## **https://www.youtube.com/watch?v=ZEe4WpsT2nk Transcript**

0:00

here's what's important when it comes to

0:03

you serving other people making a

0:07

difference and therefore making money

0:08

ultimately you've got to create

0:11

solutions nobody in business makes money

0:14

unless you've got something to offer

0:16

people that's a solution that solutions

0:18

either gonna be delivered as a service

0:20

or as a product that's it

0:23

solutions either delivered as a product

0:25

or it's delivered as a service and 95%

0:28

of businesses sell services only now

0:32

what's the problem with the service

0:33

probably the service is it can be

0:34

scalable but it's expensive to scale the

0:37

problem with the service is it takes

0:39

time to deliver it right yes I know guys

0:41

now most of you get delivery service

0:43

that requires an expert deliver the to

0:45

deliver the thing someone whose

0:47

knowledge will know how someone is an

0:48

expert in something to help this person

0:50

to make a decision breakthrough or do

0:52

something or to get some kind of result

0:54

so it requires an expert expert should

0:56

be expensive now for mostly that expert

0:58

is you isn't it it's a no guys there's

1:01

only one of you so if you deliver a

1:03

service to a client and it's the first

1:06

and only thing you offer them here's the

1:09

problem well if they don't really know

1:11

you very well because you're not yet

1:13

that micro celebrity well then you're

1:16

asking to spend a lot of money because

1:17

it should be expensive because it's your

1:19

expert time you're asking to put a lot

1:21

of money on the table when they don't

1:23

know you very well so what's going to

1:25

happen is most people gonna say let me

1:27

think about it

1:27

because not everyone's ready to buy at

1:30

that price point the premium price point

1:32

when they first meet you so in what what

1:35

then happens is you lose the sale

1:37

because you've given them the wrong

1:39

thing so you need something that allows

1:42

people to get to know you dip their toe

1:45

in the water so they become more

1:47

familiar with you

1:48

such that they might ultimately be ready

1:51

to purchase something that is a service

1:54

at a higher level so let's talk about

1:59

what these three things are so the first

2:02

type of solutions called Do It Yourself

2:04

DIY DIY do-it-yourself now what this

2:08

means is you create a solution where the

2:12

client

2:13

not you the client is doing the

2:15

implementation so all the work required

2:18

to get the result it's all the clients

2:20

responsibility you're not doing anything

2:23

personally you're not talking to them

2:25

you know helping them you're providing a

2:28

template a formula a recipe a

2:33

methodology for them to follow

2:35

themselves as that makes sense you know

2:37

there's some steps or instructions but

2:38

you got to do it yourself

2:39

so in this in this service industry

2:43

that's going to be an information

2:45

product as a service that's a

2:48

information product

2:49

it's just instructions it can be written

2:52

spoken or watched and or all of those

2:56

and the solution therefore the formula

3:00

that you've created is a one size fits

3:03

everyone formula it's not customized

3:07

it's one size fits everyone now that is

3:13

really scalable obviously now you'd like

3:16

to believe and I did years ago that you

3:19

could create one of those and just make

3:20

loads of money selling that sorry it

3:24

won't work let me tell you why because

3:25

you've got to pay for the ads and your

3:28

ad cost will probably when you sell or

3:31

give that away means you're still in a

3:34

deficit or breakeven does that make

3:36

sense ideally with the marketing what

3:37

you do is you give away you give away

3:40

one free DIY product and then once they

3:44

say yes that on the on the Thank You

3:46

page you sell of a slightly better DIY

3:50

product for a fee does that make sense

3:53

raise you understand so for they come in

3:56

and get the book they come in and get

3:58

the PDF they come in and get the audio

4:00

and then you upsell them to the

4:02

audiovisual version or the video series

4:04

or something does that make sense so

4:05

they'll hook with the free up sold on

4:07

the paid stuff and maybe hopefully now

4:10

your ads are at breakeven this is called

4:13

a DIY one size fits all next is called

4:17

dwy this is your upsell you upsell them

4:22

or better word up serve them to now a

4:26

done

4:27

with you solutions so as this would

4:30

suggest this is a service not a product

4:32

it is a service but with one fundamental

4:38

shift the service is delivered

4:41

one-to-many not one-to-one so your time

4:46

is involved because you're gonna be

4:48

there but there must be multiple clients

4:51

there at the same time not one client

4:52

there must be multiple now whether

4:54

that's 1050 a hundred or more doesn't

4:58

matter as long there's more than one

5:00

okay because you're at least increasing

5:03

your time and exposure so that's called

5:06

done with you it's still because it's

5:08

one too many it still has to be a

5:10

templated solution so it's still going

5:13

to be a formula a recipe that you've

5:16

created that you're gonna but you're not

5:18

gonna just have them hear it or watch it

5:21

from a product point of view you'll be

5:23

on a stage or on the floor somewhere

5:25

delivering that solution to them and

5:27

presenting that solution to them as a

5:29

presentation does that make sense

5:31

raise the only understand and again even

5:34

in this option you can have the free

5:35

option and the high paid option so the

5:38

free option is like a preview event a

5:41

discovery day type event the people come

5:44

to and listen to your framework on your

5:47

model and your recipe and then you're

5:49

gonna upsell them at that point to a

5:53

more advanced type solution which could

5:56

either be an advanced workshop it can be

5:59

advanced seminar or it could be a

6:02

mastermind program where you coach your

6:07

mentor say 12 people at a time

6:08

it could be a one-to-one that you're

6:11

selling at that point does that make

6:12

sense so we're done with you is still

6:15

tableau it's still one two still

6:18

one-to-many and it's not customized it's

6:20

a formula the last one is called done

6:23

for you and the done for you is a

6:29

customized one size fits one person this

6:34

is a one-to-one whether it's coaching

6:37

consultancy mentoring advising

6:41

therapeutic practitioner whatever is

6:44

this is a one-to-one where you alleviate

6:46

somewhat pain

6:47

somebody has professionally or

6:49

personally but you do it one-to-one does

6:52

that make sense so one size fits many

6:54

information only one size that many but

6:57

includes some implementation because you

6:59

can do exercises to help them implement

7:01

and the last one is one size fits one

7:04

and includes implementation so what you

7:07

remember this phrase information for

7:10

free implementation for fee so again

7:15

information for free implementation for

7:19

fee let's say it all together now you've

7:21

written it down information for

7:25

implementation good okay so what that

7:29

means is we're happily share information

7:31

with people our formulas but if you want

7:34

me to help you go into the deeper levels

7:36

of all allow you actually get this done

7:38

then you get to pay a fee for them

7:40

that's how that works so we're using

7:43

information to sell our solution