

“You will get all you want in life, if you help enough other people get what they want.”

## 2 Types of Expert Business

Expert Business #1- Selling Information Products: involves you taking the life lessons that you’ve learned, and packaging them into information products, coaching, and consulting, started creating products to teach others what he had learned and turned it into a company that now makes millions of dollars teaching people how to jump.

Expert Business #2 - Leveraging Information Products

Section 1: Creating your mass movement: People who had built huge audiences and caused big changes.

### Secret #1: Charismatic Leader/Attractive Character-

Who do you want to serve

Question 1: Would people in this submarket be excited about the new opportunity I’m presenting in my niche?

Question 2: Are the people in this market irrationally passionate? (communities, vocabulary, events, other experts)

Who do you need to become as a leader (“People are silently begging to be led”)

^ Rule 1: Become an attractive character, and live the life your audience wishes they could live.

^ Rule 2: Maintain absolute certainty- Certainty is what draws people to leaders, to experts.

^ Rule 3: Don’t be boring. Your audience must be fascinated with you and what you teach, invent new, unique ideas all the time. The mainstream will probably hate it, yet there is something interesting there. When your messages cause polarity, it attracts attention and people will pay for it. Being polar is what will attract raving fans and people who will follow you and pay for your advice.

^ Rule 4: Understand how to use persuasion- People will do anything for those who encourage their dreams, justify their failures, allay (rest) their fears (give them hope), confirm their suspicions, and help them throw rocks at their enemies (creating “Us vs. Them” within your community)

^ Rule 5: Care a LOT- “They don’t care how much you know until they know how much you care.”

^ Rule 6: Offer them value from their perceived relationship with you- you have to realize that people join mastermind groups for different reasons. want an immediate return on their investment, others are there just to learn, others come

because they want to show off, Some want community and some just don’t have anything better to do.

They have to get value as they define it.

Start sharing your message and become consistent with it so you can find your voice. Figure out where your message can polarize people into true fans. Share your backstory and flaws. Be transparent.

### Secret #2 : Cause

In order to create a mass movement is a future based cause.

Fear of the future causes us to lean against and cling to the present, while faith in the future renders us perceptive to change.

For you to have success in this business, you have to give your followers hope of something better so they will be perceptive to the change you are going to offer them. You do that by painting a vision of the future that they want.

1. Where can they place their hope and faith?: Rebellions are built on hope. Where there is no vision, the people perish. winners cast a compelling vision of the future, where the losers focused more on the present.
2. Help Them Break Their 4-Minute Mile: 4-minute mile will need to be something that you've already accomplished, so you can show them it's possible and give them hope and belief that they can do it as well. and Your focus will be taken off of you making money, and into giving results to others
3. Let Them Self-Identify: People need to be able to identify with who they are in your group, or there will be no connection with you or the other members  
Statements: people who are crazy enough to think they can change the world, are the ones who do.  
Ignite: Energy For Those Who See Things Differently.
4. Create your own Title of Liberty: Something they can look at when they're feeling doubtful (rallying call). Something that will help them know who YOU are, remind them who THEY are, and refocus them on where you are going together.

Title of Liberty 1: The Mini Manifesto - took the phrase we created to help them identify with our group, then plugged in our core values to remind them what it means to be part of our tribe

Title of Liberty 2: The Manifesto - took our core values from our mini manifesto and made them bolder, something people would stand behind

Title of Liberty 3: Video Title Sequence (More Advanced) - People who resonate with it will join our cause

Secret #3: New Opportunity: Our goal is to REPLACE what's not working with something better.

1. Why People don't want improvement offers: Improvement is Hard, Desire over ambition, Memories of Poor Past Decisions (We want to JUSTIFY their past failures. A new opportunity does that), Commodity Pricing, if you can't be the cheapest, then you need to become the most expensive. if you can't be the cheapest, then you need to become the most expensive. #1 reason people don't want improvement, and the reason they will or won't join your culture is STATUS.
2. Status: Only thing that causes people to move (or not move) - When we're looking at any opportunity, we have to decide if it will make us appear smarter, happier, more stylish, more wealthy, more powerful, or more attractive. All these things will increase status. If a potential customer can say, "Yes, this will increase my status." they will move toward it. sale-killing thought is "What if I try this and it decreases my status? Your brain is always asking, "Will it be temporary

and, if so, will the future gain in status eventually be higher?” Most people are all slaves to what we believe other people will think about us

3. Why people crave new opportunities: New discovery (Discovery increases perceived status), No pain of disconnect (Improvement offers sell THROUGH the pain, where new opportunities sell AWAY from the pain), Dream replacement (When you make a new opportunity, you're giving them a new dream to move toward), Greener pastures (Stop trying to make existing things that aren't working better, and focus on fresh, exciting, NEW ideas that will inspire people to follow you)
4. Creating New Opportunity, their vehicle for change -  
Opportunity Switching: Each of our prospects has a desire for some result, and they have been trying to get that result through some vehicle. Eg - moving from one niche to the new one, switching them from one submarket to another. It matters less what product they are buying; it's more important to understand that they are leaving behind whatever old beliefs they had about how to achieve their desired results and putting their hope and faith into this new opportunity. Opportunity Stacking: offer them an opportunity stack within the new opportunity that they have just joined. Each of these offers are new tools and opportunities within the expert business that will help you more easily get the results you desire within this new career

Secret #4: OPPORTUNITY SWITCH: essential for you to create a NEW niche, a NEW opportunity for your people. you can't get good unless you start NOW What is the RESULT you want for your people? What is the VEHICLE or process you are going to take them through to get that result?

Step 1 : Get early results by working for free : To get hired - could have tried to sell himself to the manager, but instead he proved his worth first ready to launch the Inner Circle, because I had proof. I had real results for someone besides myself. Those results are going to sell your products and services.

Step 2 : Design the vehicle (Your new opportunity) : 6 week online class

Who / What Statement - “I am going to teach [sub market] how to [your niche].” Eg : “I am going to teach real estate investors how to make money flipping houses on eBay.”

Opportunity Switch Headline : How to [result they desire most] Without [thing they fear most] Eg : How to Make a Quick \$10k This Weekend by Flipping Your First House On eBay Without Getting a Loan From a Bank

5 Curiosity Hooks / Getting Out of The Red Ocean :

1. Little-Known, Big Differences This hook shows people something they aren't aware of and how knowing it could make all the difference between success and failure. Eg - ketosis. Hardly anybody is talking about it. But when you learn it and use it, you'll see a huge difference in your energy levels and how fast you can lose weight.

2. Well Known, Little Understood : everyone THINKS they know about, and show how they're actually sabotaging their success because they're missing little nuances or details Eg : low carb diet
3. This Changes Everything : something new has just happened in your submarket. It's related to the problem your audience wants to solve, and letting them know that if they aren't aware of it, they're at risk of missing out big-time. Eg : Do you start fresh every Monday, fail, then vow to start again with the same old strategy?
4. Crystal Ball Theory : how something that's been done successfully in the past is about to be made obsolete. You're persuading them that soon this will be common knowledge, but they can get in now and have early success. Eg : Are you tired of dieting and counting calories, but not seeing the scale budge an ounce?
5. Revisiting the Fundamentals : takes the approach that things are getting way too complicated, advanced, or sophisticated for the average person. Your new opportunity, on the other hand, takes things back to basics. Eg : Diet trends have really gotten out of control lately. It's time to go back to the basics.

Step 3 : Give them what they want ( The Ask Campaign): People buy what they want. 1. Find a hot market, 2. Ask them what they want, 3. Give it to them.

Getting your first 100 responses : start to look at the submarket that I've built my new opportunity in, and I look for people who are already in those submarkets. Using the survey data Run traffic to the Ask Campaign page until you have about 100 responses. Out of those 100, you're going to find 8 to 10 core questions people are asking over and over

Step 4 : Deliver your free masterclass : A group allows you to post content, give class updates, provide accountability, and deliver any bonuses.

Creating Beliefs: Belief creates the customer. Belief creates the results. You must persuade people to believe in what you are doing, and you do that by mastering the art of storytelling

Secret #5: The Big Domino : The first step to creating belief is figuring out the ONE THING you have to get someone to believe that will knock down all their other objections, make them irrelevant, or disappear altogether. Next step is creating your Big Domino statement. Once you have a statement that works and is true, the next step is to create real belief in your One Thing.

If I can make people believe that (my new opportunity) is are key to (what they desire most) and is are only attainable through (my specific vehicle), then all other objections and concerns become irrelevant and they have to give me money

Eg : If I can make people believe that funnels are the key to online business success and are only attainable through ClickFunnels, then all other objections and concerns become irrelevant and they have to give me money.

Secret #6: EPIPHANY BRIDGE : simply a story that takes people through the emotional experience that got YOU excited about the new opportunity you're presenting to them.

1. That first “aha” moment created so much excitement for you that you started on a journey where you studied everything you could find about the topic. You started geeking out and going deep into the subject, learning all the terminology and understanding the science and technical aspects behind why it worked, and then you became logically sold on the new opportunity.
2. If you want people to adopt a new concept and want to get their buy-in, you have to lead them to the answer, but you can't GIVE it to them. They have to come up with the idea themselves. You plant the idea in their minds with a story, and if THEY come up with the answer, they will have sold themselves. The buying decision becomes theirs, not yours. When that happens, you don't have to sell them anything. There's a time and a place for logic, but you have to convince them emotionally first, before they'll be excited by your logic.
3. Think about it. YOU didn't buy into the new opportunity because of all the logical technobabble. You bought in because of some emotional experience that happened BEFORE you geeked out. You had an epiphany FIRST, and that caused you to move forward. People don't buy logically, they buy based on emotion. Then they use logic to justify the purchase decision they've already made. Logic doesn't sell. Emotions sell.
4. That story—your Epiphany Bridge story—provides the emotional connection, and bridges the gap from the emotional to the logical side. If you can tell a story about how you got your big “aha”, and if you structure the story right, they will have the same epiphany and will sell themselves on your product or service. Then they'll look for ways to logically justify the purchase and learn all the technobabble on their own. Your job is to learn how to tell these stories in a way that will lead people to the epiphany, and they will do the rest.
5. “What was your core Epiphany Bridge story that convinced you of the One Thing you are sharing with others?” We'll worry about how to structure that story over the next two secrets, but for now, I want you to think back to the original experience that gave you your first epiphany, that brought you on this journey. Do you remember what happened? What was happening around you? How did you feel? It's important to remember those details, because they are the key to telling a good story.
6. Effective Storytelling : The first key to telling captivating stories is oversimplification. When you're telling stories, you need to speak at about a third-grade level. People are used to digesting information at about a third-grade level. To explain complex ideas use “kinda like” bridge. How does it feel : You have to go deep and explain how you feel, and when you do that, people will start to feel what you were feeling.

Secret #7: HERO'S TWO JOURNEYS : Every good story is built on three foundational elements (Character, Desire and Conflict), also known as “the plot.” (“Every good story is about a captivating character who is pursuing some compelling desire and who faces seemingly insurmountable obstacles to achieving it. That’s it. If you’ve got those three things, then you’ve got a good story.” )

You are the character, so that step is easy. But what desire started you on your journey? What did you want to achieve? What was the conflict you experienced along the way? You’ve got a plot.

1. Build rapport with the hero. The first 10% of any movie is all about building rapport with the hero, so we have a vested interest in their journey.

- Make the character a victim of some outside force, so we want to root for them.
- Put the character in jeopardy, so we worry about them.
- Make the character likable, so we want to be with them.
- Make the character funny, so we connect with them.
- Make the character powerful, so we want to be like them.

After you’ve introduced the identities, it’s time to introduce the character flaws that have caused you (as the hero) to struggle. Sharing flaws is critical to gaining rapport. He’s an uninteresting character until he has flaws and weaknesses, and the same is true of any hero

2. Introduce the desire for something more. Every story is about a journey either toward pleasure or away from pain. The hero must have suffered some type of wound, or carry an unhealed source of continuous pain, in the backstory.

4 core desires that drive most heroes.

Toward Pleasure: • To Win The hero may be trying to win the heart of someone they love, or they may want to win fame, money, a competition, or prestige. But as you now know, they are really looking for an increase in status.

- To Retrieve The hero wants to obtain something and bring it back.

Away From Pain: • To Escape The hero desires to get away from something that’s upsetting or causing pain.

- To Stop The hero wants to stop some bad thing from happening.

Journey of Achievement: It’s the reason the hero sets out on the journey in the first place.

Journey of Transformation: A particular identity is very important to the hero at the beginning of the story, but along the way they become someone else, someone better. It’s almost like the death of their old belief systems, and the resurrection or rebirth of a new person.

3. Introduce the conflict. Desire is essential to the story because it shows the end goal. It provides a reason for the journey to move forward. But emotion doesn’t come from the desire. It comes from the conflict the hero faces while trying to gain the desire.

5 turning points of conflict:

- New Opportunity After you share the character’s backstory, some event causes the character to physically leave where they are and start the journey. This new opportunity is what sets them off to

achieve their desires. This leads our hero into a new situation that seems good at first, until they move into turning point #2

- **Change of Plans** At some point, the original desire will transform into a very specific, visible goal with a clearly defined end point. This is where the hero's outer motivation is revealed. From here, they will start to make progress toward that goal, until they hit turning point #3.

- **Point of No Return** At this point, the hero must fully commit to reaching the goal. Up to this point, they've had opportunities to turn back. But something happens here that makes this a do-or die situation. It's no longer a should; it's a must. The hero must burn their old bridges and dive in with both feet, or turn back forever. This forces them to start moving into more complicated situations with higher stakes, which lead to turning point #4

- **Major Setback** Something happens to the hero, and we believe that all is lost. This event initially leaves the hero with no chance of success, but then we see a small glimmer of light. The hero has only one option. He has to take one last all-or-nothing shot at the desire. This leads the hero to the final push that drives him to turning point #5

- **Climax** Now our hero must face the biggest obstacle of the entire story and determine their own fate. The journey of achievement will be resolved once and for all, and the journey of transformation will be revealed. Then we move into the aftermath of the story—the hero's new life is revealed, and the journey is complete.

#### Secret #8: EPIPHANY BRIDGE SCRIPT :

1. **The Backstory** "What is your backstory that gives us a vested interest in your journey?": For an Epiphany Bridge, that means remembering where you were before you had your big "aha". Go back to that time and place, and remember the circumstances that caused you to start on your hero's journey. Usually this backstory starts at about the same point where your listener is in their life right now. When they see that you were once where they are now, they will have faith that you can take them where they want to go.
2. **Your Desires** "What is it you want to accomplish?": Character, Desire, Conflict  
"What is the external struggle you are dealing with?": The external struggle is what drives the journey of accomplishment the hero's first journey. It's tied to your desire and is usually based on one of the goals you learned about earlier: to win, to retrieve, to escape, or to stop.  
"What is the internal struggle you are dealing with?": The internal struggle is the journey of transformation from fear to courage the hero's second journey. This is the root cause of your struggles. Ask "why" 5 times
3. **The Wall** "What was the wall or problem you hit within your current opportunity that started you on this new journey?": The wall is often a point of frustration, fear, or hopelessness. That wall is the frustration you felt because of the current opportunity you have been using to try to

accomplish your desires. This old opportunity is not working and is the reason you (as well as your listeners) are willing to go on a journey to try something new.

4. The Epiphany “What was the epiphany you experienced and new opportunity you discovered?”:epiphany is the thought or the idea, and the new opportunity is the vehicle you’ve decided to step into to accomplish that goal.This is the point where something happens that shows them the path they need to follow. It could be a person who helps them understand something. It might be an idea they had while reading, or it could be a breakthrough they discovered while trying to overcome conflict. Something happened that gave them the epiphany, which changed their perception of reality.
5. The Plan “What was the plan you created to achieve your desire?”:Inside plan, you are inevitably going to run into conflict, which is where we start to get the emotion from the story. It isn’t the desire of the character that causes the emotion; it comes from the conflict they experience while they are trying to reach that goal.
6. The Conflict “What conflict did you experience along the way?”:In all good stories, after the hero has moved past the point of no return, things start to fall apart. They discover the journey isn’t as easy as they had assumed in the beginning. You alter your plan and go for one last final push
7. The Achievement “What was your end result?”:Share the aftermath of what happened so people can see the results that you got from the new opportunity
8. The Transformation “What was the transformation you experienced?”:Here you talk about who you became through this process. This is the resolution of your internal struggles, and is the death of the hero’s identity and the rebirth of your new belief systems

#### Secret #9: FALSE BELIEF PATTERNS :

We all create belief systems that support our decisions.

Step 1 What “false chains of belief” might your potential customer have about your new opportunity?

Step 2 Now that you have the false belief, the next step is to figure out what experience they had in their lives that caused the false beliefs. What is the most likely experience your prospect had that caused this belief?

Step 3 What is the false story they are telling themselves now that’s creating doubt about your new opportunity?

Step 4 Now it’s your job to find an Epiphany Bridge story (usually in your own life, but it can also work if you share someone else’s story) that shows how you once had a similar belief, but because of this new story, you now have a new belief pattern, and that the old story you were telling yourself was wrong.

#### False Belief Analysis

Step 1 List all the false beliefs your customers might have related to your new opportunity.

Step 2 What experiences might have caused those false beliefs? List an experience for each false belief on your list.



Step 3 What stories are they telling themselves now because of those experiences?

Step 4 Think about your own Epiphany Bridge story for each of those false beliefs. What happened to change that belief for you? As you build out these steps for your customers, you'll notice that you had mostly the same beliefs, experiences, and stories.

#### Secret #10: The 3 Secrets

You would present someone with your new opportunity, you'd know what the Big Domino was, you'd tell an Epiphany Bridge story to give them a new belief, the Big Domino would fall, and you'd have a customer or follower for life.

3 core beliefs that come to the surface and keep someone from buying, even if they believe the new opportunity is right for them.

1. The Vehicle: other false beliefs they may have about the vehicle or new opportunity you're presenting
2. Internal Beliefs: beliefs about their own abilities to execute on the new opportunity
3. External Beliefs: false beliefs they have about outside forces that could keep them from success; things beyond the individual's control, such as time or the economy

Eg: Big Domino Statement - How to Create a 7-Figure Funnel in Less Than 30 Minutes Without Having to Hire, or Be Held Hostage by, a Tech Guy

Secret #11: The Stack Slide: This is where I stack up everything a customer gets when they decide to buy, including all the bonuses and extras. Before I ever start selling anything, my first step is to create an irresistible offer. (vehicle for real change)

Element 1: The Opportunity Switch Masterclass: The first thing to include on your stack slide is the actual system that teaches them the new opportunity.

Element 2: The Tools: give them tools to make the process easier for them and help them succeed. A tool can be something complex, such as software (one of the best tools), or something more simple, such as a template they need to fill in or checklists to follow. People want tangible assets that make the core training easier to implement. Scripts, templates, cheat sheets, checklists, timelines, and schedules are all valuable tools you could create. Tools often have a much higher perceived value than the actual masterclass they paid for, so it's worth investing some time to make something awesome.

Element 3: Tangible 1 (Related to the Vehicle): Case Study - people could watch or read as proof that the vehicle works and to get a better insight about how others are doing it. The more belief in the new opportunity I can create, the more likely they will be able to achieve the same results.

Element 4: Tangible 2 (Related to Their Internal Struggle): People might believe in the new vehicle, but they don't believe in themselves. So you need to create something specific to help them overcome these false beliefs about themselves.

Element 5: Tangible 3 (Related to an External Struggle): People believe that the vehicle is right, they believe they can do it, but there is still some outside force that might make it difficult for them to succeed.

This outside force might be a bad economy, lack of time, or something else outside their direct control. For your opportunity, think about what outside things might possibly keep people from success, then create something to help eliminate or minimize that excuse.

Element 6: Exclusive Bonus: we need to create something that will cause urgency and scarcity.

Secret #12: The Perfect Webinar : Get them to believe One Thing. The idea is to have a single point of belief that your message is built around and is emphasized over and over and over again from a variety of different angles.

Part 1: The Introduction / Building Rapport This is where you'll welcome people to the presentation, build rapport, pique their curiosity, and get them excited

Part 2: The One Thing During this section, you'll try to pique their curiosity, you'll identify the Big Domino (the One Thing), and tell your first Epiphany Bridge story (your origin story).

Part 3: The Three Secrets (Breaking and Rebuilding Belief Patterns) This is the content section of the presentation. You need to identify the false beliefs they have around the following:

1. The vehicle or new opportunity
2. Their ability to use the vehicle (internal beliefs)
3. The #1 thing they believe is keeping them from getting started (external beliefs)

You already identified these earlier, so all you have to do is tell Epiphany Bridge stories that break their false belief systems and rebuild them with the truth

Part 4: The Stack: You'll then present your offer in a very precise format we call the stack, and you'll weave in some very specific closes that have been proven to persuade people to take the action they need in order to get results

### Secret #13: The One Thing

Introduction:

1. Title Slide: It's got the webinar headline you wrote earlier: How to \_\_\_\_\_ without \_\_\_\_\_. The goal here is to encourage curiosity and get people to stick around.
2. Intro / Rapport:  
Justify their failures. "Now I'm guessing for a lot of you this is probably not your first webinar. The first thing I want to mention is that if you've failed at \_\_\_\_\_ in the past, it's not your fault. There's a lot of information out there, and it can be confusing. Many times that information overload keeps you from success. It's okay."  
Allay their fears. "If you've been concerned in the past that you just can't succeed with \_\_\_\_\_, I want to put those fears to rest. You can do this. You just need the right person to explain it to you."

Throw rocks at their enemies. “The big corporations want you to think you need a lot of venture capital or some fancy college degree to be successful. I’m here to tell you they’re wrong. They have their own reasons for wanting you to think that, but it’s not true.”

Confirm suspicions. “If you’ve ever thought that the government and the banks actually want you to fail, you’re probably right. They don’t benefit from you succeeding. They want to keep you in debt and in need. The difference with us is that we actually care about your success and truly want to see you living the life of your dreams.”

Encourage their dreams. “So that’s what we’re here for. I know you have a dream to change the world and make an impact, and I want to show you how to make that happen during this webinar.”

3. The Ruler: Goal #1—The New Opportunity (Make It Inclusive)

The goal is always to help them to see that this new opportunity will give them their greatest desires, increase their status, and help them achieve their goals

Eg- For those who are beginners, you’ll get [what the presentation / new opportunity will do for them, or how it will fulfill their desires]. For more experienced people, you’ll get [alternative].

4. The Ruler: Goal #2—The Big Domino

If I can make them believe that [new opportunity] is key to [what they desire most], and / but it is only attainable through [specific vehicle], then all other objections and concerns become obsolete. Remember, they need to believe that your specific vehicle is the ONLY way to get what they desire most.

5. Qualify Yourself: You need to make sure you have postured yourself in a way that they see you as an expert and an authority. This shows them you have already achieved what they desire. Briefly touch on the external result, but then dig a little deeper and talk about the internal result your achievement gave you as well.

6. Epiphany Bridge Story #1 (Origin Story): This is where you transition into your backstory for your first Epiphany Bridge story. Tell your origin story, the series of events that first convinced you this new opportunity was the vehicle for you

7. Liken Your Story to Them: So next you need to make it relevant for them. The way you do that is to reframe it in some way that’s familiar to their situation. Tell them what’s traditionally been done. Then explain why that’s hard or confusing. Finally, explain how your solution makes it easy or better.

8. Case Study / Proof: If you have a quick case study of someone you’ve worked with having success with this, or an example that helps them see how it will work for them, you would include that here.

9. Transition to the 3 Secrets: The 3 Secrets, of course, are designed to counteract or negate the top three false beliefs you just mentioned.

#### Secret #14: Breaking and Rebuilding Belief Patterns

Structure your content that it teaches and inspires people

1. State the secret: Secret #1: How to Ethically Steal Over \$1,000,000 Worth of Funnel Hacks From Your Competitors For Under \$100  
Then you transition immediately into the next slide by saying, “Now let me tell you a quick story...”
2. Share Your Epiphany Bridge: goal isn’t to teach them, but to tell the stories around it to give them the epiphanies that will create desire and belief. They have to figure it out themselves.
3. Show Other People’s Results: So you show some results that ordinary people have gotten from your vehicle. The cool thing is it didn’t just work for me, it works for all kinds of people. Look, here’s Joe, and he always thought \_\_\_\_\_ was true, but after he took that leap of faith and tried things this way, this is what happened...
4. Break the Related Beliefs: He’d say, “You’re probably thinking \_\_\_\_\_, right? Well, \_\_\_\_\_.” Just mention the false belief and give a quick story or one or two sentences about why that belief is wrong and what the truth is.
5. Restate the New Belief as an Undeniable Truth: The old belief pattern has been shattered, and you’ve installed a new one
6. Rinse and Repeat for Secrets #2 and #3: That’s the biggest gift you can give people - hope and belief in themselves. You completely transformed the way they view the world, which is what you need to do if you’re expecting them to adopt your new opportunity.
7. The Transition to Selling: So let me ask you a question. If you followed what I showed you in Secret #1 and found a funnel that is already working, then you did what I showed you in Secret #2 and used ClickFunnels to build out a similar funnel in just 10 minutes, and then you used Secret #3 to get traffic from the SAME place your competitors are getting it from, do you think you could be successful?
8. The Question: Let me ask you a question... That’s the secret. It takes off all pressure and lets you make a seamless transition. How many of you are excited about what we just talked about?! How many of you are feeling a little overwhelmed because we’ve covered so much?  
Is it okay with you if I spend 10 minutes going over a very special offer I created to help you implement \_\_\_\_\_?

#### Secret #15: The Stack

1. What you are gonna get: usually show a digital image representing the course content. I explain that when they invest right away, they will get instant access to my masterclass.
2. Quick High-Level Recap of Deliverables: Just give them a high-level look at each module. Go through this really quickly. It should only take about 30 seconds. Here’s what we’re going to cover. Week 1, we’re going to talk about \_\_\_\_\_. Week 2, we’ll go over \_\_\_\_\_. Week 3, we dive

into \_\_\_\_\_. Then by Week 4, you'll be ready for \_\_\_\_\_. Week 5 we look at \_\_\_\_\_. And finally, in Week 6, we wrap it all up with \_\_\_\_\_.

3. Show 3 Case Studies: Here you will highlight the success stories from the beta group you ran earlier. Let me introduce you to... (Tell Case Study #1.) Then there's... (Tell Case Study #2.) And probably my favorite story is... (Tell Case Study #3.)
4. Who This Works For (All-Inclusive): This is where you make a blanket statement about all the different people it works for. Be as inclusive as possible here. So I want to go back and make sure you realize who this is for. (Business example) It's for people just starting out or those who are already successful and want to scale.
5. Destroy the #1 Reason People Don't Get Started: Usually there's a common reason people don't get started right away. It's the elephant in the room. Address it head on so they don't keep thinking about it through the rest of your presentation. You might be thinking you can't get started with this because... Here's why that's a mistake that will hold you back from success...
6. Stack Slide #1: Reveal the first stack slide with the six-week masterclass on it. Be sure to include the value of the item on the slide. When you sign up, you're going to get instant access to my six-week masterclass, a total value of \$\_\_\_\_\_.
7. Introduce Element #2: The Tools: Quickly review the tools they're going to get. Don't go too deep or you'll overwhelm people. As part of this package, you're going to get... It's a tool to help you ...
8. You'll Be Able To... / You'll Be Able to Get Rid Of...: want them to realize that investing in this thing shouldn't cost them any money, it should only save them money. So remind them what they are now able to do, but also what they will be able to get rid of. When you have this tool, you'll be able to \_\_\_\_\_. When you have this tool, you'll be able to get rid of \_\_\_\_\_.
9. The Problem This Tool Solved for You: When I was first figuring this stuff out, I ran into a big roadblock. I didn't know how to \_\_\_\_\_. So I had to create \_\_\_\_\_ for myself.
10. How Much Time / Money This Tool Will Save Them: Talk about all the time and money you had to spend to overcome that big roadblock that the tool saved you from. Then explain that they won't have to because you're just going to include the tool for them. Way back then, I had to spend \_\_\_\_\_ and \_\_\_\_\_ to figure out an efficient way to handle this problem. But I don't want you to have to recreate the wheel. I've already got proven \_\_\_\_\_. And I'm just going to give it / them to you with this package. Sound cool? When you use this tool, not only do you save the time and money I spent to develop it, but you also save what could be months or years of wasted time and money because you'll be doing it right the first time. There's no trial and error period.
11. Break Related Beliefs About the Tools: mention any false beliefs they may have about the tools or their abilities to use them, and I quickly break and rebuild those belief patterns.
12. Stack Slide #2: Show the stack slide again with the masterclass on top and the tools on the second line. Then update the total value price at the bottom to show what the offer is now worth.

13. Introduce Tangible By-Product #1 (Related to Secret #1): It's the tangible by-product you identified previously. When you invest today, you're also going to get access to \_\_\_\_\_, which will help you with \_\_\_\_\_.
14. Pain and Cost: talk again about the pain and cost you had to go through to create this first by-product. I had to go through \_\_\_\_\_ and \_\_\_\_\_ to get \_\_\_\_\_. But you won't have to because I'm giving you \_\_\_\_\_ as a special bonus.
15. Ease and Speed for Them: Whatever the pain and cost was to you doesn't matter, because the bonus is going to make it easier and faster for them to get results. This bonus is going to make it faster and easier for you to \_\_\_\_\_. How? Because it \_\_\_\_\_.
16. Break Related Beliefs: discuss any false beliefs they may have about the bonus or their abilities to use it. Then I quickly break and rebuild those belief patterns.
17. Stack Slide #3: You mention an element, then add it to the stack. Mention another element and add it to the stack. Sometimes you may feel you're getting repetitive, but that is the key. It helps your audience understand the offer completely
18. Introduce Your Other Two Tangible By-Products: Show the pain and costs you had to go through to create it, then show the ease and speed of use this will create for them. Break any false beliefs, then stack again.
19. Stack Slide #5 (The Big Stack): it has the entire contents of your offer, including the value of each piece. You also want to total everything up and have the value be 10 times as much as the actual price will be.
20. If / All Statements: Now that we've given them the big value price, we need to convince them that this offer is actually worth that much and get them to admit it to themselves  
Vehicle (Secret #1) If all this system did / got you was \_\_\_\_\_ (related to Secret #1), would it be worth \$ \_\_\_\_\_?  
Internal (Secret #2) And if all it did was \_\_\_\_\_ (related to Secret #2), would it be worth \$ \_\_\_\_\_?  
External (Secret #3) And what if all it did was \_\_\_\_\_ (related to Secret #3), then would it be worth it?  
They've now said yes 3 times when you asked them if what you are selling is actually worth the total value, usually a 10-time markup. Now when you discount the price to what you're actually selling it for, they are getting a 90% discount from what they believe (and have said) it's worth.
21. I Had 2 Choices: use the "I had two choices" close at this point because it gets them to agree that you should charge them more in order to make the program better. We can dedicate more time, energy, and resources to help guarantee your success
22. What Would the End Result be Worth?: You can probably see why people pay \$ \_\_\_\_\_ for a similar result from me...because it's not a cost—it's an INVESTMENT

23. Price Drop: You've already seen how it's worth \$ \_\_\_\_\_. And even at \$ \_\_\_\_\_, which I charge the public, it's a great deal. But because of \_\_\_\_\_, I'm going to give you a very special offer
24. Price Reveal: Tell them the real price and give your first call to action (asking them to click on a button, go to a certain website, or call a phone number). Every slide after this will have a call to action link, so when they are ready, they can sign up
25. Price Justification: My first price justification is usually related to either showing them what the full price would be outside of the current presentation or comparing it to the price of other options for getting a similar result  
(Full price example) Now let me put this into perspective for you. If you went to my regular website right now, you could buy this same product for \$ \_\_\_\_\_. But because you've invested this time with me, and you've proven that you really want to get this result, I'm making a special offer just for this webinar.  
(Apples vs. oranges example) If you were to hire a professional to do this for you, it might cost \$ \_\_\_\_\_. But because you're learning how to do it yourself AND I'm giving you all the tools and resources to make it happen fast, you only pay \$ \_\_\_\_\_
26. You've Got 2 Choices: So at this point you have two choices. Choice #1 is to do nothing. If you do nothing with the information you've learned over the last hour, what will you get? Nothing. Or you can choose to take a leap of faith. Just test it out to see if it will work for you.
27. Guarantee: Then I reveal that it's okay if it doesn't work for them, because they're covered with our 30-day money-back guarantee. They can test-drive it now and see if it will work for them. They have nothing to lose.
28. The Real Question is This: The real question is this: Is it worth gambling a few minutes of your time to check this out? Even if it only does HALF of what I've claimed today, it will pay for itself as soon as \_\_\_\_\_.
29. Stack Slide: go through each element line by line one last time to cement the offer in their minds before my final pitch.
30. Urgency / Scarcity Bonus: The two most valuable tools in marketing are urgency and scarcity. Here you're going to add a bonus upgrade that's only available right then. You can create urgency and scarcity by offering something special to a certain number of people, or for a certain amount of time (or both).
31. Closing Call to Action / Q&A Slide: few key components to this slide. Recap of the offer, Countdown clock for 30 minutes, Price, Call to action  
I also try to think about any other false beliefs they may still have, then use our sentence: "You're probably thinking \_\_\_\_\_, right?"

“When you watch me speak, you’ll notice that all the heads in the audience are nodding the entire time. I am constantly asking simple questions to get people to say yes over and over again, so when I ask them to give me money at the end, they’ve already told me yes hundreds of times before that.” Trial closes are a huge part of telling effective stories.

Trial Closes Eg: • Are you ready to get started? • Are you all getting this? • Is this making sense? • Can you imagine if that happened to you? • Who here wants a free copy of \_\_\_\_\_? • Would you like to be our next case study?

• You’ve heard them talk about this before, right? • Isn’t that cool? • Isn’t that exciting? • Am I right? • Can you see yourself doing \_\_\_\_\_? • I’m sure you’ve noticed this too, right?

#### The 16 Closes

1. **Money is Good:** The goal is to get people to disassociate their fear about spending money with you. Money is a tool for exchange. You spend money to get something greater in return.  
Eg-Would you exchange that money for those results? If the answer is yes, then you need to get started right now.
2. **Disposable Income:** The goal is to help them realize that they are spending the disposable income on things that aren’t serving them well, and by spending that money on things that will help them grow, they will have long-term fulfillment. When you use the Disposable Income close, they get that they DO have the money to invest.’
3. **Money Replenishes:** The goal for this close is to help people realize that while each month money comes back, time does not, and if they’re not careful, they will run out of time.
4. **Break Old Habits:** The goal for this close is to help them realize that if they leave today without investing, nothing in their life will change.
5. **Information Alone:** My goal for this close is to help them understand that, while they have gotten some awesome information, they can’t rely on information alone. They need coaching and accountability, too.
6. **Money or Excuses:** The goal of this close is to get them to quit making excuses about why they can’t buy.
7. **Your Two Choices:** The goal of this close is for them to understand why you are charging so much money, and to make sure they are okay with that.
8. **Their Two Choices:** The goal for this close is to help them realize they are crazy if they don’t invest with you today.
9. **Us vs. Them** The goal for this close is to call out people as either do-ers or dabblers.
10. **The Hand Hold:** This close is where you actually walk them through the sign-up process.
11. **Say Goodbye:** In this close I want to show them all the pain that will instantly disappear after they invest.
12. **Now & Later:** In this close, I want to paint a picture of their life now compared to what it could become if they invest.



13. Only Excuses: The goal of this close is to call out any excuses that might be keeping them back, and then diffuse them.
14. Reluctant Hero: The goal of this close is to help them believe they can actually do it.
15. If You Only Got: The goal of this close is to show them what they already got for free, and what they can possibly achieve when they invest with you.
16. Close Close: This close is the final push to get them over the edge. I typically do this one several times during the question and answer section at the end of the webinar.

#### Secret #17: The Perfect webinar Model:

STEP 1: SEND TRAFFIC TO THE WEBINAR REGISTRATION PAGE: key to a high-converting webinar registration page is... CURIOSITY. The headline I showed you earlier, “How to \_\_\_\_\_ without \_\_\_\_\_”, is typically the key to getting people to register. Here is an example of the type of headline I used on my Funnel Scripts webinar

1. The picture makes NO sense: Find a picture of you that’s kinda related to the topic but kinda strange to help increase your conversions dramatically.
2. The headline builds a TON of curiosity: My Weird Niche Funnel That’s Currently Making Me \$17,947 Per Day...And How You Can ETHICALLY Knock It Off In Less Than 10 Minutes!
3. The page uses urgency and scarcity. Nothing gets people to act (register, show up, and buy)

STEP 2: SEND REGISTRANTS TO A THANK-YOU PAGE WITH A SELF-LIQUIDATING OFFER: about your passion and excitement for what they are about to experience on the webinar. do like to include a short clip

STEP 3: SEND A SERIES OF INDOCTRINATION EMAILS: send registrants videos to help introduce them to my philosophy, get them excited about the webinar, and presell them.

STEP 4: SEND REMINDERS: : “Hey, don’t forget we’re talking about \_\_\_\_\_ LIVE tomorrow at \_\_\_\_\_.” like to send one the day before we go live, one the morning of the webinar, one an hour or so before we start, another about 15 minutes before, then a final one that says, “We’re live—join us!”

STEP 5: PRESENT THE WEBINAR LIVE: The webinar should be about 90 minutes long. The first 60 minutes, you focus on breaking and rebuilding their false belief patterns. The last 30 minutes is the pitch. You deliver that with the stack, and add in the closes

STEP 6: SEND FOLLOW-UPS AND CREATE LAST-MINUTE URGENCY: basics are urgency and scarcity. Eg: send a PDF cheat sheet

STEP 7: CLOSE THE CART

#### Secret #18: The 4 Question Close (For High Ticket Offers)

Question #1: Why do you want to make \$10,000 a month? Why do you want that fancy new house? What’s so important about the school district you’re in? At the end of the day, we all want the same things—respect, inclusion, and purpose.

Question #2: Clearly, you know what you want. You've painted a really great picture for me. So let me ask you this—why don't you have it yet? What's been standing in your way or holding you back?

Question #3: I want you to think about what resources, connections, talents, or skills you have access to that you're not currently utilizing 100%, that we could use to help overcome your obstacles and achieve your goals. The point is to get them thinking about the possibilities.

Question #4: So I only have one more question. Do you want me to help you?

Great! Here's how it works. My fee is \$\_\_\_\_\_. For that money, you get \_\_\_\_\_. I'm here to help you. I can transfer you over to my assistant to take care of the financial details right now. Would you like to do that?

#### Secret #19: The Perfect Webinar Hack

Question #1: What's the new opportunity I'm offering?

Answer: Increasing webinar sales using my weekly webinar model

Question #2: What is the one Big Domino for this offer?

Answer: How to Make (at Least) 7 Figures Next Year with THIS Webinar Model

Question #3: What special offer can I create for those who purchase?

Answer: Here is what my stack looked like: • What You're Gonna Get... • The Perfect Webinar Script \$497 • The Perfect Webinar Training \$9,997 • Video of My Closing LIVE \$2,997 • Perfect Webinar Funnel \$997 • My Webinar Funnel...Priceless

Total Value: \$14,988

Question #4: What is my Epiphany Bridge origin story?

Answer: The story about how I bombed at my first event and Armand Morin taught me how to do the stack

Question #5: What are three false beliefs they have about this new opportunity (the 3 Secrets), and what Epiphany Bridge stories will I tell to break those false belief patterns?

If it didn't work

1. You picked a bad market and no one wants to hear what you have to say.
2. You built an improvement offer and no one wants to buy it.
3. You slipped into teaching mode and didn't create an environment for change.

#### Secret #20: Email Epiphany Funnels

The first was just writing out each story for the emails. The second way was making videos telling each of the stories, and then linking to the video inside of the emails.

One of the keys to remember in soap opera sequence like this is that each email needs to pull people into the next story in the next email. Think about how good soap operas, reality shows and most shows on TV are able to pull you through the commercial breaks and week to week by getting you excited by what is

about to happen, then cutting it off. We do the same thing in these emails, teasing about the next email that's coming so they are anxiously waiting for it.

#### Secret #21: Epiphany Product Launch Funnels

Recorded an intro video telling my origin story, then had them opt in for the rest of the videos in the sequence. Then video #1 became Secret #1, which told them about the new opportunity. Secret #2 focused on their internal beliefs, and Secret #3 their external beliefs. Then video #4 was just a video of me doing the stack.

#### Secret #22: Fill your funnel

You don't need to create traffic, it's already there. People are already online. You just have to figure out how to get those people to leave where they are and come to you instead." The wheels in my head started spinning. I started thinking about WHERE my dream customers were already congregating. I realized that, in most cases, the people I wanted to serve were already in the market looking for something. And if I could present them with MY new opportunity, I could get them to leave where they were and start following me.

Realized that the people who controlled that traffic were typically one of four types: list owners, bloggers, podcasters, or social media influencers (including YouTube, Instagram, Twitter, Facebook, etc.) The first goal was to start building relationships with my Dream 100. "dig your well before you're thirsty".

The WORST time to contact your Dream 100 is the day you need them to promote something for you. The best time to start building relationships is NOW. So when you are ready to ask them to promote you, that relationship will already be there.

Dig Your Well Strategy #1 I started by following them, sending friend requests, subscribing to their emails lists, blogs, and podcasts, and buying their products. I wanted to put them on my radar so I could see what they were doing and get to know who they were before I made my first contact.

Dig Your Well Strategy #2 After I know who they are and understand what's important to them, I want to give them a platform that helps to promote them, but at the same time gives me the ability to build a relationship with them. My favorite way to do that is to interview them for my podcast or my blog. I can usually get 30-60 minutes to ask them questions and build a relationship during that interview. Most of my best partners started with me interviewing them

Dig Your Well Strategy #3 One of the main things I like to ask is what project they're working on that is most important to them at the moment. After they tell me, I figure out what extra value I can offer to help them reach their goal. And that's it. It's simple, but it's how great business relationships are built. Old Chinese proverb that says, "The best time to plant a tree was 20 years ago. The second best time is now." You need to start this strategy NOW, no matter where you are in your business today.

Promotion Strategy #1 The easiest and best way to work with your Dream 100 is to get them to promote you and your new opportunity to their following. Reach out to my Dream 100 by sending them a physical

newsletter and package in the mail every month with information about the special promotions we are running and how they can be part of them. Even though my Dream 100 has grown to nearly 600 people, I still send a package and give them a call every month.

Promotion Strategy #2 The idea is to integrate your offers into their natural sales funnel