, 2 for decision 2 for permission, action, moving forward and 1 for looking back, that's it. 5 minutes,  
and I make every decision within 5 minutes, from hiring people, to firing people, to buying stuff, to trips, and everything in between.  
Play with this idea for a week or two and see how well it'll serve you in your journey to the top.

- Alen

What's working now: The most effective book-a-call model right now (4x ROAS at scale)

To all my homies doing high-ticket, here's what's working very well now.

Automatic Clients front end (long form version, not short)-> OTO 1 as book a call -> \$7-\$10k program.

AC templates on front end (nothing fancy) and evaluative call booking model as OTO 1 (search this group for "evaluative call booking models" and you'll see it).

Screenshot of the model in action 4x ROAS. at scale.

- Alen

How to instantly boost book-a-call page/form conversions by 20-30% in any niche

When you ask them a question on your book-a-call forms, tell them why you're asking them

that question.

You'll increase your conversion rate of the book-a-call form by about 20-30%.

Example:

What's the reason you're looking to (get outcome)

We're asking you because \_\_\_\_\_

We're asking you so we can \_\_\_\_\_

We're asking you, so we know how to \_\_\_\_\_

Or add, "The reason we're asking is," etc...

Having any reason will boost conversions.

Having good reasons will boost it even more and make them feel that you're really trying to help them out by asking them those questions.

The psychology behind it is that if you have a stranger ask you questions, your subconscious automatically goes into self-defense mode to "Why are you asking me this?"

and starts looking as to what they're trying to get from you. If you explain why you're asking,

it's no longer in self-defense mode because it flips it and is now GIVING something to them.

- Alen

p.s. Tested this in women's dating, men's dating, weight loss, trading, crypto, and other

niches, and worked in every niche tested.

Here's what the "I have to think about it" objection really means and where it comes from

Thinking, in itself is a problem-solving activity.

Humans primarily think when there is a problem, and when there isn't, we don't think much

at all, instead, we go back to a state of being and experience, aka "feeling state".

And as such, thinking = problem-solving activity, so the whole "I have to think about it"

means, "I have to solve the problem that's not allowing me to move forward".

Since we can't move forward, that means we don't buy in problem states unless under extreme stress.

We tend to buy in solution states, so the key is to go from the problem state (thinking) to the

solution state (feeling).

The problem in itself is that the problem they think they have is not the problem that's holding them back in the sale, but rather a deeper problem and an easy way to overcome it

is just by asking a question that goes something like this:

"Curious, once you do think about it, and figure it out...what would that look like?"

Once you think about it = the assumption that they've already solved the problem, what

would that look like allow them to future pace themselves out of the problem state, into the

solution state.

The reason this works is because they can't go into the future and solve the problem and

tell you without actually being able to solve it.

That'll reveal the problem to you as a future solution that you can use to identify what's holding them back from moving fwd.

- Alen

p.s. If you make them THINK in your copy, you're putting them in a problem state. This is

why it's so key to remove any and all abstraction from copy, that removes the THINKING

(problem) solving activity from it.

Book-A-Call Tag Alongs - the best way to get high-ticket calls booked on low-ticket funnels

I've had dozens of people reach out to me via posts, DMs and emails asking me where they

should position their book a call VSL / copy in their funnels.

The reason for their question is simple...they want more money out of the funnel, but at the

same time get the most calls to make even more money...

Decisions, decisions...If they put it in the back of the funnel, then they get fewer calls, because the customer has just gone through a series of upsells...

...While, if they put it in front of the funnel, replacing OTO 1, then your AOV will go down

and the cash conversion cycle gets affected.

These are all pros and cons that have trade-offs...you win some here, you lose some there...

So here's what I did for Eric Cipolla in Fast Forward.

Instead of thinking about where to put it — I started thinking about, where to put it WITH.

Where to put it WITH. This is the key.

So I architected his upsell 1 to have a self-sort of two options:

Option A: "Do It Yourself" Package for \$197

Option B: "Have Us Help You Package" for \$297

Of all OTO 1 buyers, 72% choose option B.

See the image attached as to how it was executed.

So this idea of "book a call tag along" changed the game, because quite a number of people take the \$297 option, and they're actually paying you to get on the call with them

Ideally speaking, you'd want to create as many tag-along as possible...in your bump, in your

OTO 1, OTO 2, etc...of course, each should be framed differently so that the sales process

is hidden.

Then once they get in the member's area, the first step is again...book a call tag along WITH the content itself.

This model is going to give you the highest amount of booked calls WITHOUT sacrificing

your economics on the funnel.

Who says you can't have your cake and eat it too?

Enjoy amigos,

Alen

p.s. For love, comments, questions, algo bumps, and any other good karma...hit the buttons

below.

Irresistible Offers - How To Actually Make Them

The "irresistible" offer.

An offer so good, that no one can resist it.

Just make one and you're set. That's all you need, nothing else, it'll sell itself.

Easier said than done, and that's for as long as I remember, over the past 20 or so years in this

game — I never read anywhere on how to make them, what they mean, or what they are...

...All in all, they're a loose abstraction that gets carelessly tossed around in the guise of sounding good, so let's change that.

This is an excerpt from one of the NHB+ calls I did, I think the call was 3-4 hours, so I can't

remember everything we talked about, but this part I do.

If you're going to make an offer, make it good. Nah, make it great...ah fuck it, make it irresistible.

But what's that mean?

Well, since my entire philosophy of marketing falls under “competing on economics”, the first

thing you do is look at the definition of economics, which is:

“The economics is the allocation of scarce resource which has alternative uses.” -

Thomas

Sowell

Knowing this, all resources are limited. Time, money, energy, attention, everything is limited, and

it's bound to time, time is the great limiter of everything.

You know what they say...you can have anything you want, but you can't have everything you

want.

Because as you have limited resources (such as money, time, energy, etc...) — it comes down

to “you can have that”, or “but you can't have that too”.

This inability to have both at the same time due to a limitation forces people to make a choice.

In this choice, we have wants and needs. Needs always get a preference over wants, see my

post about that.

<https://www.facebook.com/groups/nothingheldback/posts/1003635797703445>

The more choices we have, and the less resource we have, the more cognitive load we have,

which leads to cognitive fatigue, which causes people not to buy. I'll make a post about this in a

day or two.

So back to offers...

..An offer has two parts, the product/service, and the sales mechanism that sells it, such as

copy, VSLs, webinars, phones, etc...

When you combine those two, you have an offer.

When it comes to offers, everyone sells based on “features” and “benefits”...

...But people don't buy for features and benefits, do they?

You don't care about that, and neither do your customers.

Features and benefits are placeholders that are a subset of the mechanism, yet your customers

don't buy for the mechanism either.

What they buy for is what features, benefits, and the mechanism translates into, and that

something is the outcome.

Feature + benefit + mechanism = outcome.

So knowing this, we buy for outcomes. Nothing more, nothing less.

One of the things I drill into people when I'm teaching in NHB+ and FF is to focus on selling to

outcomes, when you do this, a whole new world of copy, and selling ability opens up.

It makes

things REALLY REALLY easy.

Most of us don't care about how something works or why it works. We just want it to work. To

get the outcome.

You don't care about how your phone works, you just want to use it. You don't care about how

your car works, you just want to use it, you don't care about how your food gets to the grocery

store, you just want to eat it.

In a world where more and more choice is presented, the only thing that consumers look for is

the outcome, everything else becomes background noise.

This means we're selling to outcomes, and for those outcomes, they have to trade something, in

our case it's money.

Money is currency, which is nothing more than a medium of exchange, something for something, or something for nothing, or this for that. A trade.

So the degree of how good, great or irresistible an offer is depends on this trade.

A good offer is something they would trade anything for.

Anything is usually a form of money.

A great offer is something they would do anything for.

Anything is usually combined with giving you money for it and spending time on it.

An irresistible offer (here it is)...

...Is something they would give up everything for. Time, money, resources, relationships,

When you start thinking about creating things that people would give up anything for, now you're

in the realm of creating irresistible offers.

I'll be honest, this is a lot harder than you might think, and it requires a lot of strategic moves

and tactical input.

Now, when it comes down to it...

Knowing that to create an irresistible offer, you have to have something that they would give up

anything for.

This brings you to the thought of...

...What outcome could this thing possibly give them, that nothing else could, otherwise why

would they give up everything for it?

And then you'll start to think about using phrases such as "without", "you don't have to", and "it'll

allow you to"...

...This is what I also taught in the VSL copy masterclass in NHB+.

Knowing that these phrases are used in irresistible offers, takes us to one final point and it's this

paradoxical twist:

Even though they would give up everything for that outcome (the irresistible offer), if you make it

so they WOULD give up everything if they had to, but don't have to give up anything for it — you

have an irresistible offer.

So next time you're cooking up an offer, working on client copy, or any of this stuff we love to

do...

...Ask yourself "What is the outcome this offer generates for them? and would they give up

everything for that outcome?".

Because after all, if they're willing to give up everything for it...what's a few dollars to get it?

The closer you get to this level, the more you'll go from good to great, to irresistible.

Have a great weekend and to my Florida friends, hope you're safe down there.



Talk soon,

Alen

p.s. As always, questions, comments, love, whatever...comment box.

Product Development & Innovation

A Step-By-Step Guide For Creating Clean Biz-ops That Can Make \$50,000 to \$300,000 / month

Morning NHB,

When it comes to making money online, you have the big three markets, health, wealth and

love.

Health is mostly occupied by supplements.

Love is mostly relationships and dating.

And wealth is mostly biz-op and finance.

Biz-op, being one of the big three...is one of the most lucrative markets out there...

...Afterall, if it wasn't...you wouldn't see every single guru dabble in something, make a few

bucks and "graduate" over to biz-op where they now teach "how to make money online".

And the reason is simple, it's easy, it makes a ton of money and it's fun.

All you need is to be legit and it all works...

...And it all works, until it doesn't, because the problem with most biz-ops is that they go

from fun to fraud pretty quickly, and the reason that happens is a lot of them "teach a process", and when something in the environment changes, that process no longer works.

All it takes is a single factor of change for the process to stop working, yet in order to sell

the process, they have to still push the heavy claims.

Most notable ones are the ones teaching affiliate marketing these days. Affiliate marketing

works, ONLY when ad costs are low, or there are deep economics OR you can cloak the

shit out of your ads, otherwise the math doesn't pan out, yet there are still people out there

preaching that that's how "they've made their millions" yet "really"make their millions selling

how to do affiliate marketing.

What happens in that case is that what was once a good biz-op, what I call "clean biz-op",

now becomes a bad biz-op, what I call "dirty biz-op".

You know a dirty biz-op when you see one, it just feels ICKY, and often times when a lot of

gurus go from good to shit, is when their biz-ops go from good to dirty, so they sling their

dirty biz-ops and become dirty gurus.

The reason they do that btw is lifestyle creep, costs a lot of \$\$\$ to keep the lifestyle going

so the moral boundaries get expanded, crossed and criss-crossed and then they lose their

way.

I've seen more than I can count go down this path of self-destruction, very few have the courage to walk away from it when it goes from clean to dirty.

So most of you, I'm sure have thought about doing something in biz-op, yet have hesitations

due to the negative association of the above, which is understandable.

I've been in and out of biz-op for about 20 years now and have more experience than just

about anyone with it.

One of the best things about running biz-op offers is that it's the easiest justification with the

best economics and most reach.

1. Everyone wants to learn how to make money, because you can turn money into anything. Cars, clothes, vacations, watches, health, etc...

2. It's an easy justification to say to someone, give me \$1 and I'll show you how to get \$10 back, it's a very linear selling process.

3. You can sell them so much stuff, from upsells, to recurring, to memberships, to community to back end coaching, SaaS, you name it, you can sell it.

The only question is, how do you do biz-op where it's legit, feels good, and actually helps

people without it ever having to compromise your moral values...

...And on top of that, WITHOUT having to put your face or name on it?

Now that's what I call a dream offer.

The answer is...clean biz-ops.

About a year ago in NHB+ I did a call on clean biz-ops and as of right now, we have people

in NHB+ and FF doing \$50,000 - \$300,000 a month doing them.

Josh Gavin, who's in FF and NHB+ recently launched his clean biz-op about a month ago

based on the training I did there and he's already doing \$50,000 a month with it. Not bad,

and the product is great, helps people and he feels GREAT selling it and his name is not on

it.

So if you'd like to run a biz-op offer, without any of the negatives, and make a whole lotta

money doing it, here's how clean biz-ops work and here's how you can do it too.

Right now, there are a lot of people who are in various trades that earn anywhere from \$100,000 - \$1,000,000 a year.

Windshield repair guys, house cleaning companies, lawn care companies, moving companies, cabinet repair, car detailing, etc...

It doesn't take much to learn these trades and this is very very important, it doesn't require

them to goto school or get certified by the state.

So on one hand you have these types of guys doing that, and all you have to do is find these guys and package their know how, expertise into a course, coaching program or what

not...

...You can do an AC funnel, book a call, whatever, it doesn't matter.

What matters is to just take "their business" and "package it" and sell it to everyone else.

That's a clean biz-op.

A clean-biz op is a legit business that offers a legit service that helps people solve a problem in the real world.

Most people out there don't want to build funnels, learn FB ads, or deal with any of that stuff...

...What most people want is a business they're familiar with, can do, that makes them between \$100,000 to \$1,000,000 / year.

People tend to go with what is familiar, and they've seen these services all their lives and it's something they believe they can do, and are more likely to buy into it vs just build a funnel or whatever.

This is the reason the marketing niche isn't that big btw.

So the question is how do you find them?

Well, that's very easy, all you have to do is go to either ThumbTack.com or AngiesList.com

or any of these service provides to start digging for ideas.

What you'll see is their rate and then what you'll see is how many reviews they have.

Only

about 1% of people leave reviews, so just multiply their reviews by 100, so if 200 reviews \*

100 = 2,000 customers.

So that's the first step...once you find the niche you like with your clean-biz op, all you have

to do is either schedule them to come to your house via the app, or reach out to them and

have a conversation that goes something like this:

"Hey, noticed that you do \_\_\_\_\_, you know...a lot of people would pay real good money to do what you do, so if you just took \_\_\_\_\_ and turned it into a course,

you could easily sell that course for \$1,000 or more".

Their reply will be "How's that work?"

And from there you start to form a relationship.

Then you just do the deal, create a clean-biz op and run it.

Their job is to create the course, and of course you guide them.

Your job is to sell the course.

The way you sell the course, coaching program and rest of stuff is no different than any other biz-op, same standard marketing models.

They create the course which is the "how to" part of the business and then they can also

add how they get customers, clients, and such.

The standard funnel is this:

Front end: How to make \$\$\$ in \_\_\_\_\_

Upsell 1: The \_\_\_\_\_ branding or marketing kit that'll allow you to \_\_\_\_\_

Upsell 2: Automate everything, and you can use do a white label fo GHL here.

Upsell 3: Book a call, evaluative call booking model, and the hook is "Lets get on a call so w

can show you how much opportunity (customers) for \_\_\_\_\_ is there in your area and how

to tap into it.

And you split the profits is that the general rule of thumb is that you keep 100% of the front

end, which will all go into ad spend to acquire back end customers and leads, and for that

you split 50/50 after the phone sales guy gets his cut.

Sometimes, they'll want a cut of the front end too, which is fine, but makes accounting a bit

of a pain in the ass, but that's fine too.

Easy money.

These can easily pull in \$50,000 - \$300,000 a month.

You can do one, two, three or even 10 if you want.

I know someone who was running a windshield repair offer back in 2014 or so doing this,

had 2 sales guys, was making \$300,000 a month doing it. Had zero competition.

Have a friend who I shared this strategy with, he's now doing the same, but instead of ThumbTack or AngiesLlst, he's on Etsy finding these crafts creators and doing it with them,

"how to make and sell jewelry".

The list is endless and so are the opportunities.

So there's absolutely no reason you can't make 7-figures a year.

Everything is right there in front of you, all you have to do is take it.

You don't have to live in the United States to do this, you can do it from anywhere in the

world, because the internet doesn't have borders.

That's the blueprint in a nutshell for clean-biz ops and how to do it, condensed from a 2-3

hour call I did in NHB+.

If you're in there, watch the call, and get going.

A lot of people are making money hand over fist with clean biz-ops without ever putting their

name and face on them, and I think you should too.

As always, if you have any questions, comments or just want to hit the like or love button to

kick up the algo so the rest of the NHB family can see, I'd love that.

To your success,

Alen

A Step-By-Step Guide For Creating Clean Biz-ops That Can Make \$50,000 to \$300,000 / month

Morning NHB,

When it comes to making money online, you have the big three markets, health, wealth and love.

Health is mostly occupied by supplements.

Love is mostly relationships and dating.

And wealth is mostly biz-op and finance.

Biz-op, being one of the big three...is one of the most lucrative markets out there...

...Afterall, if it wasn't...you wouldn't see every single guru dabble in something, make a few

bucks and "graduate" over to biz-op where they now teach "how to make money online".

And the reason is simple, it's easy, it makes a ton of money and it's fun.

All you need is to be legit and it all works...

...And it all works, until it doesn't, because the problem with most biz-ops is that they go

from fun to fraud pretty quickly, and the reason that happens is a lot of them "teach a process", and when something in the environment changes, that process no longer works.

All it takes is a single factor of change for the process to stop working, yet in order to sell

the process, they have to still push the heavy claims.

Most notable ones are the ones teaching affiliate marketing these days. Affiliate marketing

works, ONLY when ad costs are low, or there are deep economics OR you can cloak the

shit out of your ads, otherwise the math doesn't pan out, yet there are still people out there preaching that that's how "they've made their millions" yet "really" make their millions selling how to do affiliate marketing.

What happens in that case is that what was once a good biz-op, what I call "clean biz-op", now becomes a bad biz-op, what I call "dirty biz-op". You know a dirty biz-op when you see one, it just feels ICKY, and often times when a lot of gurus go from good to shit, is when their biz-ops go from good to dirty, so they sling their dirty biz-ops and become dirty gurus.

The reason they do that btw is lifestyle creep, costs a lot of \$\$\$ to keep the lifestyle going so the moral boundaries get expanded, crossed and criss-crossed and then they lose their way.

I've seen more than I can count go down this path of self-destruction, very few have the courage to walk away from it when it goes from clean to dirty.

So most of you, I'm sure have thought about doing something in biz-op, yet have hesitations

due to the negative association of the above, which is understandable.

I've been in and out of biz-op for about 20 years now and have more experience than just about anyone with it.

One of the best things about running biz-op offers is that it's the easiest justification with the best economics and most reach.

1. Everyone wants to learn how to make money, because you can turn money into anything. Cars, clothes, vacations, watches, health, etc...
2. It's an easy justification to say to someone, give me \$1 and I'll show you how to get \$10 back, it's a very linear selling process.
3. You can sell them so much stuff, from upsells, to recurring, to memberships, to community to back end coaching, SaaS, you name it, you can sell it.

The only question is, how do you do biz-op where it's legit, feels good, and actually helps

people without it ever having to compromise your moral values...

...And on top of that, WITHOUT having to put your face or name on it?

Now that's what I call a dream offer.

The answer is...clean biz-ops.

About a year ago in NHB+ I did a call on clean biz-ops and as of right now, we have people

in NHB+ and FF doing \$50,000 - \$300,000 a month doing them.

Josh Gavin, who's in FF and NHB+ recently launched his clean biz-op about a month ago

based on the training I did there and he's already doing \$50,000 a month with it. Not bad,

and the product is great, helps people and he feels GREAT selling it and his name is not on

it.

So if you'd like to run a biz-op offer, without any of the negatives, and make a whole lotta

money doing it, here's how clean biz-ops work and here's how you can do it too.

Right now, there are a lot of people who are in various trades that earn anywhere from \$100,000 - \$1,000,000 a year.

Windshield repair guys, house cleaning companies, lawn care companies, moving companies, cabinet repair, car detailing, etc...

It doesn't take much to learn these trades and this is very very important, it doesn't require

them to goto school or get certified by the state.

So on one hand you have these types of guys doing that, and all you have to do is find these guys and package their know how, expertise into a course, coaching program or what

not...

....You can do an AC funnel, book a call, whatever, it doesn't matter.

What matters is to just take "their business" and "package it" and sell it to everyone else.

That's a clean biz-op.

A clean-biz op is a legit business that offers a legit service that helps people solve a problem in the real world.



Most people out there don't want to build funnels, learn FB ads, or deal with any of that stuff...

...What most people want is a business they're familiar with, can do, that makes them between \$100,000 to \$1,000,000 / year.

People tend to go with what is familiar, and they've seen these services all their lives and it's

something they believe they can do, and are more likely to buy into it vs just build a funnel

or whatever.

This is the reason the marketing niche isn't that big btw.

So the question is how do you find them?

Well, that's very easy, all you have to do is go to either ThumbTack.com or AngiesList.com

or any of these service provides to start digging for ideas.

What you'll see is their rate and then what you'll see is how many reviews they have.

Only

about 1% of people leave reviews, so just multiply their reviews by 100, so if 200 reviews \*

100 = 2,000 customers.

So that's the first step...once you find the niche you like with your clean-biz op, all you have

to do is either schedule them to come to your house via the app, or reach out to them and

have a conversation that goes something like this:

"Hey, noticed that you do \_\_\_\_\_, you know...a lot of people would pay real good money to do what you do, so if you just took \_\_\_\_\_ and turned it into a course,

you could easily sell that course for \$1,000 or more".

Their reply will be "How's that work?"

And from there you start to form a relationship.

Then you just do the deal, create a clean-biz op and run it.

Their job is to create the course, and of course you guide them.

Your job is to sell the course.

The way you sell the course, coaching program and rest of stuff is no different than any other biz-op, same standard marketing models.

They create the course which is the "how to" part of the business and then they can also

add how they get customers, clients, and such.

The standard funnel is this:

Front end: How to make \$\$\$ in \_\_\_\_\_

Upsell 1: The \_\_\_\_\_ branding or marketing kit that'll allow you to \_\_\_\_\_

Upsell 2: Automate everything, and you can use do a white label fo GHL here.

Upsell 3: Book a call, evaluative call booking model, and the hook is "Lets get on a call so w

can show you how much opportunity (customers) for \_\_\_\_\_ is there in your area and how

to tap into it.

And you split the profits is that the general rule of thumb is that you keep 100% of the front

end, which will all go into ad spend to acquire back end customers and leads, and for that

you split 50/50 after the phone sales guy gets his cut.

Sometimes, they'll want a cut of the front end too, which is fine, but makes accounting a bit

of a pain in the ass, but that's fine too.

Easy money.

These can easily pull in \$50,000 - \$300,000 a month.

You can do one, two, three or even 10 if you want.

I know someone who was running a windshield repair offer back in 2014 or so doing this,

had 2 sales guys, was making \$300,000 a month doing it. Had zero competition.

Have a friend who I shared this strategy with, he's now doing the same, but instead of ThumbTack or AngiesLlist, he's on Etsy finding these crafts creators and doing it with them,

"how to make and sell jewlery".

The list is endless and so are the opportunities.

So there's absolutely no reason you can't make 7-figures a year.

Everything is right there in front of you, all you have to do is take it.

You don't have to live in the United States to do this, you can do it from anywhere in the

world, because the internet doesn't have borders.

That's the blueprint in a nutshell for clean-biz ops and how to do it, condensed from a 2-3

hour call I did in NHB+.

If you're in there, watch the call, and get going.

A lot of people are making money hand over fist with clean biz-ops without ever putting their

name and face on them, and I think you should too.

As always, if you have any questions, comments or just want to hit the like or love button to

kick up the algo so the rest of the NHB family can see, I'd love that.

To your success,

Alen

The #4 reason why most people don't own/run offers and how to have a million dollar team of A Players "for free"

Morning NHB, this is part 4 of the series of reasons why people don't own or run offers and

why your reasons are nothing but excuses...

...The first reason was people being afraid to pay for ads, and we talked about that.

...The second reason was not having something to sell, and we solved that problem.

...The third reason was not being able to run / sell your high-ticket back end, and I showed

you how you didn't have to do that either by having someone else do it for you.

...And today, we're going to be talking about the fourth reason, which is another thing that

tends to inject a whole lot of doubt, anxiety and fear into offer owners, and that's something

that lives in the future...

...Which is paying for a team.

You see, if I had to pick ONE thing that tends to stress offer owners out more than anything

and causes premature aging and massive burn out is something most of you young bucks in the game don't realize.

This game is based on VARIABLE INCOME and FIXED EXPENSES.

Your income will go up and down, while as you grow, most of your expenses will remain the same.

So the expenses stay at one level, but income goes above that level, and you feel good,  
then it can go under that level where you go...oh shit, massive stress!

Now, this is why it's soooooo important to always break the offer and business into two parts.

Customer / client acquisition that offsets the cost of acquisition, and then the profit center,

where you actually make money.

Most will not do this and that constant expense will eat away at that variable income.

For those of you that love examples, allow me to illustrate using low level over simplified numbers.

Month 1 - Launch offer

- Expenses: \$300 a month (no team)

- Income: \$2,000 a month

- Profit: \$1,700

- Status: feels GREAT

Month 2 - One team member added to help

- Expenses: \$3000 a month (hires one part time team member)

- Income: \$4,000 a month

- Profit: \$1,000

- Status: feels GOOD

Month 3 - Another team member added

- Expenses: \$6000 a month (hires full time team member and part time team member)

- Income: \$6,000 a month

- Profit: Zero

- Status: feels STRESSED OUT

This doesn't include FB ads and anything else btw, just hiring people to help you out.

So as the offer grows, you're forced to choose...

...Do I do all the work and keep the profits, or do I hire people and lose the profits.

This choice sucks because you're in a position of either / or and either choice sucks.

Having gone through this cycle for the first oh 5 years in the game, I soon realized that it's a

massive source of stress and it's also the reason why most people don't start, get stuck or

leave the offer game all together.

And every time I work with a client or someone and blow their offers up to \$500k-\$5 million

a month range, this problem emerges because you're scaling hard as fuck but you're also

scaling your expenses, so your team becomes the rate limiter of how much you can scale

and how much money you can make.

You know you want the money, but you know the stress you'll have to deal with.

So how do we architect the business in a way where we can parallel scale the revenue, and

also scale the team at the same time without stress?

As most of you know, I compete on economics when it comes to this game.

Whoever has better economics wins, simple as that.

In most cases, that means whoever can pay most for the customer, but most don't know

that there are various forms of economics, financial, psychological, relational, social, etc...that all interplay to create a harmony in offers.

I'll do a write up on this at some point.

And then, there are three other forms of economics that add depth to the above, which:

- Economics (offer money math)

- Secret economics

- Hidden economics

Economics is obvious, talked about it dozens of time, so not much needs to be said about

this, other than it's the thing that gets money in, it also includes financial, psychological,

relational, social, and other forms of economics.

Secret economics is how you do deals to boost your revenue that no one else has access

to that give you an enormous advantage. This will be tomorrows post.

And then there are hidden economics, which is basically how you strategically allocate capital internally to create money making machine that pushes out into the market hard as

fuck and dominates.

The reason it's called hidden economics is because looking outside in, no one can see the

structure of your team, how it's paid for, who does what and how it works, yet all they see is

you scaling hard as fuck and they think it's the offer.

While to a degree, it is the offer, but largely the success of the offer is what happens BEHIND SCENES of the offer.

So let me take you behind the scenes.

A few years ago, Scott was stuck at about \$100k / month using webinars, and that's about

when I started sharing my knowwwledge of the game.

Scott wanted me to consult with them so I did, and I invented the PodCast VSL for him.

That thing took off like a rocket and where the revenue went from like \$100k a month to \$3

million a month in about 2-3 months or something.

The back end phone teams were setup using what I shared yesterday in post #3 of this series, and Scott had a problem on his hands the first few weeks when it came to scaling

that offer.

You have an offer that's clearly about to scale, and yet you have to scale the team parallel

to the offer if you want to sustain the offer.

So the team has to stay ahead of the offer to sustain the offer.

Copywriters, graphic designers, support, operations, and all that fun stuff.

Funny looking back, because NO ONE talks about this in the game.

Anyhow, the model was \$297-\$497 front end Podcast VSL → back end \$7,000 program.

Btw, absolutely no difference in conversion rate from \$5k, \$6.5k and \$8.2k on back end other than the confidence of sales guys.

So we were at I believe \$6.5k back ends. Maybe \$7k.

All I did was say to Scott, lets take the first 10 high-ticket sales, and then use that to hire 10

really great people at about \$7k a pop, and then those 10 people will do the work we need

them to do to generate 100 more of these high-ticket sales that we used to pay for them, so

it'll be a massive net positive.

So we just took the first 10 sales of high-ticket and hired super smart people, A players in the game, and bam...the offer didn't just do 100 more of these high-ticket sales using this

model, it did on average 357 high-ticket sales.

Now instead of the team being paid for out of pocket, the team was being sustained by itself, a money making machine was created.

Everyone else who tried to copy the offer got pretty close to copying the front end, but couldn't sustain the WEIGHT of the offer because they had no idea how hidden economics work out.

So the up front cost was minimal, and then we started using hidden economics and allocation of capital to generate even more revenue, and then Scott went on to hire a great

CMO and a great COO and now has guys who were team leads at Amazon for tech, all by

using hidden economics.

So the entire "stress factor" of the offer can be mitigated using this model, and if you know

how to ASSEMBLE, once again, we're in the assembly business, you can build a great team around you that more than pays for itself, manages itself and makes you money.

Then the math ends up looking like this:

Month 1 - Launch offer

- Expenses: \$300 a month (no team)

- Income: \$2,000 a month

- Profit: \$1,700

- Status: feels GREAT

Month 2 - One team member added to help

- Expenses: \$3000 a month (hires one part time team member)

- Income: \$4,000 a month

- Profit: \$1,000

- Status: feels GOOD

Month 3 - Hidden economics and high-ticket kicks in

- Expenses: \$20,000 a month (4 full time team members)

- Income: \$40,000 a month

- Profit: \$20,000

- Status: feels GREAT and now can hire 4 more to double the output.

How much you want to make and how big of a team you end up building is up to you.

I can tell you that with 2 sales people and a right hand man/woman and 1 other person you

can do about \$300,000-\$500,000 a month, and in this scenario you'll have to work, but at

the rate of making \$3.6m to \$5m a year, the work is well worth it.

If you're more on the lifestyle side, you can use hidden economics to architect teams that

eat up more revenue but free you up.

The cool thing is, we have so many smart, talented and hard working people in the game

that can be hired, the only thing separating you from hiring them are hidden economics.

Remember, one high-ticket sale = pays for someone for a month.

You have 20 days of good output, that's 160 hours of output, if managed correctly you can

leverage that output to generate more sales that further hidden economics and so on and

so forth.

Did you really think that any of these super successful people in the game came in loaded

with cash and started hiring and building teams out of their own savings?

They all came in just like you with an idea, some hard work, a bit of time on their hands and

a big dream, and having done this myself countless times, and having implemented this on

various teams that use hidden economics, I'm telling you it's the best way.

You can hire part time, you can take a back-end high-ticket deal and pay someone to build

you an AC funnel, or you can get someone to manage your ads.

Here's another example of how it was used by another client of mine that I blew up into the

millions.

Client stuck in the business, Alen consults, does magic, client now printing money, but client



has no time because client was running his own ads.

Client needs more time, Alen introduces client to Rohan Sheth who runs GrowRev, hidden

economics pay for GrowRev, GrowRev manages all client ads (paid by hidden economics),

client goes on to scale hard as fuck without touching ads.

Rohan and his team generate hundreds of high-ticket sales for the client.

Everyone's happy.

You know, it's funny...when you're first starting out, you're trying to do everything you can to

get more money, and once you get money, you're trying to do everything you can to get

more time.

So you use the money you did make to buy back more time.

This way, you can make the money, get the time, and if done correctly KEEP your money at

the same time because more will come back.

This concept shouldn't also be used in business, but personal life as well.

Shared this with a friend back in 2012, he hired a personal chef to come meal prep for him

2-3x a week and a personal assistant to handle most of his personal life and errands.

Cost? One high-ticket sale for both for the whole month.

That freed him up to do so much more, learn, grow, network, connect, grow the business

etc...

In summary...have you heard the expression "You gotta work ON the business, and NOT in

the business"?

Well the only way for you to work ON the business, if you can have someone replace you to

work IN the business, and by using hidden economics you can work ON the business, and

then go further where you yourself become the business and other people work on your life

to make it better...chefs, personal assistants, maids, cleaners, drivers, gardeners, and others...

So yes you can have it all, and now that you know how you can have it all...

...I think it's time for you to go get everything that this wonderful life has to offer,  
because  
after all...no one is twice as smart, strong, or better than you...

...They just know things that you don't, and now you know things that most don't, so  
go get  
it all.

As always, questions, comments, love or anything else below.

I'm still half dead from the flu, but I'll make time to help you out as I always do.

- Alen

p.s. If you ever worked for an offer owner as a freelancer, this is how you were paid, so  
you

can do the same but other way around.

The #3 reason most don't own/run offers and how to have a million dollar team  
run your back-end high-ticket sales

Morning NHB...

Still half dead from the flu, but despite that I'd like to continue the series of reasons  
(excuses) as to why most don't run / own offers and how to remove that limitation so  
you

can do it too, and be on your to making millions, instead of sitting on the sidelines  
watching

everyone else play the game.

The first reason for not running/owning offer was the fact that most are afraid to spend  
money.

In that post, I went over how the math backs out and how quickly the money can come  
back

in cash conversion cycles. If you do everything right, the most you should lose is 20%  
per

day, and at low ad spends, that's \$10-\$20 a day at most for a week. That's your risk,  
and all

risk can be minimized and mitigated.

Then, in the second post I went over how most don't think they have anything to sell,  
and in

that post I showed you how you can publish or partner with all kinds of people in every  
niche imaginable to launch your own offers.

So now you can't say that you have nothing to sell because you have so much you can  
sell.

Which brings us to the third reason most don't don't run offers...

...Which is most of the fact that most of the money to be made lives in what happens after you've acquired the customer.

...Which means, either having some type of recurring, a catalog model or high-ticket coaching program.

I've had one of the biggest membership web sites in the industry with 5,000 ppl paying \$97

a month, so I'll do a post on that and I see everyone doing recurring wrong as it's easy to

get them, but hard to keep them. My average retentions last years, not months, like everyone else.

I'll also talk about the catalog model this week coming up as well.

But right now, we should talk about the high-ticket, coaching model.

So we went over how you can get someone to create the course and content for you.

That same person can do the coaching for you.

So now we have that, and we know how to sell the front end, but what about the back end?

What about taking all those buyers from the front end and piping them to the back end...

What about having sales people, recruiting them, managing them, writing those scripts, having them show up, running that calendar and all that fun stuff.

It can be a lot of work, and it can suck and that's why it's easy to become an excuse of not

wanting to deal with it.

Yet...that's where there's a whole lot of money to be made.

In fact, there's so much money to be made, one guy in Fast Forward booked over 10,000

high-ticket calls in 2023.

That's 27 calls, on avg the closing rate is 10%, so say show up rate is 60%, that's 16.2 show ups per day and 1.6 sales per day at \$10,000 so \$16,000 per day.

Another offer out there did \$7,000,000 in sales using a PodCast VSL, it's still running hard

on YouTube.

The reason you won't hear anyone talking about any of the real shit in the game is because

they're busy making money with it.

Sadly, the way it works in the game is that most gurus will teach something when they milk

the shit out of that something.

Why create competition?

So what I'm sharing with you is what's working now for myself and others.

The reason being is my philosophy isn't to make money from you.

It's to grow the pie as a whole, and once I grow the pie for all, then we all can eat, and I'll be

the last to eat, that's a true win.

And in order to do that, I have to show you how to play the game to win.

Now, to win means to make bank and to make bank you should have a strong economic

model post purchase.

One of the strongest models is high-ticket coaching, that much is obvious as it's very common.

The challenge for most is they look at these gurus as these mythical figures who have supernatural abilities that allow them to defy reality, when in reality, all they have is access

to resources that you don't, and once you too have access to the same resources, it's done,

you can do the same thing they can do.

This is why people who are in Fast Forward are crushing numbers that most gurus can only dream of.

One resource that you'll need to hit big numbers is someone to sell high-ticket coaching for you and your expert guru.

Sure you can do it by yourself, I've done it and I'm great at it, but you shouldn't be the one

doing it, and the reason for that is that there's a whole sector of our industry that deals with

specifically "high-ticket" closers.

Now, the game in that sector is you have a few "high-ticket" gurus who've made millions

"flipping people", meaning...

...They'll generate a lead with their high-ticket program, put them through some course, and

then they'll "certify" them as "good sales people", and then if you want a sales person, they'll hit you with a \$5,000-\$10,000 per sales person price tag.

As most gurus have financial traction from when the pixel days, they can afford it, but if you're new to the offer game, who the fuck wants to pay \$5-\$10k for a sales person? lol

Luckily, there are pay per performance teams out there, and tons of them, and then there

are guys who'll build your whole team for you in house.

The guys you outsource your high-ticket program to will charge you 20-25% of the sales

and they'll manage the whole thing from recruiting sales guys, managing them, tweaking the

scripts, paying the sales guys and everything in between.

You'll be the one who collects payments, and then pay them and then they pay the team.

Their model typically works that they'll pay the sales guy 10-15%, sales manager 5%, and

keep 5% for running the operation, that's a fair split.

You add them to your slack and get daily sales reports.

The build a team guys will charge you \$10-25k and they'll build out your whole team for you.

Then once you do that, you can take the cash and go to higher end boutique guys who'll

build a whole team around your offer.

Or you can go find sales guys and hire them direct and cut them in for 10% of what they close.

When starting out, you can get to about \$200-\$300k a month with 2-3 sales guys, and you

can manage 2-3 sales people alone.

All you need calendly or scheduleonce, a phone system maybe Skype or Telzio and that's it.

If you recruit experienced sales guys, they can modify prior sales scripts to use on your stuff, as most of the scripts are similar in nature.

The point is, they're everywhere and as much as you need them, they need you as well. They get paid when they can close, and the more you can feed them leads, the better. Now what path you take is up to you, to have someone manage them or you can recruit them.

If you want someone who'll manage the booking calendar for you, hire, train and manage

the sales people and do all that for 20-25% of the back end sales.

So all you have to do is just drive leads to that calendar form and they'll do the rest and you'll even collect the cash and pay them out of the profits.

One such person is Zak Rawson in the game, I think I've sent him about 100+ clients so far,

he runs a pay-per-performance model where if you have an offer, you literally bolt it on, he

puts sales people in place, manages everything for you and you get paid.

One of the offers I sent him last year and that he manages did \$7 million in sales, and it's

still running all over YouTube, it's a podcast VSL. Biz-op niche.

He also runs all the phone sales for Scott, and runs the team who did \$3m / month in sales.

And he's also running another back end for someone in FF doing \$2m a month and another

one doing \$800k a month.

Another one is Kayvon Kay, if you want an in house team, they'll build you one.

Once again...we're not "creating" we're in the "assembly" business.

First post showed you how the economics breaks down on running an offer.

The second one showed you how to find someone to create the product, run the coaching

back end and everything else.

You just use the AC templates or whatever.

And this post just showed you a way to have someone manage your whole back end sales

team so you can sell high-ticket.

Very few guy in the game are running / managing their own sales team and you shouldn't either.

Assemble and ship.

Your expert is going to fulfill on the coaching.

The sales team is going to sell it.

AC model or whatever model you run is going to acquire it.

So now you can see how the game is really played at higher levels and how millions of dollars are made.

The people making millions are no better than you, no smarter than you and truly no more

capable than you...

...Until now, they knew a few things you didn't know and have access to resources and connections that you didn't have.

I'm literally giving you everything you need to connect the dots and make it work.

I'm showing you how the real money is made, and how much you make is up to you.

- Alen

The #2 reason most don't own/run offers and how to do it even if you don't know what to sell or have nothing to sell at all

Morning NHB, as I'm writing this post for you, I'm sick as a dog under the flu so if this post

might not be my best work yet, but it's the best I can do under the current conditions of

being half dead lol...

...A few days ago I made a post titled "The #1 reason most don't own / run offers and how

the real economics work that allow you to scale to millions (without spending your own money)".

In that post I went on to break down the math of how tiny little ideas grow into multi-million

dollar offers and dispelled a lot of the myths about the fact that most think that running offers is hard or reserved for the "elite few" of the game.

A day later Jig Kosal made a post asking "Newbie Que: How do you go about building your

own offer(s) when you have nothing to sell?"

And there were a few people jumped in saying things like: "You don't", "You can't",

"impossible", "you'd be a liar", all sorts of demotivating thoughts that are just not true.

Now to be fair it might be true for people saying those things, because they themselves can't do it, but just because they don't know how to do it, doesn't mean it can't be done.

And I'm here to tell you that it can be done, it has been done, it's being done and after you

finish reading this post you'll be able to do it too.

We have people in FF doing \$2-\$3m a month doing what I'm about to show you and I'll give

you all the resources.

One of the guys in FF, Daniel Jedkca just made \$1.1 million in 2 weeks using this model,

and he's 20 years old.

If he can do it, so can you. The only difference is he had access to what I teach in NHB+

and FF and you didn't, but given this post, it should give you 80% of what you need to get

there.

Now, even though some of you may think that you have nothing to sell, no expertise, no

knowledge, no unique mechanism and that there is absolutely nothing special about you —

I'm here to tell you that doesn't matter...

...Because often times, the people who feel / view the world this way tend to do better than

most in the game as they can play many games.

You see, even though we play one game, there are many games games within the game

being played. Low ticket, mid-ticket, high-ticket, webinars, VSLs, TSLs, and all sorts of markets and niches...

...And regardless of where you land on the map, what format you play with and what market

tor niche you enter — you'll need one thing to make money and that one thing is a good

product or service. You need something to sell.

Now, this is where most of the fun get taken out of the game...actual work. Creating, maintaining and supporting products. That's real work. Marketing, writing copy, running ads,

that's the fun stuff.

And even though it's not the most fun, it has to be done.



Lucky for us, it's already being done to the tune of millions products being created daily by

people who love creating them, and yet can't sell shit to save their lives.

The world is full of content, more content than can be consumed and since most products

are just composed of "content", this leads us to know that all we have to do is find the source of that content, reformat it into a book, course, workshop, event, webinar, recurring

or whatever and bam we have something to sell.

As I'm writing this post there are 720,000 hours of content uploaded to YouTube every single day. That is 21,600,000 MILLION hours of content.

TikTok has 34,000,000 (that's 34 MILLION) videos uploaded to it every single day. That is

1,020,000,000 (that's over a billion videos a month).

Instagram has 94,000,000 (94 million) photos uploaded to it every single day. That's 2,820,000,000 (2.8 billion photos a month).

Not to mention new web sites, tutorials and other things created every day.

Most of the content isn't great, we all know this by just looking at it, but a good number,

say...5-10% of all this content is absolutely amazing.

And can be found in every niche imaginable.

Right now, you can hop on YouTube and find dog training videos, cat training videos, videos

about horse health, how to knit, water color painting tutorails, gardneing tips and tricks, weight loss, how to make money, stock trading.

And the irony of it all is that the BETTER they are at creating content, the worse they are at selling it.

Their primary source of income, that is, if they have one is to monetize their channels via

ads and make a few bucks. Not great.

And the reason it's not great is due to network effects, so let make take a small detour here

and tell you about how network effects work.

Once upon a time, I got sick of biz-op and running around doing offers with with a bunch

shady characters who shall not be named and retired for two years.

In that retirement, I decided to build an email ad network, and I sent on to sell it around 2016 for a nice exit.

In that process I learned a lot about how networks work largely by studying "network effects"

and building, growing and selling a network.

Here's how it works:

Early on in a network, say YouTube, IG, TikTok, Google, FB, doesn't matter — the network

has an audience and it has to keep an audience engaged.

The only way it can keep an audience engaged WITHOUT creating content is by allowing

the audience members to do the engagement for them by having THEM create the content.

So the network will allow the audience to create pretty much any type of content imaginable,

soft, extreme, good, bad, hardcore, conspiracy theory etc...are all ok, and they will program

the algo to show this content to people.

This is why I consider YouTube to be peak in 2016, they hit this peak.

As they do this, more and more people will join the network to view the polarizing content

and then thus start also to create their own.

This is known as a "network effect".

At some point in the process, the production of content will exceed the consumption of content, and thus the network will switch from having it's users be dependable to expandable.

Meaning, it will start banning people.

We saw this with YouTube, Twitter, TikTok, and many others...they all started getting banned.

That is the first step that the network has gained power over it's audience.

Then what follows is the monetization, which it will reward it's creators via ads so that they

can continue to create content.

Turning them into good little workers.

Right now, having worked with some of the biggest YouTubers in the world as clients, they have to create two engaging videos per week or the algo will "downgrade them" and lower their view counts, this is why you never see some of your old time favorite YouTubers and such in your YouTube feed, the network considers them expendable. And as such, as time goes on...more and more people join the network, create content, and increase the production of content, yet what does not grow is the consumption of content and then they start to stress out. 90% of YouTubers are stressed out of their f'n minds and are running out of shit to say. So the most prevalent ones are the ones who do reviews or comment on current events or drama queens who talk shit about others, because that allows for infinite content to be created without much thought. The rest of the good ol' bunch of creators are literally desperate and looking for someone, anyone to come in and say "Hey man, you got something cool here, we should package it up into a course, a book, maybe a few upsells, some coaching and run some ads to it". And that's where YOU come in. The YouTube example above was just the tip of the ice berg because with inflation, cost of living on the rise, anyone and everyone is looking to make an extra buck. Most have the skills to produce, but not many have the skills to PRODUCE AND GET OTHERS TO CONSUME. Your skill as a marketer is to generate CONSUMPTION. Marketing is to get a slice of the market, to gain market share, and the ONLY way we gain market share is via getting the audience to CONSUME. Hence the term "CONSUMERS", we only have the term CONSUMERS in societies that have marketing, duh!

I did a call 2-3 weeks ago in FF and NHB+ called "clean biz-ops" and it teaches how to go

out to thumbtack, angies list, and home advisor find local experts say at xmas lights, windshield repair etc, and then cross refrence that data with fanchices to get a good read on market potentials.

Franchise by law have to give you the numbers so they'll do all the market research for you.

For health, I taught them how to goto sites where you can talk to a doctor for a few bucks,

because if someone who went to school for that long is spending time chatting and giving

health advice for a few bucks, sure as hell they need money and would gladly create a product out of it.

This is known as the publishing model and in NHB+ and FF we have people going out finding these "experts" and just doing partner deals and publishing them.

Some are using the AC model, others are doing \$97-\$297 VSL to a \$10,000 back end.

Others are doing 10-15 min VSL / Webby to book a call.

These boys and girls are not creating the product, they're just PACKAGING the product.

Because once you realize that once you get to being in the "assembly" business, instead of

the "creation" business, you can do a lot more.

Apple, Samsung, Nike, and any other big company is in the assembly business.

Other companies make the components, they put them together into a final product and

ship it by marketing them.

So I guess one could say, they're really in the marketing business.

Now, as to the how to, simple...

1. Figure out the market you want to enter. Weight loss, biz-op, dating, pets, etc...

2. Identify the creators in the space.

3. If they have an audience that's better because you can run a promo to their audience to

generate profits and flip into paid ads so it's nothing out of pocket

4. Create a proforma, break down what you plan to do and how you plan to do it and attach

numbers. If we create a FE that costs this much, upsells this much, coaching that much,

and we sell it for that much, then we'll make this much and we split it by this much.

5. Create a loom video that's very personalized and send it to them. Most YouTubers have

their email listed in the about me section of their channels

6. Get on zoom with them and talk to them.

If they have an audience, then you'd want run an offer / promo direct to them to generate

profits so you can flip the profits into paid ads.

If they don't have an audience and want to go directly to paid ads, then the standard model

is to keep 100% of the front end and split coaching 50/50.

This makes the math a lot cleaner so they don't have to measure anything except the coaching, back end.

Daniel Jedcka use this exact process to make \$1.1m million in 2 weeks, half of it is his and

mostly profit as they just ran the promo direct to the audience.

What you create is up to you, but the rule of thumb is that the more energy they have to put

into consumption, the lower the price.

So a book, they have to read, the lower the price, a course higher priced because they watch, and done for you highest price because they do nothing.

We have people doing this with guys who install garage doors, dog training, dating offers,

biz-op offers, real estate, bosnai trees, candle making, water color painting and many many

many others.

Most of the offers I've done myself have been done using this model and to illustrate how

easy this is...

...Back in I think 2012 or something, I created a framework for selling \$497 VSLs with \$1,000-\$2,000 upsells, any offer I touched printed money.

I had the marketing model, but didn't have the know how to attach it to something and sell it.

So I call a friend of mine who was big into SEO and at the time was gambling in vegas with

George Castanza (the guy from Seinfeld).

I call him up and go "Hey, you got anything that works that people can use to make money?"

"Yep, got this SEO thing ranking review sites"

"Great, tell me about it"

The guy proceeds to tell me about it. I go on to write the VSL, upsells, and the guy creates

ONE MODULE of content. ONE module. Week 1.

We launch, \$187,000 in sales week 1.

We went on to crush that offer, and I did many many others.

What you need to realize is that MOST offers in the game are not created by the people that

run / operate them, just as MOST businesses don't sell chips and doritos that they make in

house.

The world is full of resources that you can use.

You can get experts as above, you can go to [thomasnet.com](http://thomasnet.com) to find white label of anything,

coffee, shampoo, supplements, dog vitamins, etc...

You can get someone here to help you with ads.

You can use the AC templates to launch.

You can use the math I broke down the other day to see how little risk you have.

MOST of the stuff is already done and waiting for you, literally waiting for you to step into a

role and do it.

Once the offer takes off, you can hire someone for \$5-\$10k a month as a CMO with a profit

share to run it and you can build another one and another one and another one and another

one.

I built so many offers that I forgot count and can't remember most of them.

You have to always remember that in today's world...we have an over production of EVERYTHING.

Those who can generate CONSUMPTION, aka SELL, MARKET, etc...possess the key to

actualizing value.

None of the content is worth a shit unless someone consumes it or pays for it.

So right now, as you're reading this...most of you have everything and more to make millions of dollars.

The only thing you have left that you need to get rid of are excuses, and look...if you don't

want to do it, be honest "I don't want to do it" but don't ever say that you can't do it, because

we both know that you can.

If others have done it, so can you.

As always, feel free to ask me any questions you may have in the comments below and I'll

do my best to answer given the consideration that I'm half dead now with the flu writing this

for you.

All the best, and let's make 2024 your best year yet.

- Alen

p.s. Don't be afraid to reach out and start doing these types of deals. You have no idea how

much these people need you, how much good you can do in the world by helping them spread their knowledge and how much of a great business you can create for yourself and your family.

The #1 reason most don't own / run offers and how the real economics work that allow you to scale to millions (without spending your own money)

I get a sense that most of you need to know how the math really works when it comes to

scaling offers, because I see the likes, I see the comments and I see the love, but I don't

see you doing it.

And the only reason you're not doing it is because on some level a bit of good ol' fear got

you and is holding you back from having your very own offer.

I get it, it can be daunting to drop money into ads and watch it just burn to nothing.

As I've said many times before, the only way to get rich in the game is by running owning

your own offer, there aint' anyway around that.

When I began preaching this about a year or so ago, many gurus were like "YOU SHOULD

NOT OWN AN OFFER", while they really made ALL their money from offers, and the clients

they did have, paid them...from offers.

Offers are the source of money in this game, so you should goto the tap and get you some

water, not wait for someone to get the water and give you some when you're thirsty, and

depend on them to survive.

Now, most don't own or run offers because they are afraid to pay for traffic.

They think they'll lose money or rather, need to spend A LOT of money before they can make it work.

So allow me to enlighten you as to how the economics work on cold traffic aka paid traffic

offers.

What most think is that they need to spend \$100 - \$1,000 a day to "dial it in", which is true,

but where the fear comes in is they think they'll open dit, and nothing will come back.

So you think that you're "losing" money. All fear come from loss, and here's how it really

works.

The way the game really works is, at worst case scenario, you'll spend say \$20-\$50 a day

to start out.

Let's say \$50 / day is your starting budget, for 7 days, so \$350.

Out of that \$50 day or \$350 a week, the worst case scenario is that you make 80% of it back, so you would spend \$50 a day, make \$40, or spend \$350 make \$280 back.

So you're not losing \$50 - \$350, the most you stand to lose is \$10 / day to \$70 per week.

In that "loss" you're getting / buying data, which tells you as to what's causing it not to work,

every other day you tweak a little something here and a little something there, and now you're spend \$50 a day and making \$50 a day, break even, then out of that you further optimize and now you're in the profit.



Then, what you do is you take your full funnel value, add up everything in in the funnel, exclude the downsells, but do include the upsells, and then set that as your daily budget.

SOMEONE will buy the WHOLE funnel (which is your daily ad spend), and you'll break even from that ONE person, the rest will be profit.

Once you get the back end working, you increase your budget based on full funnel value, so

you 2x full funnel value, 3x, etc...as your daily and you're up.

That one person buying the whole thing, allows you to break even and the back end recurring, catalog and high-ticket models make you profit which gives you a "bank" to further fund your offers.

So your downside is a loss of \$10 a day and your upside is millions.

This is how every single offer you see me posting in NHB doing \$50k - \$500k to \$1m a month started out and grew.

And now you can do it too.

Truly, it's not that hard...AC templates, why what how ads, FB, YouTube and a few bucks

and you're off on your journey to millions.

- Alen

p.s. Also know that once you do play the offer game, it won't be your first, only or last offer.

You'll build many and in the process of building them, they'll also build you, and one of the

coolest things ever is...you only need one to really take off to set you for life.

Everyone wants to do recurring, yet no one seems to realize that recurring offers need recurring problems...

...and recurring problems need recurring solutions and recurring solutions either require constant new content or software.

Those pushing recurring are selling you SOFTWARE and that is how THEY make money

on recurring, because they are solving a recurring problem you have, which is getting recurring revenue in itself, while are telling you to do recurring with manually driven recurring solutions such as content creation, communities and all that other fun stuff...

...While at the same time have left out key components that make the whole thing as a business model work long term.

See the fuckery and omission of key pieces in the process that get everyone hyped up and go into the whole thing, only to come out going "WTF WAS THAT ABOUT?", and come to

the same conclusion that this post will lead you to.

So I'm going to save you a year in the game by showing you how recurring really works.

Now, before I do...I had 5,000 ppl on recurring back in 2008-2009 at \$67-\$97 a month, about 1,000 or so before that in about 2007, and then 2014-2018 had hundreds at \$297 a

month and then we put more than I can count at \$9.95-\$14.95 in the 2 Hour Agency offer,

so I've been in and out of the recurring game for about 16 years now.

Lets begin...

As I said, if no recurring problems, and no recurring solutions?

Otherwise why would they stay in the program in the first place?

This is why 99% of these people have 3 month avg stick rates. That's the industry standard,

3 months.

The way people stay on recurring is they see the CC statement, they look at it typically every other month, so you'll notice the pattern based on CC statements.

To put this in perspective, they have to rebuild their ENTIRE business 4 times a year, every

year from ground up.

"Just do recurring bro" lol.

The BEST recurring is to get the money up front and get out of recurring, to minimize recurring, because you minimize the fact that:

1. They'll have recurring problems (no problems no reason to stay)
2. That you'll be able to provide recurring solutions (forever)
3. That if #1 and #2 don't align then you have to rebuild 4x a year non stop.

Way back around 2008-2009, I had a recurring membership site with 5,000 ppl paying \$67-\$97 a month with an avg stick rate of 8 months, and that's when I realized the reality of recurring above.

The best retention strategy for recurring offers is to get out of recurring.

Say your offer is \$100 a month recurring, avg stick rate 3 months = \$300.

So if you can get more money up front and push average to say \$400, then you now have a

"4 month recurring" all things being equal.

And that's why to any recurring program, having upsells that get them OUT of recurring is

key.

When I ran webinars hard 2014-2018, we had a \$1,497 front end with a \$297 / month, which landed in an upsell of \$2,000 (which was up front payment instead of the \$3,564 that

would pull out of long term numbers).

So in short, the best retention for recurring is to get out of recurring, because recurring revenue requires recurring problems and if those don't line up, you'll have to rebuild the business 3-5x a year, every year.

And at some point, you'll either run out of content or stuff to give them to solve problems if

they even exist any more or run out of audience and then the model dies in itself.

Unless you have an alignment of recurring problems and recurring solutions, and of course...if you look at the "better" biz-op offers in the space cough, it's mostly an identify

play that's the recurring problem (who they are), that is solved by solutions that aren't really

solutions, so they stay in a loop, but that's another dark lord post for another day.

Oh, one more thing...being in this game for about 20 years now, I seen recurring come and

go, and this is the 4th time, and the reason it the model loses the hype and dies out every

time is for reasons above.

Those that learned this the hard way, all went to the way of software for recurring (software

that solves recurring problems)...

...Tracking ,funnel building, email marketing (GHL white labels), and other things.

- Alen

p.s. Sometimes I feel like I'm the only person in this whole industry who's actually telling the

truth with how the game really works, without leaving out critical pieces that can play a huge

role in your success.

## PRICING STRATEGIES & SALES TECHNIQUES

How to architect a performance guarantee

I see quite a few posts popping up about how to structure a guarantee, so threw this up on

my personal FB wall and also posted it here as well...

You can't offer a performance guarantee, because, it's technically impossible since the person can get hit by a bus tomorrow so there goes your guarantee.

Now, as most of your prospects will want and expect some type of guarantee, you should

have SOMETHING, so here's how you do it that'll allow you to offer a guarantee, be in your

integrity, and give them what they want.

Here's how I do it works very well and allows me to stay in my integrity:

"I can guarantee you that we'll help you and show you how to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ but I need YOU to guarantee that you will \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ because a guarantee has to work two ways for it to work".

Feel free to modify the structure, but in a sense, the goal is to have a guarantee that makes

them have to guarantee their side of the deal so that way there is an understanding.

You could also flip it and say, if you can guarantee me that you'll \_\_\_\_\_, then I can guarantee you that you'll \_\_\_\_\_.

This works every time, and I used this when we sold the Automatic Clients accelerator and

it worked every time.

- Alen

Consumable vs. Non-Consumable Freelance Services

Morning NHB,

Even though the only to get rich in this game is through offer ownership, I still have a lot of

love for the freelancers, because I know that one day they'll become offer owners...

...After all, they're already in the offer game by building out offers for others, and if they can

do it for others, they can do it for themselves.

So 'till then, I'd like to share with you another strategic move that'll help you make a lot more money and a whole lot faster as a freelancer.

A few weeks ago I wrote a post entitled "What to freelance" which talked about short form

vs long form freelancer work and the importance of trophies in the game...

...and then a week after I wrote another one called "Freelance Position & Profits" where I

talked about the dangers of commoditization of what you do by heavily associating yourself with A.I.

You can search both of those posts here and read about them later.

This one has to do with the speed and rate of which how much money you can make and

how fast you make it.

You see, there are two only two aspects of what you create, a consumable product or a non-consumable.

These two aspects determine how frequently you get paid and your upward cycle of "increasing your rates".

A consumable something is that a business a.k.a. your clients need on a regular basis because they "consume it" and thus they need to "replenish it", and the only way to "replenish" it is by paying you once again to "replenish" it.

A non-consumable is something that your clients need once in a while and thus have absolutely no reason to pay you frequently, because the rate of consumption on non-consumables is VERY slow.

An example of this in the real world would be milk. You buy milk, and you either consume it

within a week or so, or it goes bad, and in either case you need to buy more milk.

Now, compare that to say a hair dryer you can buy a hair dryer, and you can USE it, but you

can't CONSUME it.

So there is no need to buy another one for a long time.

Are they USING It or are they CONSUMING what you provide for them? BIG difference.

The same idea goes for what you're offering to your clients.

In the what to freelance post I mentioned how all freelancing is, is really just servicing the

sub-components of the business.

And to know what to freelance, you just have to break down the components.

Now, the deeper layer of this thinking is that some of those components get used far more than others.

And this is what determines how frequently you get paid, how much work you have and how fast you can raise your prices, and how many trophies you get as well.

Here's a real world example:

...We have two guys in NHB+ / Fast Forward, both equally talented, both equally smart. One chose the strategy of selling consumables as a freelancer, the other one chose selling the non-consumables.

The consumables freelancer continued to make more and more money...

...First month was \$5k, then \$10k, then \$20k, and now he's doing about \$50k or so per month freelancing.

The other one, chose the non-consumables, first month 5k, second month 10k, 3rd month

10k, 4th month 15k.

What's the difference?

Well, the first freelancer, who chose to bet on selling consumables focused on selling ads,

writing ads for people.

Ads are the highest consumable in the business.

They get launched, they run, and then the audience consumes them and shortly after they

start to die out and the business needs MORE ads to keep the business alive, and thus always goes bak to freelancer for more ads.

They have no choice, because they're consuming it.

The other freelancer chose to write email sequences for people.

The business hires him, pays him for an email sequence, and that's it.

The email sequence doesn't burn out aka get consumed, because the new leads are just

going through the pre-written email sequence and thus they never consume it.

Their only need is to extend the email sequence, and that's about it.

So they don't really have a need to further keep paying the second freelancer after his job is done.

The first freelancer is selling the gas to the car.

Oil companies make far more money than car companies, because car companies need

them to keep the cars running.

You don't have to reinvent oil, change the style of oil, or upgrade the oil, or deal with consumer tastes and preferences, you just dig out oil and sell it, and the consumer has no

choice but to pay for it, regardless of what it costs.

Car companies have to worry about consumer tastes, preferences, costs, unions, safety

crash tests, and all that stuff, which eats up into their profits massively.

You buy a car once every 3-7 years, but gas? You buy daily.

And I know, you spend far less on gas than you do on cars, but in aggregate oil companies

make far more than the car companies.

So all things being equal why would you choose to sell non-consumables?

They have little to no value to you long term, other than a few bucks.

But consumables, well...that's the thing, they always need to come back to you, and by the

fact that they come back to you that also opens doors to selling them other services.

Remember the consumables freelancer? He charges \$1,200 / hour for consulting now and

offers CRO and CMO services starting at \$10k a month, and he has so many people coming to him that he has to turn away jobs.

His only option is to increase his rates, which he enjoys doing on a regular basis.

The non-consumables freelancer is still trying to get that next client for another email sequence.

So next time you're thinking about what to offer, just use the thinking framework of "What's

going to be used and needed again vs what's going to be used and needed ONCE".

The value of the consumable client vs non-consumable client is a night and day difference,

and now you can see how this small yet powerful strategic move in your freelancing journey

can make all the difference between you making \$50,000 a month vs \$10,000 a month as a

freelancer.

To your success,

Alen

Action-Based Upsells - The best upsell structure for ascending low-ticket into high-ticket buyers

Morning,

Riding on my post from yesterday about the upsell matrix, I'm in an upsell kinda mood, so

going to post another upsell strategy that's going to allow you to sell a lot more high-ticket

programs with your low-ticket offers.

As of writing this post, I estimate between 3,000 and 4,000 offers using the Automatic Clients model in every niche imaginable, from biz-op, to dating, to relationship repair, to dog

training to music lessons and everything in between...

...The model works and it works well, yet one of the most common questions I get in Fast

Forward, NHB+ and here in the group is an objection people get when it comes to ascending their low ticket buyers into high-ticket buyers.

They can get them to book calls, no problem, that's easy...

...They can get them on the phone, and that's easy...

...But if you've done this, you know what some of them say, and this holds true for any low-ticket course, and it's this...

..."I'd like to finish the course first before I join your coaching program".

And you know, that's a tough objection to overcome, because what do you say to that person on the phone?

I mean, what do you really say to them? No don't finish the course, no the course isn't good,

no you shouldn't worry about the course.

There's honestly no good objection handling line there OTHER than leading them into another path which would be "what do you need to see and learn for you to do this", then

and only then you can segway out of that objection into the sale and the close.

And while that works, there's something else that I've been doing with private clients, FF

and NHB+ members, and that is showing them how to use "action-based upsells".



When it comes to upsells, there's a lot you can do, and if you search my name here in NHB,

you can see a lot of the various strategies and tactics I've shared over the last two years.

You can also use the upsell matrix that I shared yesterday and know how to position your

upsell for the highest conversions.

And now, here's how you structure your upsell and the content of it so that it has the highest

push rate into high ticket.

One important thing before we get into the details...

People who buy upsell 1 are the highest probability of people who'll buy your high-ticket.

The reason being is that they're "double buyers", meaning, they bought the front end, first

commitment to the outcome, and also bought the upsell one, which is the second commitment to the outcome.

If they buy the 2nd or 3rd upsell, even better, because that's a third commitment to the outcome.

This idea of multiple commitments is key to upsells linking to the back end.

So knowing that commitment is key to go from front to back to give lots of money, there has

to be something else, and that something else is looking at what type of buyer and what

type of commitment the upsell generates.

There are three

1. The Learner
2. The Dabbler
3. The Doer

The first is the learner, and if you have an upsell where someone LEARNS something, and

nothing else, than you'll get a learner type of buyer, and this is the type of buyer who shows

up on the phone and says "I need to finish LEARNING".

Then you got the dabbler, someone who's not sure what they're doing, they're kinda in this

limbo of learning, doing, but not sure, not much clarity.

When you get this type of person on the phone in the back end, they'll have a ton of questions about the upsell, the course, and everything else.

So instead of selling them, you have to spend time educating them, and by the time you're

done educating them, they'll go back to the whole "I need to finish LEARNING", because

since you just educated them, you put them back into the learner state.

This leaves us with the last one, which is the doer. Someone who takes action, a doer is an

action taker.

And here's the missing key, they can't take action and become a doer, if your upsell does

nothing but provide learning.

In a sense, they can, but it takes a lot more energy and effort to get them into motion, to get

them moving, to get them going in the direction of the outcome.

So the key is to structure your upsell as "action-based upsells", where a customer comes in

and can start taking action right away, moving towards the outcome, instead of spending too

much time learning.

Years ago, there was a biz-op offer, top 3 offers in the world at the time.

The name of the offer was "partnerwithpaul.com", you can look it up on archive.org.

They were the #1 herbalife lead gen in the world and top 3 biz-ops. This thing was everywhere.

Everyone tried to copy them and failed.

Their secret? They showed the customer how to make \$5, yes just five dollars as soon as

they joined, that's it.

That \$5 changed them from learner to doer, and once the person made that \$5, they crossed the threshold hold of commitment and they were really committed, not just to the

product but to themselves, because that changed their beliefs.

Learning doesn't change beliefs, doing, and taking action does.

So if you want to have people pop in from the front end to the back end, then you need to

make your product on the front end and the upsells ACTIONABLE.

I'm not saying to completely abandon learning because you still need learning, a curiosity

(learning) based customer is a type of customers who wants to grow and expand and they

buy over and over again.

But what I am saying is that in that learning, you should get them doing stuff, and taking

action as soon as humanly possible, so when they do show up on that call, the conversation

goes from "I need to learn" to "what do I do next", and the ONLY time they'll ask you what

do I do next is when they're taking action.

See the magic in that? It's powerful stuff.

And now of course, for those who want some eXaMpLeS...

...The thing that prevents doing is learning, so what can they do with the knowledge and

skills that they already have?

You can give them a template or two to assist getting going.

You can you give them a pre-made funnel.

What can you give them, and better yet...what can you DO FOR THEM to get them going?

Use that thinking model to come up with your own unique way of getting them to take action.

Once they're going, they're going straight to the phone call and you'll see just how much

easier it becomes to book calls, ascend them and close them.

As always, holler at me with love, likes, questions or comments below and feel free to ask

me anything about action-based upsells.

Much love to all of you,

Alen

The Upsell Matrix - The strategic approach to making any upsell work

Morning,

If you search this group with my name on it, you'll see a ton of posts I've made to contribute to the development of how upsells are done in the game...

...From self-sorting upsells, to bullet-based upsells, to assumptive upsells, highly-profitable free upsells, and more, there are a ton, and I'm proud to say that right now, just about everyone is using these upsell strategies to generate on their offers. And even though they're powerful pieces of the puzzle, knowing where these pieces go makes them all that much more powerful. So today, I'd like to share another contribution to the game by sharing, not just a strategy, but a wholistic view of how upsells work and that's with the Upsell Matrix, it's a mental model I use for optimizing offers and upsells that makes it extremely easy to know what type of upsell to put where and what it should say, how it should look and all that fun stuff.

Here's how it works...

...Whenever you have a front end offer, you provide a solution to the marketplace, and as

such, any time you provide a solution, simulationasly you create a new problem.

And then out of this new problem, the solution is the upsell, so on and so forth.

If you want to learn more about how that concept works, search for the post here I made on

May 3rd, 2021 called "The "solution -> problem" model of infinite ascension".

Now, knowing that an upsell solves a new problem that was created, then there is another

layer to it that makes the SOLUTION to that new problem logical to buy.

And that new layer isn't so much about the words of the upsell (don't get me wrong, those

are very important), but what makes the upsell work is the framing of it.

The frame sets the tone which allows you to create a structure and then all of the messaging within that structure.

And when it comes to framing it, there are four frames in the upsell matrix.

1. Better than
2. Different than
3. Good reason
4. Good deal

As you'll see, these four in the upsell matrix, when used in the right order generate a powerful frame that generates sales.

Let's talk about "better than".

How your upsell better than what they just purchased? And if so, how is it better than that?

What makes it better? Is it easier, faster, simpler, or generate a better outcome?

See how answering these questions now allows you to frame things correctly.

So as it's better, everything needs to be focused on enhancing the front end, so the upsell

enhances the front end, and accelerates it in every way possible.

Knowing that they just purchased something already the next thing should be better than

what they just purchased, if they're going to purchase it at all, otherwise, why would they

purchase it?

Or your upsell can fall into "different than".

How is your upsell different than what they just purchased? What does it do differently?

How does it do it differently? What different outcome does it generate for them?

If it's different, then you switch to the messaging on how it's different. Does it generate an

outcome differently or whole other different outcome?

Either you start out with, it's better than, or it's different than.

So you choose to lean into one or the other, is it better or is it different?

If better than, it's a natural expansion of the front end, bigger, faster, stronger.

If it's different, here's a whole different thing you didn't expect.

Once you know which side to lean into, then you need to go to the next two quadrants, which are is it a good reason or a good deal?

I've mentioned this before in another post prior to this, and I'll mention it again.

The upsell needs to have either a good reason for them to buy, or if they already have a good reason to buy, then they just need a good deal, not much of a reason, because the

good deal is a reason in itself.

See how that works?

So for example...

Someone in Fast Forward was scaling an offer on exotic pots and pans (I know, we have all

kinds of offers in there), and they had an upsell with a "good reason", and it was long-winded, conversion not so hot...  
...Came to me, and I looked at it, used the upsell matrix and just said...ok, so this falls into the "good deal" quadrant, cut the copy down, focus on more pictures, more value, better deal, discounts and everything else that would indicate and communicate that it's a good deal, and we 3x'd that upsell instantly.  
Most people blindly throw things up into the upsell path, and sometimes it works and some times it doesn't.  
Using the upsell matrix here will allow you to know what type of framing to put into your upsell.

This is a mental tool I've been using for quite some time to create, optimize and scale upsells, it's what I use to optimize everything in FF and everywhere else, and now you can use it too.

Oh and one more thing...kinda, sorta of important...

As you go down the upsell path from upsell 1 to upsell 2 to upsell 3, etc...

Typically, as you go down the upsell path, if your upsell one is better than, then your upsell

2 should be "different than", you can't run more of the same.

Then downsells of course are always a "better deal".

And one last thing...as you go down into book-a-call and your recurring, high-ticket program

or whatever, you can also use this to expand deeper into it, so that way you have constant

novelty in the sales process, which is the key to making a long-winded sales process work.

As always, drop questions and comments below, or just hit the like or love buttons to show

love and kick up the algo.

To your success,

Alen

The Free Trial Flip Over - How to flip not-so-great free trial customers into good customers using this simple change in your C.R.O.

Most people that use the free trial model tend to either generate not-so-great (terrible) customers or lose their ass The Free Trial Flip Over on economics because once that person sees the word "free" they tend to get into the "free mindset"...

...Which creates tunnel vision that EVERYTHING should be free, and thus lowering upsell

take rates, destroying book-a-call back ends and anything else in the path of money.

There's a simple fix I've been using for quite some time in FF and NHB+ to "fix offers" that

use the FREE trial model, to allow them to still use the free model with a small change that

makes the difference between an offer working and not working.

Typical free trial CTA / language / messaging goes something like this:

"Try it free for 7 days" or "try it free" or "get it free", one of these types of phrases.

The problem with those phrases is that the word "free" is in there, which kinda fucks up the

whole thing.

All you have to do is flip it so instead "of try it for free for 7 days" go to "TRY it for 7 days"

and then decide if you want to keep it, and you won't pay anything for 7 days.

This takes the thought of FREE as a forethought and puts it as an afterthought, removing all

the "everything should be free" mentality and now opening the possibility to buying more

stuff, which they do.

So flip that if you have any free trial stuff, be it on bumps, upsells, down-sells and OTOs and

watch how it changes the funnel.

Good night,

Alen

Pricing Inflection Points - How to charge, what to charge and why to charge that price

Morning NHB,

One thing that seems to keep popping up around here are questions of "price", what to charge, how to charge, and all that fun stuff...

...And for a while there was this rhetoric in the game by the gurus: "JUST CHARGE MORE  
BRO, JUST CHARGE MORE MORE MORE".

And then, well, shit doesn't work as most things don't work by the gurus who just say things

to say things because that's what the profession of guru requires, "content", but whether this

"content" works or not doesn't matter, the show of being a guru must go on.

What I don't see ever being asked is "what is the psychology of pricing?", so I'm going to

answer the question that was never asked, yet it should have been asked, because it's a

very important thing to know as far as knowing how to modulate your pricing.

Whether to lower it, increase it, maintain it etc...

So here it is...

...When it comes to pricing, there are what I call "inflection points" and these are the points

that that make the to be customer "rethink" buying from you.

If you've done a good job then the inflection point won't get in the way, but if you've architected your marketing and messaging to work on one inflection point, then as soon as

you get to the next one you'll hit a ceiling and conversion will tank.

For men, the pricing inflection points are:

\$10 → \$100 → \$1,000 → \$10,000 → \$25,000 → \$50,000 → \$100,000

For women, the pricing inflection points are:

\$3 → \$30 → \$300 → \$3,000 → \$9,000

So, if you're selling to men, when you go from \$10 range to \$100 range in price, the messaging will have to change, more on that in a second as to what has to change.

When selling to women, if you're around \$30, then you pop up to \$300, then once again,

your messaging has to change to make that new inflection point work.

This is why MOST women based coaching programs (outside of biz-op) hit a ceiling at \$3,000 btw.

Most have no idea that this even exists and just throw shit at the wall hoping something

sticks and then wonder why their conversions hit the wall.



When you hit an inflection point, you'll have to change the justification and accelerate the outcomes on the timeline.

So the lower you are on the inflection point scale, the more you are focused on "do it yourself" model, the higher up you go, the more you get to the "done with you" and then "done for you".

So \$3 ebook = do it yourself, but \$300 = done with you in some form of community or help and such.

Once you start looking at pricing through the lens of inflection points, you'll understand why

if you sell coaching at \$5k, or \$6.5k or \$8.2k it makes no difference in conversion, they're

UNDER the inflection point, but as soon as you go OVER the inflection points, it doesn't work well.

Using this inflection pricing, is how I architected the pricing of Fast Forward and NHB+. Fast Forward has the up front fee of \$5,000 - \$10,000 (notice the inflection price), and then

the monthly thing is also part of the inflection point.

See it now? Nothing I do is by chance, everything is methodic to the last detail, but you'll

never seen it, unless I point exactly what I do, how I do it and the reasoning behind it.

Which I do in Fast Forward btw, I pull back the curtain on everything I do and how I do it, so

they can do it too.

So, next time you're stuck on pricing and have a question as to how you should price it and

what you should do, just use the pricing inflection points scale and you'll know how far you

can stretch the price before the conversions start to bottom out.

Oh yeah...almost forgot, the Automatic Clients pricing architecture and everything else was

based on this concept.

As always, questions, comments, loves and the likes below, hit it and let me know.

Have a great week

- Alen

Pricing Inflection Points - How to charge, what to charge and why to charge that price

Morning NHB,

One thing that seems to keep popping up around here are questions of "price", what to charge, how to charge, and all that fun stuff...

...And for a while there was this rhetoric in the game by the gurus: "JUST CHARGE MORE

BRO, JUST CHARGE MORE MORE MORE".

And then, well, shit doesn't work as most things don't work by the gurus who just say things

to say things because that's what the profession of guru requires, "content", but whether this

"content" works or not doesn't matter, the show of being a guru must go on.

What I don't see ever being asked is "what is the psychology of pricing?", so I'm going to

answer the question that was never asked, yet it should have been asked, because it's a

very important thing to know as far as knowing how to modulate your pricing.

Whether to lower it, increase it, maintain it etc...

So here it is...

...When it comes to pricing, there are what I call "inflection points" and these are the points

that that make the to be customer "rethink" buying from you.

If you've done a good job then the inflection point won't get in the way, but if you've architected your marketing and messaging to work on one inflection point, then as soon as

you get to the next one you'll hit a ceiling and conversion will tank.

For men, the pricing inflection points are:

\$10 → \$100 → \$1,000 → \$10,000 → \$25,000 → \$50,000 → \$100,000

For women, the pricing inflection points are:

\$3 → \$30 → \$300 → \$3,000 → \$9,000

So, if you're selling to men, when you go from \$10 range to \$100 range in price, the messaging will have to change, more on that in a second as to what has to change.

When selling to women, if you're around \$30, then you pop up to \$300, then once again,

your messaging has to change to make that new inflection point work.

This is why MOST women based coaching programs (outside of biz-op) hit a ceiling at \$3,000 btw.

Most have no idea that this even exists and just throw shit at the wall hoping something

sticks and then wonder why their conversions hit the wall.

When you hit an inflection point, you'll have to change the justification and accelerate the

outcomes on the timeline.

So the lower you are on the inflection point scale, the more you are focused on "do it yourself" model, the higher up you go, the more you get to the "done with you" and then

"done for you".

So \$3 ebook = do it yourself, but \$300 = done with you in some form of community or help

and such.

Once you start looking at pricing through the lens of inflection points, you'll understand why

if you sell coaching at \$5k, or \$6.5k or \$8.2k it makes no difference in conversion, they're

UNDER the inflection point, but as soon as you go OVER the inflection points, it doesn't

work well.

Using this inflection pricing, is how I architected the pricing of Fast Forward and NHB+.

Fast Forward has the up front fee of \$5,000 - \$10,000 (notice the inflection price), and then

the monthly thing is also part of the inflection point.

See it now? Nothing I do is by chance, everything is methodic to the last detail, but you'll

never seen it, unless I point exactly what I do, how I do it and the reasoning behind it.

Which I do in Fast Forward btw, I pull back the curtain on everything I do and how I do it, so

they can do it too.

So, next time you're stuck on pricing and have a question as to how you should price it and

what you should do, just use the pricing inflection points scale and you'll know how far you

can stretch the price before the conversions start to bottom out.

Oh yeah...almost forgot, the Automatic Clients pricing architecture and everything else was

based on this concept.

As always, questions, comments, loves and the likes below, hit it and let me know.

Have a great week

- Alen

Pricing Inflection Points - How to charge, what to charge and why to charge

that price

Morning NHB,

One thing that seems to keep popping up around here are questions of "price", what to charge, how to charge, and all that fun stuff...

...And for a while there was this rhetoric in the game by the gurus: "JUST CHARGE MORE

BRO, JUST CHARGE MORE MORE MORE".

And then, well, shit doesn't work as most things don't work by the gurus who just say things

to say things because that's what the profession of guru requires, "content", but whether this

"content" works or not doesn't matter, the show of being a guru must go on.

What I don't see ever being asked is "what is the psychology of pricing?", so I'm going to

answer the question that was never asked, yet it should have been asked, because it's a

very important thing to know as far as knowing how to modulate your pricing.

Whether to lower it, increase it, maintain it etc...

So here it is...

...When it comes to pricing, there are what I call "inflection points" and these are the points

that that make the to be customer "rethink" buying from you.

If you've done a good job then the inflection point won't get in the way, but if you've architected your marketing and messaging to work on one inflection point, then as soon as

you get to the next one you'll hit a ceiling and conversion will tank.

For men, the pricing inflection points are:

\$10 → \$100 → \$1,000 → \$10,000 → \$25,000 → \$50,000 → \$100,000

For women, the pricing inflection points are:

\$3 → \$30 → \$300 → \$3,000 → \$9,000

So, if you're selling to men, when you go from \$10 range to \$100 range in price, the messaging will have to change, more on that in a second as to what has to change. When selling to women, if you're around \$30, then you pop up to \$300, then once again,

your messaging has to change to make that new inflection point work.

This is why MOST women based coaching programs (outside of biz-op) hit a ceiling at \$3,000 btw.

Most have no idea that this even exists and just throw shit at the wall hoping something

sticks and then wonder why their conversions hit the wall.

When you hit an inflection point, you'll have to change the justification and accelerate the

outcomes on the timeline.

So the lower you are on the inflection point scale, the more you are focused on "do it yourself" model, the higher up you go, the more you get to the "done with you" and then

"done for you".

So \$3 ebook = do it yourself, but \$300 = done with you in some form of community or help and such.

Once you start looking at pricing through the lens of inflection points, you'll understand why

if you sell coaching at \$5k, or \$6.5k or \$8.2k it makes no difference in conversion, they're

UNDER the inflection point, but as soon as you go OVER the inflection points, it doesn't

work well.

Using this inflection pricing, is how I architected the pricing of Fast Forward and NHB+. Fast Forward has the up front fee of \$5,000 - \$10,000 (notice the inflection price), and then

the monthly thing is also part of the inflection point.

See it now? Nothing I do is by chance, everything is methodic to the last detail, but you'll never seen it, unless I point exactly what I do, how I do it and the reasoning behind it. Which I do in Fast Forward btw, I pull back the curtain on everything I do and how I do it, so they can do it too.

So, next time you're stuck on pricing and have a question as to how you should price it and what you should do, just use the pricing inflection points scale and you'll know how far you can stretch the price before the conversions start to bottom out.

Oh yeah...almost forgot, the Automatic Clients pricing architecture and everything else was based on this concept.

As always, questions, comments, loves and the likes below, hit it and let me know.

Have a great week

- Alen

The After Close — an easy way to motivate fence sitters into buying  
Morning NHB!

This is something I like to use at the end of every VSL, TSL or copy pitch to motivate the fence sitters into buying.

These are what I call "bolt on bits" and I have a ton of them, which I'll share them all in the up coming NHB Platform.

You can just swipe them and bolt them into anything and they'll increase conversions. They're strategic bits and pieces of bolt on psychology that can move people in various directions based on where you want them to go.

Now, I have the super long version of this, which I call the "triple stack close" (I think I shared it here before, not 100% sure. LMK if I didn't and I'll share that), or you can use this short version.

The swipe below is a short version that went on the end of a day trading VSL I worked on recently.

You can swipe it for pretty much any niche, use it in follow up ads or emails, it's a very

resuable after close.

This bolt on is the "after close" because I like to add it after the close to motivate the fence sitter.

There are a number of versions of this I've shared in NHB+ and FF, but for now, here's one for you to swipe:

-----  
\*Button: "Check Call Availability"

Still here? Still thinking about it?

Ask yourself why? Because 30 days from now two things will happen.

Either you'll be 30 days older or you'll be 30 days older and \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ without \_\_\_\_\_.

The only difference what happens 30 days from now is the decision you make.

If you leave without doing anything, you'll continue to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ without knowing \_\_\_\_\_.

But once you book a call, you'll \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and you'll know \_\_\_\_\_.

You're not spending a penny.

The only thing you're spending is 30 minutes of your time.

And in that 30 minutes you're going to discover something that you've been looking for since the day you decided to become a trader.

You'll discover \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

So 30 days from now, are you going to be 30 days older or 30 days older and \_\_\_\_\_?

If you're serious about \_\_\_\_\_ the decision an easy.

Click the link below, book a call and we'll take you from \_\_\_\_\_ to \_\_\_\_\_.

-----  
- Alen

p.s. You can play with 30 days to 1 year or 5 years and change this up. The younger the

audience, the shorter the timeline is and that 30 days is also a timeline claim btw if you didn't notice. It implies results in X time, also the play 30 days in 30 mins, this thing is packed once you examine it closely.

All you have to know to when it comes to creating high converting upsells is that there are only two reasons people upgrade:

1. A good reason

2. A good deal

That's it. Nothing more, nothing less.

Depending on what front end brings them in, you'll need to lean into either a good reason or a good deal.

If the market is unaware and they're in mostly a problem state, and they come through to

solution state, then most likely your upsell needs to lean into a good reason first and foremost (longer upsell), and then present a good deal.

If the market is aware and mostly a solution state, and then you don't really need to have a

good reason, as THEY will already have a good reason to upgrade, and in that case you

just need a good deal.

In some cases, maybe a little of a good reason, but not more than that.

Most eCom offers I optimize and consult on work on "good deal", every time they hire a

copywriter to come in with a super long verbose upsell that has all the "reason in the world",

it tends to lose to a "good deal" structure.

So when looking at upsells...all you have to do is just zoom out and ask yourself "does this

person need a good reason or a good deal to upgrade to this?"

If good reason, then focus on the whole story, give them WHY they need it, HOW it'll help,

the timeline and all that fun stuff and it's fine to be longer.

On the other hand, if it's a GOOD deal, then you have LESS of why they need to upgrade,

and more so of how this is a GOOD deal, price justification, discounts, value, value value.

If a market needs a good deal and you go heavy on a good reason, it'll lower conversion

rates and vice versa.

A good reason:



- More story
- More proof
- More how it'll help them
- More how it works
- More how they can use it to get the outcome
- Even more outcomes
- etc...

A good deal:

- Value compared against something else
- They can't get this anywhere else
- Price discounts compared to what they would usually pay
- How at any other point in time or location they would pay more for this
- A reason for the fact that you're giving them a good deal, such as a "new customer special"
- Stacking "how much they get"
- Stacking "how long they get it for"
- Etc...

So next time you're writing, working on or optimizing an upsell...just think "good reason or a good deal" and you'll see how easy it is to bang them out.

- Alen

Guarantees are a symptom of low status in the market place (and how to battle the crazy guarantees and win)

Just had a 3.5 hour hot seat call in Fast Forward and wanted to drop this post while this was fresh on my mind.

Someone asked me how to handle and compete with unrealistic / crazy guarantees in the market place, because their competitors kept amping up the whole guarantee game. A race to the bottom.

You know, those offers with "or you don't pay" or "we'll work with you 'till we die" type of deals.

The thing is in order to win in the battle of guarantees is not to play the game of guarantee.

Because the only reason someone needs a guarantee is because there is a level of perceived risk, and the level of perceived risk is correlated with positioning and status. So, the higher the guarantee, the lower the status.

So all the offers you see running with "Make \$30k or we'll work with you 'till we die" guarantee = low status.

Low status = high risk = high guarantee to offset the risk.

High status = low risk = no guarantee to offset the risk.

Most direct response offers have guarantees in them as the person just met the offer for the

first time and hence no status and thus the guarantee is required.

Focus on increasing the status, not the guarantee and you'll do better from higher conversions, to lower refunds, to not requiring guarantees that are impossible to fulfill.

You can see this is true in every single industry from computers to cars to coaching to gurning, the higher the status, the lower the guarantee.

On the corollary, you can check your status in the market place by the amount of "guarantee" the market place demands on you, and from there you'll know what you need to do.

And you can also see the position you have with clients or to be clients if they start asking

you for guarantees.

Yes, I'll do a post on how to increase status in days to come, but right now, let me know if

you have any questions or comments in the box below, or hit the like or love button for the

algo.

- Alen

How to instantly boost book-a-call page/form conversions by 20-30% in any niche

When you ask them a question on your book-a-call forms, tell them why you're asking them

that question.

You'll increase your conversion rate of the book-a-call form by about 20-30%.

Example:

What's the reason you're looking to (get outcome)

We're asking you because \_\_\_\_\_

We're asking you so we can \_\_\_\_\_

We're asking you, so we know how to \_\_\_\_\_

Or add, "The reason we're asking is," etc...

Having any reason will boost conversions.

Having good reasons will boost it even more and make them feel that you're really trying to

help them out by asking them those questions.

The psychology behind it is that if you have a stranger ask you questions, your subconscious automatically goes into self-defense mode to "Why are you asking me this?"

and starts looking as to what they're trying to get from you. If you explain why you're asking,

it's no longer in self-defense mode because it flips it and is now GIVING something to them.

- Alen

p.s. Tested this in women's dating, men's dating, weight loss, trading, crypto, and other

niches, and worked in every niche tested.

How To Boost Upsell Conversion Rate By 15-20% On Any Offer Selling To Women

About two weeks ago in NHB+ and FF, I did a huge call on how to sell to women, and this

week we're doing part 2.

On that call, I went into a ton of nuances about how selling to women is far different than

selling to men.

As a majority of our industry is predominantly male, how to sell to our better halves tends to

get bundled up into the same strategies, techniques, and tactics that are used to sell to men

— which don't really work all that well on women.

Men, mostly selling men and men f'n up and guessing trying to sell to women.

If you look at your funnels and split the data in half, you'll notice that the conversions, AOVs,

and everything is very different for men and women.

This is one of the first optimizations I do when scaling an offer.

Knowing this, then the next logical step is knowing how to sell to women, and that's why

that call did a lot of good for everyone in terms of showing how to sell to women.

At some point, I will do a write-up about that here and that'll take a bit of time as it was a

monster call and we're doing part 2.

So for today, here's something you guys can implement today on your offers.

I shared this tactic on that call and Brandon Vasquez, who's in FF and also happens to be a

badass C.R.O. and CMO along with his partner in crime Chad Elliott Fahlman — helped implement it on one of Daniel Neefe's offers.

If you need CRO / CMO stuff, seriously talk to these guys as I've been mentoring them for a

while and they also have my full backing and can come to me with anything you hire them

for, and will do nothing but good work for you, and also many thanks to Daniel Neefe for

being an awesome dude and not having any issues with me sharing what's working on his

offers.

This goes for all the guy and girls in NHB+ or FF, they're truly outstanding.

Ok, so here it is:

If you have an offer selling to women, frame the upsell as a "special gift", and open with that.

That's it, just add that change and it improved this offer upsell take rate by 15%.

I've seen it go up to 20% increase on other offers.

Without going too deep into the psychology of why this works, basically, it restores the balance of women giving you something on the front end (money) and now receiving that

emotional payoff back in the upsell path.

If you look at most ecom stores that scale to women, they all offer free gifts on the checkout pages.

And also don't use "bonuses" when selling to women, frame them as "gifts".

If you have to "bonus" someone to buy something, what you're doing is devaluing that something and basically begging them to buy...vs a "gift" is a reward.

To your success,

Alen

p.s. Like & hit the comment box for appreciation, love, algo bumps, help, or whatever you need, it's there for anything you need.

How to get \$100 AOV on a \$14.40 offer

If you have an upsell, do a self-sort upsell, but with one caveat...offer option A as the standard OTO 1 for say \$197...

... then offer option B as the bundle plus \$100 (\$297), and make the difference as "we'll walk you through and help you implement everything on a personalized call".

This allows you to not only increase your OTO 1 take rates, AOV contribution but also another chance at selling high ticket coaching.

I'm going to share another upsell process we've been using recently that's crushing it.

- Alen

p.s. The offer in question has a \$100 AOV for the past 7 days at \$14.40, this is going to push it beyond \$100.

The Down Sell Sandwich - A Better Way To Increase Upsell Take Rates Without The Hype

Oftentimes, when it comes to upsells...

...The "No Thanks" link gets a lot more love than the "YES, I'll Upgrade" button.

To the tune of on average, 70/30 ratio split.

Most people, as they click the "No Thanks" link, will come back and buy OTO 1 in the follow-up, given the follow-up meets their buying criteria.

Until now, we've had maybe later down sells, and the good ol' "Negative Statment" lingo.

One of the biggest buying criteria that's rarely met is "I don't have enough information", aka

abstraction...which means I don't know enough about this or how it relates to me for me to

want to buy this...

...And the other one is, the deal isn't good enough.

So what we do as direct response marketers is we tend to just use a whole lot of force to

get them to buy...

...Or in a sense, “beg them to buy” by outlandish money-back guarantees, which scream,

“buy my stuff....pleeeeeeease”.

So what if there was a better way...

...Something that could do all this without having to increase the hype of the upsell.

This is something to add once you’ve fully optimized your upsell, and hell, you can do it even before and it’ll help.

As we know, the “No Thanks”, isn’t NO. It’s I don’t have enough information.

So instead of having the link under the button say “No Thanks, I Don’t Want This” or some

variation of the language, just have it say “I’m not ready yet...I need a little more information

to make my buying decision”.

That’s the general language. You can play with it.

When they click this link, it should open either a new section underneath that clearly stands

out with more information, OR you can have it ask “What would you need to know that you

don’t already know?”.

And then have buttons or questions such as:

“I need more proof that this works.”

“I need to know how this works.”

“I need to see who else used it”

“I need this to be a better deal.”

“I need a payment plan.”

So on and so forth...

...You can expand answers, bonuses, discounts, timers, or a combo of all — you can get

real creative with it.

That’s the structure. What you do with it and how you implement it is up to you.

If you ever sell on the phone or face to face, one of the most powerful questions you can

ask is, “So what would you have to know in order to make a decision?”

That itself will give you the path on how to sell them.

In the upsell path, we don't have the luxury of having a face-to-face with them, so this is the next best method of doing that.

Because it's not so much as to why people buy, I think it's far more important to know why they DON'T buy and figure out how to turn the NO into YES, and this is one of the best ways you can do it.

As always, hit the comment box with love, questions, or one for the algo so others can see it in their feed.

- Alen

p.s. I know some of you like to put a pop-up with a discount as a last-minute hail mary pass

in hopes of saving the sale, so instead, make that pop-up say how that if they leave, they'll

lose the order and that they need to stay on the page and go to the member area to complete it.

p.p.s. If your checkout page says "Complete my Order," that will negatively affect the upsell

take rates as they think the order is now complete. Instead, use "Place My Order" or "Submit My Order".

The Down Sell Sandwich - A Better Way To Increase Upsell Take Rates Without The Hype

Oftentimes, when it comes to upsells...

...The "No Thanks" link gets a lot more love than the "YES, I'll Upgrade" button.

To the tune of on average, 70/30 ratio split.

Most people, as they click the "No Thanks" link, will come back and buy OTO 1 in the follow-up, given the follow-up meets their buying criteria.

Until now, we've had maybe later down sells, and the good ol' "Negative Statment" lingo.

One of the biggest buying criteria that's rarely met is "I don't have enough information", aka

abstraction...which means I don't know enough about this or how it relates to me for me to

want to buy this...

...And the other one is, the deal isn't good enough.

So what we do as direct response marketers is we tend to just use a whole lot of force to get them to buy...

...Or in a sense, “beg them to buy” by outlandish money-back guarantees, which scream, “buy my stuff....pleeeeeease”.

So what if there was a better way...

...Something that could do all this without having to increase the hype of the upsell.

This is something to add once you’ve fully optimized your upsell, and hell, you can do it even before and it’ll help.

As we know, the “No Thanks”, isn’t NO. It’s I don’t have enough information.

So instead of having the link under the button say “No Thanks, I Don’t Want This” or some

variation of the language, just have it say “I’m not ready yet...I need a little more information

to make my buying decision”.

That’s the general language. You can play with it.

When they click this link, it should open either a new section underneath that clearly stands

out with more information, OR you can have it ask “What would you need to know that you

don’t already know?”.

And then have buttons or questions such as:

“I need more proof that this works.”

“I need to know how this works.”

“I need to see who else used it”

“I need this to be a better deal.”

“I need a payment plan.”

So on and so forth...

...You can expand answers, bonuses, discounts, timers, or a combo of all — you can get

real creative with it.

That’s the structure. What you do with it and how you implement it is up to you.

If you ever sell on the phone or face to face, one of the most powerful questions you can

ask is, “So what would you have to know in order to make a decision?”



That itself will give you the path on how to sell them.

In the upsell path, we don't have the luxury of having a face-to-face with them, so this is the

next best method of doing that.

Because it's not so much as to why people buy, I think it's far more important to know why

they DON'T buy and figure out how to turn the NO into YES, and this is one of the best ways you can do it.

As always, hit the comment box with love, questions, or one for the algo so others can see it

in their feed.

- Alen

p.s. I know some of you like to put a pop-up with a discount as a last-minute hail mary pass

in hopes of saving the sale, so instead, make that pop-up say how that if they leave, they'll

lose the order and that they need to stay on the page and go to the member area to complete it.

p.p.s. If your checkout page says "Complete my Order," that will negatively affect the upsell

take rates as they think the order is now complete. Instead, use "Place My Order" or "Submit My Order".

The Dishonest Bump / Upsell - An Easy End of Funnel AOV Booster

Sent this out to the list a week ago but forgot to post it here, so here it is.

This is an easy upsell you can add to the end of your funnel that will boost up your AOV.

It costs you nothing to add, and it can be done in just a few minutes.

You know, there are a lot of dishonest people out there...

...And one of the ways dishonesty emerges in your business is when you send your customer something, and someone steals it just before they get it.

Some people call these types "porch pirates", and if you use the Next Door App (which you should btw), what you'll notice is that

it happens all too often, and there is a huge top-of-mind awareness around this as the local

news tends to cover it.

Mostly used for where you send something out, so this is great for supplement and eCom offers.

Here's the swipe (play with the price for your market \$4.95 - \$9.95 range is the sweet spot):

-----  
"40% Of Americans Are Porch Pirate Victims!"

DON'T BE THE NEXT VICTIM OF PORCH PIRATES

AND MAKE SURE YOU GET YOUR ORDER...

[Picture of a Porch Pirate]

NO QUESTIONS ASKED, ORDER REPLACEMENT FOR ONLY \$9.95

If your package is ever lost, stolen, or damaged in transit. Our "Porch Pirates Protection"

insurance is an extra layer of security and peace of mind.

Just add it to your order, and it will allow us to ship you a replacement at no extra cost to

you, no questions asked.

[Yes Protect My Order Against Loss & Theft]

-----  
That's it, just copy and paste that at the end of your funnel, and you're set, OR you can use

it as a bump.

- Alen Sultanic

p.s. Hit the comment box for love, questions, algo bump or appreciation.

Super-Short Bullet Based Upsells - 16%-46% CVR on \$197

Damn, been a minute since I shared anything with you guys...

...Now I'm back at it, and the up coming posts will be some of the best yet.

This will vary from market to market, niche to niche...as it depends on the awareness of the

market — the more aware the market is — the better it will do.

And also, whether your upsell enhances/adds on to your front end vs it being totally unique

will also affect things.

With that in mind, let's get into it...

Every once in a while, you'll run into something that makes you go WTF because it defies

all logic when it comes to this game we're playing.

And that something is what I'm about to share with you today.

We know that the game is entirely based on who can pay the most to acquire the customer,

and that is our entire goal, to maximize that day zero AOV and keep it above the CPA so we

can scale.

And then, after that we focus on increasing the LTV (life time value) of the customer.

I've written/shard/innovated more than just about anyone when it comes to upsells.

One of the common themes you'll see in my writing is that of time and decisions.

A funnel is nothing more than a series of decisions, and each one of those decisions added

to another decision accumulates into decision fatigue.

Decisions are made based on trade-offs...what do I have to give up in order to get that, it's

the brain doing a whole lot of math, the higher the price point, the higher the decision fatigue and the more decisions the higher the decision fatigue, so when you combine that

many upsell with ever-increasing ascension paths — pretty soon your customers will burn

out, and this is why by the time they hit upsell 3 they're pretty much done.

So the antidote to decision fatigue is to have more choices and fewer decisions, hence self-sorting upsells and everything else I've shared (do a search here to learn more

about

this).

Decisions exist in time and in a sense we are all competing for time — because while the

production of content is becoming easier, the consumption of it is becoming harder.

This ever-lasting chat about AI and such is cool, but everyone is missing the strategy here,

it's not to create more content, it's to get them to consume it.

Consumption of information/content is how the game is won, not by the production of it.

Whenever you have an over production of something without the consumption of it, you commoditize it, so content is a commodity and the game we're really playing is one for time.

...We are locked in a 24-hour time prison that allows us to consume 24 hours of content per day, and not a second more.

Knowing this time paradox of sorts, we have to think about better ways to utilize the time

aspects when it comes to conversion rates.

We know that the shorter the sales process, the less intent we have.

Yet we also know that the longer the sales process, the more intent we have.

Higher intent = higher AOV.

The thing about upsells is that most upsell buyers have already spent quite a bit of time on

the front end on the offer side and by the time they're in the upsell path, there is plenty of

intent already built up — so we don't need to build up even more intent, as much as we need to ride the current level of intent unless it's a totally separate/unique product from the

front end.

Most people that buy upsells are automatic convincers, and this makes sense.

People that buy the upsell are already high-intent buyers. They already spent money.

And also sometimes, you can oversell and talk your way out of a sale, so saying less is better usually better.

Since there is already a high level of intent — this leads us to the fact that we can say less

and sell the same, if not more.

So we can bypass saying a lot and do more with saying less.

We know that short form VSL's work. We know that short emails work. We know that short

TikTok and YouTube videos work as well, and right now many 7,8, and 9-figure offer owners

that I mentor are doing this with ads, turning them into shorter ads, with bullets and that's

working very well.

I think it also speaks to the fact that the buyers we're dealing with are more and more

familiar with funnels as well, so the more familiar they are the more sales-resistant they become.

They can tune out the usual stuff or don't wanna deal with it.

Same thing that happened on the front end and why AC style just hits em with the offer (most of the AC funnel is short form but stacks of short form if you really look at it and that's

why it works) - except we do this in the upsells for saturated markets now too.

So if the whole game is going short form — why not have super short upsells?

The problem with “super short” upsells is there just isn't enough room to tell the story, to get

the sale, we take up too much space.

Short-form copy can be tough because of the economy of words.

But the choice of those words can be a challenge because as you say one thing you can't

say another thing.

And that's what bullet based upsells are about...

...Simplicity and saving time, being economical with time, so that we can put through more decisions.

I have a consulting client who's in the health space.

What he did was take my Google Doc that I have from Fast Forward and literally modeled

that for his upsell 1.

I can't show you the exact upsell out of respect for his offer and privacy, but I can show you

the structure.

One thing to note before you read the structure:

- Humans tend to scan copy, MOST do not read it.
- Bullets are the ultimate form of scannable copy.
- So instead of having a story, each bullet tells it's own story — in a format that uses the customer's imagination because it's lack is it's strength so that they can convince themselves.
- Let each bullet tell a story in itself without you having to use time to tell the story. Remember, it's not so much what you say, it's more so about what they hear. The bullet can accomplish a lot of them “hearing it”
- Using this format, you can split test upsells faster than ever.

This front end was a \$27 offer in the fitness space.

Here it is:

[Upsell Title]

[Upsell Outcome Statment]

[Credability building statement]

Example: The same exact system I personally used to (insert here)

[What they get statment]

Example: Get a (insert what they're going to get)

[Bullets]

Example:

- Get (insert what they get)
- Get (insert what they get)
- Get (insert what they get)

[What you will or the product do for them]

Example:

- You will (insert here)
- You can (insert here)
- You'll be able to (insert here)

[What pain will this upsell do for them]

Example:

- Remove (insert here)
- And finally, get (insert here)
- This is perfect for (insert here who it's perfect for)

[Who this is for]

Example:

- This is perfect (insert things that perfectly describe them)

[Price]

- Only (insert price)
- And if you're not happy for any reason, it's backed by a X-day money-back guarantee.

That's it...just a list of bullets.

This is the general framework, and you can test/mold it to however you want.

Maybe Later Downsells - A Better Way To Increase The Down-Sell

Conversion Rate Without Changing The Down-Sell Copy or Offer Structure.

So this is a short one...

...And this popped up on one of the hot seats on Tuesday in FF in regard to upsells, and I

think it'd be useful to the community as a whole, so here it is:

...Not much has been said about the down-sell process. After all what can you really say

about it?

The reason not much has been said is that it's not what happens during the down-sell that

largely affects the conversion, it is the pre-frame that takes place BEFORE the down-sell

that affects the take rate on the down-sell.

...One of the things we know is that upsells carry the highest AOV contribution to the funnel,

and we also know that once they say NO on the 1st upsell...

...Getting them to say YES again becomes a challenge.

...No amount of good copy, offer structure, etc...seems to move the needle to get them to go

back up.

So the standard model will be:

Upsell 1 - 15-25% take rate

Upsell 1 Downsell - 5-8% take rate

Upsell 2 - 5-8% take rate

Upsell 2 Downsell - 2-3% take rate

The reason being is the way you structure the "no thanks" link on the 1st upsell...

...You know that little text on the bottom that says, "No thanks, I don't want this amazing

offer, I'll pass" (or whatever shape or form you have).

The thing is, the word "No", "Skip", etc...any of those words anchor the NO in psychology.

So going from NO to YES becomes a B\*tch, because they just said NO, and then you're

trying to get them to say YES on the down-sell and subsequent upsells.

On the same note, when they say YES to upsell 1, then they generally say YES to upsell 2

and 3, and so on and so forth.

The reason being is that they're in a "yes," aka "agreeable" state of mind.

So here's the thing...

For your down-sell text on OTO 1, which greatly affect your down-sell conversion rates and OTO 2 conversion rates, start using a "maybe later" frame. Here's how it looks:

Not now, maybe later... I'll think about it and let you know when I decide to take you on this amazing offer.

Notes on the structure of language:

- Now now - the possibility of later
- Maybe later - I'm not saying NO. I'm just saying NO to this deal.
- I'll think about it - pre-frame to the offer that's coming up
- I'll let you know - they'll let you know when a better deal comes about

If you change it to just "Maybe later", it'll be even better.

You can say, "I'll think bout it," as well. It softens it up.

So going from NO to YES = hard.

Going from MAYBE to YES = easy.

The key is never to get them to say "NO" at any step of the path.

Once you do, they take on that NO, and in that no frame, it's an uphill battle to get them to a

yes.

Oh, almost forgot...the language structure on the down-sell should be something along the

lines of...

"Why wait till later? Just try it now for \_\_\_\_\_"

"I know you'll think about it later, and I'd like to help you make a decision, so a few dollars

don't get in the way of what you truly want, so that's why I'm going to give you \$\_\_\_\_ off, add

\_\_\_\_\_ bonuses and extend the money back guarantee by \_\_\_\_\_"

So now you can ride off of the "maybe later", and bring that LATER into the NOW, and then

flip it into a sale, put them back into the YES state of mind, and off they go into the rest of

the upsell path.

Enjoy, and I'm off to do a 3-4 hour call for FF to talk about "Social Optics" and how to structure them for market dominance.



Talk soon,

Alen

p.s. Hit the comment box if you have any questions or comments or just wanna show love

for the algo s others can see this post.

When To Offer Discounts

I often spend late nights on the phone talking about the game with my closest marketing

friends and this is came out a late-night marketing conversation with Jay Deiboldt back in

2019.

These are the notes from that conversation.

Most of your customers aren't saying no. They're saying not now.

On a good day at scale, on a VSL, 3% are instant buyers — they don't need any convincing

beyond what you're currently doing.

15-25% will never buy. They're not the target market and tend to say "This is NOT for me".

In between these two, you have:

- The "not now" buyers
- The "stay in contact with me", because at some point I'm going to buy buyers
- The "I don't have time right now" buyers
- The "pain is not urgent enough" buyers where you have to twist the knife a little harder
- The ones who "don't believe you" and need more proof, mainly social proof and testimonials
- The "I don't have enough information yet" who need value bombs and information so they can see that it will work in their situation. The remedy is to send a survey to dig deeper on what their specific situation is
- The "I'm ok that this works, but I don't believe I can do it" buyer
- The ones who say "I don't believe I can do it"
- The ones who are "I believe I can do it, but I don't believe I will do it. The way you talk to them is to simplify things

- Then there is the “I don’t have the money” buyers
- To build the perceived value and sell in outcomes
- You reverse the objection into you don’t have the money NOT to do it

As a last resort for the no money, people use discounts.

The crazy thing is most businesses go to discounts IMMEDIATELY before going through

any of the previous steps.

Instead, they default to discount, which works for the lowest hanging fruit.

But you still only convert another 2-6% When you default to a discount.

So it's much better to go through each of the previous remedies first before going to the discount

Discounting is like salt for a professional chef, and discounting brings you the worst customers who refund the most, in a way, it's like cheating, and it always works but when

you add it After everything else you don't need as much salt.

## Mindset & Motivation

Who would you be if? How to meet other versions of you that are capable of anything

Morning NHB,

I do a lot of mindset stuff in NHB+ and FF, and I mean A LOT...

...The reason being is that If you don’t have the mindset you can’t absorb the skill-set, so all

the skillset in the world is useless without the mindset.

The highest level of mindset work is identify work, and all identity work begins with the question of WHO.

And one of the most powerful ways to change the WHO you are into WHO you want to be is

by asking a series of questions of the subconscious where the current WHO you are as a

person is "set".

The subconscious mind is very good at blocking out front-loaded questions, but very weak

in blocking out inverted questions, and as such, one of the most powerful questions you can

ask yourself to shift your own identify is...

Who would you be if you didn't \_\_\_\_\_?

In the blank insert something that you do that's holding you back or something that you

spend a lot of time on instead of doing what you know you should be doing.

This will reveal to you what and rather WHO is hidden deep in your subconscious, a version

of you that can achieve exactly what you want to achieve.

And we must free that version of us to help us achieve our goals.

Say you want to launch an offer and procrastinate, who would you be if you didn't

procrastinate?

Say you want to go build a million dollar business and instead you're on social media 24/7

looking at IG, TikTok or YouTube...

Who would you be if you weren't on social media 24/7 looking at IG, TikTok or YouTube?

Say you care about what people think about you.

Who would you be if you didn't care about what people thought of you?

Who would you be if you didn't \_\_\_\_\_? That's the question that leads you to the answer

that you need to get to where you want to get to.

Try it out and see what version of yourself you meet in that answer.

And yes there are many versions of you that you haven't met yet, and there is a version of

you that's already capable of achieving the goals you want.

All you have to do is just meet that version of you.

- Alen

p.s. If you want to amp this up, go with "Who would you be if you weren't afraid of \_\_\_\_\_?"

The hierarchy of the perfect pitch - how to craft the perfect pitch every time

Morning NHB,

This is something I've been quietly using for years now and also shared it with NHB+ and

FF recently...

...The reason being is, we all have to pitch something at some point, whether it's ads, emails, VSLs, TSLs or webinars...

...We're always pitching something...concepts, methods, formulas, systems, ideas and such.

The pitch is part of the game and it's what makes direct response direct response.

All roads lead to the pitch.

Yet, most people don't know how to pitch or rather, setup and architect the pitch so it's goes

from sorta ok to crushing it.

And the reason I know that is because if you ever watch MOST webinars or VSLs or read

TSLs, what do you have after the pitch? A mile long list of bonuses, guarantees, and "reselling" what they just pitched.

If the pitch was good and done right, you don't need to go back and "re-convince" them to

buy or "re-pitch" them of anything.

So I'd like to show you how to take any pitch, regardless of format and make it crush.

And the way you do that is by knowing the hierarchy of the pitch.

Once you know how the hierarchy of the pitch works, any pitch becomes very easy to architect and instantly increases in potency.

Now, as I said many times before, I like to compete on economics.

And when I say to compete on economics, I'm not talking about competing on "who can pay

more", sure that's a big part of it, but it goes much much deeper than that.

The study of economics is the study of allocation of scarce resources.

Resources can be anything, time, money, relationships, etc...

So you could also say that it's about "competing for trade offs".

And knowing this allows us to know the "trade offs" and as such, any transaction be it an

email optin or a \$1,000 purchase is nothing more than a trade off.

The only difference is that on an opt-in or whatnot, they trade their TIME for the outcome

you promise them, and in other instances they trade their MONEY for the outcome you've

promised them.

But in either case there is ALWAYS and I mean ALWAYS a trade off taking place.

Now, when it comes to architecting the perfect pitch, a perfect pitch is one where they get

everything, meaning...the outcome you promised in exchange for nothing.  
No trade off required. But, because we are bound by TIME, there is always an of TIME that they have to USE to consume something, so even if something is completely FREE, they still have to put in TIME to get the outcome.  
So we go back to the fact that there's always a trade off taking place.  
Since there is always a trade off taking place, the next question becomes, how do they value these trade offs, meaning...how do they calculate and compute these trade offs in their minds? What makes one trade off easier, faster and better than another?  
As we're not selling one-to-one, it's difficult for us to compute that, so we have to do the next best thing, and the next best thing works on a simple principle, which is that we value what we lack and don't value what we have in abundance.

I'll repeat that one and expand on it...

...We value what we lack (don't have) and don't value what we have in abundance (what we do have).

And this is where the hierarchy of the pitch comes in.

If we are abundant in say TIME, but lack MONEY, then the perfect pitch would be to remove

the need for money up front and then use the thing we are abundant in such as TIME as the

middle part of the last part as to why "they're a perfect fit for the thing we're pitching".

The source of all objections is something they lack, because an objection is nothing more

than what they think they can't make a trade off or they think that it would take away from

ANOTHER trade off.

Allow me to illustrate with an eXaMpLe...

Let's say we're in a mass market biz-op offer, and the first thing we have to list out is what

are they abundant in?

- Time

- Willingness to learn a little bit
- Willingness to take a little bit of action

What are they not so abundant in?

- Willingness learn A LOT
- Willingness to take A LOT of action

What are they lacking in?

- Money
- Skills
- Knowledge
- Technical knowledge
- Copywriting knowledge
- Knowledge as to how to run ads
- Confidence
- Certifications
- Connections
- Expertise

Now, what most people do is take this mis-mash of stuff and just throw it into a giant pile of

shit and call it a "pitch", and what ends up happening is the end point consumer / customer

has to sort through all that and make sense of it and calculate the values here.

But, now that we know that what they are abundant in they don't value and what they lack

they value, so we have to LEAD first and foremost with what they LACK and get that out of

the way.

This is completely opposite of what just about everyone does in direct response.

So in the example above of the biz-op pitch, the pitch would go:

- You can do this for little to no money
- This overcomes what they lack, which is money, so now they don't have a thing blocking

them from doing it.

- You can learn how to do this in a weekend
- This overcomes what they're somewhat abundant in which is willingness to learn, meaning, they'll learn a little bit but not much.

- And we'll give you everything you'll ever need including the system, process, templates, etc...ALL you have to do is put it together and spend 20 mins taking action and we'll show you how to do that too.
- This overcomes the skills, expertise and the confidence required.
- And because you have a 9-5, this only requires you to spend 30 mins learning it and putting it into action on your LUNCH break or after work, which makes you a perfect fit.
- The thing they are abundant in now makes them a perfect fit, because mentally, they're

FREE to spend that.

What did i just outline? Every 80s and 90s real estate infomercial.

“No money down”

Then when you go deeper into the pitch, you focus on things that they do have in abundance that make it so much easier and better and this is WHAT MAKES THEM THE PERFECT FIT FOR IT.

You can use this anywhere, with B2B, the thing they're generally abundant in is money, but

lack time, so you just flip it around, and it'll make the pitch that much stronger.

Another dimension of this that's very useful is to look at various markets dynamics and how

they affect what's abundant and what's lacking.

For example, about 3-4 years ago the FB pixel was red-hot and ANYONE, and I mean just

about ANYONE, including MOST coaches, could throw up ANYTHING and generate \$5-\$10k sales, it was VERY EASY.

Well, what was abundant then? CASHFLOW, aka MONEY, so they didn't really VALUE that,

hence why they spent it so much, but these days...

...That's not the case, so the coaching space is starting to LACK cashflow, hence why LOW

TICKET is crushing HIGH-TICKET now, and you have to use that low-ticket mechanism to

shift the belief over to abundance so they go back to that so they're more willing to make

trades easier.

For all the folks who love a process as to how to do this, here you go:

You lead with lack and you overcome them head on and you end with abundance that they

have which makes them a perfect fit.

1. List out everything they are abundant in.
2. List out everything they're somewhat abundant in.
3. List out everything they somewhat lack.
4. List everything they lack.

Whatever it is that they lack, your product and your copy should compensate for, do it for

them as much as possible, then whatever it is that they're abundant in, use that as the perfect reason as to why they're the perfect fit for this, use examples, testimonies, case studies, etc...to prove that to them, and it's a done deal, now you have the perfect pitch.

Now you can see something that just about no-one else can see in the game and as a result, now you can do something no one else can do either, which makes the members of

NHB the best there are in the game.

And as always, if you have any questions or comments let me know in the comment box, or

just hit the like and love to kick up the post for the almighty algo so everyone else can read

this and get value.

Much love to all of you, and there is so much more to come,

To your success

Alen

What to freelance - a freelancers guide on what to offer to the market despite "over crowding"

Lazy Sunday post,

The other day I made a post entitled "short form vs long form freelancers", and in that post I

went deep into details how freelancers can be a lot more strategic when it comes to their

freelancing journey.

The key was to get more trophies via short-form work, and thus get a lot more recognition in



the industry for job well done.

Out of that post, I've had quite a few of you DM me, email me and ask me "what they can

offer", and the BIG concern was "now everyone is going to be offering the same thing"...

...So this post is an extension of that post where I'll go into a bit of detail as to how to zoom

out a little bit and look at the freelance game from a different perspective as to how to approach your services as a freelancer.

You see, freelancers are generally "component builders", and what I mean by component

builders is that they are working on part of something that makes up a greater whole.

That something is typically a business, an offer or a social media profile.

It doesn't really matter what it is, but rather what matters is that they become aware that

they're a component worker, they work on parts, not the whole.

And as such, they usually get very good and skilled at their part / role that serves that greater whole.

Namely, email, ads, copywriting, etc...

Now, as more and more freelancers get into the game, the natural tendency is to look at

what other successful freelancers are doing and model them.

The modeling is usually the same service, albeit at a much lower price, hence the question

that arose above.

So the solution to this problem is very simple, all you have to do is zoom out, look at the

whole that you're working on, and break that whole down into components.

Say you're a phenomenal email copywriter, great...

...If you write email copy, that means that you are in some form of fashion part of an offer,

directly or indirectly.

Now, we just zoom up to the offer level and break the offer down into components.

An offer consists of:

1. Copy

- Short form

- Long form
- Headline
- Hooks
- Mechanism
- Etc...

## 2. Upsells

## 3. Traffic

## 4. Ads

- Google
- Facebook
- YouTube
- Instagram
- TikTok

## 5. Organic

- Facebook
- Instagram
- TikTok
- YouTube
- SEO
- Joint Ventures

## 6. Emails

## 7. SMS

## 8. Book-a-call

## 9. Back end sales

- Phone
- Webinars
- Gdoc method

## 10. Optimization

## 11. Web design

## 12. Graphics

## 13. Funnel

## 14. Branding

## 15. CRO

## 16. CMO

## 17. Management

## 18. Operations

19. Admin

20. Etc...

See how I broke down every single component of an offer into 17 parts plus their sub parts,

each one of those is a freelancing service you can offer, for short-form and long-form work.

That's what you can offer as a freelancer so long as you're good at it.

You can do this with any business or any niche, break it into components and that's what

you base your freelance services on.

Honestly, all in all...at the end of the day, it doesn't matter how many do it, what matters is

how many are good at it.

So never be afraid of more competition coming in, just be afraid of not being better than them.

This is why the focus should be to learn how to think, not just want to think, because when

you know how to think then you can create your own models and see farther than anyone

else.

All the best,

Alen

Freelancing Position and Profits

Rolls-Royce, Patek Philippe and Birkin bags all charge a premium and there's a years long

wait list for them.

Honda, Casio, Asics can't charge a premium and you can walk into any store and buy them

for next to nothing.

The difference is the premium product is hand-crafted, hand made, and takes a while to

build. The others are factory made, made by machines and take no time to build.

The consumers and customers inherently understand this and don't want to pay a premium

for something that can be easily and cheaply made.

And as such, if you're out there slinging "I'll write or create \_\_\_\_\_ with A.I.", every single person hiring you is looking at it from the perspective of "it doesn't take MUCH to

create" and therefore it shouldn't COST much to do, so why am I paying you all this money?...

...Then the second thought is "Why is your "A.I. thing" better than the other 30 "A.I. things"

in the market place?

As a marketer, copywriter, media buyer, etc...you need to LOOK LIKE you're building Rolls-Royces and then charging for them, not trying to look like you're building

Rolls-Royces, when in reality you're building Hondas.

It depositions you and devalues you, because if you use something that's a commodity, then

you by proxy also become a commodity.

And once you become a commodity, the ONLY thing you can compete on is price.

So be careful about attaching your name next to A.I. in the game, as quite a few who used

to charge much, now have had to reduce their prices by more than half due to this association.

One of the reasons I never talk about "A.I."...

If you use A.I., use it, but remember...Rolls-royces, not Hondas.

- Alen

p.s. To all Honda owners, I love Hondas and they're absolutely amazing cars. Had to use a

dramatic difference to illustrate my point.

How to get unstuck and move forward with with these two little words

Whenever you find yourself "stuck" on something that prevents you from moving forward

just add the words "right now" to it, and it'll open your mind up and allow it to be creative

once again to get unstuck...

...I make \$\_\_\_\_\_ per month vs "I make \$\_\_\_\_\_ per month right now".

...I weigh \_\_\_\_\_ vs "I weigh \_\_\_\_\_ right now".

...My business makes \$\_\_\_\_\_ vs "my business makes \$\_\_\_\_\_ right now".

...I'm in a bad situation vs "I'm in a bad situation right now".

...It's hard vs "it's hard right now".

The words "right now" imply that it's happening JUST NOW, but that it isn't going to be happening forever, thus getting you unstuck.

When you say things without that time definition, it tends to expand to all time in the future

and keeps you stuck.

Had someone come to me saying how they make \$20k, and I could tell his mind was stuck

due to the language pattern, I just said to him...add the words "right now" to the end.

His response: "That added a lot of perspective".

Try it and see how much perspective it gives you and a path to a better future.

This little shift in perspective will allow your mind to see and seek change.

- Alen

p.s. Many of your decisions are in limbo or in delay due to being stuck, adding "right now" to

the end allows you to make much faster and better decisions.

Maximum Money Exercise - How to tell how much money you're capable of making and how expand your mind to earn 1,000x more

Morning,

You know one thing that determines how much money you make is directly linked to what

you believe you can make...

...Not the sort-of-kind thing where you go "gee I can make a billion dollars", of course in

theory, you can...

...But if your conscious mind goes "I want to make a million dollars" and then your subconscious mind disagrees with it, there's no way you'll make a million bucks, and by

chance that you do, you'll quickly lose it and not be able to keep it.

There's a very simple process for determine what your outer bound limits of how much money you can make, and here it is:

Just simply state the following to yourself, in your own mind, until you hear a voice coming

back to you that disagrees with you. ever

The disagreement will be to the likeness of "no you don't" , "you can't", "bullshit", or any type

of thing that basically just says "stop lying to yourself".

So say the following and keep increasing it, and feel free to change it to per day, per month,

per year, whatever YOUR goal is.

"I can make \$10,000 / month"

"I can make \$20,000 / month"

"I can make \$30,000 / month"

"I can make \$40,000 / month"

"I can make \$50,000 / month"

"I can make \$100,000 / month"

"I can make \$250,000 / month"

"I can make \$500,000 / month"

"I can make \$1,000,000 / month"

Now, note down at what point the voice came back to you.

That is your outer most LIMIT of how much you can make, and you'll generally be at about

10% of that limit, everyone who I personally mentor and work with and use this exercise on

is about the 10% mark.

So if the voice comes back at \$250k / month = bullshit, typically the of thumb is that person

will generally be at about \$15k-\$25k / month in income.

NOW, that you know that, it's time to EXPAND this thinking and break free from it.

So if you're stuck at that point, whatever it may be, and I ask of you, say you live to be 50

years old? could you make that much? say you live to be 75 years old, could you make that

much?, what if you live to be 100 years old, could you live that much?

Depending on how old you are, you want to go up from there.

Pay attention to how EASY it beocmes to say yes and how the voice that once said NO, is

now saying YES...

Now, it's time to expand it even more, and then I ask of you to 10x or 100x or even 1,000x

your limit, so if you're at \$250k / month, lets have you at \$2.5m a month, or \$25m a month

or 250m a month, and to do that we have to go deep, deep in time.

So, if you could live to be 250 years old, could you make \$25m a month? what if you could

live to be 500 years old? what if you could live to be 1,000 years old, could you make \$250

million per month?

Once you stretch the mind this far out, you'll see that anything is possible.

And now, the process to bring you back down to earth and make it all possible for you TODAY...

...Who were you at 250 years old that you're not today? What's the difference?

I did this exercise with Josh Gavin yesterday on a FF call, and he said that he had more experience, so my advice to him was to read autobiographies (experience), and seek experience from other people who are very experienced) and that is his path learning. Whatever the difference is, that's your missing link, and the reason your subconscious came

back to you in the first place and said "bullshit".

Once you go through this, you'll start to have a very different perspective on money.

I can tell you that to me, now making \$1,000 is equivalent of what used to be to make \$1

once upon a time in my life, it's that powerful.

To your success my friends and I'm going to start sharing some incredible mind bending

techniques to help you grow that you've never seen anywhere else.

I've been doing these mind expansion exercises on every call in NHB+ for over a year now,

and I think it's time for me to start sharing them with everyone.

As always, hit the like/love button below, or ask me any questions you may have in the comment box, or do all 3 to kick up the algo for all to see.

- Alen

p.s. In the comment box, curious, let me know what your limits were and what did you expand to.

On "Decisions" vs. "Real Decisions" — The ones that will move you forward in 2024 and the ones that hold you back and cause regret in 2025

There are decisions, and then there are real decisions.

The ones you choose determine where you end up a year from now.

As the new year starts, many of you have decided to embark on new goals, journeys, and

challenges to make 2024 your best year yet...

...But there's a fork in the road that determines if you'll really do it versus looking back a

year from now wishing that you did it.

And it all comes down to decisions because decisions create forward motion, and out of that

forward motion, changes emerge.

Now, all decisions are made with behavior rather than in thinking of the behavior. Those are

real decisions.

This is where "behavior speaks louder than words" comes from.

So if you're still "thinking" about it, you haven't decided, and if you said to yourself or others

that "you've decided" but haven't done it (behavior), then you still haven't decided, and therefore, you're still undecided. These are just mere decisions, they're not real decisions.

No matter how often you say "you've decided," until you've done it, you haven't decided.

You haven't made a real decision because the only time something is real is when you act on it.

The only time you decide is when you do it, behavior.

So, decide to make 2024 your best year yet by deciding to make it, and by doing it, not thinking about it or saying that you've decided to do it.

Have you made a "decision", or have you made a real decision?

Time will pass by anyway, so if you don't make a real decision, it'll be made for you by time itself.

- Alen

p.s. Remember, there are good decisions, bad decisions, ok decisions, all kinds of decisions, but there are no wrong decisions, and the thing that keeps you in thinking vs doing is thinking that there are wrong decisions. You can always go back.

Some food for thought to all the freelancers of the game —in 2024 everything

you do for clients you should also do for yourself.

If you build an offer for a client. You should build one for yourself.



If you create a VSL for a client. You should build one for yourself.

If you make a client \$100,000. You should make \$100,000 for yourself.

So on and so forth, because everything you do for others. You deserve to also do for yourself.

If you can do it for others, there's no reason you can't do it for yourself.

After all, who's more important to you...you or the client? and if you won't do it for yourself,

who will?

Food for thought. You do the dishes.

- Alen

The Right Money Mindset - The Subconscious Negative To Positive Flip Over Process For Receiving A Lot More

In NHB+, I like to open every call with about 30-45 mins of mindset work, because without

that, no amount of knowledge, skills or know-how is going to get you far.

Reason being, for as long as I can remember I had one of the best skill sets in the world

when it comes to this game, but not the best mind set and it wasn't until I fixed my mind set

that allowed me to dominate anything I put my mind to.

You see, one of the principles of the subconscious mind is that it always works to keep you

safe, and anything it creates, any belief system, anything is there to keep you safe.

So growing up without much money, everyone around you has to create justifications as to

why we didn't have much to feel good about that. Their brains were on autopilot making

them feel safe, and thus phrases such as "money doesn't grow on trees", "money is evil"

and such become the norm and take root in the subconscious mind.

In order to become the person who receives a lot of money, your mind has to attach A LOT

of positive association to it, and as many of you didn't grow up rich, that means by default

deep down you have a negative association with it.

How can you receive much money if in the depths of your subconscious mind you believe

you're doing bad in the world?

This is how I know if you don't have much of it, 99.9999% you have a negative association

with money and don't even know it.

So here's the "flip over process" of how to go from negative to positive association so you

can start receiving a lot more of it.

You can't spend money without helping or supporting someone else, and you're not just

supporting that one person, you're also supporting all of the people they support when they

spend the money too.

So the more money you spend, the more people you'll help and support, hence why my

mindset is one of where the more money I spend, the more people I help.

And then on the flip, I'm also the receiver of that as well where the more people I help, the

more money I receive, and the more people they support from my side too.

This makes the act of making money one of the highest good you can do in life.

Negative association with money makes it real hard to get any, whereas the positive makes

it real easy, because your brain will always seek more of what's positive, feels good, and

keeps you safe — will become super creative to receiving a lot more money.

So instead of "the more money I make, the more money I can spend" It becomes, the more

more money I spend, the more people I help, the more money I receive because I'm doing

good in the world, and thus I need to make even more so I can help even more people, and

then you open yourself up to receiving more because you allow the people that give YOU

money to help and support you and everyone you support.

The reason this works so well is because money in itself is a form of energy and likes to

flow and once you open yourself up to it flowing THROUGH YOU, so much will come that

you'll be like, it can't be this easy? But it is.

Always know that there is an infinite amount of money out there and it flows non-stop and it

likes to find outlets where it can flow even more, now you know how to become that outlet

for this energy.

This is the flip over I personally used to make so much that I practically never have to work

again in my life, and all the work I do is for the love of the game.

- Alen

p.s. I'm going to start dropping a lot more mind set content here, so as always...like, love, or

hit the comment box with any questions or to stimulate the algo so everyone can get value

out of this.

p.p.s. Just think about all of the people you've helped out over the years as you've spent

money. Isn't that amazing? and wouldn't it be even more incredible if you could spend more

to help even more people out?

Food For Thought Post 11/09/2023

In the depths of your mind — depression is caused by the blockage of expression

So if you ever find yourself in a bit of a funk or a feeling depressed, all you have to do is find

what wants to express itself and what's blocking it.

Remove the block, and let it express itself, and watch how easily you eliminate depression.

No drugs required

On the flip, if you want to cause depression, then just block expression and watch how fast

it takes hold.

For those who learn better by example: Saying what you want to say, telling it how it is,

doing what you really want to do, going where you want to go, being who you really want to be, etc...are all forms of expression that gets blocked, which leads to depression. In short, you're not being true to yourself by not expressing yourself.

This is why often times people "feel better" during therapy, they express it, but it's not enough as it needs to be fully expressed, not just in that context.

This is coming from someone who had major depression at one point my life, and once I

discovered this mechanism, it allowed me to instantly snap out of it, take control of my mind

and realize how easy it is to overcome.

Thought I'd share as maybe, just . maybe...it'll help you or someone you know

- Alen

All self-help and personal development thoughts, concepts, ideas, formulas, methods, secrets, products, programs, events, and workshops come down to this one thing.

...Having self-permission to believe what you want to really believe and do what you want to do.

Once you start looking at self-help as "self-permission," you can help yourself without having to go through the maze of "secrets" to get to the good stuff.

"Self Help" = "Self Permission," easy as that .

So, who's permission do you need to believe what you want to believe and do what you

want to do? Answer that, and you're good to go.

- Alen

p.s. You have believe YOURSELF (over others), once you believe YOURSELF, then you can believe IN YOURSELF . That's the start of giving yourself permission.

p.p.s. Now, ask yourself how can ANYONE know more about YOU than YOU?

Impossible,

so why would you believe anything they say, think, or feel ABOUT YOU? So once again,

who's permission do you need to believe, feel, think and do what you want to do?

On decisions, billionaires and forward motion of success.

In my quest to study human super achievers, namely billionaires, another pattern I've

noticed they all possess is an incredible ability to make decisions...

They're better decision makers than most, but don't always make "better" decisions than us,

here's what I mean...

...Because in order to get to that level, you have to grow to that level and the only time we

grow is when we make decisions, because decisions cause forward movement.

If you tally up how many decisions they made vs how many decisions an average person

makes you'll start to notice a big difference.

And another difference you'll quickly notice is that most decisions are made FOR the average person, not BY the average person.

Children begin to grow when they start making their own decisions, and the parent stops

making decisions for them.

This is a big one.

So one of the biggest mind shifts that allowed me to grow in every area of life and business

has been in developing my decision making abilities.

The more decisions I make, the faster I move forward, the faster I grow, and the more money I receive.

Out of this, I came to realize that there are good decisions, ok decisions, bad decisions,

so-so decisions, all sorts of decisions...

...But one thing there is not is a wrong decision.

There are all sorts of decisions, but there are no WRONG decisions.

Because...all decisions move you forward and in that forward movement is where you lean,

grow, adapt and course correct to getting to where you want to go.

The reason this is such a powerful mechanism in the mind is that manifestation of reality

largely has to do with will power...

...And one thing that greatly depletes will power is indecision or not making decisions, because it communicates to the self that "we are powerless to move forward because we

can't decide".

If you can't decide, there is fear, and fear is the great enemy of manifestation.

Hence why all billionaires are great decision makers. Great creators of their own reality. Play with this for a week or two and if you don't like it...you can always go back to having a

hard time with decision making.

As you do this, pay attention to the inner feeling in the solar plexus, that's where you radiate

will power and you'll notice it glowing, that's how you know you're on the right path.

- Alen

p.s. Here's a clip of Bezos talking about decisions, pay attention to how his mind works as

he talks about it.

<https://www.youtube.com/watch?v=VFwCGECvq4I>

## MARKETING STRATEGY & EXECUTION

How to find lucrative little niches that can pull in anywhere between

\$100,000-\$250,000 / year

Morning NHB,

You know the thing about this game is that money is everywhere, so long as you know where to look and recognize the opportunity.

Once you do, all it takes is for you to go get some.

This post will show you how to do that.

So the other week I released Automatic Clients to the public for a few days and over 1,000

people grabbed it.

The thing about the model is that you need a place to use it and sell stuff with it.

So I'm going to write a bunch of posts about offers, scaling and all that fun stuff in the next

few weeks, starting out with how to find lucrative little niches that can pull in anywhere from

\$100,000 to \$250,000 / year.

Way back circa 2006, we used to put out all sorts of products and sold a whole bunch of

stuff...

...Much of it wasn't "mainstream" and what I mean by the mainstream is that it wasn't your

typical biz-op, dating, or health offers.

A lot of hobbies and unique little niches.

One person had a "spells offer" that made a \$100k, and another guy had a raising alpaca's

offer doing about 150-200k a year, and someone else had a fish and aquarium offer doing

\$125k / year.

Now, what's great about hobbies and unique little niches is that often they don't have much

competition are super easy to enter and takes little to no effort to dominate them.

The only downside is they'll make you about \$100,000-\$250,000 a year...

...So while you won't make millions upon millions from any of them, you can make a good

chunk of money and largely automate the process.

The hardest thing about niches and hobby markets is, of course, finding them, where's the

opportunity?

Well, back in the day, what we did was simple...

...We'd either look at magazines and if the audience had a magazine in circulation and enough readers/subscribers, it was a sure winner.

The only challenge these days is that magazines aren't what they used to be, so that strategy isn't as effective.

So we used a better, alternative strategy that works to this day.

A better strategy is to simply go to <https://www.dummies.com> and see what books they're

selling.

Whatever niche they go in, is a profitable niche.

You see, Dummies is much like McDonalds, they'll spend a TON of time, money and energy

researching a niche before they spend 100s of thousands of dollars writing the books, printing and shipping them.

So the niche has to work, and in fact they have a whole department whose job is to find

these little highly profitable niches.

And what you can do is just short-cut the whole process and see what they figured out and

tap into it.

You can cross-validate the books by reviews on Amazon and such, it's a treasure trove of niches.

Once you find the niche, just use the AC offer model and you're set.

It's easy as that.

I shared this on a call last year in NHB+ and totally forgot about it, 'unitl someone just sent

me a DM telling me how many great niches he's found using the method.

And now, you can use it too.

To your success,

Alen

p.s. As always, any questions, comments, hit the comment box below, and hit the like or

love button so the algo can kick this up for everyone in NHB.

They know what to buy, but do they know how to buy?

Sometimes the obvious isn't so obvious.

About 14 years ago, we we're doing a bunch of split tests and noticed that time on checkout

page was exceptionally long, as if they got there and didn't know what to do...

...The audience was mostly older folks, and what we came to realize is that they knew WHAT to buy, but not HOW to buy.

So, we slapped a video on the checkout page, telling them exactly HOW to buy.

"Hey there, welcome, blah blah...now, first what you need to do is enter your information,

starting out with your first and last name, and then your address, and lastly enter your payment information and click the PLACE ORDER button, once you do give it a minute and

we have special surprise video for you on the next page (which was the upsell btw)".

The checkout page started crushing after it.

So the lesson here is often times your customers will know WHAT to buy, but do they know

HOW to buy? This applies to upsells and everything else.

If they're lingering a long time on the page, they're lacking the HOW to buy, so put a mechanism in there that'll show them HOW to buy.

Doesn't have to be a video, it can be as simple as just some text telling them how to do it.



Think of it as putting instructions as to how to do something, instructing them.  
When looking at any stage of an offer, be it an opt-in page, or the VSL / TSL page, the checkout page or the upsell page...

...NEVER EVER underestimate what people don't know.

Always assume they know 10x less than you think they know and then build components around areas telling them how to move forward.

This will increase your conversions across the board, regardless of age.

- Alen

p.s. There's another version of this where they know how to buy but not know what to buy,

then you need to balance that out to increase conversions.

Why opt-ins models are costing you money & what to do instead (plus the secret to scaling VSLs on paid media)

Morning NHB,

So earlier Thomas Vee asked the question of if I still disagree with the idea of gating a VSL

behind an opt-in.

I thought it was a very valuable question and didn't want to let it get buried in the shuffle.

I gave him a response, and then I had a few people in FF / NHB+ ask me follow questions

in the NHB platform as to how to you optimize "for leads" if you can't have an optin.

So sharing this here in the group because I think it'll be of highest value to all.

And I know, I know... A LOT of "gurus" are using opt-in models, but that doesn't mean they

know what they're doing, because if you look at their economics, you'll find flaws, as outlined below.

First off, my response to opt-in or not:

-----

Personally, not a fan of opt-in, because as I said before, if your opt-in rate is 30%, your cost

per view / click is now 3.3x higher. So if you're paying \$2 per click, now you're paying \$6.60

per click.

At \$6.60 per click and 1% conversion rate, you'd need \$660 AOV to make it work.

Equation:  $\$6.60 / .01 = \$660$

At 2% conversion you're at \$330 AOV and at 3% you're at \$220 AOV to break even.

The math doesn't support it.

The math however in some cases DOES support a webinar or something that sells a \$497-\$997, but for that you need attention and ENGAGEMENT.

Engagement is defined as them being able to interact with YOU. Not passive watching as

most VSLs are.

Even the whole book-a-call model. The optin fucks it up due to the numbers above, there is

absolutely no reason to hide the sales message after the optin if your sales message is good.

If your sales message is good, put it out right up front and let it do it's job.

Typically follow up will only yield about 10-20% ADDITIONAL conversion rate in a 2 week

window at best, so the math still doesn't work.

-----

Andrew Purdum asked me this question in the NHB platform a few minutes ago:

Hey @alensultanic I see your perspective on that ads to VSL issue, I just have one question

I'm struggling to resolve when it comes to account and pixel optimization with that method.

When someone opts in for a VSL on a front end option page, we can tell FB to optimize for

"leads" - and as a result get better data and stronger customers over time. But with this

method, you can't quite do that.

How do you optimize the ads and season the pixel? What do you optimize for?

And here's my response to that that I made in the NHB platform (that's where all the goodies are) :

-----

Right, so the key is to use Google Tag manager or custom code it (we custom code it), and I

believe you can do a delayed pixel in time using timer triggers.

So if someone comes to your VSL, you want to delay the pixel to fire say for 2-5 mins, the longer you wait, the better / higher the intent is. Because, before you can have an intent to buy, you must have an intent to watch, and optimizing for intent to watch, will lead to the intent to buy.

So VSL -> pixel fires say within 2-3 minutes, and now you're optimizing for people who are actually interested in watching instead of opting in "to watch" but have no real interest of watching. Remember...the highest truth is BEHAVIOR, and the question is, how can we test for behavior? This is the way.

-----

So if you're running VSLs on FB, YouTube or what not...optimize for BEHAVIOR of intent.

Focus on people who are willing to watch, and your offers will do so much better.

- Alen

Short Form vs Long Form Freelancers — a strategic approach to making more money as a freelancer

Morning,

When it comes to playing the game, there are two camps...

...The offer owners and the freelancers.

This post is mostly for the freelancers, and who knows, maybe an offer owner or two will find some value in it.

Last week I had someone in Fast Forward come to me and ask me a very simple question:

"How can we get more well known in the game to either get more clients or to be able to raise our prices?"

And aside from getting better and learning how to think, which are a must, the answer was one of short form vs long form work.

Early on when I first opened doors to NHB+ and FF, I had a lot of young bucks come in and

ask me how they can "build status" in the game, so that they can make money.

They thought that they had to show off, network, and do all that fun stuff...

...My answer was: get trophies, that's it, nothing more nothing less.

You see, as a freelancer, your ability to get clients and increase your prices depends on one

thing and one thing and that is the amount of trophies you have under your belt that you can

showcase to potential clients.

If people don't know what you do, how well you do it, they'r not likely to know who you are

nor are they going to hire you.

And while this concept seems very simple at first, there is one nuance beneath the surface

that makes all the difference of how many trophies one can get, and that's the difference

between long form vs short form work.

Short form work is something that doesn't take you long to do, say 1-2 weeks at most,

and you can do another one, so every month you can get yourself 2-4 trophies, whereas

long form work takes you 1-3 months to do, and that means you can only get 2-4 trophies

per year, see the difference?

Here's a real world example of this happening in Fast Forward and NHB+.

Short-form freelancer goes out and starts offering Automatic Clients funnels, but albeit the

SHORT form ones, along with SHORT FORM bullet based upsells, and everything else short-form. It takes him about a week to bang them out.

The ads he does for clients is the same variation of the same ad, all templates, all short form.

He starts charging \$5,000 each, because they don't take much time, and he can do about 4

a month, that's \$20,000 / month — PLUS 4 trophies per month.

Out of the 4 he builds, 1-2 tend to be public heats, meaning, work for well known gurus or

people who know how to drive the offer and thus turn traffic into money with what he's built.

This allows him to parade publicly in NHB and on his personal wall the success he had, and

as a result he made something like \$500,000 off of this move as a freelancer.

Now, let's look at a long-form freelancer, he goes out and gets deals that are big and complex in nature, mountains of work, and they generally take him 1-3 months to do it. He charges \$10,000 / month to do the work or \$20,000 for the project, sometimes \$30,000.

He spends 2 months working on the project, complete, it and hands it off to a client, and as

before 1-2 out of 4 tend to be hits, and by the way...hits meaning that the offer is brag worthy.

All in all, because he can only get 5-8 clients a year, he stands to make \$100,000-\$200,000

a year (compare that to the short-form freelancer).

And he has a smaller chance to have the trophy and that something he can showcase to the market.

He spends 6 months building offers to have 1-2 trophies, while the short-form freelancer

already has 10-12 trophies.

Come time to get more clients, sell more stuff, etc...the short-form freelancer now has 10-12

trophies he can boast about, while the long-form freelancer has 1-2.

Who do you think clients will pick? The short-form freelancer, even though, on a skill-to-skill

level, the long-form freelancer is superior, because as I look at 50-80 offers every single day

in Fast Forward, I can tell you that long-form work beats short-form by quite a bit.

Going on a tangent a bit — long-form freelancer builds a biz-op offer in FF, 20% optin rate,

crushing, offer does \$300-\$500k a month, offer owner gets spooked by compliance and

now wants to do short-form to be more compliant, hires short-form freelancer, the offer goes

from 20% optin rate to 13% optin rate, back to long-form freelancer to optimize it.

Back on track now...

...The short-form freelancer can also upsell consulting services to his clients and optimization and every other thing imaginable.

Why? Because he doesn't charge as much and also has MORE time and MORE trophies, it

all works in synergy, whereas the long form freelancer can only take on so much work.

So from a freelancing strategic approach, the key is to run the pipe with short-form freelancer

work, while keeping long-term clients with long-form freelance work, that's the best way to

win the game.

You get your trophies, and you get your stability.

More trophies -> more status -> more bragging rights -> more exposure in the market place

-> more clients → more other services sold -> more money.

Now you can see a clear difference why some freelancers take off like a rocket and become

well known, while others struggle, aside from knowledge and having skills, this is the difference that makes the difference.

So to all my freelancers out there, I hope this was as useful and insightful as it was to the

people I shared it with in Fast Forward and NHB+.

'till next time,

Alen

The Better Buyers Ad/E-Mail Formula - How To Target & Get "Crème de la crème" Of Buyers From Facebook, YouTube, and E-mail

Morning NHB,

Months ago I shared a post called "Anatomy of Ads", and that post was from a call I did

over a year ago in FF and then NHB+, since then we did 2 more calls in NHB+ and FF called Anatomy of Ads 2.0 and Anatomy of Ads 3.0, we're about to do Anatomy of Ads 4.0.

In these calls, I dig deep, real deep, into the psychology of ads, frameworks and formulas.

The reasons why ads work, and how people move through different problem / solution states and timelines. Things that go beyond the generic ad strategies you see just about

everyone else talk about.

And from those calls, we've created some of the best ad writers in the game. So much so

that they're all being hired by the top players in the game from Grant Cardone's teams, Tony

Robbins, to Publishing.com and such.

And today, I'd I'm going to share another ad formula with you that's going to allow you get

the Cream de la Cream of buyers out there when you're running ads.

Because you see, when it comes to running ads...

...The most common question that pops up is how to better leads, more qualified leads and

customers who are ready to buy.

Ready to buy the front end, upsells, high-ticket, recurring and everything else in between.

And as such there are leads, prospects and buyers and yet there are BUYERS.

Not buyers, but BUYERS, capitalized.

People who are ready to f'n GO and just open their wallet and dump everything they have in

it on whatever you're selling.

And yes, there is a method and a process to identifying these types via ads and a specific

process for attracting, curating and ascending them, which I'm going to share with you in

the rest of this post.

You see, what a lot of people don't get when it comes to ads is that it's not just about getting

certain people to click on your ads, but rather WHO clicks your ads that matters the most,

and to go even beyond that is WHAT state of mind are they in.

This last bit is key here — the state of mind they're in, so hold this thought.

Typically, the ones who are in one or two state of mind that click on your ads will become

good buyers, the rest are fuck all.

And when I say fuck all (pardon my French), I mean they're the wishy washy types you

gotta send 75 emails to, slam with 100 SMS and do 15 back flips and 3 discounts to buy.

You know the old adage, a buyer is a buyer, is a buyer is a buyer.

But WHO that person is and the MIND STATE they're in BEFORE they become a buyer determine how MUCH of a buyer they become, meaning, how much they spend and how

easy it is to get them to spend.

Targeting these with certain language patterns is key to activating, attracting, selling, upselling and ascending them.

The first type of customer is the standard buyer, which is someone who is in a solution state. To get to solution state, they have to be in problem state, and hence why we have

"Why/What/how" ad frame work from Anatomy of Ads 1.0.

We use this model to get truckloads of buyers in.

Now, the deeper, better, faster and stronger version of this is another type of buyer that we

see come in and buy everything in sight.

Which is a hyper solution buyer.

So why would anyone be in a hyper solution state? What would put someone to be in such

a state of mind where they just lose their shit and buy everything?

For three reasons:

1. They have a problem
2. They need a solution
3. They're out of options and have had enough and are FRUSTRATED

What I've found is that if you know how to target people who are FRUSTRATED, they're not

only super easy to sell, they also buy everything in sight.

So much so that Dmirty in Fast Forward wrote an ad using this frame work (which I'll share

below), spent \$150 and got a \$5,000 down and \$15,000 / month client out of it.

So the key isn't to just run ads, it isn't to just run targetting or to write random ads that sometimes work and sometimes don't.

The key is to match the language patterns to match the mindstates of certain customer segments (I'll talk more about this in the up coming Anatomy of Ads 4.0 calls in NHB+ and

FF), and when you do that, you have magic.



So the first state of mind that I'll discuss here is the frustrated customer.

A frustrated customer is someone who wants the outcome, but they can't achieve it.

There is something that's coming in between him/her and the desire they have for the outcome.

Once they have the outcome, they will feel complete (see my posts on emotional states here), and yet without the outcome they can't feel complete.

And as they don't feel complete, they don't feel satisfied, they're not happy and they're just

having a bad day, week, month, year, and life.

And as such..in the process of being unable to get what they want, they grow frustrated and in turn angry.

In that process, they will begin to COMPLAIN and BLAME.

And this here, this complaining and blaming is what allows us to enter their minds and their

state of mind, and flip it over into the sales process.

Because...frustration, when expressed manifests in complaining and blaming others.

And the subset emotional structure of complaining and blaming tells us that they lack the

capability to resolve the problem state they're in.

So we have a formula now, which goes as follows:

1. The best customers are the ones who have massive desire, they want the outcome
  2. They are in a problem state because they can not achieve the outcome
  3. A problem is defined as something that gets in the way of them getting the outcome
  4. As they lack the capability to overcome this thing that gets in the way that's causing the problem, they grow in frustration
  5. And as the frustration grows, they begin to BLAME and COMPLAIN
  6. Which causes the frustration to GROW, which in turn amplifies their desire to get the outcome
  7. And this causes them to become hyper receptive to our marketing and sales efforts
- Which brings us into the "HOW THE F' DO YOU ACTUALLY DO THIS" stage of this post,  
and here it is...

What you want to do is identify who they are, what outcome they want, and then in between

that WHAT is helping them get that outcome and WHO is helping them get that outcome.

In the example of the swipe below, which is the actual ad that got that \$15k / month recurring deal, the blame is of course on the marketing team.

So as you read the swipe, you can clearly see there is:

1. What needs to be done, and yet isn't working

2. Who's responsible for the outcome, and you can clearly see the blame

3. What the person has to do, that other should do and the complaining

This is nothing more than an ECHO of what's going in the person's mind, and what you're

doing here is creating a big rift, a huge divide, a separation between you and them, and as

a byproduct creating a massive emotional charge where they snap and get to the state of

"I've had enough of this sh\*t".

So once you get them to get to "I've had enough of this sh\*t", that's it, you've won and job

well done.

And if you look at a pattern of MOST of your high-ticket customer through this lens of frustration, complaining and blaming, you'll see that quite a few of your better, easier to sell

to and high-ticket customers and leads share this pattern.

Just so happens now that you're aware of it, you don't have to rely on random luck and chance to get them, instead you know the exact process, copy, and language to do so.

And of course, this strategy isn't just for ads, but can easily be applied to emails, campaigns, sms, webinars, posts, VSL/ TSL copy and any other type of messaging.

Here's the actual ad for you to swipe:

-----

Why are business owners spending \$10k+/month on ads and still battling account mismanagement from their marketing teams?

When business owners rely on their marketing team, they shouldn't be the ones finding the

errors in their ads. Sadly, many marketing "experts" lack strategy and fail to track what makes a campaign successful...and, more importantly, what doesn't.

The answer is a scalable ad strategy from a team that you can trust:

Designed for your audience and what truly draws them in

Takes into account and learns from what your competitors are doing

Qualifies your leads at every touchpoint

Targets the keywords that are relevant to your business

Right now, our clients are getting more qualified leads than they can handle with none of the

BS. If you are unsatisfied with your current results and sick of babysitting your marketing

team, we know what to do.

Schedule your free audit now, and in as little as 15 minutes, you will walk away with:

A no-holds-barred breakdown of what is and isn't working

Immediately actionable, detailed advice

An honest run-down of exactly what we would do if you hired us. No sugar coating.

Click the link below to find exactly what's working and what's not with your free audit.

-----

One caveat about this strategy, that's VERY important — as there are LESS frustrated buyers in the market as a whole, you can use the complaining and blaming mechanism to

create MORE frustration and because there are overall LESS of them, your ad metrics on

surface level won't be as massive in terms of CTR and such, but the RIGHT people will be

clicking.

And if you want to test the waters, employ this in email and other areas of messaging and

watch it move the needle for ya.

Enjoy my friends and as always, let me know if you have any questions about any of this

and I'll reply after I finish doing today's Fast Forward call, in which I'm going to talk about the

origin of beliefs and such and how to change the origin, and thus change entire belief systems, deep stuff.

And if you would, do me a TINY favor...I want everyone here to get value out of this post, so

hit the like or love button and drop a comment so that the almighty algo kicks it up for the

entire NHB family to see.

To your success,

Alen

What's working now: The most effective book-a-call model right now (4x ROAS at scale)

To all my homies doing high-ticket, here's what's working very well now.

Automatic Clients front end (long form version, not short)-> OTO 1 as book a call -> \$7-\$10k program.

AC templates on front end (nothing fancy) and evaluative call booking model as OTO 1 (search this group for "evaluative call booking models" and you'll see it).

Screenshot of the model in action 4x ROAS. at scale.

- Alen

Food for thought post 10/19/2023

Work with business models. Not clients.

Recently, I had two consults, with two different, yet very successful freelancers in the industry.

The first one takes home between \$500,000 and \$1,000,000 per year freelancing.

Doing copy work, building funnels, offers, doing launches and such, but does NOT buy media or run back end teams.

And the other one who's at about \$250,000 - \$750,000 a year, doing offer optimization primarily while mostly buying media for people.

The first one wanted to go from 500k - 1m range to multi 7-figures and the other one wanted

to go from 250-750k to 7-figures and above.

The first one was overloaded with work, while the second one was having difficulty dealing

with clients.

Both wanted to have the breakthrough to make more without burning out on either end of

the problem spectrum, making more while delivering and creating a win/win for everyone.

The advice I gave them was the same and it's the advice I follow myself.

If you want to succeed in the game doing any type of client work, the key isn't to pick any

client who will give you money, because often times when they do, they also give you a bag

of problems you have to deal with. And these problems often emerge later.

Knowing this the client and the money they stand to give you is secondary to the model they run, which is the primary consideration if you should work with them.

Hence, why my advice to these two guys was to stop looking at them as clients, but rather start looking at them as models.

And only work with certain models that allow them to make a lot more, from charging up

front to getting rev share, to getting repeat business over and over.

Business models are always backed by financial models, which translate into you making

more, making it easier, and creating a win/win for everyone. Without a financial model, and

a good business model, you're left to operating on quite a few "what ifs".

What if they do this, how will that work, etc...

And when you don't consider the business model in itself as the primary consideration of

working with them, what happens is you get a client who'll come back often complaining

that something "isn't working" and it's up to you to fix it.

So what you're really fixing and in the process of creating is a business model for them.

The problem with that is that often times, they tend to have quite a few "deal breakers" as to

what they're willing to do to get the outcome, such as..."I DON'T WANT TO DO CALLS", "I

DON'T TO DO ANY COACHING", "I DON'T WANT TO BLAH BLAH"...

That's fine, but without those elements in their model, the chances of their success is quote

low as others have stronger models that are going to extract the customers out of the market before they even have a chance, where once again the blame goes on you.

So the model you select to work in, and by the way...it can be 1-3 models, not just one model.

The model should have strong economics for customer / client acquisition so that way there

is insulation for margin of error built in.

An example of a model vs client would look like this:

Model centric approach: "I only work with clients who run ads on FB or YouTube, have a phone team, and a \$5,000+ back end, and who's sales cycles is 14 days".

Compare that to the client centric approach: "I work with coaches and consultants who want to get more clients".

The first one has clarity and is client agnostic, where the probability of success is very high,

and allows you to have a client LTV of \$50,000 - \$100,000, where the other one has a very

high LTS (life time stress) built in.

My average consulting client is worth about \$250,000 on LTV so far, and the only reason it's

even capped at \$250,000 is because I've only been doing this consulting thing for about two

years now, I'm going to push it to \$1m LTV over the course of time.

The model can be anything, low ticket, mid ticket, webinar, book a call, challenge, etc...it's

up to you, but pick 1 to 3 models, can be 5 if you're good at it, and focus on that.

Now, if you pay attention to what the highest paid freelancers and agencies in the game are

doing, they mostly gravitate towards focusing on models instead of clients.

On surface, it might look like they're just working with clients, but if you look deeper, all the

clients have nearly the same business model.

The other thing about selecting models is that you can have accumulation of data, experiences, and cross pollination of tactics across the board with everyone you work with,

vs just having random wins here and there that are not related.

Models are bigger than clients, because clients use models to get the outcome they want,

so when you work with certain models, by default you're going to get more clients.

- Alen

The Double Promo Technique — How To Get The Most Out Of Your Upcoming Black Friday / Cyber Monday Promotions

In the past two weeks I've had about a dozen people reach out to ask me if I had any

"secret strategies" for creating great BFCM (Black Friday / Cyber Monday) promos...  
...And while I do, all of them tend to be on the "competing with other promotions in the email inbox" strategies — which means you'll have to use force against force, which means you'll need to press, press and press.  
This works well, but it tends to set a certain tone with the list that drains it for about 2-3 weeks after the promo.  
So instead, what I shared in the Fast Forward lounge this morning is something else that's a whole lot better, which removes having to compete with every other promotions and deal in the inbox comes close to BFCM.  
And fair warning, it's on the dark lord side of the spectrum of marketing, but it works very well.

The ground rules:

1. We must not compete with others, because that is using force vs. force, it requires a lot more energy.
2. We must get the money before others have a chance to get the money.
3. We must have a way to run an effective promo come BFCM so that way we can get us a second helping of sales.

I call it the double promo technique, and overall, it's pretty simple.

The idea is to ask them to test you the sale before the sale, and that they've been selected to help you test it. The test can include testing emails, testing links, testing purchases, doesn't matter...you can ask them to test anything.  
As a reward for helping you "test", you can offer them a special deal or anything like that.  
So about a week or two before BFCM, you send an email to the list asking them to "help you test something out".  
Subject line: "Can you help me test this plz?"

The body goes into how you're going to have this amazing incredible sale coming up for

BFCM where you'll offer everyone a certain % off, but you need to make sure the system

works with the list so everyone can get in on the promotion.

Think "We're about to do a promo for 50% off" theme. (What % off you put in is up to you).

Language to use "Can you please help us test this to see if it works before we send it to

everyone on BFCM?"

In this email state what the deal is etc...the email is asking them to help you test something,

but in reality it's the ultimate teaser of what they can have before anyone else.

The next email should be in the theme of "Can you do one more test for us please?".

Think: We need to test one more thing (maybe a coupon) or something because something

didn't work right or because we needed to add something.

Note: Always be honest, always, always always.

Then on the 3rd email, you thank them for helping you test and then offer them an additional

10-20% off on TOP of the sale if they want to get in early.

Now you've ran a full on promo, before the big promo, and then you have a double promo

technique.

Then, when BFCM come, you just roll your sale that you told everyone you were testing, so

it's kosher and then you start stacking bonuses up, so Monday-Friday — you just keep adding bonuses. This gives you a reason to email them and then last two days you can extend that additional 10-20% off that you gave everyone for helping you test.

What this will allow you to do is to run the promotion before anyone else in your market,

scoop up the sales, and then run it again for a second helping of sales, hence the "double

promo technique".

Enjoy and looking fwd to helping you "test stuff" for your upcoming BFCM promotions lol.



As I'd greatly appreciate it if you hit like, love or comment for the algo so this gets pushed to everyone here in NHB so they can get value and of course, if you have any questions, let me know in the comment box.

All the best,  
Alen

p.s. Tomorrow, I'm going to share with you the "Instant Promo Technique" that I've shared in

FF and NHB+ where you'll know exactly what product the audience wants to buy on your list

so you can tailor make products and promotions that work every time.

The right way to do "The Old Way vs. New Way Graphic" on ads and offers

Seeing A LOT of offers using the old way vs the new way graphic on ads and offers in countless niches, and I see quite a few doing it wrong.

Having my hands on more offers and data than just about anyone these days I see a lot of

what works and what doesn't.

Here's the BIGGEST thing about that graphic that NO ONE seems to have caught onto yet.

The OLD WAY vs THE NEW WAY has to have a ratio of 2:1 one even steps or 3:1 on odd steps.

Meaning, if the OLD way has 8 steps, the NEW way SHOULD have 4 steps.

If the number of steps is odd such as 3, 6, or 9, etc...

Then the OLD way should have say 9 steps, and the NEW WAY should have 3 steps, which gives a 3:1 ratio.

Literally had someone in Fast Forward get creative with the thing and the ad went from crushing to not getting any sales.

After looking at every single thing, the only difference was the ratio of steps.

Implemented this ratio of steps back into the ad and the offer, and bam...working again.

Have a good one amigos.

- Alen

p.s. Oh yeah...plz like, love comment to kick up the algo for everyone to see this and of course, if you have any questions, feel free to ask anything in the comment box.

### How To Create Assumptive Acceptance in The Copy Close By Shifting Timelines

This is the general structure of every single close in copy I wrote for the past 15 or so years.

In sales copy, if the end consumer doesn't accept what it is that you're presenting, it's all for

nothing. This holds true for every section of the copy, from headline to the close.

There are two parts where we tend to lose them the most, in the opening and in the close.

I like to use assumptive acceptance in copy on the close, because it takes the subconscious

mind and causes it to accept the outcome / product without being aware.

The way that's done is by using a giving and getting modifiers.

I like to start the close build up with this assumptive stack of "we to you"

1. "We're going to show you", when selling to women use "We're going to share with you", then in the next section go into

2. "You're going to see, smell, hear, feel, etc...", then

3. "you're going to experience"

The experience part can be anything that they'll experience, not necessarily use the word

"experience" there.

Then transition from internal to the external using this assumption acceptance stack.

1. "We're going to give you"

2. "You're going to get access to", then

3. "You're going to get",

4. Then to "you're getting"

5. Then to "we've already upgraded you, and it's yours waiting in the members area already".

So the arc goes from "we're going to give you (future tense) -> you're going to get (future

tense) -> to you're getting (present tense) -> "we've already upgraded you" (past tense)

So we move them through the timeline of them accepting what it is they're presented with

using assumptive acceptance.

The mind has to move through time for it to process and encode things, this process makes that happen faster.

The interesting thing here is that as they read one section, they have to agree and thus accept before they read the next section.

It's a very subtle yet powerful way to move someone from not being in possession to being

in possession of the outcome / product which reduces the buying resistance at the CTA.

Humans are much more motivated by loss than gain, so anything you can do where they

posses it, means they'll lose it and thus be far more motivated to keep it.

- Alen

p.s. Plz comment, like or love if you have any questions or need help understanding this on

a deeper level and also hit it to stimulate the algo so everyone in NHB can get value out of

this.

How To Create Assumptive Acceptance in The Copy Close By Shifting Timelines

This is the general structure of every single close in copy I wrote for the past 15 or so years.

In sales copy, if the end consumer doesn't accept what it is that you're presenting, it's all for

nothing. This holds true for every section of the copy, from headline to the close.

There are two parts where we tend to lose them the most, in the opening and in the close.

I like to use assumptive acceptance in copy on the close, because it takes the subconscious

mind and causes it to accept the outcome / product without being aware.

The way that's done is by using a giving and getting modifiers.

I like to start the close build up with this assumptive stack of "we to you"

1. "We're going to show you", when selling to women use "We're going to share with you",tThen in the next section go into

2. "You're going to see, smell, hear, feel, etc...", then

3. "you're going to experience"

The experience part can be anything that they'll experience, not necessarily use the word

"experience" there.

Then transition from internal to the external using this assumption acceptance stack.

1. "We're going to give you"
2. "You're going to get access to", then
3. "You're going to get",
4. Then to "you're getting"
5. Then to "we've already upgraded you, and it's yours waiting in the members area already".

So the arc goes from "we're going to give you (future tense) -> you're going to get (future

tense) -> to you're getting (present tense) -> "we've already upgraded you" (past tense)

So we move them through the timeline of them accepting what it is they're presented with

using assumptive acceptance.

The mind has to move through time for it to process and encode things, this process makes

that happen faster.

The interesting thing here is that as they read one section, they have to agree and thus accept before they read the next section.

It's a very subtle yet powerful way to move someone from not being in possession to being

in possession of the outcome / product which reduces the buying resistance at the CTA.

Humans are much more motivated by loss than gain, so anything you can do where they

posses it, means they'll lose it and thus be far more motivated to keep it.

- Alen

p.s. Plz comment, like or love if you have any questions or need help understanding this on

a deeper level and also hit it to stimulate the algo so everyone in NHB can get value out of

this.

The Core Metrics of Scaling 7-Figure Offers

I had someone in the NHB group ask a question of what EPC's to look for when scaling an

offer. I thought it was a good question, but not the right question to ask.

The right question to ask would be "What are the core metrics of scaling an offer?".

My response to his original question of EPCs was:

That's a question that's not going to lead you anywhere, here's a better way to look at it and

how I personally map out the economics of scaling.

This is from the new book I'm writing btw. I'll send out the wait list soon.

$EPC > CPC$  or  $AOV > CPA$ , it's not the EPC or AOV, but rather the ratios that play a key role in scaling and economics.

$EPC = \text{earnings per click}$

$CPC = \text{cost per click}$

$AOV = \text{average order value}$

$CPA = \text{cost per action/acquisition}$

On offers \$5-\$10 = AOV to be 5-10x front end price point.

So a \$5 book would be \$50-\$100 AOV, and a \$7 book would be \$70 AOV.

On offers \$10-\$50 = AOV to be 3x-5x front end price point. (3x for 50, and 5x for 10, see one

above for 5-10 range).

Here a \$25 course would be \$125 AOV, or a \$50 course would be a \$150 AOV.

On offers \$50-\$100 = AOV to be 3-5x front end price point.

In this case, a \$50 course would be a \$150 AOV or a \$100 course would be a \$300 AOV.

On offers \$100-\$1,000+ = AOV to be 1.5-3x front end price point.

And in this case a \$200 course would be \$400 AOV and a \$1,000 course to be \$1,500 AOV.

The key is to take the higher price and move it in the lower range and lower price in the higher range. This gives you the right ratio of conversions and price elasticity.

These are all starting points of orientation to know where you are.

The reason being is as you scale, the more people you reach who say NO, so you need everything beyond the front end to carry the offer, hence the ratios.

You can use this as a map to know where your offer is and how much more you can optimize before you hit the point of diminishing returns.

- Alen

p.s. Tap the like, love button and comment for the algo or if you have any questions about any of this.

Food For Thought Post 10/04/2023

Timeline Language - The foundation of identity transformation in marketing  
(template included)

This is something I add and added to every single offer I've ever worked on, consulted on or

had my hand on in Fast Forward and NHB+, and it's one of the primary reasons the offers never fail.

Every successful offer has a timeline and can't work without one, especially offers that are

identity transformers, and just about all offers are identity transformers.

The way you can spot an identity transformer is if they have any type of "before and after" in

them. The before is the old identity the after is the new. Pay attention to that, and you'll instantly be able to see it.

I use the timeline template below to architect the timeline and the identity transformation.

This isn't the end-all-be-all template, it's just the base form I use that I play with. Feel free to

add your own spin to it.

This is based on what I call "timeline language" and I've done an in-depth step-by-step on

how to training in NHB+ and FF on how to use timeline language in copy, so if you're in there, be sure to watch it. If not, here's how to do it.

When they 1st come into your world, they don't know anything about you, what you do, your

history, your story, who you are, what you can help them with, your mechanism, etc...

We start at zero, hence "First" and then we move them through the timeline.

First, you'll \_\_\_\_\_, then once you have \_\_\_\_\_ then, you'll be able to \_\_\_\_\_.

You're always selling a timeline, always always always.

By the time they're done walking out of your world, they're walking away with

\_\_\_\_\_ and now have the capability to \_\_\_\_\_ so they can finally

\_\_\_\_\_ without ever having to \_\_\_\_\_ and that's when they become \_\_\_\_\_.

The last sentence "that's when they become" is part of identity transformation. All high-ticket

items are identity transformers, and the reason I always put that in everything is because

I'm priming them to buy later on.

Once you fill this out, you'll see the timeline and the transformation emerge, and on top of

this deep layer, you can architect everything from social media posts, ads, emails, copy,

openings, etc...

Always always always seed the identity early on. The more you seed it, the easier it'll get

later on.

- Alen

p.s. You'll also notice how the story and everything else is "wrapped" around a timeline, and

once you get this, it becomes really easy to bang out front ends, upsells, back ends, emails,

posts, ads, and everything in between.

p.p.s. Plz do me a favor and hit the love, like or comment below so that the algo pushes this

to more people so they too can get value out of it.

We're At The A.I. Saturation Point & The Hype Wave Is Over

Having built 4 of the biggest A.I. offers in the industry and looking at the data day in day out

— I can safely tell you that we're already at an A.I. saturation point and the hype wave is

over.

The audience isn't "biting" like they were a few months ago. The CPAs are up and AOVs

are down.

They're still good to use but they're no longer infatuated by it. So going fwd, A.I. offers will

be harder to convert than before, so I wouldn't go "OMFG, we'll just add "A.I. to it and it'll

crush". Trust me, it won't.

Go back to basics, principles and philosophies, that'll take you the distance.

This goes back to one of my principles when it comes to competitive advantages...

...if everyone is doing the same thing, then everyone has the same advantages, and when

everyone has the same advantages, they become disadvantages.

This is the primary reason why I teach people to think, so they can create their own models

and have their own unique advantages that no one else has. It's the only way to win and

keep your wins.

Food For Thought Post 9/17/2023:

How To Create Copy Claim Chains In The Mind

As the game changes and market sophistication increases, one of the ways we tend to compete is by increasing the claims in copy.

The problem of competing on claims is that at some point, someone will start lying and the

only way to compete with liars is to become a better liar, so here's a better, more honest

and more effective way to compete and win on claims without ever lying, always telling the

truth and keeping your integrity.

The best lines in copy allow them to make the claims, because their claims are always going to be stronger than your claims.

The reason being is a claim is never a claim. A claim is just a starting point of many other

claims. One claim results in many claims in the mind. One claim forms a chain of claims, the

longer the chain created, the stronger your initial claim is.

Unless you know the audience inside out, you'll rarely know the chain of claims, so to overcome this, we can use lines that allow THEM to make the claims which create chains of

claims.

Here's one of my favorites I use all the time in biz-op:



“We’ll show you how to make it, and how much you make is up to you.”

Modified for weight loss:

“We’ll show you how to lose weight, and how much and how fast you want to lose is up to you.”

Modified for dating:

“We’ll show you how to meet \_\_\_\_\_, and how many dates you go on and what happens after those dates is up to you”.

You can have a few modifiers on the first line, such as “This will allow you to”, “this will show you”, “You’ll discover”, etc...

What this does is starts the initial claim and then "the rest is up to you", well of course...it's

always up to them, but this allows them to create claim chains deep in the mind by taking

them into the realm of possibility, attainability. They self-hypnotize with this.

Play with it, put it in your copy and notice what it does to the whole copy.

- Alen

p.s. Doesn't hurt that it also helps keep copy very compliant while carrying the punch throughout.

p.p.s. Hit like, love or comment for help or to kick up the algo so everyone can get value out of this.

Food For Thought Post 9/16/2023:

Using Implied Timelines & Pricing For Higher Conversions

I just had Christian Øyen Dam in NHB+ ask me a question in the NHB Lounge as far as his

weigh loss program for women, which was set to be a 12 week program.

This is a flawed and outdated strategy. Here's why:

One of the biggest mistakes I see people making in the game is how they position timelines

of their products or services.

You'll see quite a few saying things like "it's a 12 week coaching program".

This implies that it will take them 12 weeks to get results, which puts the reward in the future.

Any reward in the future is far less valuable than the reward closer to the present.

So all things being equal, faster, easier and more immediate results will always be chosen.

There are studies done where people are either given less money now or more money later.

The vast majority chooses to take the money now, and not wait for later money.

Here's how I flipped this when we were selling the Automatic Clients Accelerator.

The program was 12 weeks (3 months), when we 1st started selling that, I noticed quite a

bit of resistance in the leads. I can tell if they paid us \$6,500 today, they didn't want to wait

12 weeks for a build out, then run it for 1-2 months to get that investment back.

In their minds, this caused them to part with their money for 5 months.

I also noticed that during the program we had people launch within 2 weeks, and others in 4

weeks and others in 12 weeks.

So I just flipped it and said It's a 2-12 week program and that depends on you. If you go

hard at it, you can launch within 2-4 weeks (which is true), if you take your sweet ass time,

you can launch in 12 weeks.

In their minds, they always assumed and wanted to launch within 2-4 weeks, because they

never saw themselves as someone "who takes their sweet ass time".

So this allowed me to tell the truth, while also giving their minds exactly what it needed to

have permission to move fwd.

This released the stress and reduce the risk to them, and our conversion rates went up.

Now, on the flip...I also tested doing "range pricing", where I said the price is \$5,000 to \$10,000, and then when it came down to the close, they almost all wanted the lower option.

What I find the mind does is optimize for the self and anchor to the biggest and fastest gain,

so if you say that they'll get something, they'll pick the shortest timelines such as to launch

in 2-4 weeks, but also it'll anchor itself to the lowest price possible, which is the \$5,000 instead of the \$10,000.

So instead of having a fixed timeline or price program, you can change the variability  
give

them exactly what they want while telling the truth.

Have a great weekend,

Alen

Food For Thought Post 9/14/2023:

What Your Customers Are Buying Is NOT What They're Paying For

I've been doing these daily posts on my personal FB wall for a while now, and they're generally things that I've been using for years and they often pop into my mind over my morning coffee, so I'm going to start sharing them here as well.

So here's some food for thought today...

Your customers are BUYING your books, courses, coaching, consulting, masterminds,  
and

such, but what they're really PAYING FOR is for you to help them make decisions.

What they buy and what they actually pay for are two very different things.

So what they really want is better decisions and better decisions mean less risk and  
more

gain.

The more decisions you help them make or make for them the more they'll pay you  
(positive  
price elasticity).

The more decisions they have to make themselves the less they'll pay for whatever it is  
that  
you're selling (negative price elasticity).

Decision-making is the highest mental energy burn because you never say YES or NO,  
you

always say YES AND NO at the same time, this causes massive mental burn out and  
stress

on human beings, combined with the uncertainty of the decision, and then you can see  
how

this becomes a massive away motivator.

So if you look at the price elasticity of products from a "they're buying a decision  
perspective", you'll notice that the products that they have to make decisions with  
have the

lowest price and the products such as full "done for you" where everything is being  
decided

for them has the highest price.

This is one reason they pay me \$5,000 - \$10,000 per hour of consulting and \$50,000 - \$100,000 per funnel and I generally have to turn down people due to my time limitations.

^ Because they want me to make the decisions for them.

So as soon as you switch from selling them things where THEY make decisions, where decisions are MADE for them and ensure their success, you'll be able to sell a lot more, charge a lot more, and do a lot more.

A very subtle, yet powerful difference that makes the difference.

Much love and success to all of you my friends, I'm going to continue sharing these types of

things with you for the rest of my life.

- Alen

I'm 100% convinced that FB algo scans the images in your ads and allocates audiences based on images as well as ad copy.

Have someone running teaching eCom in Fast Forward, we created some ads with him where the ads showcased the products you could be selling on your eCom store.

It was basically an image of the product. The price of the product, cost, etc...to demonstrate

the profit possibility.

Instant 50% reduction in CPA and 50% boost in AOV, killer. Best-performing campaigns and ads.

About a month later, the ads just tanked and it made no sense.

Looking at the stats, his add-to carts went down by about 70% and the overall conversion

rate went down by quite a bit. This is a sign-off loss of intent (I'm working on a monster post

for NHB called "How to CRO").

Turns out...Facebook scanned the ads, thought it was eCom products for saunas and massage chairs, and then allocated audiences who wanted to buy those things but did not

necessarily want to sell them.

Great ads -> but the wrong audience.

Remove that -> increase, OR put the stuff in a course or a book so it can distinguish what it

really is. The algo is smart, but sometimes, it's a lot smarter when you help it out a bit. Ironically, we have about 10-15 members in the dating niche and they always use dating-style images in their ads and it always crushes.

I've also seen this pattern emerge on other offers I'm always optimizing.

So next time you're running ads, consider that the almighty FB algo is scanning your images and allocating audience based on image interactions not just ad copy and general targeting parameters.

- Alen

p.s. The ad is in the image below. Click to expand it to see the full add to see what I'm talking about.

How to use generalized negatives & personalized positives to C.R.O and instantly increase your conversion rates across the board

Good morning NHB,

Hope you had a great weekend

Here's something to kick off the week and improve your copywriting, conversions, messaging and marketing across the board that's working very well for us in NHB+ and FF.

I use this concept in every single hot seat and fast feedback I do.

Here's what you can expect from implementing this concept:

This will give you a healthy 20-50% bump lift on most ads, and a solid 10-30% bump on sales copy.

The #1 thing you'll notice is increased engagement rates, higher CTRs, lower ad costs, lower bounce rates on pages, and higher engagements on TSLs and VSLs.

Which will greatly increase the throughput of your marketing efforts as a whole and help you win.

After having tested, split-tested and touched every imaginable market and offer one thing

I've noticed is that much of what we say isn't "what we say" but rather "how we say it". And "how we say" things in copy tends to cause them to instantly ignore the ads, bounce off

the pages or click the ad, dig in, read it and go deep into the copy, be it a TSL, VSL, a webinar or book-a-call.

The #1 thing that affects us in terms of consumption of messaging is the idea of is this good

or bad for us, is this a benefit or a threat, and is something that will help us move forward or

hold us back.

So knowing what type of language structure comes into play to indicate something is bad

for us, threat or holds us back is the key to understanding how to unlock the conversion

process.

Once we can convert "bad for us", "threat", "holding us back" and any other type of negative

language into "good for us", "threats", or "moving us forward" then we will increase conversions.

And the way we can easily do that is by using the concept of "Generalized Negatives & Personalized Positives".

You see, when using language, we often have to use orientation words that orient our minds

to know as to what exactly we're talking about, we often have to mentally "point at something" so that the other human reading, watching or listening to us can fully be on the

same track and follow what we're talking about.

And the way we orient entire sentences, paragraphs, stories, thoughts and emotions is by

attaching them to something or someone.

We use words such as "you", "them", "they", "most", etc...

Whenever we use the word "YOU" in copy, that is an accusatory word, it directs the entire

thought and emotional force at that person and asks their subconscious mind to accept

whatever we're throwing at them as true.

The human ego, not wanting to feel bad, guilty, sad, depressed, nor lose anything will automatically look at everything you just threw at it after the word "you" and decide to accept it.

If you use a personalized accusatory word such as "you" in your copy followed by anything

negative, what you'll notice (see me using the you a whole lot here in this post), what you'll notice is that it will block it.

So any copy that has anything personalized followed by the negative will get rejected. That means they'll skip your ads, won't read your ads, will not click on them, and if somehow you do get them on the sales page, you'll be met with massive resistance across the board.

So the first rule of Alen's conversion's secrets is to never, ever, ever ever personalize a NEGATIVE and always generalize it.

The way you generalize it is to take it away from saying:

"You [negative] to most [negative]"

Here's what that looks like...

"You failed as a coach, and that's why you're here".

"You've failed to lose weight and now you're stuck".

This is an example of a very personalized negative.

Notice the structure here:

You = personalized

Failed = accusatory

Coach = identity

Lose weight = activity

Why you're here = you have no other choice

You're stuck = you have no other choice

When someone reads that, it's a gut punch that doesn't feel very good and the only people

who'll let you gut punch them like this are people who are in very low emotional states, and

have little to no energy to intellectually and emotionally "fight back" by ignoring everything you're saying.

Now, on the other hand...if you flip that personalized negative over into a generalized negative, here's what it does.

It basically takes that accusatory language which they will protect themselves from and then

it casts it on others, their minds will go "of course others have failed, but I haven't, I'm different".

This little bit of difference is what allows them to continue going, gives them hope, an out, and a chance to succeed.

So here's how we generalize a negative:

"Most coaches fail to get clients, and that's why they're always looking for new ways to get clients".

"Most women over 40 have a real hard time losing weight, and that's why they always find themselves stuck".

Now, let's break that down to deconstruct it.

Most = generalized. Them but not me (doesn't feel bad).

Coaches / Women = identifier (still very much like them though so they'll pay attention here)

Fail to get clients / real hard time losing weight = what limitation they are running into that needs to be overcome.

That's why = reason flip over

Always looking for new ways to get clients / why they always find themselves stuck = word

"always" creates a rule in the mind without exceptions, and it explains what they can't do.

If you read this out loud or in your mind, what you'll notice a certain energy projection and

the personalized negative puts you in quite a bit of self-defense while the generalized negative doesn't.

So in summary of that, don't say "YOU", switch it to "MOST", "THEM", "THEY", "OTHER

COACHES / TENNIS PLAYERS (coaches or tennis players being the identifier, feel free to change it up).

In the dating niche I've increased conversions a lot by just changing sentences like:

"Your overall profile is too boring and generic."

To "Most guys profiles are too boring and generic".

Notice the energetic and emotional difference here?

Now, that you understand how the personalized and generalized negatives work, let's flip



over and talk about personalized and generalized positives.

People like to be complimented, flattered and spoken highly of, and ultimately made feel

good, we gravitate towards pleasure.

After, repeated pleasure, imagined or not is desire.

Repeated pleasure, imagined or not is desire.

So we just repeat pleasure to increase the good feelings and naturally, humans will go after

what feels good, and what feels better than when someone tells us something good about

us?

So in your messaging, whenever you're using the word "YOU" or an identifier such as "COACH", "WOMEN", "COACH", etc...just attach a positive message to it.

"You, being a coach in 2024 is the biggest opportunity in the last 20 years because the [insert niche] is going through a lot of changes and challenges and who better to guide them through that than you?

After all, you're [positive], [positive], and [positive]...

Whereas most coaches [negative], [negative], and [negative]."

Any area of copy where you have anything personalized make it a personalized positive.

This is going to get them to attach positive feelings towards you as a whole.

And finally we come to generalized positives.

This is where you attach a positive outcome to the whole where if there is good in it, then of

course it's good for them.

Where we have generalized negatives attached to OTHERS, but not them, we now attach

generalized positives to the entire situation, and that's basically done by using sentences

such as:

"And that's a good thing, because [insert reasons why it's a good thing]. Without [insert difficulty or challenge], it wouldn't be possible to get [insert outcome], and that's why now

you can [insert positive outcome].

Here's an end of post quick "how to guide" you can use to knock this out in 5 minutes or

less on any project.

(Btw, notice me using a personalized positive there just now? They're everywhere in my posts).

Personalized negatives

- Accusatory words such as YOU or identifiers such as "COACH", "WOMEN", "OLDER GUY", etc...
- Anything that follows accusatory words has to be positive.
- Change to positive

- Or generalize the negative below

Generalized negatives

- Convert the words "YOU" and use "MOST", "THEM" or "THEY", and then if you have an identifier such as say "COACH", "WOMEN", "OLDER GUY", etc... and convert them to "MOST COACHES", "MOST WOMEN", "MOST OLDER GUYS"
- This will get the thoughts away from the self-defense mechanisms in the mind

Personalized positives

- Whenever using any form of accusatory or identifier language, always be positive and upliftings.
- "And you know, the fact that you're an older guy puts you in the best position to date in 2024, because once you know how women really think...you'll see why you'll have an advantage over everyone else out there — and you'll be able to instantly attract attractive women, go on dates, and where it goes after that is up to you."

Generalized positives

- There always has to be hope, because without hope we have nothing. Hope is the last chance at success.
- So even though the situation may seem bleak, give them hope.
- "And while most coaches out there are struggling to get clients in 2024, there are more underserved clients than ever...they just don't know how to get them. So, once you know what's really working in 2024, you'll see just how easy it is to get 2-5 new clients every month. In fact, the challenge won't be getting clients, it'll be figuring out how to server them all — and we'll show you how to do that too so you can [insert benefits here].

This process of Generalized Negatives & Personalized Positives will give you a healthy 20-50% bump lift on most ads, and a solid 10-30% bump on sales copy.

The #1 thing you'll notice is increased engagement rates, higher CTRs, lower ad costs, lower bounce rates on pages, higher engagements on TSLs and VSLs.

So all you have to do is scan what you're working on, be it your offers or client work and make these changes and you'll see the lift  
And next thing you know...you'll be a CRO here to your clients, and they'll see you as a bona fide marketing genius .  
I look fwd to seeing your posts and comments and the results this has generated for you.  
To your success, and have a great week.

- Alen Sultanic

p.s. As always, do me a favor and hit the like / love button below so the algo will spread this wisdom to all in NHB and comment for boost that up even more or if you have any questions, as always I got you

### Entrepreneurship & Business Strategy

Everyone wants to do recurring, yet no one seems to realize that recurring offers need recurring problems...

...and recurring problems need recurring solutions and recurring solutions either require constant new content or software.

Those pushing recurring are selling you SOFTWARE and that is how THEY make money

on recurring, because they are solving a recurring problem you have, which is getting recurring revenue in itself, while are telling you to do recurring with manually driven recurring solutions such as content creation, communities and all that other fun stuff...

...While at the same time have left out key components that make the whole thing as a business model work long term.

See the fuckery and omission of key pieces in the process that get everyone hyped up and

go into the whole thing, only to come out going "WTF WAS THAT ABOUT?", and come to

the same conclusion that this post will lead you to.

So I'm going to save you a year in the game by showing you how recurring really works.

Now, before I do...I had 5,000 ppl on recurring back in 2008-2009 at \$67-\$97 a month, about 1,000 or so before that in about 2007, and then 2014-2018 had hundreds at \$297 a

month and then we put more than I can count at \$9.95-\$14.95 in the 2 Hour Agency offer,

so I've been in and out of the recurring game for about 16 years now.

Lets begin...

As I said, if no recurring problems, and no recurring solutions?

Otherwise why would they stay in the program in the first place?

This is why 99% of these people have 3 month avg stick rates. That's the industry standard,

3 months.

The way people stay on recurring is they see the CC statement, they look at it typically every other month, so you'll notice the pattern based on CC statements.

To put this in perspective, they have to rebuild their ENTIRE business 4 times a year, every

year from ground up.

"Just do recurring bro" lol.

The BEST recurring is to get the money up front and get out of recurring, to minimize recurring, because you minimize the fact that:

1. They'll have recurring problems (no problems no reason to stay)
2. That you'll be able to provide recurring solutions (forever)
3. That if #1 and #2 don't align then you have to rebuild 4x a year non stop.

Way back around 2008-2009, I had a recurring membership site with 5,000 ppl paying \$67-\$97 a month with an avg stick rate of 8 months, and that's when I realized the reality of recurring above.

The best retention strategy for recurring offers is to get out of recurring.

Say your offer is \$100 a month recurring, avg stick rate 3 months = \$300.

So if you can get more money up front and push average to say \$400, then you now have a

"4 month recurring" all things being equal.

And that's why to any recurring program, having upsells that get them OUT of recurring is

key.

When I ran webinars hard 2014-2018, we had a \$1,497 front end with a \$297 / month, which landed in an upsell of \$2,000 (which was up front payment instead of the \$3,564 that

would pull out of long term numbers).

So in short, the best retention for recurring is to get out of recurring, because recurring revenue requires recurring problems and if those don't line up, you'll have to rebuild the business 3-5x a year, every year.

And at some point, you'll either run out of content or stuff to give them to solve problems if

they even exist any more or run out of audience and then the model dies in itself.

Unless you have an alignment of recurring problems and recurring solutions, and of course...if you look at the "better" biz-op offers in the space cough, it's mostly an identify

play that's the recurring problem (who they are), that is solved by solutions that aren't really

solutions, so they stay in a loop, but that's another dark lord post for another day.

Oh, one more thing...being in this game for about 20 years now, I seen recurring come and

go, and this is the 4th time, and the reason it the model loses the hype and dies out every

time is for reasons above.

Those that learned this the hard way, all went to the way of software for recurring (software

that solves recurring problems)...

...Tracking ,funnel building, email marketing (GHL white labels), and other things.

- Alen

p.s. Sometimes I feel like I'm the only person in this whole industry who's actually telling the

truth with how the game really works, without leaving out critical pieces that can play a huge

role in your success.

The #1 reason most don't own / run offers and how the real economics work that allow you to scale to millions (without spending your own money)

I get a sense that most of you need to know how the math really works when it comes to

scaling offers, because I see the likes, I see the comments and I see the love, but I don't

see you doing it.

And the only reason you're not doing it is because on some level a bit of good ol' fear got

you and is holding you back from having your very own offer.

I get it, it can be daunting to drop money into ads and watch it just burn to nothing.

As I've said many times before, the only way to get rich in the game is by running  
owning

your own offer, there aint' anyway around that.

When I began preaching this about a year or so ago, many gurus were like "YOU  
SHOULD

NOT OWN AN OFFER", while they really made ALL their money from offers, and the  
clients

they did have, paid them...from offers.

Offers are the source of money in this game, so you should goto the tap and get you  
some

water, not wait for someone to get the water and give you some when you're thirsty,  
and

depend on them to survive.

Now, most don't own or run offers because they are afraid to pay for traffic.

They think they'll lose money or rather, need to spend A LOT of money before they can  
make it work.

So allow me to enlighten you as to how the economics work on cold traffic aka paid  
traffic

offers.

What most think is that they need to spend \$100 - \$1,000 a day to "dial it in", which is  
true,

but where the fear comes in is they think they'll open dit, and nothing will come back.

So you think that you're "losing" money. All fear come from loss, and here's how it  
really

works.

The way the game really works is, at worst case scenario, you'll spend say \$20-\$50 a  
day

to start out.

Let's say \$50 / day is your starting budget, for 7 days, so \$350.

Out of that \$50 day or \$350 a week, the worst case scenario is that you make 80% of it  
back, so you would spend \$50 a day, make \$40, or spend \$350 make \$280 back.

So you're not losing \$50 - \$350, the most you stand to lose is \$10 / day to \$70 per  
week.

In that "loss" you're getting / buying data, which tells you as to what's causing it not to work,

every other day you tweak a little something here and a little something there, and now you're spend \$50 a day and making \$50 a day, break even, then out of that you further optimize and now you're in the profit.

Then, what you do is you take your full funnel value, add up everything in in the funnel, exclude the downsells, but do include the upsells, and then set that as your daily budget.

SOMEONE will buy the WHOLE funnel (which is your daily ad spend), and you'll break even from that ONE person, the rest will be profit.

Once you get the back end working, you increase your budget based on full funnel value, so

you 2x full funnel value, 3x, etc...as your daily and you're up.

That one person buying the whole thing, allows you to break even and the back end recurring, catalog and high-ticket models make you profit which gives you a "bank" to further fund your offers.

So your downside is a loss of \$10 a day and your upside is millions.

This is how every single offer you see me posting in NHB doing \$50k - \$500k to \$1m a month started out and grew.

And now you can do it too.

Truly, it's not that hard...AC templates, why what how ads, FB, YouTube and a few bucks

and you're off on your journey to millions.

- Alen

p.s. Also know that once you do play the offer game, it won't be your first, only or last offer.

You'll build many and in the process of building them, they'll also build you, and one of the

coolest things ever is...you only need one to really take off to set you for life.

The #2 reason most don't own/run offers and how to do it even if you don't know what to sell or have nothing to sell at all

Morning NHB, as I'm writing this post for you, I'm sick as a dog under the flu so if this post

might not be my best work yet, but it's the best I can do under the current conditions of

being half dead lol...

...A few days ago I made a post titled "The #1 reason most don't own / run offers and how the real economics work that allow you to scale to millions (without spending your own money)".

In that post I went on to break down the math of how tiny little ideas grow into multi-million

dollar offers and dispelled a lot of the myths about the fact that most think that running offers is hard or reserved for the "elite few" of the game.

A day later Jig Kosal made a post asking "Newbie Que: How do you go about building your

own offer(s) when you have nothing to sell?"

And there were a few people jumped in saying things like: "You don't", "You can't", "impossible", "you'd be a liar", all sorts of demotivating thoughts that are just not true. Now to be fair it might be true for people saying those things, because they themselves can't do it, but just because they don't know how to do it, doesn't mean it can't be done.

And I'm here to tell you that it can be done, it has been done, it's being done and after you

finish reading this post you'll be able to do it too.

We have people in FF doing \$2-\$3m a month doing what I'm about to show you and I'll give

you all the resources.

One of the guys in FF, Daniel Jedkca just made \$1.1 million in 2 weeks using this model,

and he's 20 years old.

If he can do it, so can you. The only difference is he had access to what I teach in NHB+

and FF and you didn't, but given this post, it should give you 80% of what you need to get there.

Now, even though some of you may think that you have nothing to sell, no expertise, no

knowledge, no unique mechanism and that there is absolutely nothing special about you —

I'm here to tell you that doesn't matter...



...Because often times, the people who feel / view the world this way tend to do better than

most in the game as they can play many games.

You see, even though we play one game, there are many games within the game

being played. Low ticket, mid-ticket, high-ticket, webinars, VSLs, TSLs, and all sorts of markets and niches...

...And regardless of where you land on the map, what format you play with and what market

tor niche you enter — you'll need one thing to make money and that one thing is a good

product or service. You need something to sell.

Now, this is where most of the fun get taken out of the game...actual work. Creating, maintaining and supporting products. That's real work. Marketing, writing copy, running ads,

that's the fun stuff.

And even though it's not the most fun, it has to be done.

Lucky for us, it's already being done to the tune of millions products being created daily by

people who love creating them, and yet can't sell shit to save their lives.

The world is full of content, more content than can be consumed and since most products

are just composed of "content", this leads us to know that all we have to do is find the source of that content, reformat it into a book, course, workshop, event, webinar, recurring

or whatever and bam we have something to sell.

As I'm writing this post there are 720,000 hours of content uploaded to YouTube every single day. That is 21,600,000 MILLION hours of content.

TikTok has 34,000,000 (that's 34 MILLION) videos uploaded to it every single day. That is

1,020,000,000 (that's over a billion videos a month).

Instagram has 94,000,000 (94 million) photos uploaded to it every single day. That's 2,820,000,000 (2.8 billion photos a month).

Not to mention new web sites, tutorials and other things created every day.

Most of the content isn't great, we all know this by just looking at it, but a good number,

say...5-10% of all this content is absolutely amazing.

And can be found in every niche imaginable.

Right now, you can hop on YouTube and find dog training videos, cat training videos, videos

about horse health, how to knit, water color painting tutorials, gardening tips and tricks, weight loss, how to make money, stock trading.

And the irony of it all is that the BETTER they are at creating content, the worse they are at selling it.

Their primary source of income, that is, if they have one is to monetize their channels via

ads and make a few bucks. Not great.

And the reason it's not great is due to network effects, so let me take a small detour here

and tell you about how network effects work.

Once upon a time, I got sick of biz-op and running around doing offers with a bunch

shady characters who shall not be named and retired for two years.

In that retirement, I decided to build an email ad network, and I went on to sell it around 2016 for a nice exit.

In that process I learned a lot about how networks work largely by studying "network effects"

and building, growing and selling a network.

Here's how it works:

Early on in a network, say YouTube, IG, TikTok, Google, FB, doesn't matter — the network

has an audience and it has to keep an audience engaged.

The only way it can keep an audience engaged WITHOUT creating content is by allowing

the audience members to do the engagement for them by having THEM create the content.

So the network will allow the audience to create pretty much any type of content imaginable,

soft, extreme, good, bad, hardcore, conspiracy theory etc...are all ok, and they will program

the algo to show this content to people.

This is why I consider YouTube to be peak in 2016, they hit this peak.

As they do this, more and more people will join the network to view the polarizing content

and then thus start also to create their own.

This is known as a "network effect".

At some point in the process, the production of content will exceed the consumption of content, and thus the network will switch from having it's users be dependable to expandable.

Meaning, it will start banning people.

We saw this with YouTube, Twitter, TikTok, and many others...they all started getting banned.

That is the first step that the network has gained power over it's audience.

Then what follows is the monetization, which it will reward it's creators via ads so that they

can continue to create content.

Turning them into good little workers.

Right now, having worked with some of the biggest YouTubers in the world as clients, they

have to create two engaging videos per week or the algo will "downgrade them" and lower

their view counts, this is why you never see some of your old time favorite YouTubers and

such in your YouTube feed, the network considers them expendable.

And as such, as time goes on...more and more people join the network, create content, and

increase the production of content, yet what does not grow is the consumption of content

and then they start to stress out.

90% of YouTubers are stressed out of their f'n minds and are running out of shit to say.

So the most prevalent ones are the ones who do reviews or comment on current events or

drama queens who talk shit about others, because that allows for infinite content to be created without much thought.

The rest of the good ol' bunch of creators are literally desperate and looking for someone,

anyone to come in and say "Hey man, you got something cool here, we should package it

up into a course, a book, maybe a few upsells, some coaching and run some ads to it". And that's where YOU come in.

The YouTube example above was just the tip of the ice berg because with inflation, cost of living on the rise, anyone and everyone is looking to make an extra buck. Most have the skills to produce, but not many have the skills to PRODUCE AND GET OTHERS TO CONSUME.

Your skill as a marketer is to generate CONSUMPTION.

Marketing is to get a slice of the market, to gain market share, and the ONLY way we gain

market share is via getting the audience to CONSUME.

Hence the term "CONSUMERS", we only have the term CONSUMERS in societies that have marketing, duh!

I did a call 2-3 weeks ago in FF and NHB+ called "clean biz-ops" and it teaches how to go

out to thumbtack, angies list, and home advisor find local experts say at xmas lights, windshield repair etc, and then cross refrence that data with fanchices to get a good read on market potentials.

Franchise by law have to give you the numbers so they'll do all the market research for you.

For health, I taught them how to goto sites where you can talk to a doctor for a few bucks,

because if someone who went to school for that long is spending time chatting and giving

health advice for a few bucks, sure as hell they need money and would gladly create a product out of it.

This is known as the publishing model and in NHB+ and FF we have people going out finding these "experts" and just doing partner deals and publishing them.

Some are using the AC model, others are doing \$97-\$297 VSL to a \$10,000 back end. Others are doing 10-15 min VSL / Webby to book a call.

These boys and girls are not creating the product, they're just PACKAGING the product.

Because once you realize that once you get to being in the "assembly" business, instead of

the "creation" business, you can do a lot more.

Apple, Samsung, Nike, and any other big company is in the assembly business.

Other companies make the components, they put them together into a final product and

ship it by marketing them.

So I guess one could say, they're really in the marketing business.

Now, as to the how to, simple...

1. Figure out the market you want to enter. Weight loss, biz-op, dating, pets, etc...

2. Identify the creators in the space.

3. If they have an audience that's better because you can run a promo to their audience to

generate profits and flip into paid ads so it's nothing out of pocket

4. Create a proforma, break down what you plan to do and how you plan to do it and attach

numbers. If we create a FE that costs this much, upsells this much, coaching that much,

and we sell it for that much, then we'll make this much and we split it by this much.

5. Create a loom video that's very personalized and send it to them. Most YouTubers have

their email listed in the about me section of their channels

6. Get on zoom with them and talk to them.

If they have an audience, then you'd want run an offer / promo direct to them to generate

profits so you can flip the profits into paid ads.

If they don't have an audience and want to go directly to paid ads, then the standard model

is to keep 100% of the front end and split coaching 50/50.

This makes the math a lot cleaner so they don't have to measure anything except the coaching, back end.

Daniel Jedcka use this exact process to make \$1.1m million in 2 weeks, half of it is his and

mostly profit as they just ran the promo direct to the audience.

What you create is up to you, but the rule of thumb is that the more energy they have to put

into consumption, the lower the price.

So a book, they have to read, the lower the price, a course higher priced because they

watch, and done for you highest price because they do nothing.

We have people doing this with guys who install garage doors, dog training, dating offers,

biz-op offers, real estate, bosnai trees, candle making, water color painting and many many

many others.

Most of the offers I've done myself have been done using this model and to illustrate how

easy this is...

...Back in I think 2012 or something, I created a framework for selling \$497 VSLs with \$1,000-\$2,000 upsells, any offer I touched printed money.

I had the marketing model, but didn't have the know how to attach it to something and sell it.

So I call a friend of mine who was big into SEO and at the time was gambling in vegas with

George Castanza (the guy from Seinfeld).

I call him up and go "Hey, you got anything that works that people can use to make money?"

"Yep, got this SEO thing ranking review sites"

"Great, tell me about it"

The guy proceeds to tell me about it. I go on to write the VSL, upsells, and the guy creates

ONE MODULE of content. ONE module. Week 1.

We launch, \$187,000 in sales week 1.

We went on to crush that offer, and I did many many others.

What you need to realize is that MOST offers in the game are not created by the people that

run / operate them, just as MOST businesses dont' sell chips and doritio sthat they make in

house.

The world is full of resources that you can use.

You can get experts as above, you can goto [thomasnet.com](http://thomasnet.com) to find white label of anything,

coffeee, shampoo, supplements, dog vitamins, etc...

You can get someone here to help you with ads.

You can use the AC templates to launch.

You can use the math I broke down the other day to see how little risk you have.

MOST of the stuff is already done and waiting for you, literally waiting for you to step into a role and do it.

Once the offer takes off, you can hire someone for \$5-\$10k a month as a CMO with a profit share to run it and you can build another one and another one and another one and another one.

I built so many offers that I forgot count and can't remember most of them.

You have to always remember that in today's world...we have an over production of EVERYTHING.

Those who can generate CONSUMPTION, aka SELL, MARKET, etc...posses the key to actualizing value.

None of the content is worth a shit unless someone consumes it or pays for it.

So right now, as you're reading this...most of you have everything and more to make millions of dollars.

The only thing you have left that you need to get rid of are excuses, and look...if you don't

want to do it, be honest "I don't want to do it" but don't ver say that you can't do it, because

we both know that you can.

If others have done it, so can you.

As always, feel free to ask me any questions you may have in the comments below and I'll

do my best to answer given the consideration that I'm half dead now with the flu writing this

for you.

All the best, and lets make 2024 your best year yet.

- Alen

p.s. Don't be afraid to reach out and start doing these types of deals. You have no idea how

much these people need you, how much good you can do in the world by helping them spread their knowledge and how much of a great business you can create for yourself and

your family.

The #3 reason most don't own/run offers and how to have a million dollar team

run your back-end high-ticket sales  
Morning NHB...

Still half dead from the flu, but despite that I'd like to continue the series of reasons (excuses) as to why most don't run / own offers and how to remove that limitation so you can do it too, and be on your way to making millions, instead of sitting on the sidelines watching everyone else play the game.

The first reason for not running/owning offer was the fact that most are afraid to spend money.

In that post, I went over how the math backs out and how quickly the money can come back

in cash conversion cycles. If you do everything right, the most you should lose is 20% per

day, and at low ad spends, that's \$10-\$20 a day at most for a week. That's your risk, and all

risk can be minimized and mitigated.

Then, in the second post I went over how most don't think they have anything to sell, and in

that post I showed you how you can publish or partner with all kinds of people in every niche imaginable to launch your own offers.

So now you can't say that you have nothing to sell because you have so much you can sell.

Which brings us to the third reason most don't don't run offers...

...Which is most of the fact that most of the money to be made lives in what happens after

you've acquired the customer.

...Which means, either having some type of recurring, a catalog model or high-ticket coaching program.

I've had one of the biggest membership web sites in the industry with 5,000 ppl paying \$97

a month, so I'll do a post on that and I see everyone doing recurring wrong as it's easy to

get them, but hard to keep them. My average retentions last years, not months, like everyone else.

I'll also talk about the catalog model this week coming up as well.



But right now, we should talk about the high-ticket, coaching model.

So we went over how you can get someone to create the course and content for you.

That same person can do the coaching for you.

So now we have that, and we know how to sell the front end, but what about the back end?

What about taking all those buyers from the front end and piping them to the back end...

What about having sales people, recruiting them, managing them, writing those scripts, having them show up, running that calendar and all that fun stuff.

It can be a lot of work, and it can suck and that's why it's easy to become an excuse of not

wanting to deal with it.

Yet...that's where there's a whole lot of money to be made.