The Man In The Arena

Welcome to the Air Training Platform. Now, before we dive in, I'm gonna go ahead and kick this off by reading to you guys one of my favorite quotes, and this is a quote that I consistently read to the internal team here at Air because I feel like it very well sums up the reason why I view this as a privilege to be building air each and every single day.

The quote is called The Man in the Arena. It's by one of the US presidents who is named Theodore Roosevelt.

And it goes like this. It is not the critic who counts. It's not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.

The credit belongs to the man who is actually in the arena, whose face is marred by dust, in sweat and blood who strives valiantly, who airs, who comes short again and again because there is no effort without error in shortcoming.

But who does actually strive to do the deeds? Who knows? Great enthusiasms, the great devotions who spends himself in a worthy cause, who at the best knows in the end, triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

And the reason why I feel like that quote perfectly sums up why, you know, it's a privilege to be building air and to have you guys here is I feel like every single person that's watching this video, you are the man or the woman in the arena, right?

There's a lot of people out there who talk about doing things, who talk about succeeding or building or getting something out there to the marketplace, or whatever it might be.

But you guys haven't just talked about it. You were literally doing it. You made the investment to, you know, get yourself an air access card.

You made the investment to become an air member, and you were someone who was actually going to war each and every single day for what it is that you believe in.

You're not someone who's sing back and criticizing the world and complaining about the way things are. You are someone who actively each and every single day are taking important actions to mold the world into what you think it should be, not just complaining about where it is.

And that is why I love air. See, my whole entire vision, and pretty much the, you know, thought that I've had since I was a little kid, is that I wanna contribute to my species.

When I was 12 years old, I had already gone on over 54 mission strips, and I saw so much human suffering.

I spent time with single mothers and fatherless kids, with homeless, with ladies and battered women's shelters. And I made in my mind that on my, my short time on this planet, I wanna spend my time doing something that contributes to my species massively.

And that is why air is what I'll be working on over the next multiple decades. I feel like there's no greater way to have an impact than to impact the people who are impacting people.

There's no greater way to provide value to the world than to provide value to the people who provide value to the world.

And I know that every single person that's watching this, if we have tens of thousands of people who go through this training platform, it's not tens of thousands of people who will be influenced.

It's not tens of thousands of people who will be impacted. It is millions of people because the tens of thousands of people that are watching this right now, you are the ones who are going out and building things that make the world a better place and providing solutions to issues that people are running into every single day.

And so, I truly believe that the ripple effective air will be so much greater than what it looks like on a surface level, but it'll be something that impacts tens of thousands of people who go on to do massive things.

And I know what it's like as an entrepreneur or a business owner, or someone with a vision or a dream. You know, there's people who they, they doubt you. There's people who say, you know that the vision is unrealistic. And a lot of times that person's also yourself.

You know, you're in your head. Sometimes you're, you're sometimes the critic who is criticizing the man or the woman in the arena.

And so my goal with Air is to give you all the resources and everything you need in order for you to be the person who goes to war and who succeeds, who doesn't end with defeat, but rather victory.

And so I'll go and spare you guys a full-blown motivational speech, but I am excited to dive into this training with you.

And I can tell you that our mission here at Air is to fight for people like you each and every single day and help you get to the next level.

Whether you're currently at a million dollars a month and you're looking to get to five, whether you're at five or you're looking to get to 10, whether you're at a hundred K and you're looking to get to 250 K, or whether you're at zero and you're looking to make your first 10,000 hours a month, it doesn't matter where you're at in the process.

I believe air will be one of the greatest life decisions, let alone business decisions that you have ever made. And I'm excited to take this journey with you.

And without further ado, let's dive in.

Welcome To Air - 4 Pillars Of Air

Alright, let's go and talk about the four pillars of air, or in other words the four things that you get as an air member.

Now, one they wanna start off by saying is we've put a lot of thought at air into this one giant question of how do we help business owners scale?

Like we gotta have this belief that if we do a really good job over the next few decades helping a lot of business owners scale, then we will probably be rewarded as a result of it.

And for that reason we've sat down and really said, what do business owners need specifically to scale? Like if someone got everything they needed, it was just handed to them, what would that look like in a scalable way?

And that is how we came up with these four components of what you get with an air access card. These are the things that you need, you know, the communication, the support, the training, the systems, the softwares, the processes, basically all the things that you need in order to be able to hit your next level as a business owner.

And so what I wanna do in these video, in this video is I wanna make you aware of what those four pillars are.

I wanna break down specifically how you can start to use these as a business owner. I want you to kinda have clear expectations of you know, what this looks like, what you can kind of expect with each of these pillars.

And ultimately be able to start maximizing and leveraging and using these pillars as quick as possible.

Now the first pillar that you get as a part of being, you know, an air member is direct access to both me and my team.

And this was something that was really important to me. You know, one of the things that we say at air is we want to feel like when you get an air access card, like you're almost hiring, you know, my internal team, like you're getting, you know, the air team on your team, it's like this massive, you know, hiring acquisition I guess you could say.

And it's for a no-brainer investment. We want it to feel like we're almost your, your partner when it comes to sales, marketing, distribution and ultimately scaling your company.

And so the way that we pull this off at scale is we're giving you direct access to me and my team via a platform called Slack.

Now a lot of you guys are probably familiar with Slack. It's actually one of the reasons we chose to use Slack as a platform.

Maybe you even had a Slack account before you join air. We find that for most people come in, but if for some reason you're not aware of Slack and you never used it before, very simply put Slack is a very clean messaging platform and it's the platform that we already use internally.

So this is where we do all of our communication and I want it to feel the same way that I communicate with my team via Slack.

I want you to have that ca that same kind of experience. So at this point when you're watching this video, you should already be in a Slack channel, a Slack connect channel with me and my team and here's kind of what your experience should have looked like just so we're, you know, fully on the same page.

The first thing is you should have had an onboarding call with us. So with the air team, you then should have received a welcome email, an official welcome email at the same time that you received that official welcome email.

You should have received another email inviting you to join Slack, connect a Slack connect channel with us and then your onboarding email should have broken down and explained how you can get set up in that Slack Connect channel with us.

I'm just kind of giving you some very basic instructions. Now, if you're Watching this video and any of those steps haven't happened yet and you're like not fully, you know, up to speed on those steps, then go into email concierge er ai and they'll make sure that you're taken care of.

So if you haven't had your onboarding call or you had your onboarding call but you, you didn't get your official welcome email or you didn't get an invite to Slack or you just don't know how to set it up even after seeing the instructions, if you have any issue and you're currently watching this and you're not in Slack with our team, they'll only pause this video email concierge ai, let's get your Slack connect channel set up and then we can kind of come back right here to this video.

Now once you are in this Slack channel with us, you're in with my team. This is where all communication will be going forward.

So in this channel you're gonna see me and Ryan, we're both personally in every single Slack channel. So you see both of us, you'll see some of our leadership team.

So people who've run our sales teams, they actively run our sales teams, they're actively involved in fulfillment consultants on our team base, people who are in leadership.

You'll see our director of concierge and our concierge team. So they're in there and you'll also see some of our developers that are actively each and every single day building the softwares that you guys are using as a part of the air suite.

Now the way this channel works is very simple. Literally anything you need from air can be taken care of in this channel.

And that's why we're putting all these different team members in this Slack channel is so that no matter what you message us, no matter what topic it is or category or question you have, it can be taken care of. As an example, if you have a tech issue or a bug, you message a Slack channel and we'll get it taken care of.

Concierge will instantly see that, they'll tag the necessary devs that need to see that and then the developers on our team will instantly start to solve that bug and get that taken care of for you.

In fact when I was 14 I was business partners with somebody named Russell Brunson and he runs a software, a company called ClickFunnels.

It's basically like a a funnel builder. And I was in his office in Boise, Idaho, you know, with him and his team and I was literally actively building a funnel and I ran into a buck and I had an issue.

And so instead of emailing into customer support, I literally went to the customer support room, I knocked on the door, opened it and I said, Hey, can you guys like help me with this?

And on this spot they solved the problem and I felt like it was the coolest experience ever. Like instead of emailing in and waiting you to reply whatever, it was like I felt like I was a part of the team and they just like solved it for me.

I felt like there were almost developers on my team. And so that's kind of the experience we're trying to replicate here is when you guys have a bug issue, you put it in there, the devs can see it and they can instantly get on it without someone having to relay it to them or anything of the sort.

It's just like they're on top of the ball. And then also outside of just tech, you know, questions or bugs or anything of the sort, if you have any business questions, you know you're running into a constraint, you're watching something in the training platform that didn't fully make sense you have an idea, you wanna run it by someone, anything business related, you can message that slot channel and then I'll see it, Ryan will see it, my leadership team will see it and one of us will get back to you and give you an answer and share with you what we would do if you and if we were in your shoes or whatever it might be.

And just kind of give you full clarity. So anything business related can be handled in there as well. Just like anytime you have a question, you can just shoot it in there and I'll get back to you or my team will get back to you.

And then the third thing is you have support related questions. So you're running into an issue, you're confused about something, you don't have something structured.

If you message that channel, concierge will get back to you super quickly and make sure you have full clarity. So literally anything like hopefully you guys are catching the point at this point, anything you need can be handled inside of this Slack channel.

Do not hesitate to use it. And that's one big thing I've seen is a lot of times people are like, I don't want to use it, I don't wanna bother whatever.

We love helping air members, this is our life, this is all that we do. The only thing that goes through my brain is air.

So if you need anything at all, do not hesitate this support channel's there for a reason. We wanna make sure you're fully supported, we wanna make sure you're fully clear and we wanna make sure you have everything you need in order to scale your business.

So this Slack channel, this is like mission control for your business. Anything air related, you straight up messages there and the correct person will get back to you.

You don't even have to worry about tagging the right person anything, the story, just throw it in there and we're on top of it and we're making sure that we never have unread messages in Slack that aren't taken care of and and handled.

Now the second pillar that you get as a part of being an air member is you get the software suite.

And so I wanna break down real fast how you can make sure that you have access to the softwares and you can start actively using them.

Now in order to get your software set up, all we need is some basic information about your business. And the reason why we need this information is we're basically gonna be customizing the Midas suite for you and also taking a lot of this information and going to lenders and making sure you have, you know, the funding sources, making sure your de-risks, the big phone companies, stuff of that nature.

And so we just need some basic information that we're baly in a securely stored inside of our system that we can then use to make sure we're able to get the softwares in your hands.

And so in order to give us that information and have it be securely stored, all you need to do is go to start.air.ai.

If you fill out that information, that is all we need to get you set up. And that link is also in your onboarding email.

So if you, you know, wanna just go there as well, you can check your onboarding email and if you haven't filled that out yet, you can click that link, fill it out, it takes you a few minutes to fill it out and it's all the information that we need.

Now, once we do have that information and once we, you know, take the time to fully customize your softwares, we're then gonna send you login links via email to your softwares and you're gonna be set up and good to go.

And we usually move very quickly. So the moment we have that information, our devs get it, they instantly customize the software to you, they customize the checkout platform where it has your logo, has your color scheme, all that good stuff and then they're ready to to basically get that in your hands and you can start using it same day.

Now one other question I know a lot of people have is how do I get up to speed on how to use the softwares?

Because anytime you have a new software, there's things you need figure out, there's a slight learning curve. And I'll say two things.

Number one, we've intentionally tried to make this super simple for you to where it's not overwhelming, it's not confusing. And even if you're not super tech savvy, you can still use these softwares.

So number one, they're built to be simple but at the same time I wanna make sure you're fully up to speed.

And so for the Midas side of things, if you wanna get caught up to speed on the Midas side of things, inside of the our funding process section.

So inside of the funding section in this training you know pro in the training platform we have training that breaks down how to use Midas specifically.

So if you want some context on how to get it set up, how it works, all that stuff that is inside of the funding process section where we show you what our funding process looks like and obviously since minus is a funding platform, those two kinda go hand in hand.

And then for max training inside the appointment booking system, we break down how to set up max, how it works, any details you need to know.

And so literally throughout this training platform, not only are we teaching you the processes, the SOPs, all those things that you need to put in place, but we're teaching you how to actually use the softwares and not just how to use them from a technical standpoint, but how to get the most out of them.

How do you get the most fun deals across the finish line? How do you maximize pickup, right? Like all these things are things that we teach inside of the training platform and they kind of go hand in hand.

Now on top of that, if you have any questions about these softwares, even after you watch the training video, say you haven't watched the training video, anything of the sort, if you have any questions you can message the support Slack channel that you have in place for your team.

You can message that Slack channel and we will make sure you get full clarity. We'll tell you, hey watch this video gives you clarity.

We'll maybe even hop on a Zoom call with you sometimes and break it down and say Hey, share your screen.

Let's look at the issue you're running into. We'll just make sure you're fully taken care of and you're up to speed on the softwares.

I don't want you guys having any tech constraints at all. Software should make your life easier, not harder.

So anything, you know, software related, if you have any questions, you still don't feel clear, you can message the channel and we'll make sure that you fully understand how to use the, these softwares, the apps, the best way to maximize this for your business.

Now the third pillar, the third thing you get as a part of the air suite is you get consulting. And so one of the things we have in place is we give you the opportunity every single Monday through Friday.

So every day of the week, Monday through Friday to get on a call with me, with Ryan and other air members every day.

And these consulting calls, the way that they work is they're about an hour long and they're basically just an opportunity for you to ask Ryan and I any questions that you have directly in real time.

And the way it kind of works is the training platform is like the very specific, you know, content it outlines, do this, do this, do this.

It's very practical. And then the consulting call is there for any of the questions you have that are specific to your business.

So it's like, hey, I watched this in the training platform, how specifically would you do this for my niche? Or Hey, I tried this and this is what you said but it didn't fully work.

What did I do wrong? Or like, what should I do instead? Et cetera. And so on these calls it's just very much hands on any questions you have, we literally just open up the floor and we're here to answer it.

And even like sometimes, you know, if someone's struggling with their close rate, I'll just say, Hey, pull up one of your call recordings and let's just play it on the spot and I'll like review a call on the spot or someone's like, Hey, my opt-in rate's really bad on my funnel and say okay, pull up your funnel, let's brainstorm a new headline.

They're very just like interactive calls and they happen every single Monday through Friday. And we actually do two separate calls every single Monday through Friday every day.

We do two separate calls for one, if it's over 30,000 hours a month in revenue, if you're over $30,000 a month in revenue, we have one call.

And then for the other one, if you're under $30,000 a month in revenue, we have another call. And the reason why we separated these two calls is cuz ultimately if you're sub 30 K or you're above 30 K, these are two slightly different aspects of where you're at in your journey.

And so if you're under 30 k, it's really focused on foundation asking questions that really just get you to lay down the foundation to where you have a system that's working.

And if you're above 30 K, it's really about scaling. You usually have some foundational pieces that are in place. There's still some things that we're probably gonna need done like lay down for you, but you usually have something in place and then it's really just about scaling and taking to the next level.

And so our goal is anyone who is below 30 K a month to get them on that 30 K a month and above call as quickly as possible.

And that is like what I'm obsessed with is just getting everyone in air on the 30 K a month and above so that we're in full-blown scale mode.

And so if you're currently actively doing over 30 K a month, your daily call will be at 1:00 PM MST every single Monday through Friday.

And that's 3:00 PM es t. And then if you look at the, the document right here, you can see the the Google meet link, we do it on Google Meet.

I'm also gonna get a calendar invite out to you if you don't have the calendar invite currently. Then you can email us at concierge air ai and we'll make sure they get set up for you.

And then also in your welcome email and in your onboarding email, that link is also in there as well if you want like a clickable version that's easy to access.

But I recommend you you bookmark this, you add it to your calendar. If it's not currently on your calendar, you have us out, add it to your calendar and you basically get it set up to where every single day you click the link and you're immediately on.

And if you're currently sub 30 k a month in revenue, you daily call an hour later at 2:00 PM mst 4:00 PM e s t.

And then again the link is right there on the screen and then also it's in your onboarding email and we can get a calendar invite out to you if you don't have one already, but again it should be on your calendar.

And then they just literally happen back to back. So I do the 1:00 PM call and then as soon as I'm done with that we do about an hour and then I just hop on the 2:00 PM call and I knock out about two hours a day of consulting with air clients specifically about their business.

And then one thing to note is obviously, you know, not every single business owner is able to make the call every single day.

And I wanna say two things. Number one, that's totally fine. Like at the end of the day these aren't scarce calls.

It's not like I have to be on this consulting call and if I can't then I miss the opportunity. We literally do this every single Monday through Friday.

And so if you can't make it, you know, one day it's fine, just hop on the next day. This is not a scarce resource and we are here for the long call to help you and you will have these consulting calls for a very long time.

But then secondly, the archives of these calls are also uploaded in the training platform in case you missed them. And so even on days where you don't have specific questions to you know, dive into, I recommend you still watch the archive if you couldn't make the call.

Cuz at the end of the day there's more that's caught than there is that's taught. And just by sitting in on these consulting calls, there's always things you can pick up.

And that's something we tell people is like when we're sitting there, we're spending 10 minutes answering someone's question. It may not feel applicable to your business because it's not a question that you ask, but every single time there's something that you can take that will help you scale your business.

So I really recommend that you dive into these archives. And then also if you want like a clip as an example of us answering one of your questions and you wanna show your team, it'll be in the archive.

You can like literally go to that part of the call and say, Hey, I asked them this question, this is exactly what they said.

So you guys are fully in sync. And then the fourth and final pillar of the air suite and the air membership that you get is the training platform, which is where you're at currently right now.

Now the training platform is and will continue to be stored with a hundred percent of our internal processes and systems.

And that's really the objective of this training platform is for it to be everything you need in one place to scale your business.

It goes in depth into literally everything you need to know, every aspect of the business, every category we dive into and we're base here to, to give you all the things we know and outline super clear and methodically and simply what you need to do for each aspect of the business to get your machine extremely dialed in.

And one thing to keep in mind is, you know, our goal for this platform is for it to be constantly evolving. And so although you may look at it right now, I guarantee you in seven days, in 14 days and 21 days, it's gonna be different than what you're seeing right now.

And so this is something that we're constantly improving. You know, we're constantly adding new videos in, we're on consulting calls and we're like, you know, it doesn't seem like people are fully getting this one concept so we're gonna go back and refilm it and we're actually changing things very often based off of what we're actually hearing on consulting calls just to make sure we have the cleanest process, you know, possible.

And if that's really the goal is we want this to be an evolution, we want almost natural selection to kick in to where over time it just gets better and better and better.

And another thing I want you guys to keep in mind too is there's never a time where we find something working internally for our teams that we don't then go and create a training and literally just share it with you guys.

And that's one of the beautiful things is there's constantly new videos added in because we're constantly learning, we're constantly solving new constraints, we're constantly coming up with new ideas and new

systems and anytime something works, I'll just film into a video, I'll add it in here and then anytime there is a new piece of content, we'll email you directly and let you know, hey there's, you know, one new video uploaded or there's five new video uploaded, et cetera.

And that's basically objective. And then not only am I gonna be throwing in anything that's working for us, and me and Ryan are constantly gonna be adding in anything that's working for us, but also we're gonna be adding in anything that's working for people in our network.

So even like the other day we heard about this really interesting outbound messing strategy and our friend was using it for one of their companies, they scaled a million dollars a month and they also started using it for their other tech company and they ended up landing a deal that was like, you know, over a hundred million users that they added to their, to their tech platform.

And because we heard this, we were like, yo, would you be down just to film and training and break down how this works for air clients?

And he literally did that and it's currently in the platform right now. And so anytime I've seen something that's working, I'm talking to a friend that, you know, just had a massive break that help 'em scale, I'm gonna literally get them to film and break it down in air and add in here.

So I, it's gonna be constantly evolving. And the reason why I want you guys to be aware of that is so that A, you're consistently looking out for emails to see when new content is added and then B, you don't go through this and then go, okay, cool, you know, I, I went through the training, I checked the box, I get it now I understand the air system, the air system is constantly getting better.

And so I want you guys to be consistently going through this and like I'm the type of person, if I find, you know, a good training that works and a training that's powerful, I'll watch it 10, 20, 30 times.

And so I recommend like when you finish going through the air platform, go through it again, go through it again cause it's constantly gonna be having new stuff in there.

And I want you guys to get the point of mastery where you don't just understand, you know what we do, But you understand why we do it.

You understand the principles so you understand it on a subconscious level to where it becomes a part of the way that you look at your business.

And the one final note to make on the trading platform side of things is you'll notice an option at the bottom, every single video to send us feedback.

And so there's basically gonna be two buttons. One of them is if you just have a feedback on specific video you just watched.

So it's like, hey, this was confusing, I didn't fully understand this. I have this question. If you just have feedback on anything that was said in the video, you can literally submit it right there.

And the other button is if you want us to film a new training or it's like, hey, can you, you know, add this in?

And then basically anytime you're like, man, I really wish they covered this, I really wish they talked about this topic, I wonder how they do this.

Anytime there's a new training you want us to film and you can click that button and then both of those, you know, feedback forms get sent directly to Ryan and I and I read every single one.

There's not an ounce of feedback that comes into the training platform that I'm not personally reading and analyzing and then I'm consistently saying, oh that's actually a really good idea.

We should add that. And I'll film a training video sometimes same day, get it uploaded into platform. And this is one of the ways that we're gonna continue to make this the best platform in the world is we're literally gonna give air clients everything they want.

If you're an air member and you want something, I wanna make sure that you're able to get access to it. And it could even just be a question like, hey, I'm like curious about this. I might even just film a response and say, okay, like let's add this to the membership site and I'll add it in or I'll send it over to you and say, Hey, we just answer your question, it's now on the training platform, et cetera.

So guys that said, that is the breakdown of the four air pillars. And again, if you have any questions about these pillars, anything you're confused about, anything you want more clarity on, that is why the Slack Connect channel is there.

That is why we're in Slack with you. Message us, let us know. We want you to have ultimate clarity, clear expectations.

We want you to feel fully taken care of. And if you're not currently in the Slack channel with us, you can email us at Concierge Air to ai, we can handle anything that you want us to, to handle for you and then we can also direct you to help you make sure that you are set up inside of Slack going forward.

All right, good stuff. I appreciate you guys watching this and I will see you guys in the next video inside of the air training platform.

What to Expect

All right guys, in this video we're gonna be talking about what to expect overall. We're gonna do a 30,000 foot view perspective of our machine as a whole.

Cuz one of the most important things in learning is it's our ability to slot information to preexisting knowledge. So if we go into this and we're just like learning all sorts of new stuff, it's almost like driving through a blizzard and we don't know what's coming next.

So I want you guys to have full context of what our overall machine looks like. You don't have to know all the nitty gritty details, but I want you guys to get a broad perspective of it.

That way as you're going through it and you're implementing one thing at a time, you're able to slot that out information in and you understand how it applies to the machine as a whole.

Okay, with that said, I'm gonna kind of break down all the steps in our sales process from start to finish, from generating a lead all the way to closing the lead.

That way you have full context. So first things first, we have traffic, right? So we primarily drive paid traffic. Paid traffic is the goal we want to strive for.

And the reason why is cuz it's so easy to scale. When you get something working and you have paid traffic working, guess what?

You can basically scale endlessly as long as our fulfillment doesn't break and we're able to hire more sales reps. But also you can do free traffic methods, which we talk about if you don't have the budget yet to put into traffic and we drive that traffic to a funnel and now here's the most important part.

It does not matter what funnel we're driving it to, right? So this is a very principle based concept more so than the latest, greatest thing that's working right now.

This is based off of never changing principles in the marketplace and does it matter what funnel you're driving to? The biggest and most important thing is you collect phone numbers in that funnel.

So as long as your phone, your funnel is collecting phone numbers on that opt-in page, you're in a good spot.

You could be doing a challenge funnel, a free plus shipping funnel, a webinar funnel, you name it, it really does not matter.

Be doing a group funnel, you could be doing a virtual event funnel. It literally doesn't matter. All that matters is that we drive traffic to a funnel that collects phone numbers and then we have our setters, right?

Those are our appointment generating system. And what we do is we have them call all those leads using Max. We get a hold of as many people as we possibly can.

They outbound dial all day every single day to get as many people on the phone. Because guess what? There is always gonna be a higher conversion rate on the phone than there will ever be on any sales page.

I don't care if you are the best copywriter in the world and you write the best vsl, the best whatever, the best sales letter, it's never gonna convert as highly as the average salesperson.

It's just not right Because there's more social pressure, you're able to handle the objections as they come up. And setters are always gonna be more efficient at booking appointments than any sales page ever is.

So they call the leads doing that and then they set appointments with people who confirm that they're qualified, right? Who agree to watching our pre-call video who agree to a hundred dollars cancellation fee if they don't show up or if they don't watch the pre-call video, which is one of the reasons our show rate is so high, which we'll talk more about later and how we actually get people to agree to that without losing appointments.

And then after our setters set the appointment, people watch the pre-call video. So before anyone talks to a closer, they've gone through the funnel, they talked to a setter and now they're watching a pre-call video that reminds them about that a hundred dollars cancellation fee.

If they don't show up to that close call, which once again is how we get that show up rate up.

Cuz again, show rate will kill you if you have a 50% no-show rate, that means 50% of your deals are going poof, they're disappearing before you even have a chance to close them.

It means you're spending twice as much on advertising to get the same amount of revenue. And this a hundred dollars cancellation fee really helps us and we get we remind them of this in that pre-call video and then really this pre-call video, it sells 'em on the opportunity.

It does as much selling going into the close call as humanly possible, right? We're doing so much selling before they even talk to someone to even sell them something.

And guess what? People are easiest to persuade when they don't know they're being persuaded. By the time they get on that close call and you tell 'em about your offer, their guard's already really, really, really high.

It just is. That's human nature. But by having this process leading up to it, we're able to have a lot of pre-suasion.

There's two books Robert Cini wrote. He wrote Influence and he wrote Pre-suasion. And what you learn in pre-suasion is a lot of times what happens before the ask has more to do with their answer than the ask itself.

How you ask it and really doing this allows us to set up for that. So this pre-call video anchors the cancellation fee, sells 'em on the opportunity, it teases our offer.

And the price and price anchors your offer, right? So before they even show up, you're teasing your offer, you're getting people excited about the offer.

So you sell 'em on the opportunity, get 'em excited about the offer and you compare the price to something way more expensive.

That way when you get on there, guess what? They do not have any price objections when it comes to how expensive it is.

The amount of times you get on, like they get sticker shock. We prevent that with this pre-call video. And then once again we, they've agreed to that a hundred dollars cancellation fee.

We remind them one more time really anchoring them to show back up for that call. And then they go to the close call.

Now here's what's interesting guys. Think of how much we've already done in comparison to what most people do. Most people you know they, they opt into a funnel, they schedule a call and then they're talking to a closer and that's the first time they're hearing about the company For us, there's so much that happens before they ever get sold.

And that's why the sales so easy and we'll talk more about that later. But by the time they get to the close call it's easy.

We just use the closing framework that has been proven across literally thousands of calls that's closed, tens of millions of dollars worth of deals.

And guess what? The closer they go through the close call, they find out where they're at, at where they want to be, they figure out what's stopping them from getting there.

They make them feel like they can't bridge that gap on their own but they feel like you can help them and they say, Hey, we can help you.

And they pitch $0 down plus funding. So rather than saying Hey, it's $10,000 or hey it's $15,000 or hey it's $5,000, our closers, regardless of how much money they have, regardless if they could pay in full 10 times over, we say, hey, it's $0 down today and then just x amount a month, right?

And what that allows us to do is it allows to, to lower that sticker shock and it feels like the price is lower without lowering our value.

So that price to value discrepancy is just massive. People are like, wow, this is such a good deal. There's not as much pain and buyer's remorse of pulling out your credit card and putting the full amount on there.

And guess what? Once they say yes to this deal, we move them to the funding process where we actually get them funded to where they're set up, we get paid in full and they only have to pay a small monthly amount.

So the closer walks 'em through the funding process, it's a super clean, simple process with Midas and you just walk 'em through that process and eventually when you get to a place where you're pushing so many deals through and you have a lot of volume and your closers are just closing deals left and right, you don't even want them to deal with the financing anymore, right?

So you're gonna have them pass off that deal to a full-time rep on your team who all they do is do funding all day.

And now here's the good news. When you get to a place where you need this person, right, when your closers can't do this anymore cause you have too much volume coming through, guess what that means? It means your company is absolutely cranking, right? If you have someone who's processing high ticket deals all day every single day and that's a full-time position, you're gonna be in a good spot.

Cuz that means you're probably doing around eight figures, right? That's a good spot to be in. So a lot of you guys who are at seven figures, that's where you guys want to get to.

Those you guys who are eight figures, you might already ready be there, but the second you add this in, you're gonna be pushing a lot more volume.

But overall guys, this is our machine, right? It's not crazy, it's not super fancy, it's not the shiny object. What it is is simplicity, right?

Simple scales, fancy fails. If you guys focus on just the fundamentals, you guys focus on just implementing this one piece at a time, I promise you you will win.

But if you get distracted by thinking, oh I'm gonna build the craziest most complex funnel in history, I promise you you're gonna get distracted and that's gonna cost you way more money than any potential little increase you're gonna get by doing that.

So focus on the basics. If you focus on the basics, you're gonna get far more reward than if you focus on all the fancy stuff, right?

The basic yield, the highest reward. And this is the basics. We drive traffic to a funnel. I don't care what funnel it is, it doesn't matter.

We'll talk about which ones we've used in the past and how to set one up, but it does not matter.

You know, setters absolutely annihilate that list of of phone numbers where they're calling them nonstop until they've gotten a hold of every single person we set to a pre-call video.

They watch the pre-call video, we do as much selling as we possibly can before the close call both the setter and the pre-call video and then they show up to the close call and they're already so sold and we pitch $0 down plus funding.

And guess what? It's a really, really easy sale. So when we do all of this right and we have a really good offer people want to buy, we're in a really good spot and we get to a place where we have enough deal

volume coming through that we have someone doing this part full-time and the closer's not doing it, we're gonna be in a really, really, really good spot.

Cuz again, that means you have so much volume, you need someone to process, let's say $10,000 payments all day long.

If you, you have too many $10,000 payments coming, coming through every single day that it becomes a constraint, that's a, a good problem to have, right?

There's some problems we want to have and some problems we're happy to fix. And that's one of those problems. I remember hearing a story years ago of somebody who they were doing mail order.

So they would send out direct mail and then they, people would literally put cash in the envelope or check in the envelope and they'd send it back and they'd send 'em the product.

And this is probably literally a 50 years ago type of story. And the first campaign they got working, one of the biggest constraints is they had so much mail coming in and so many checks coming in and so much cash coming in, they, they couldn't process it all.

So they had to hire someone full-time to basically process that. And I remember at the time thinking, wow, can you imagine if that was my problem if my business that I could barely figure out how to make any money with back in the day, I just, my problem was I didn't have a way of processing all the money that I had coming in.

That'd be a good problem to have. And what's even really cool is imagine if instead of sending $10 in the mail, you were processing those checks, imagine they were $10,000 payments.

And when you get this system right, eventually that's what's gonna happen, right? You follow the basics on this and you just implement it.

And because traffic is scalable, cause it's paid, all you need to do is hire more sales people, make sure your fulfillment's scalable and pretty soon you get to a place where that's an actual constraint that you guys face.

And that's where I want all of you guys to be. And I can't wait to help all of you with that problem.

Cause that's a really good problem to have and you just wanna fight until you get to that place. Now, just a quick note, you're not gonna be able to implement this all at once, so don't get overwhelmed.

A lot of people when they hear what we're doing and they're trying to implement in their business what they do, and so they're like, all right, I'm gonna do all of it.

And they're working on the traffic and the funnel and they're rebuilding their funnel to look like ours and they're trying to hire setters and then they're trying to train 'em on how to use the script.

And then they're also building their pre-call video at the same time and then they're changing their closing process and then they're trying to implement the funding process and it's a nightmare.

All right? It's a nightmare. We don't want you guys doing that. You don't have to implement all of this to get results.

It's not like all or nothing. It's, we want to implement one thing at a time with full focus, right? One thing at a time.

Every time we check another big win off our checklist, right? We get the funnel set up to where we're collecting phone numbers from every lead or we get our, our first setter in place or we even, maybe we have setters and we just change the script or we add our pre-call video or you know, we, we change from pitching full price to doing funding.

Every one win is a massive win, right? Can dramatically affect our business. Just adding the a hundred dollars cancellation fee in that process in place could instantly fix your show rate and you could almost double the business in a lot of cases.

So don't feel like you need to implement all of this at once. In fact, I highly encourage you and I'm telling you, do not try to do everything at once.

Try to pick one big rock and just move that right and then the next big rock and then move that.

And pretty soon you'll look up and you'll be amazed at how much more profitable you are within your company. So I'm telling you guys, don't get overwhelmed.

Don't feel like you have to implement this all at once. We're only gonna do the highest needle moving things first, right?

We wanna do the things that are the biggest wins. And there's so many wins on this checklist, right? Here's just some of them, right?

You are collecting phone numbers on everything that comes through your funnel. Literally you make that change to where you're no longer just collecting emails, but now you're collecting phone numbers on every single lead boom that makes you more money.

Or if you don't see the results immediately, it's setting you up to make more money. Maybe you just add this thing, you're set calling every single one of the phone numbers using the set script and max, right?

You just do that one thing. You just do that one thing and all of a sudden that's a massive win and you're way more efficient with your leads and your row as goes up.

Or you start doing the a hundred dollars cancellation fee and your no-show rate goes from 50% and now you only have 10% no-show rate.

That means 90% of appointments are showing up. And guess what? They're actually easier to close cause they talk to a setter or you have your automation set up to remind 'em about the a hundred dollars cancellation fee.

So now it goes up even a little bit more and then you're only allowing people to book 48 hours max on your calendar.

So many people are booking like a week out and what happens is it destroys their no-show rate. So we add just this one little piece in and then that gives us a little bump, right?

And then you allow people to book directly. You never allow people to book directly to your closers. You make everyone talk to a setter.

And because there's really no no-shows, it doesn't hurt your actual close like close call percentage of like how many people are actually talking to a closer.

But your close rate is way higher. So now you get a bump right there. And if you just go through this and you do all these things, you make your off irresistible, you increase your prices you're using the new closing script, you implement funding and you go back to your entire pipeline and you re-offer them at $0 down.

So now you make a bunch more money off all your past leads that you already paid for or you make your fulfillment scalable and now all of a sudden you're not running into the same bottle.

Next year you're running into, or maybe your margins are better and you're able to scale more profitably, right? And then you start doing daily meetings with your sales team and now the overall performance increases the way we structure our meetings.

Or you've implemented the proper incentives for your sales team and spiff structures and now all of a sudden they're performing way higher, they're pushing harder than they ever have, they're following up more, they're getting deals across the finish line that otherwise they wouldn't, wouldn't get across the finish line.

You're tracking your stats properly, all of a sudden now you can start making even better decisions and you see things that are profitable that you didn't even realize before and you're able to scale them more, right?

Or you see areas that are constraints in your business that you never saw before and boom, you can plug them and instantly get a bump in your business.

Now you're not gonna do all of this at once, right? I put all of these random checklists wins here. So you understand that you can't do all of this at once.

Every single thing, one of these things will make a difference. But you have to prioritize, you have to ruthlessly prioritize, which we're gonna talk about.

But you have to understand, you don't want to try to do everything. You wanna pick the biggest needle movers and do those things.

And eventually if you just keep plugging along in your business and you move as fast as you possibly can, one thing at a time with full focus until that one thing works, then pretty soon you'll look up and you'll have a machine that looks like ours.

And when you have a machine that looks like ours that checks every single one of the boxes, it's literally mathematically impossible.

You don't win, right? If you check every single one of the boxes and you do everything that we're doing, guys, business isn't some fantasy world, it is literally a game of math, right?

Math and psychology. That is what business is, period, end of story. And if you get the math right and your psychology's right, meaning the offer and you know the messaging et cetera, it is mathematically impossible.

You don't win mathematically impossible that you don't win. So don't feel like, oh, I'm gonna try to implement everything at once and see what happens.

Commit to implementing everything one thing at a time and pretty soon you look up and when all of it's in place, you might not notice any big difference on the first thing or the second thing or the third thing.

But when all of it's in place, your business is gonna be in a place that you never imagined possible before. Now, if you're someone who's already doing seven figures or close to it or eight figures, you're gonna notice much bigger differences, right?

Because when you have something that's doing a million dollars a month and you get a 10% increase, what happens? You go from a million a month to an extra a hundred thousand dollars a month, right?

It might be all additional profit as well. So you'll make, you'll see much bigger differences. Every box you check and if you're at a smaller level, every box you check, you might not see the immediate effects.

But as you grow, those effects will be compounded, they'll grow with it. So just note, even if you don't see the progress at first, just keep your head down, stay steady.

And for those of you guys who are doing seven, eight figures already, you guys will notice massive differences. Like every every box you check check, you're gonna see increases in revenue or decreases in cost or whatever it is.

That is the primary goal of that checking that box. So those are, you know, that's the process of going about this.

Again, this is called 30,000 foot view of our machine for a reason. Don't feel like you need to know how to do these things yet don't feel like you have to do all of them at once, but I want you to kind of know where we're going, right?

So I'm kind of laying out the roadmap of what everything looks like. That way when you're driving in the blizzard and there's so much information coming at you, you understand the final destination, all the checkpoints along the way.

All right? So that's really what we're going for. And then here's really the next big question is how do you decide which order to do all these things in?

Cause it's gonna be different for every single person, right? Should you do this piece first or this piece first or this piece first?

Should I implement the traffic side of things or the funnel or should I do the pre-call video or should I do the funding process or should I do the setters?

And the answer is, it's gonna be different for every single person watching this, just depending on what's the biggest needle mover in your business.

And the way we decide this is there's something we call machine mindset, right? So we'll talk about this, but it's looking at our business purely objectively like a math problem, looking at our business like an engineering problem and saying what are the constraints that are stopping us from getting to where we wanna go?

And then we identify those constraints and we say, which are the biggest needle movers to solve? And we triage all the different things, all the different constraints in our business.

We need to solve all the different, you know, ideas that we need to implement all the different concepts. And we say which is the highest impact to time ratio items on that list.

And we do those first. Meaning what's the one thing I can do that has the highest impact for the time that it's gonna take?

So just for an example, if you guys are currently have a set team, you have a set team of let's say three people and you're setting, I don't know, 10 appointments a day, but your no-show rate is 50%, right?

So you're losing 50% of your deal's, no-show rate. Well maybe we go in there, we tweak the set script and we add the a hundred dollars cancellation fee, you don't do anything else.

That's it. And now you go from doing, let's just say 200 grand a month to 300 grand a month off the exact same amount of leads, the exact same amount of setters just by doing that one big needle mover.

That's a very high impact to a low amount of time required to implement ratio. And that's why we picked that thing, we identified it that as one of our biggest constraints and we implemented that.

So that's really what we're looking for. And again, we'll talk more about machine mindset and depth as well as triaging and how we approach it and how we look at it.

But we operate ruthlessly by this. We don't do the things cuz they're fun. We don't do things cuz they sound fun and exciting to do.

We don't do things because, oh our friend Jimmy's doing that and that's working. We say what is the biggest needle mover?

And we do that and then we say what is the next biggest needle mover? And we do that and then what's the next biggest needle mover?

And then you guessed it, we do that. And if we do that over a long enough period of time, pretty soon all of these things happen, right?

All these boxes get ticked and we have a really efficient machine. Like we didn't stumble upon this machine by accident, right?

So many people, they build a funnel and like it's the idea and they come up with it and they launch it and it works and they tell everyone about it.

That's not how this was built. Okay? That is not how, how this was built. The way this was built is in a really ruthless approach to solving for constraints.

A really ruthless approach to business that is purely based off of what is the best logical, rational decision to solve for the constraint.

We look at it like an engineering problem. We say how can we be more efficient? Where are the inefficiencies in this machine?

And then once we identify where those inefficiency inefficiencies are, our entire team ruthlessly brainstorms to solve that one piece. We try everything you can imagine, right?

If you have a better idea, trust us. Just imitate before you innovate because we have tried everything you can possibly imagine.

And so far, this is exactly what's working the best. These are the things that have made our machine the most efficient, right?

So it's not just like if you, you guys see all these things that you just have to do, but some of these things costed us literally a million dollars plus of trial and error before we came up with the solution of all the other stuff that we tested.

And you guys just have to check 'em off the list for us. Every single one of these we had to go to war for to figure out, right?

We had to try so many things. We lost so much money in the process in both opportunity costs and real cost and labor costs and all these things.

But for you guys, so much of it's already proven and you just have to keep your head down and take one box at a time.

Take one box at a time. And if you look up and all the boxes are ticked, right? Your entire machine is implemented and everything's in place, the only thing that stops you from going from six to seven to eight

even nine figures, is simply, you guessed it, spending more on ads, hiring more people to fill, fulfill the sales calls and then making sure your fulfillment doesn't break at scale.

Making sure you still deliver amazing results for clients. All right? Now that you kind of have a big 30,000 foot understanding, let's just do a quick understanding of what the outline is like, right?

How do we actually dive into all these things and where are all these things covered throughout this training? That's what I'm gonna break down right now.

So understanding the outline, first thing is setting the foundation. A lot of this is just gonna be the mental models that we have that created the results that we have, right?

If you guys have the mental models, then everything else follows. And if you don't have the mental models, you can have all the other right parts, but when something goes wrong, you're not gonna know what to do.

And our goal is not to you know, throw you up in a plane, an autopilot, right? We wanna put it on autopilot as much as possible for you.

But at the end of the day, we wanna make sure you understand how to fly that plane cuz in your business you don't wanna be sitting there and have this perfect system that works and then have no clue how to make it even better.

Have no clue how to innovate on top of it. Like that's not where you want to be. We want not just to give you a fish, but we wanna teach you how to fish.

And these are the mental models that allowed us to arrive at this, right? These are the mental models that allowed us to build this machine from the ground up from a very first principles level.

And we wanna make sure you guys have every single one of those mental models and you're using every single one of those mental models in every decision that you're making.

And the second thing is crafting and pricing your irresistible offer, right? Your offer is gonna make a massive difference on how easy it is to sell.

And then your price is gonna make a massive difference on how much you make from each sale, right? Because as you increase price, your profit doesn't go up linearly but ex not necessarily exponentially, but it goes up asymmetrically.

Because if your cost is this much and your price is this much and you double price, well then guess what happens?

You three x profit because your price stays the same as you increase sorry, your or your cost stays the same as you increase price.

So we're gonna talk about crafting and pricing your irresistible offer. We're gonna talk about increasing price. I'm gonna push a lot of you guys outta your comfort zone.

I'm gonna get you guys to raise your prices. And again, know that it's, it's okay to you know, not feel like it's gonna work the first time.

It's okay if you raise prices and you get people to B them. And also with funding we're gonna have a lot more flexibility and we're gonna talk about price elasticity and what we can really do to play with that lever because price is one of the biggest levers we have in a business, right?

Warren Buffet talks about this. A lot of the greatest investors and business people talk about this. One of the unique things about being a client-based business is you in a way have a mini monopoly on your services.

No one else is you. Right? And so because of this it gives us a lot of flexibility to increase prices cuz we're not a commodity.

So we're gonna talk about increasing price, we're gonna talk about making it easier to sell by making your offer more irresistible.

There's some simple things in a checklist we can go through to make your offer to where it is just way easier to say yes to, right?

And the goal is not just to make it easy to say yes to, but you want people to feel stupid, say a no to it.

It's so good. That's really what we're going for. And then lastly is making your fulfillment scalable, right? Our goal is to get you guys to a place where fulfillment is breaking.

And if we're not there and there's a problem, right? We, we want fulfillment to break and because we know fulfillment's gonna break, we plan ahead and we say how can we make fulfillment scalable so that when we start pushing seven figures and eight figures then even nine figures fulfillment doesn't change, right?

We're able to productize our fulfillment and make it very cookie cutter to where it gets everyone really, really good results.

And people still see the value in it, but it's very, very scalable. We're not doing all this custom stuff for every single person.

Then we talk about our closing framework. We're gonna talk about our closing framework for how we close deals, the script, all of that good stuff.

And then we're gonna talk about how to overcome objections, right? At the end of the day, we're gonna get objections no matter how irresistible our offer is, no matter if we have funding or not, no matter how good our setters are, no matter how good our pre-call is, you're always gonna get some objections left over from some of your prospects.

And we're gonna talk about how to handle each and every single one of those. But more importantly, the principles behind handling them.

And really we're gonna set the foundation to where by the time they get to that close call, you have so much leverage.

There's so much persuasion that's happened. Handling the objections doesn't feel like you're fighting this impossible force. It feels very easy and we can follow a very simple framework in order to do it.

And then we're gonna talk about pitching the $0 down, right? How do we actually sell the $0 down? I'm like what's the pitch that makes it just seem such a no-brainer, right?

We want it to feel like everyone should be saying yes to it and you'd be silly saying no to it.

And that's what we do here. And then we go over our funding process, right? So how we actually walk people through funding, why funding works.

I know a lot of you guys already understand why it works from a first principles level, but we'll dive a little bit deeper into that.

And then also setting up your Midas account to where you can actually start pushing people through funding. Which is super simple process.

So we'll go through that. And then also how to walk people through that process, right? How to send the links out while you're on the call, how to handle any objections and questions that come up.

Super simple stuff guys. But even this right here is super important. Cause if you know how to handle the small handful of very easily handleable objections that you get when it comes to funding you're gonna be in a good spot.

So we basically remove a lot of our objections here basically with funding. And so these objections that come up are more questions that need to be answered and like concerns that need to be consoled rather than objections that'll ruin the deal.

And then next we go through a quick win, which this quick win is basically going back and reoffering to your entire pipeline of all your past leads, all your past deals, $0 down.

We give them a call and we turn those old deals that we couldn't get over the finish line for any reason into new deals that actually go over because of funding.

Cause once we get funding in place, this is an asset that we have in our business that we can make a lot of money off of old leads who otherwise are worth nothing to us.

And we go back to that pipeline and we extract as much as we possibly can out of it, then we craft your pre-call video.

And in that pre-call video, what it's really gonna do, it's gonna help you increase your close rate on calls, right?

You're not gonna change anything you're doing on calls, but your close rate's gonna go up because there's more persuasion, right?

There's more selling that happens before they even talk to you. There's more warming up before they ever get on the phone.

And then also because of that, it does a lot of the selling and a lot of the explaining and a lot of the question answering and a lot of the objection handling before you ever talk to 'em.

So it's gonna decrease that call time. One thing for closure is if they're on the phones all day, every day they get burnout.

And so really not only does this decrease the call time, but it also helps with that closer burnout. So we can have our closers closing at a really high rate over a really long period of time, not just go a few weeks and then burn out.

And then next in the section we talk about booking appointments, right? Appointment booking system that we use, which is setters.

Setters is how we book appointments. All of our appointments go through setters. That is our system, like we talked about.

It's funnel. All the leads get called by setters. They book all the appointments and they get people to agree to a hundred dollars cancellation fee to watch the pre-call video and to show up to the close call, right?

So we're gonna talk about that. We'll talk about how to set up max to where your setters can start dialing. And this is a big one guys, when you they use max, it's gonna be so much easier, less painful for them. Using other dialers is like beating your head against a brick wall as a setter, we've had so many setters before we had max burn out and quit.

We've had so many setters who, you know, they just don't have much output because they just can't get themselves to actually dial in and like dial in and focus because there's so much downtime in between calls, right?

They, they hit spam so much, they're not getting a hold of people and it is a grind of a job.

So we're gonna get max set up to where it's so much easier on your setters to where setting as easy as clicking play and all they need to do is literally sit there and talk to happy customer or happy peop or happy clients all day or future clients all day.

And it's a very simple process. So we'll get them set up on that. And we're gonna get a hold of is many people as possible.

Cause that's one of the biggest things is efficiency, right? One of the most important things if you're paying for leads, how efficient you are with leads is massively, massively gonna determine what your profit margin is as a company.

And Max is gonna massively increase that and make your sutter's lives easier. And then we're gonna go over our set script, the pro the script, set script that has been proven to work for us, literally probably hundreds of thousands of calls if not more.

And with our set script literally when I when I say this, I kid you not, we've probably had a hundred plus variations of it across the team that we've tested and tried and this is what's worked best for us.

We've tried all sorts of crazy stuff and this is what has been proven to work better than anything else. So you guys can adapt this to your business.

So you're gonna adopt exactly what we're doing and then just adapt it. And then we're gonna talk about that cancellation fee.

We're gonna talk about how to prevent nohow with our a hundred dollars cancellation fee and how we get everyone to agree to it.

Now it's easy to say, oh, just do a hundred dollars cancellation fee. But if most people go and they just try to do a hundred dollars cancellation fee, what's gonna happen?

All of their clients or all of their prospects are gonna say, I'm not doing that. I, I don't want, I'm good.

I'll, I'll pass on the call. You're just gonna sell me something. So we're gonna walk you through our process that literally gets probably 98% of people to agree to it.

And not just agree to it in passion, but like hardcore agree to it. So this is the process we've proven, we tried everything to fix no share rate, guys, literally everything.

It was an exhausting pursuit and we pursued it with the amount of energy we did purely because of how much we knew it was costing us.

But if we didn't have that same level of gravity towards that, we would've given up a long time ago before we figured out how to do this right here.

So we'll talk about that. And this is such a big win if you already are pushing revenue, just implementing this one thing will make you guys so much money.

A lot of you guys, it'll cut your ad spend in half, it'll double your or close to double your revenue.

Cause you'll go from like a 50% show rate to around a 90% show rate. And yeah, we noticed the leads that show up who otherwise don't, they close at the same rate.

So like literally it's just free money. And then we talk about generating leads, generating people who go to that funnel traffic, right?

And in this section we talk about building your funnel or tweaking the one you have. So if you're already running paid ads, you already have a funnel working, we'll show you how to just make a couple little tweaks to it to make it to where we're squeezing way more juice out of the traffic we get there and the biggest thing is making it mandatory, mandatory, mandatory, mandatory that we collect phone numbers that way we can call them, we can have our setters call and set those appointments.

And then we're gonna talk about launching and scaling with paid traffic, right? We have a completely different philosophy to pay traffic than probably anyone else out there, right?

90% of our focus when it comes to paid traffic has nothing to do with the ads, has nothing to do with the targeting, has nothing to do with any of that.

It has everything to do with how efficient we are with leads. That way we don't have to be good at ads, right?

We don't have to worry about getting the 10% little decrease in ad spend because we figured out the latest gimmick on Facebook.

I spent literally thousands of hours in the Facebook ad panel before we knew all the systems that we know now that make it to where we don't have to, right?

We don't focus on ads here, right? We get ads working and then we kind of don't think about it, right? Ads are 10% of what we focus on here. It not even 10%. It's truthfully like less than 5% of what we think about here at air and any of the offers that we've run.

If you need to think about ads, there's a problem. So we'll talk about how to launch and scale them in a very simple way that other people feel like there's no way it can be that simple, but I promise you it works.

That's how we do it. You don't need to be some expert media buyer to make this happen. If you have an expert media buyer, tell 'em to simplify what they're doing and just focus on this.

I promise you'll make a lot more money as a result of it. And then also we, in this section, we do talk about some free methods for those of you who aren't quite at that like seven figure mark yet, and you're just trying to get some more clients coming in to where you can have a bigger advertising budget to keep dumping in and testing because again, advertising is one of those things that is binary.

Either it's working, you're profitable and you can scale the seven figures or it's unprofitable and it's costing you money. There's really not a, a huge in between area there.

If your ads are profitable, also you're in a really good spot. Excuse me, you're in a really good spot because that means with a couple of tweaks and just understanding some stuff, we can scale that and take you from, let's say you're doing 50 k a month right now to 200 k a month to 400 k a month, to 500 k a month, to a million a month.

If we just make sure that we're able to hire more salespeople and make sure that fulfillment does not break. And then next we talk about scaling your sales team, right?

Because that's one of the biggest things. If we're doing all this other stuff right and stuff's profitable, what's gonna happen?

We're eventually gonna hit a ceiling where our setters can't call more people and our closers can't call more people. Or maybe we're the setter and and we're the closer ourselves and we can't take any more calls.

The Scaling Path

All right, so this video we're gonna be talking about the scaling path. So this is the path of scaling all the way from zero up to a hundred million plus.

And for most people, you're on completely different rungs of that ladder. Some of you guys are at 10 k a month trying to get to a hundred k a month.

Others at a hundred k a month trying to get to 200 k a month to get to a million a month for a million a month to 5 million a month, 5 million a month to 10 million a month and beyond.

And some of you guys might even be starting completely from scratch. You're like, Hey, I'm gonna rework my offer and I'm gonna be starting from zero.

And if that's the case, that's fine too. So where you're at in this is dramatically different, but overall this is the path from zero to a hundred million plus.

And I'm gonna break down why that's the path you guys understand, not just what to do, but the reasoning behind it.

So first things first is you're gonna start get something working. First off, with free traffic, if you're at zero, your number one priority is to get something working with free traffic.

And the reason why, cuz guess what? Free traffic is, guess what? Free. So as soon as we get something working with free traffic methods, we're gonna spam it as hard as we can.

Like so many people, they get something kind of working and like they make a couple bucks here and there, they get a couple clients a month, they're making 5K a month, 10 k a month, and they just kind of stop there and they get stuck in this perpetual cycle.

What we wanna do is when we find something that works, we're free traffic, we wanna push as hard as we possibly can, right?

The biggest thing right here and what we're trying to do, it's, it's not about the money at this point, it's about getting proof, right?

It's about getting proof of concept. The biggest thing is proving your ability to convert leads before we spend money on paid traffic.

All right? So many people, what they do is they're like, they buy some course, it's like paid traffic's the secret and they start spending all this money on ads and none of it works.

And they're like, all right, I just lost a bunch of money and the reason why I had nothing to do with the ads, 90% of advertising has nothing to do with the ads, has everything to do with your ability to convert leads efficiently.

And so that's why we start out with free methods if we're just getting started and we're at zero to, you know, the 10, 20, 30 k a month mark, free methods is what we want to get working.

And then if you can't get to 10 to 50 k a month with free methods, your offer and your sales process is not good enough to do paid ads yet, right?

Every single person I know who successfully does a million a month plus could easily, easily, easily, easily, easily do 10 to 50 k a month <laugh> very easily with paid methods without having a personal brand of any kind whatsoever, right?

They didn't have a big following. They'd be able to do 10 to 50 K a month because guess what? Free traffic methods work.

And also they have a really good offer and they have a really good sales process and that's why they're able to get paid ads to work.

So many people all the time, they, they copy people's ads and they wonder why they don't get the same results.

And it's cuz it has nothing to do with the ads. 90% of advertising has nothing to do with what happens inside of Facebook.

It's what happens in the sales process. So if you're starting from scratch and you're under that 10 to 50 K a month mark, we're getting paid methods to work and then we're gonna spam them until we have, you know, the, we've proven our ability to convert leads and we know that if we paid for leads, they'd be wildly, wildly, wildly profitable.

And really the big thing too is the more money you can dump into ads, the more you can test and the faster you can test to get those ads working.

So many people, they're, they start with their couple hundred dollars advertising budget and they're like, all right, let's see if ads work.

And they're like, oh, well why didn't they work? And with advertising, I don't care what anyone tells you, if you wanna get your ads working quickly, you need to be able to spend money and you need to be willing to be okay losing that money.

And the only way to do that is to make enough extra that you're okay dumping it in there and getting those ads to work.

And then the second phase, once you have organic, like free methods working which again, we will talk about if you're under that 10 to 50 k a month range.

The next thing is getting your sorry, getting testing ads with the money that you can afford, right? All additional money should be going into advertising, trying to get it to work.

You should say, here's what I have a month that I need to cover my overhead of like employee, any employees you might have, even if it's just a va if it's whatever expenses you have for fulfillment costs.

And then say, what do I need to live on? And then what is everything else left over? And do not increase your lifestyle at all.

Zero. Like our goal is to scale our business, not to live off the tiny amount that we have right now, right?

So we wanna live off of what we need and in any additional amount we make in the, the more we scale this side of things, the better we get, the more efficient our machine gets.

All that money is gonna go into testing, advertising and getting advertising to work, right? So many people, they get their business from 10 k a month to 50 k a month and they spend the other 40 k a month on lifestyle stuff.

Don't do that. Spend the other 40 k a month getting paid ads to work, right? Because once you get paid ads to work, your business can scale to seven, eight figures very easily.

And then once ads work and you're profitable, you're spending a dollar and you're getting more than a dollar back, right?

You're getting $2, $3, $4, $5, $10 back. There's three constraints you're gonna run into, right? So once your ads are profitable, you're gonna run into one of these three constraints.

Either it's gonna be fulfillment, right? Your sales team, like you don't have enough people to, to field the leads and call the leads or you just need to spend more on ads.

If you got your fulfillment dialed in and it's scalable, you have a sales team who can take those calls and all you need to do is hit the duplicate button, increase the ad budget, and you are good to go.

And that's the biggest thing guys. We're fighting to get this to work, right? We're not, we're we're just fighting to get proof concept.

Like if we can just get proof of concept, we win all of this. Everything else leading up to this is just get proof of concept with this and then we can scale.

And we just need to solve for the simple constraints of hiring more people and making it to our fulfillment is scalable, which we will talk about.

Now, what you have to understand about ads guys is ads are a binary game, all right? It's not you win some, you lose some, you, you, you're kind of making some money off of ads and some from organic. It is a binary game. Either your ads aren't profitable and you're losing money, meaning you're spending money on ads and you're literally not making money, you're not profitable, right?

You're not making enough money back to where it makes, makes any sense to scale and it's just an unprofitable endeavor.

Or your odds are pro, your ads are profitable and you're instantly at seven figures. Here's what people do not understand.

They think, oh, I'm gonna get my ads to work and I'm gonna go from 10 K a month to 20 K a month.

No, not at all. Zero zip. Either your ads don't work and you're losing money on them or your ads do work and you can get to seven figures with pressing a couple of buttons and do making a couple of tweaks.

Or you're, there's no in between. There is no, or actually like there, there is no, or either you're crushing it because all you need to do is scale and solve for these two constraints and spend more money on ads or your ads aren't profitable.

There is zero in between. So like understand this, the moment you have ads profitable, you can be at seven figures, right?

The moment you have ads profitable, you can be at seven figures. Like, so when you're like, not like barely squeaking a profit, but when you're spending a dollar on getting two, three, $4 back, you are at seven figures.

Cause you have money to pay sales reps, you have money to cover the ad spend obviously, right? And you have all that extra margin left over.

So that being said, you have to understand ads are binary. You have to understand that the moment you get ads to work, you are at at least seven figures, all right?

And if you're at seven figures already and you already have ads profitable, guess what? You can scale to eight figures.

All you need to do is solve for the other constraints, right? And if you're not quite profitable enough, we'll tweak a couple things to make your ads a little bit more profitable.

But it's a binary game. You have to understand the reason most people don't scale is because they decide not to scale.

They don't realize that there are a couple button clicks away from scaling and a couple, you know, constraints they need to solve and they go from seven figures to eight figures or from eight figures to nine figures.

So it's, it's a really simple concept that so many people don't understand. I can't tell you how many times Caleb and I will be at like an event.

We'll be at the ClickFunnels event, the funnel hacking live event, and we're just talking to all these business owners, like hundreds of them.

And all the time we see people and we're like, okay, well how you getting clients right now? And they're like, oh, I run ads.

Okay, you run ads. Oh, tell me how much you spend on ads right now. Oh, I'm spending 5K a month on ads.

Okay, how much you making right now? Oh, we're making like 20 K a month and that's all from ads. And they're like, yeah, all of it's from ads.

I'm like, okay, well what stops you from scaling? They're like, oh, well I gotta do my content creation strategy. And then the next thing we're creating our legacy offer.

And then after that we're creating our down sell flow and then we're doing this and this and this and this and this, and that's how we're gonna scale.

And all the time Caleb and I are just like, dude, how about you just spend more on ads and do more of what you're already doing?

And they're like, oh yeah, well we could do that too, but also we have all this other stuff we wanna put in place.

It's like, no dude, just, just increase the ad spend, just spend a little bit more money, right? Simplicity is the ultimate sophistication.

And when it comes to scaling, usually it's not about doing more stuff, it's about finding the things that are working and only doing that, do more of that and do less of everything else, right?

If you have an offer and you're spending 10 k a month and you're, you're making 30 K a month, well let's try spending 20 k a month and making 60 K a month and forget everything else you're doing, right?

If you have like one offer where you're selling and it's profitable and you have all these other things you do on the back end, you have your email campaigns that you're doing, your email marketing and this and this and this and you're running around in circles, just stop doing it.

Like, just find things that are working and we're gonna scale those things, right? You only need one thing for, in order to do eight figures, you need one offer and you need to profitably able to sell it on ads.

That's it. You don't even need all this complex crazy stuff happening. You need your ads to be profitable, you need to make sure your fulfillment scalable and you have a, you can scale the sales team and you just spend some more money on ads.

That's it. You get this working, you make sure your fulfillment is scalable, you make sure you can keep hiring sales people and then you spend more on ads.

It's not rocket science, right? The people I know who scale the most have the simplest concepts that they just go all in on Warren Buffet and Charlie Munger say it's about finding a simple idea and taking it very sim seriously.

And in business what most people do is they find a lot of really good ideas and they try all of them and they test all of them and they're trying to juggle a million things and they have all these projects working and nothing's happening.

When in reality all you need to do is find one simple concept, one, one simple proven way of making your ads profitable and then just spend more money on ads.

And then when fulfillment breaks, make sure your fulfillment's scalable. And then when you run out, a salespeople hire more salespeople.

That's it. And I know a lot of you watching are probably like, well yeah, but there's more to it than that.

It's more complicated. I promise you it's not right. Everyone I know who's over eight figures has the simplest business models.

They're not, they're not crazy complex. The people I know with the most complex stuff going on are doing less than a million a year usually, right?

And a lot of times the reason why people teach all the complex strategies is they want to feel good teaching it.

They wanna be like, oh, I have this really cool thing that we did this one time that made us some money this one time.

But it's like, well, where's your action making money in the business, dude. It's like, well, we have a sales team and we run ads and we close our high ticket deal.

We also have this crazy complex membership site and I'm gonna teach that cuz people are gonna love it. But it's like, dude, scaling is about elimination.

It is about sub traction, not addition. All right? When you eliminate stuff, you can put your focus into things that actually matter.

And this is the, the not even the 20% that gets the 80% results, this is the 10% of things that gets the 90% of results.

So that's all that we're gonna focus on. And again, it's a binary game. Either you're losing money or you could be at seven figures, right?

And the reason I say could be is just cuz so many people, they have something that could easily be at seven figures, but they're not spending my money on ads or their fulfillment's breaking or they don't know how to hire another sales rep.

So you gotta understand like it's that simple. And, and the reason why we're gonna dump all of our money in from that we make from our free methods into our paid ads if we don't Currently have, have paid ads working is because this is like, imagine, imagine a lottery where there's only two tick two, two possible options.

Either you win or you lose, right? And you can buy unlimited tickets. What are you gonna do? You're gonna spend all the money you can buying lottery tickets.

And the reason why is because the second you get one winner, that's it. And then you have a 50% chance of getting the win.

And with this, although it may take a lot of testing to do, it's either it works or it doesn't work, those are your only two options.

Either you're at seven figures or your ads aren't profitable yet there really isn't an in between, right? And if you are kind of in between, your ads are barely profitable.

You have to understand like those ads aren't gonna be profitable for a long sustainable period of time. So you're still in this camp right here.

So I wouldn't say that you have winning ads. Your ads are although kind of bit profitable for the short term. They're, they're gonna die and become unprofitable. But when your ads are really profitable, you're at seven figures. There's no in between.

And really what you have to understand is the secret to scaling when you understand that it's binary is a decision.

It's not some complex strategy. It's not, you know, the the next big idea that you have to come up with, it's not this new down sell flow and this new this and this new that.

It is literally a decision. You decide to just keep scaling. Like how do we get from seven figures to eight figures?

We just spent more on ads, we grew the sales team and we made sure that fulfillment was scalable, so didn't break well then how we go from a million a month to 4 million a month ready?

We spent more on ads, we scaled the sales team, oops, we scaled the sales team and we had ma we already made sure that fulfillment wasn't, was scalable.

That's it. And how do you go from 5 million a month, 10 million a month ready for this? It's gonna blow your mind, spend more on ads, you scale the sales team, you make sure the fulfillment doesn't break.

That's it, right? That is it. And then we optimize all of our processes so our ads stay really profitable. That's it.

It's super simple. You just need to hire more people to fulfill, hire more people to sell. That's it. Super simple.

Or yeah, you need to be able to fulfill, not necessarily hire more people to fill, hire more people for sales and then be able to fulfill it scaling.

And then again, like I said, just decide to keep scaling when something works. Don't stop scaling, don't look for the next thing, scale it to the max, right?

Jeff Bezos says, business is like baseball, but when you hit one home run, you scored a thousand runs. And what he means by that is, in business you just need to get one thing right and it can be worth a thousand home runs.

And the same thing goes with your client business. If you get one thing working, you can get a thousand clients off of it and 10,000 clients off it, maybe even a hundred thousand clients off that one thing working.

So all the failure, all the things that you've tried that didn't work. Yeah, it's frustrating, it's annoying. I've been there.

I mean, I've tried a gazillion things that haven't worked killed and I've tried a gazillion things that we thought were gonna crush that didn't crush throughout our journey of, of make it, of, of doing this.

But when you get one thing that works, you double down on it and you just keep on scaling it. You keep on scaling as hard as you possibly can, right?

And if you ask yourself, can I scale this more? The answer's usually yes. And if the answer is no, it's no for one of these three reasons, right?

It's like, oh, I, I can't spend more money on ads because x yz reason, which usually is a BS reason or I, I don't know how to sales scale the sales team.

So I don't have any more sales reps. Like, all right, let's get one more sales rep and we're add another seven figures to the business, right?

So many people, especially like the seven figure mark, they're doing seven figures a year. They're the ones taking sales calls themselves.

And it's like, well how do I get, how do I get to eight figures? Well, you're spending money on ads and they're profitable, you're gonna fulfillment scalable, you just can't take more sales calls.

All right, let's replace you with somebody else and hire, or actually let's add one more sales rep. Now it's you and somebody else taking the sales calls.

And now guess what? You went from seven figures a year to, from a million a year to 2 million a year and now you replace yourself, all right?

And now you have two people taking calls and now you're doing 2 million a year, but you're not taking sales calls anymore.

And if you can hire two sales reps, why not hire four and then six an eight, right? And a lot of times with 3, 3, 4, 5 sales reps, you're past that eight figure mark, right?

2, 3, 4, 5 closers. You're past the eight figure mark. So just keep on scaling and ask yourself constantly, why can't I scale?

Like what's stopping me from scaling? Is it fulfillment? Is it the sales team? Is it I just need to spend more money on ads?

And once your ads are working, always ask yourself that question and you're always trying to push scaling. I promise you, you will keep scaling guaranteed 100%.

Like if you just ask yourself, okay, well what stops me from scaling? Can I just spend more money on ads?

Like, is fulfillment gonna break? Do I have enough sales people? If the answer is yes, spend more money on ads, you instantly make more money.

If you can't spend more money on ads cuz your sales team's gonna break or your fulfillment's gonna break, then guess what?

You solve that one constraint and then you spend more money on ads. If your ads aren't quite profitable enough to be afraid, like your, your margins are gonna go down as you scale, then it's like, all right, let's tweak our sales process a little bit and get a little bit of those numbers better.

And then guess what? We go right back to scaling. Spend more money on ads, hire more sales people, make sure fulfillment does not break.

And then here's the other concept that is, is really important. It is simple, subtle, but like just this one realization will make you realize man, scaling's not that hard, right?

If you have a repeatable system, any repeatable system is scalable if you decide to scale it, okay? Any repeatable system is scalable if you decide to scale it.

And the keyword there is decide you have to make a commitment that I am going to scale it. The biggest reason why people don't scale, and I know it seems like hyperbole, but it is not, it's simply that they don't make the decision.

They don't commit to saying, all right, we're hitting seven, we're going from seven figures to eight figures and we are going to scale.

All right? What is the constraint? Oh, well there is none right now. I'll spend money on ads or all right, well I can't fulfill anymore.

All right? We're gonna restructure fulfillment to where it's scalable, right? Or we're gonna, we're gonna build out a team to scale what we already have, right?

Like every system is scalable. E even like outbound, even even free traffic methods are scalable. We have friends who scaled outbound messages to nine figures a year, nine figures a year selling to like dentists, nine figures a year.

We also have friends who scaled affiliates like other free traffic method to nine figures a year, companies multiple front. So it's like most of the time it's not like you need the next big thing, it's just that you need to scale what's already working.

And the only reason why I say go from free methods to paid methods, even though we have lots of friends who've done multiple hundreds of millions a year just, just doing free methods is because with paid methods, scaling's the easiest thing ever, right?

You don't need to hire more people and build out more operations. All you need to do is hit the duplicate button in the Facebook ad panel, right?

And then all you need to worry about is scaling the other side of things, which is fulfillment and sales team.

That's it. Super simple and it feels like I'm oversimplifying it. You're like, oh, Ryan, getting to eight figures isn't as simple as just spending more on ads and hiring more sales people and you know, making sure my fulfillment's scalable.

It is, I promise you done it over and over and over again. Everyone I know like in this space has done it over and over and over again.

And I'll tell you what, it's literally this simple. Are there nuances of like making sure your sales process is good to where your ads are profitable to where you can scale?

Absolutely. That's what we're gonna cover. You're gonna know everything that we know internally that works, that's proven to work. That's work time and time and time and time again that is battle tested.

But guess what? Overall macro framework is simple traffic, conversions, fulfillment. All right? Why am I not able to scale it's traffic?

Conversions are fulfillment every single time. If it's traffic, you spend more on ads. If it's conversions, you fix that part.

If it's fulfillment, you fix that part, right? Super simple. And then also guys, the only reason we switch on ads is because there's less operational complexity to scan.

Like I said, the the only reason, even though people, we have tons of friends who've scaled the other sides of things, ads just makes it less operational, operational complexity to where you can focus on the conversions and the fulfillment side where the traffic side's really not a mental thought, right?

That's the goal. And as you get past like that, the multiple eight figure mark, you might start adding in and scaling these other methods as well.

But out the gate, I would just get proof of concept, right? Make sure that you can convert the leads and dump the extra money you have that you can afford to test into ads.

And then once you have ads working, we will just make the decision to scale. Super simple concepts. It feels like I'm oversimplifying, if you told me at the beginning of my career that this is the secret to getting past eight figures in a client base business, I would be like, there's no way It's that simple.

I read in all these books that you gotta do this and you gotta do this and you gotta do this.

And really information in this industry, like what you acquire and what you kind of boil things down to goes like this.

It's a bell curve when you first start. You gather all this information and then the further and more experience you have, you realize how much less of it is actually relevant.

And you end up somewhere down here on this other end where you're like, man, 99% of the stuff I've learned isn't useful.

Like even going to events, I promise you this, going to events can be valuable for the people that you meet and the networking.

But if you go in there and you listen to speakers talking about all their complex strategies, all you're gonna do is get distracted.

All you are going to do is get distracted. Don't worry about the next challenge funnel or the next of this funnel or that funnel or this or this or this or this.

It all comes back to the fundamentals. That's it. The fundamentals, right? Beginners focus on all the complex stuff, the professionals focus on the fundamentals.

The most talented people in any space, like whether it's athletes or this or that, they focus on the basics, right?

Professionals focus on the basics, right? You, you look at someone who's a professional fighter, they're not focused on some crazy new technique.

They're focused on becoming the best in the world at the basic stuff. And because they're the best in the world at the basic stuff, they're able to beat everyone else.

And that's what I want you guys to understand is throw everything out the window. All right? I want you to make a list of all the things you, projects you're working on, ideas you're working on that aren't on this list right here.

And delete them. Throw them outta your head. Don't have some cost bias towards them. Literally delete them. Cuz all you need to do is follow this path from zero to a hundred million plus all you need to do.

And the only reason you're gonna get stuck is for one of these three reasons, right? That's it. You're not gonna spend more money on that for some reason cuz of the platform.

You tap out the market size, you're not gonna have like, you're gonna run out the ability to hire, manage the sales team just cause you don't have the the skill to do it.

Which guys, that's a simple constraint. Like that should never be the the reason why or your fulfillment breaks at scale.

Which guys again should not be the reason why. Really, at the end of the day, the only thing that stops you from scaling is you, right?

It's deciding I not to solve the next constraint, not to solve the next piece of the puzzle. And truthfully, the only reason we're not at that doing a billion dollars a year is we haven't solved the next constraint, right?

And guess what? That's what we're working on solving the next constraint. Because the only thing that stops you going from a hundred million to a billion a year is solving the next constraint, which become slightly bigger and more difficult constraints.

It's like market size and all these other things, but in the beginning from zero to seven figures, there's no real constraints guys, it's you.

I promise you that my constraint when it was from zero to seven figures was me, right? Caleb's constraint from zero to seven figures was him, right?

So understand you're just a few simple tweaks away from getting there. Everyone feels like it's so far away. They feel like, oh man, someday I'm gonna have go from six to seven figures.

There's someday I'm gonna go from seven to eight figures, or someday day I'm gonna go from eight to nine figures.

Why not next week? You know, I mean that seriously, it sounds like a joke. Like why not next week? Why not two weeks from now, right?

E, even like when launching air, Everyone's like, okay, well this is the team who's not me and Caleb, let me clarify that.

He's like, all right, well over the next X amount of months we can get to this level and that'd be a good goal to strive for me.

And like, okay, well why not? Why not the first day? There's only a couple constraints, there's traffic, conversions and fulfillment, right?

Do we get the sales team? Yeah, we know how to do that. We can pull as many salespeople as we want. Can we make fulfillment scalable? Absolutely. It already is. Can we spend a lot on ads? Yeah. And do we even need to because our ads, our ad cost is gonna be really low cause we know how to lower that.

No. So rather than saying, oh, well someday we're gonna get to eight figures, someday we're gonna get to nine figures the first three or four days we're at a hundred k a day and that has nothing to do with us. It's us just taking this basic concept to heart and going zero to a hundred K a day out the gate.

Because guess what? It's math. It's no more difficult for a mathematician to say what's two plus two versus what's 200 plus 200, right?

It's no more different. It's no more difficult. It's the same concept. And same thing with you guys. If you're at seven figures, it's no more difficult to get to eight figures.

In fact, it gets a lot easier cuz now you have team members you can hire who take a lot of the stress off your plate and give you a lot more freedom.

If you're at six figures, get into seven figures makes your life a lot more easier. Because guess what? Now you're not having to do everything yourself.

You have team members who are doing individual pieces. So guys realize this is the path, all right? And we're gonna follow this path, whichever one you're in, whether you're in this boat right here where you're starting here and you need to get proof of concept or you have money to test on ads and you already have proof of concept.

Cause even if you have money to test on ads, but you don't have proof of concept, you should always be right here then yeah, you wanna test those ads anyways.

That being said, it doesn't have to take long, right? It make the decision to just scale as fast as you possibly can.

Make the decision to do it next week, right? By next week say, Hey, I'm gonna be at this level and the next week say I'm gonna be at this level.

Don't think in terms of quarterly and yearly time horizons, think of what am I gonna do next week? Can I triple my business next week?

There have been weeks where we've tripled our business. It has nothing to do with anything other than a decision installing for the little tiny constraints you need to do to keep up with it.

So make the decision guys realize it's not that far away. Realize all you need to do is make a decision to scale.

If you ads are profitable and you're not at seven figures, congratulations. You're at seven figures. You just haven't mentally got there yet.

All right? You can do it next week. If you're at seven figures, you're doing multiple seven figures a year and you're trying to get to eight, congratulations, you're at eight figures.

Just spend more money on ads and make sure you have enough sales reps and fulfillment in place. And I know it feels like I'm ranting, I know it feels like I'm oversimplifying and I know I've said that like 10 times already.

But it is super important to understand and that's the only reason why we scale stuff when other people don't is a decision.

It is literally deciding to keep scaling the guy who has three x row ads or four X ROAS or five x row.

I've seen people with 10 x row ads who decide not to hit increased budget on their ad spend because they don't want their profit margin to go down or they, they just don't even think to, it just crushes me to see and I don't wanna see you guys doing that.

If you are profitable, scale as hard as you can and optimize as you go. And guess what? You'll keep optimizing as you're scaling so you'll get more and more efficient.

I've seen people's row ads get better than more. They scale rather than worse cuz they keep improving the machine. That said, hope you guys got this concept.

It's simple. I hope you guys take it to heart. But understand where you're at on this path, that way going forward, you know which direction you're gonna be going.

And again, we'll get more clarity on you know, what to do in each case scenario. But we wanted to give you guys an overview of the scaling path from zero all the way to a hundred million plus, which applies to every single person watching this right now.

Architecting A Company

All right, so in this video I wanna kind of facilitate a mental shift in the way that you think about building your company and the way that you think about kind of how you approach entrepreneurship, I guess you could say, going forward.

Now, even though this video's gonna kind of be, you know, nice and short, simple a little bit shorter than some of the other videos you're probably gonna watch.

This is by far one of the number one reasons why Ryan and I are able to consistently turn out million dollar a month companies.

Like it's why Five outta the last six companies that we've started has gotten to a million dollars a month while some other people ever struggle to, you know, get their client base business even to the point of profitability, let's say.

And the reason why it's very simple. We have consistently and over a long period of time studied the greatest companies throughout history.

Kind of a a perspective I wanna go and hand you real fast is, is this, let's say we have one client base business.

One of their names is, is Tommy, the other one is named Joey. Tommy studies the best client-based businesses in the industry.

He studies all the people who are successful at the top of his niche. And you have Joey. Joey studies the greatest entrepreneurs to ever live the most successful comic slot history.

He studies people like Jeff Bezos and Elon Musk and you know, bill Gates and you know, Rockefeller and all these great entrepreneurs, whether you like them or not, all these great entrepreneurs, he studies the patterns that cause 'em to build their companies.

Which of those two people win? It's gonna be Joey every single time. And so I see so many client-based businesses that I talk to, they've never taken their mind outside of their industry.

Therefore it's very difficult to become a titan in their industry. Like it's difficult if all you're modeling is the people who are at the top of your industry.

It's difficult to kind of ever surpass them, I guess you could say. And so what makes Rod and I different is we've studied more of the greatest companies to ever live than we have studied client-based businesses.

I know more about the most successful entrepreneurs and capitalists of all time than I do about the people who are currently crushing it with a client-based business.

And that's pretty crazy to conceptualize considering I know pretty much anyone who's crushing with a client-based business. I've also obsessively studied that and obsessively, you know, analyzed the patterns there as well.

And so because Ryan and I have had such a high bar and we've studied these people who are doing a hundred billion a year and more, the thought of us getting to 10 million a year has always been kind of kind of comic, I guess you could say.

Like it just made sense. We're like man, if we're doing the things that a hundred billion a year company is doing and we do that in our vehicle, how can we not get to 10 million a year?

Like if we're doing similar things. So let's say Jeff Bezos and 10 million a year is literally comical to Jeff Bezos, why can't we get to 10 million a year?

And so that's why in this video I wanna just briefly talk about architecting a company because I think that's a massive shift that so many people who have a client-based business need to make is you're not just some self-employed entrepreneur, you're not just someone who has an offer or something that you sell.

Like at the end of the day, your goal should be to architect a company that provides value to the customers that you serve for decades independent of your manual effort.

And that is what Ryan and I have focused on architecting a true company that lasts over a long period of time.

And so I'm gonna share with you guys is four books that I have personally found to be tremendously valuable and I'm gonna explain how they can be valuable for you as a business owner.

Now before I dive in to what these four books are, first wanna preface by saying this. These are not books that I want you to go, you know, start reading tomorrow.

These aren't books that you know are the awesome books that you should, you know, annihilate in the next week and be done with it.

I recommend that you start these books and start reading these books as soon as you're done with the air training.

Cuz ultimately the air training is everything you need to know to get momentum to start scaling. It's all the high leverage systems like ultimately the principles that I've learned from these books.

We have put into the air training in specific ways that have been battle tested in work for client-based businesses. So I wanna say don't let this be a distraction.

Let this be something you take note of. And the moment you're done with the air training and you've gone through the entire system that we've had and you implemented it, you start to read these books so you understand some of the macro principles.

That is the reason why we were able to create a training like the one that you guys are gonna go through.

Now, the first book that me and Ryan both have found incredibly valuable is a book called Good Profit. And this is written by a guy named Charles Koch.

He is the CEO of a company called Koch Industries. And Koch Industries is one of the number one private companies on the planet.

Koch Industries does over a hundred billion a year in revenue. And what's so interesting about the a hundred billion a year in revenue they do is it's actually diversified a across a lot of different companies, a lot of different products.

And so if you look at, you know, a company like Apple for example, you can kind of see that majority of their revenue is done with a few big products.

Koch Industries, literally Charles Koch has just created a system that can acquire all of these random companies. And the moment he acquires them, they're instantly more valuable and they just start to scale like crazy.

And so naturally, because of this system that he has in place, all he does is he just acquires companies, puts them into Koch industries, those companies increase in value.

And over time it's literally growning to the point where he has, you know, a ton of companies that are now generating a hundred billion dollars a year.

And in his book he literally shares 100% of his management philosophy. And so he literally breaks down the exact management system that he infuses into a company when he buys it, to instantly make it more valuable.

And so both Ron and I, we have annihilated this book. We have talked to people at his company to pick their brains.

We've gone through trainings online, you know, that they've put together to break down the management philosophy. And we've taken a lot of principles from the way that Charles Koch runs.

His company's got to a hundred billion dollars a year that's allowed us to scale our companies internally. In fact, we've had a lot of our team read this book as well.

And so I recommend that every single one of you buy this book. And when you go through it, really think through how can I take the principles that is causing this company to a hundred billion dollars a year to help me to get to my objective?

What are some principles that they're implementing that I personally don't have implemented in my business? The second book is a book called Built to Last.

And you can see the sub-headline is Successful Habits of Visionary Companies. And the headline and the name of this book is incredibly straightforward cause that's literally what this is about.

It's ly a book that tells you how to be a company that lasts over a long period of time. And it comes from him studying some of the most successful companies about history and just asking, why do these companies last for decades, last for decades?

Why do they stand the test of time while other companies fade away? And so the author, his name is Jim Collins, he's actually one of Jeff Bezos favorite authors.

He also wrote a book called Good to Great and Jeff Bezos, you know, quotes at as being one of his most impactful books.

He's read that he built a lot of Amazon's principles and stuff of that nature off of. But in this book, Jim Collins literally, you know, basically took a scientific approach for studying the most successful companies about history and figuring out what are the patterns that actually cause those companies to last.

And so for all of you, the goal should be to have a company that lasts for a long period of time, whether you plan on running it for multiple decades cuz you're passionate about it, whether you plan on not being involved in the business, then you even more so need to have a company that's built to last.

Because if you don't wanna be involved in the business, you want it to continue to produce cash flow even after you're no longer involved.

Or number three, even if you plan on exiting it, guess how you get the highest valuation? Guess how you get the highest multiple.

It's based off of what they value the company being worth over a long period of time. And if you build a company that last, ultimately you're gonna get away higher valuation.

So I recommend every single person read this book and really ask themselves, how do I reverse engineer having a company the last over a long period of time?

The third book is called Invent and Wander. And what makes this book interesting is it's literally just a collective of Jeff Bezos shareholder letter.

So this book is technically by Jeff Bezos, even though it, it wasn't originally a book. And so the way that being the CEO of a publicly held company is, is every single year you write a shareholder letter.

So you write a letter to the people who own your stock and you're basically telling them what the vision is for the future of the company.

And so you can read Jeff Bezos letters to Amazon's shareholders and literally watch him break down from the beginning of Amazon starting all the way to now.

You can watch him break down exactly what his thought process was when he was building Amazon. And so this has been incredibly, you know, fruitful for me to read.

In fact, I actually read this when I was like 16 even before it was in this book for him. I just read the shareholder letters online and it's incredibly fruitful for me to read cause I'm just like sitting there and say, okay, like this is what Jeff Beers was thinking when he started Amazon.

How can I be thinking similarly while I'm starting air? What principles did he have in place? What things was he doing?

How was he incentivizing his team members? How is he getting people to think like an owner? What was his strategy?

And I can take those and apply that to what I'm building. And that goes for anyone who's business owner. You can read these and I I will tell you, you right now, if you walk away reading a book from one of the wealthiest people on the planet who created one of the biggest companies on the planet and they break down the entire blueprint for how they created it and you don't walk away and gather some insights that makes your company more valuable, <laugh>, let's just, let's put it this way, it wasn't the Book's Fault.

And then the fourth book is a book called Insanely Simple. And this is actually the most recent of the books that I read.

All the other ones I've kind of read over the last, you know, multiple years and studied them Aon but Insanely Simple, I randomly came into contact with and it's literally a book about, you know, basically Steve Jobs and the obsession that drives Apple's success and really just how Apple became the company that it is today.

And it's written by a guy named Ken Siegel who actually was on the Apple team. He was in the marketing department.

He basically worked for an agency that Apple brought in-house to start doing marketing for Apple. And so Ken Siegel breaks down what it was like working with Steve Jobs, Steve Jobs habits, the way he ran meetings, the principles that he carried.

All these things are broken down from Ken Siegel. And I found it really interesting just to see the way that Steve Jobs conducted himself in a team environment and kind of some of these macro principles he had that caused him to create Apple.

A company that is ultimately a multi-trillion dollar company. And I've read a lot of books about Steve Jobs and there's a lot of really good ones.

But I thought this was one of the most practical for a business owner to actually take some of these things and start instantly plugging into their business.

Even the way, you know, Steve was with radical transparency and stuff of this nature. And so guys, these four books, these are like blueprints from companies that are doing over a hundred billion a year.

And my recommendation for each of you to be, once you go through the air training, read each of these books and the beautiful thing is there's no specific order.

You can't go wrong picking up any of them, but just read these books and ask yourself what are these a hundred billion dollar plus companies doing and can I implement similar things in order to scale my business?

Cause ultimately if you're modeling a company to a hundred billion dollars a year, it's fairly simple to get to 10 million a year or a hundred million a year or whatever the number might be.

I mean, even for Jeff Bezos an extra a hundred million a year, I don't even think it would make him pay attention <laugh>.

So it's like if you take someone like that and you can model similar things, how easy is it for you to get there?

Right? And if you look at Charles Koch, it's like he's doing a hundred billion dollars a year. How easy is it for him to buy a company doing a million dollars a year and take them to 10 with his systems with what he has in place?

So anyway, I won't continue to, you know, harp on this same thing, but I will tell you this has been something that's been massively influential to me and one of the chefs I'd love to see in every single air member going forward is modeling some of the biggest companies implementing these principles and ultimately just taking a different approach and realizing my goal is to architect a company.

I'm not building an offer, I'm not selling a product or service. You know, at the end of the day I'm architecting a company.

My goal is to really build a machine that has principles, it has culture, it has values, it has systems. I'm incentivizing people the right way.

I have talent on board. And you build a machine. Cuz ultimately if I ask people the question, you know, what would happen to your business if you took a month off?

Most people, their business would completely fall apart. And our goal is for you to build a company that doesn't Rely on you, but because it doesn't rely on you, you're able to actually work on the business and look at it from a 30,000 foot view and actually drive the machine forward.

Cuz ultimately that is the true job of a business owner, not to be putting out fires constantly. That's valuable in start at mode, that's necessary.

But ultimately the job of a business owner is to see the future, know exactly what it takes to actually get there.

And reading these books will kind of give you a very clear plan of how these people set these massive visions and actually put very simple mechanisms and things in place to ensure that these things actually get accomplished.

The 6 Closing Levers

All right, so in this video we're gonna talk about these six closing levers and how we are going to be going through this air process to make it difficult for you not to close deals.

Now one thing that I've always found really fascinating, especially the more that I've worked with outside and external business owners, is that people have this natural feeling that closing has to be difficult or they feel like, you know, at the end of the day it's gotta take a lot of effort to get an enormous amount of deals across the finish line.

And maybe it's cuz they feel like, you know, it takes a bunch of effort to pack out calendars or they feel like, you know, they have to take a high volume of calls.

And so there needs to be a ton of output and outbound dialing and they feel like on the actual calls they need to be taking people through this long process and then be handling objections and looping with them and they think we need to be following up with the person for months and, you know, trying to get them to trust the company.

And like, I don't know, I don't know what it is. All I know is people make it seem like closing has to be this difficult thing.

And in reality, if you build your machine the right way, closing should be natural. There should be a natural process where prospects want to become clients.

Like it shouldn't be this thing where every day you're waking up wondering where your next deal's gonna come from. Or every day you're waking up and hoping that that deal you're moving along goes through that way the bills are paid.

And that may even be extreme. Maybe you're not in that position, but maybe just overall it feels difficult to get deals across the finish line and it feels difficult to hit the next level and maintain profitability to net.

And so really the way that Ryan and I have always thought about stuff is how do we put certain systems in place that allow us to have such an efficient machine?

It's difficult not to scale. And one of the things that one of my favorite quotes is, I don't wanna make it possible to succeed.

I wanna make it impossible to fail. And so few business owners ever get to that point. And obviously you never get to the point where it's fully impossible to fail.

But you, you understand what I'm saying. The point is, you wouldn't have such an efficient machine. It's difficult for it to go down.

Like look at Jeff Baer's Amazon. It is tough to try to take Amazon down to try to stop Amazon. Jeff Baer's himself couldn't even really mess it up at this point.

And so that's my goal for you. I want your machine to be so efficient. You're not asking am I profitable in ads?

Can I keep spending, you know like am I producing revenue? It needs to be like how, how hard do I wanna floor this?

Like where do I want my business to get to? That's, that's where you need to be. And here's why I think people think it's so difficult to get to that point.

It's because of this big myth right here. And that's the improving your close rate happens by changing what you say on calls.

And this is so far from the truth. Like at the end of the day people think, oh my close rates affected by what is being said on close calls.

That's just one aspect of it. Like, yes, definitely if what you say on close calls makes a difference as to whether or not the deal goes through, do not get me wrong.

That's why good closers close the higher rate. But at the same time that is like one part of the puzzle and there are so many other things throughout the entire process that affect the close rate.

And I feel like it's such like a, you know, it's way too granular of a mentality to say if I wanna increase my close rate, I gotta be better on Close closed calls.

I need a better closer on closed calls. My script's gotta be better. Like that's one aspect. But if you're doing everything else right, you can have fairly mediocre closers and they're still producing more revenue than the best closer within a bad machine that doesn't have the other levers in place.

So in this video what I'm really gonna do is I'm gonna give you an overview of the six levers that we're gonna be putting in place and kind of the system that you're gonna have by the time you're done going to the air training platform and why specifically it's gonna make getting deals across the finish line so much easier.

And this video isn't here for me to tell you, hey, this is exactly how to implement this lever and you're gonna walk away from this video knowing how.

But it's to give you a broad understanding because really this entire training platform is just to show you how to implement each of these levers.

In fact, as I break these down, you're gonna be like, man, there's an entire section on that. There's an entire section on that.

And that's how we built the train platform. And so by the time you get done with this, you have these levers in your business and you just have a hyper-efficient machine like we do internally.

So let's go and dive in. The first lever that you can pull on as a business owner to increase your close rate, increase the amount of deals that are coming through the door is your offer, right?

I think the easiest way to explain this is look at Apple, right? Apple doesn't have these A player 10 out of ten five star sales reps that are selling the iPhone.

At the end of the day, people want the iPhone so bad they don't even need that greatest sales reps. People come in wanting to buy, right?

And so one of our goals is to get your offer to the point where it is just a no-brainer, it is irresistible, it is the cream of the crop.

And at this point, rod and I are really good at doing that. Like if you look at it, like I said before, five out of our last six companies have gotten a million dollars a month.

Reason being is we know how to put offers in place that people want the purchase. And so when you have an offer that people wanna buy consistently, then at the end of the day you're not pulling out their teeth to get them to buy it.

They want to buy the offer. And so one of the first sections that we're gonna be diving into here in the air training is how to create an irresistible offer.

And we're gonna help you do this If you're currently, you know, starting from scratch, you have no offer, you have nothing to sell.

Or if you're someone who's currently doing 500,000 hours a month and you have an offer in place that people want, where it's gonna make it even more irresistible to where you have more deals going over the finish line.

So that's gonna be kinda the first thing that we dive into. Cause ultimately a great offer makes people want what you're selling and it takes less convincing to make them want what you're selling.

It decreases the skill level you need in order to sell. Now the second thing that we're gonna be diving into inside the air training in order to increase your close rate is the script that you're following and the closing framework that you're following.

Now, ultimately, even though what you say on calls isn't the only lever, it still is a big lever. And if you do it the right way, you can drastically improve your close rate by changing a few things that are happening on calls right now.

I mean every time I review a business owner's call or a closer's call every time I'm like, man, tweak this, change this, do this.

And instantly you'd have more closed deals. And I'll tell you right now, nothing, just like slight myth, majority of people who say that deal wasn't closeable most of the time it actually was if you're doing the

right thing on the call, you can take leads to everyone else and even top performers to tell you that's not a closeable lead.

And it's like no, actually It just wasn't executed the right way. You didn't put them in a buying pocket and that's why they didn't move forward.

And so what we're gonna do is we're gonna increase your ability to sell your offer after we make it irresistible and we're gonna put the two together.

And that alone is gonna make such a massive difference for you just implementing a more irresistible offer, implementing a new framework for how you're conducting close calls and getting people to justify making a decision with you and how you're going about that call.

And those two things alone, your close rate's gonna skyrocket your math's way better and your ability to generate revenue is is massively increased with just those two things being implemented.

The third thing that we're gonna do in order to increase your close rate is we're gonna implement funding.

And ultimately funding is one of these simplest ways that I can think for a business owner to go in and increase the amount of deals they're getting over the finish line for two reasons.

Number one, it makes the sale way lower friction, way lower friction. I mean let's say we have one sales rep named Timmy and we have one named Tommy.

All right, Timmy's got a 10 K offer, Tommy has a 10 K offer but it's $0 down and it's $300 a month in 30 days.

Who's gonna have an easier time selling it? It could be identical, offers equally as irresistible. Same exact closing framework. The only difference is, you know Timmy, I don't remember if I said Timmy your time, but let's say you know Timmy over here at the end of the call, instead of saying it's 10 K, he says it's 10 K but I can get you started for $0 down and $300 a month in 30 days like that one thing adding in close rate get skyrocket because you're the lower, it's a lower friction sale that makes your offer even more irresistible.

And so we're gonna implement funding in your offer and we're gonna show you how to present it. We're gonna show you how to really like set it up the right way, really make people feel comfortable going through the process, how to conduct people through going through the process.

And that ultimately just adding that to your offer, it makes your offer way less, you know, have way less friction and then also it makes to where more people can afford it.

And this is a massive thing to decreases close rate. Cause ultimately there are very real reasons sometimes why people don't move forward.

It's not always they weren't interested. Sometimes it's, I literally can't afford it. And just having the funding option now opens up for those people to pay in full on the spot but they get to pay over a long period of time.

And so instantly add that in. Think about how much your, your sky, your close rate skyrockets just from being able to take those leads who can't afford it and start to actually offer them an opportunity where they can.

The fourth thing we're gonna implement is a pre-call video. And so this is something that we are adamant on with any company we launch.

We always have them watch a video before the conversation they have with a closer on our team. And this video is very strategic.

We're gonna be breaking out inside of the air training in one of the sections. How you're gonna build your pre-call video, the psychology behind the pre-call video.

We're gonna break down how your appointment set or in a funnel can actually get it to where people watch the video and like you have a high watch rate, all of that's gonna be covered.

But all you need to know right now is we're basically gonna put a video in place to where by the time they talk to a closer where they talk to you as a business owner, no matter where you're at in the system, by the time they talk to you, they're already fairly pre-sold.

They have overall context, you've already broken some beliefs so by the time they're talking to you they're just way more buttered up than they would be otherwise.

And so you guys understand like just with these four things implementing, like imagine you have a more resistible offer, imagine you have a a better closing process of what you're actually saying on calls.

The process you're walking people through, you add funding into where it's zero friction and the people can't afford it now start to be able to afford it.

And you have a pre-call video that's actually teeing people up By the time you talk to them, how much more would you be closing right now?

This is why we're able to be so efficient at air. It's because we have these levers in place. And so if you have someone else who just is better on the phone than someone on our team, we're gonna beat them every single time because we have more levers in place and our overall system is so efficient.

The fifth lever that we're gonna pull on is setters. That's the fifth thing that we're gonna pull on to make sure that you increase the amount of people come to the door is actually getting people to talk to leads before they ever talk to a closer.

And so some of you guys, you may have appointment setters in place already. If that's the case, we're gonna get you the point where your appointment setters are on a player level.

They're actually taking the right process for appointment setting cause we have tested this like crazy. And if you don't have appointment setters, we're gonna show you how to implement appointment setters to where you're actually having leads that are, you know, way more set up.

They're actually convinced to watch the Preco video, they watch the Preco video, then they go to the closer. By the time they talk to the closer they've already talked to someone at the company, they've watched the video, they trust the company.

You've already established, you know an expert frame. All of these things happen with setters and this massively increases the i intent of leads.

And not only does it increase the I intent of your leads, but it decreases no-show rate a ton. So you're gonna have way more people show up to the conversations that you have scheduled.

So again, that alone massively improves your math. Cause if you have 10 people on the calendar and you currently have four or five that aren't showing up, if we can get to the point where only one or two aren't showing up, that's literally, you know, almost double the conversations that you were having before.

And just that alone, you could maintain the same close rate and you're closing double the leads. And so again, like start doing math in your brain and like think about just implementing these systems.

How much more efficient does your machine become? You can compete against anyone because they're fighting an uphill battle while you just have a machine that makes it easy.

Like when you have all these things in place, it's difficult to not be profitable because the math ends up becoming so good.

And ultimately at the end of the day, all the market is is it's an auction, right? The person who can afford the most to acquire customer wins.

So if your machine's more effective, you can all day, every day beat your competition when it comes to getting people to convert into your customers instead of theirs.

And the sixth and final lever that we're gonna be pulling on is talent. And that amplifies the effectiveness on all the other levers.

And so ultimately, although if you do the machine the right way, you don't need a player sales reps in order to perform.

You don't need, you know, the best of the best on calls in order to be profitable. If you now take an A player person and you put them on calls, it's game over.

And here's a beautiful thing. It's way easier to recruit and hire talent when these other levers are in place cuz this is the type of company they wanna work for.

Do they wanna work for a company where they're doing all the legwork or do they wanna work for a company where leads are coming in?

They're already like set the right way, they already have the right expectations, they already have some beliefs broken, there's funding in place so the offerings easier, they have a better closing process To actually follow.

And ultimately all of these things together are an amplifier. So again, in this video we're not walking away and knowing how to increase our offer.

We're not walking away and knowing how to, you know, have a better closed framework. We're not diving into the nitty gritty, but I want you guys to understand overall why we're able at air to have such a more efficient machine than most people out there.

And ultimately I want you guys to get excited going into the training to understand if I really listen to what's being talked about inside into the training and I just implement each thing one by one very simply, exactly how me and Ryan tell you to implement it.

If I just implement one thing one by one, it's inevitable than my machine is way more efficient. And if you have a way more efficient machine, you get way more deals across the finish line and ultimately your business change completely.

And that is how we're gonna make it difficult to not close leads where they're really take effort to not consistently close leads.

Cuz if you have these levers in place, it just makes the math so much better. It makes everything so much easier toward the natural step when people go through your process because these high lever systems are in place, the natural next step is for them to become a client.

It just makes logical sense. So with all that said, let's go and dive into the rest of the air training where we're gonna start to talk about how you can actually implement these six levers into your business to increase revenue and hit your next level.