Arbitraging Professional Services: Overview

All right guys, in this video we're gonna be talking about arbitraging professional services. Now, starting an offer from scratch, this is one of the best ways to actually do it.

And in this video we're just gonna be doing a quick overview of everything we're gonna cover in this section. So first things first, we're gonna go over the macro concept of how it works.

We're gonna go through a case study of someone we know who actually does this very, very successfully. Then we're gonna actually dive into creating your offer.

So step one, picking your market. Step two, we're gonna pick the result that you sell. Cuz at the end of the day, people aren't buying deliverables.

What they're buying is a result, right? People are p are paying to get from where they are to where they want to be.

And the way they get there is with the service that you offer. And step number three, we're gonna figure out the method for actually delivering that result.

Because in capitalism, one of the most important things is that we're delivering a fair exchange of value, right? People are C value, that's this, and they're willing to pay this for it.

But it can't just be perception, it has to be reality. So this is where we figure out what the market is willing to pay, right?

What's that perceived value? And then this is how we're gonna actually live up to that and deliver on that thing.

And then we're gonna talk about actually fulfilling your offer, right? Once we know how we're gonna get that result, the question is who is gonna get that result?

Who are we gonna outsource those pieces to so we can get live and we can get to market as quickly as possible?

Then we're gonna talk about testing your ability to get that result on a real client. So we're gonna get a Guinea pig client where we can actually practice what we've been basically doing in theory and make sure that our hypothesis is true and correct.

And then from there we'll say, Hey, what are the pieces that worked? What are the pieces that didn't work? What are the pieces that need to be fixed?

And what do we need to do to optimize it to where the results that we get for our clients are second to none?

Because at the end of the day, the most important thing is that people who are paying you for your services get results.

And we wanna make sure that our obsession is a customer obsession. The same way Jeff Bezos, when he created Amazon talks about being the most customer-centric company in the planet.

Like that's what you guys want to do with your clients. When you get clients onboarded, if you have the mentality of we're gonna go above and beyond, right?

We're gonna deliver services that are second to none, we're gonna deliver services that get people results. And if that's your obsession, you're gonna go a long way.

Cause you'll get more referrals, it'll be easier to get clients, you'll have more conviction when you're actually on the phone selling it.

So really everything comes down to your ability to get people results. And we're gonna be breaking down, not just you know what to sell, but how to actually accomplish that primary goal, which is getting clients results.

Cause if you can get clients results at the end of the day, then it's just sales and marketing and get and actually delivering that value to the marketplace.

But the most important piece is we have an offer that can do that. One thing that can get clients results. Cuz the moment you have that, now you have an asset. Right? Now you have potential, you know, value that all you need to do to realize it is get it out there into the marketplace.

All right, so let's dive into kind of the macro concept, the overview of arbitration, professional services. Now, most people sell their services as a commodity, right?

They sell a service, not a result. They sell Facebook ads rather than the result of getting more clients. Very simple, right?

That's what most people do when they're selling professional services and they get commoditized down. They become a commodity where people are basically find, trying to find the cheapest person.

So how do we go from a commodity that we can easily outsource and pay someone a small amount of money to do to something people are willing to pay high ticket prices for?

Well, the way we do that is simply going from a commodity where we're just selling a service to selling a result.

And sometimes that might be, you know, a little bit of different services combined into a package. It might be, you know, services combined with a couple other key concepts.

Again, we'll talk about this more in depth. But at the end of the day, this is what we are selling.

We are selling a result. We are not selling a service. We are not selling Facebook ads, we're selling the result of getting more clients or the result of you know, getting more booked appointments, whatever it may be.

That is what we are selling, not the service in of itself, right? Super, super simple. And then also a lot of times when it comes to service businesses, people are generalized.

So they help everybody. They just do Facebook ads for anybody, whatever you need, they do that one skill right? Now, the people who make the most money are specialized, right?

That's, that's what they are. They're specialized rather than generalized. And that's what you're gonna do. You're gonna take someone else's services that are generalized and they're selling the service and not a result.

And what we're gonna do is we're gonna sell a specific result to a mark, to a specific part of the market. And that makes you specialized. So you're going to a specialized part of the market, which makes you more valuable, and you're selling the result rather than a service, which makes you more valuable.

And it's gonna allow you to command much, much higher prices and have a much more enticing offer, right? So instead of selling a service, we sell a specific result to a specific market and we use other people's service or services to deliver that result.

Again, this is gonna make it easier to sell and make us able to charge more for it. And we're creating an offer which is kind of like creating a mini monopoly, right?

When you have your own unique offer, nobody else on the planet offers your unique offer that's delivered by you. And because of that, you have like a mini monopoly in, in a sense that allows you to charge higher prices and really just command whatever prices you wanna charge, as long as you're able to do that core thing we talked about, which is get that result for people.

Beautiful. So by the time you're done with this section, when you're creating your offer from scratch, here's what you guys wanna be able to fill out.

You wanna be able to fill in the blanks on this key sentence right here. I help market two specific results. Buy method slash strategy without biggest market pain slash problems. Now, some people have a similar sentence to this when they're creating an offer, which is, I help blank to blank, right?

I help market to result. But there's another piece to that, which is this right here, right? What is the method?

What is the mechanism Of getting people results? And then also are you doing it without their biggest pains, problems, et cetera.

So we really wanna fill out this sentence by the time we're done with this section. And by the time you can answer this section, right?

By the time you can answer this question and you know how to actually fulfill on that offer by outsourcing it like we talked about, then you'll have something that's ready to go to market, right?

The moment you're able to fill out this question, right? Fill out this you know, fill in the blank like template, and the moment you're able to actually fulfill on this by outsourcing the pieces you don't know how to do, now you have something of value that you can actually go out there and sell to the marketplace, right?

This right here, being able to answer this question and fulfill on this right here is your asset, right? That is the greatest asset in your company, that is the core of your company.

So a lot of times when people are creating an offer, they have a tendency to just get through it quickly. Like, all right, I held this market to get this result by this method, I'm good to go, I'm gonna move on to the next section.

But if you really think about it like this is the core of your business, right? The result that you deliver, right? How you deliver and the market you deliver it to is the core of your business. That is the asset, that is the business.

Everything else is just getting that mar that value out into the marketplace. So you don't wanna skip through this part, you don't want it to be like something you kind of, you know, just do really quickly and you move on.

You wanna put a lot of focus and emphasis into getting this one part right? Cause I promise you this, if you get this one part right and you focus on this one part, everything else will come much, much easier.

Now just a quick case study before we dive into how to actually fill this out, cuz don't worry you don't have to fill this out.

Now we'll break down each piece specifically and give you a lot of clarity on what you need to do to be able to fill this out and know what your offer is and how to fulfill it.

But just so you guys know that this works, I wanna give you an example, which is Tristan a good friend of ours who owns ordering ads, okay?

And he did this exact same things. All he did was he arbitraged professional services, he took the skill that other people already had, right?

Which is running Facebook ads you know, building, you know, websites and landing pages. And he delivered a specific result to restaurant owners, okay?

And he followed this exact same process that I'm gonna show you guys in this section. And he scaled a seven figures with just organic traffic.

So literally before he ran a single Facebook ad, before he did anything like that, he scaled to multiple seven figures a year, just arbitration professional services.

That's it. And then when he added paid ads into the mix, he scaled over eight figures a year just doing exactly what we're breaking down here, right?

So it started with this, he, he was able to answer this sentence really, really clearly. He was able to outsource the services to be able to actually fulfill on this.

And guess what? Then he just got it out into the marketplace, which obviously we show you how to do later on once you have an offer to distribute.

So for Tristan, his market, right? This piece right here, his market was restaurant owners, that was the, the market that he served.

And then the next piece is there's a specific result that he delivered. And for Tristan, right? He understood the market, their pain was they were losing all their profit to DoorDash, Uber Eats, all these online ordering services, especially during like the pandemic when you know, everyone was ordering online and then everyone was, you know, doing it through DoorDash, Uber Eats, Postmates, et cetera.

And the problem was these restaurant owners, like the average restaurant, I think it has 3% margin, right? So the average restaurant owner makes 3% margin, which means if DoorDash is taking 20%, what's happening?

Well, they're probably not making any money off that, right? But at the same time, they felt like they needed to do it to stay in business.

They felt like if they weren't on DoorDash, their competitors were gonna get the business. So they had to do it, but it was this massive pain point for them and they had a desire, they wanted more customers at a higher profit margin.

Like that's what the market wanted. And therefore the result that Tristan delivered at ordering ads was they helped restaurant owners get more online orders without discount, discounts, coupons or delivery apps so they can get more repeat customers at higher profit margins, right?

This is what result they delivered to the marketplace, to restaurant owners specifically and their method of getting that result. So we have the first two pieces, Tristan helped restaurant owners to get this result right here by what was the method that Tristan used?

Super simple, nothing crazy, you don't have to get super creative with it. He used Facebook ads and a website where they could place online orders and he mastered that process to get them that result, right?

So he was able to achieve this with this method right here. Nothing crazy fancy, but because, you know, he was able to fill out this sentence, guess what?

It's very, very enticing. So in order to actually fulfill this, what he do well, there's services to outsource Facebook ads.

So the media buying the design, so like creating the ad creatives, there's copywriting, which is writing the ads and the email sequences they're setting up online ordering for restaurants who don't have that, right?

So like setting up the website that side of things. And guess what? He outsourced each one of these pieces. So he got someone to fill on each one of these pieces.

He hired people to do all of those parts. In the beginning some people were doing, you know, lots of pieces, right?

So someone might have been doing the design and the copywriting and also running the ads, but at the end of the day, every single piece was outsourced and as he scaled, there was more division of labor and people were more focused, which made it more scalable.

And over time he kept using machine mindset of just fixing one thing at a time, one thing at a time to get clients more and more and more and more results.

Like he specialized on helping restaurant owners get online orders with higher profit margin than if they used DoorDash or any of the other delivery apps.

And because that was the one thing that he specialized in in his business and he focused obsessively on getting that result for his clients over time he got really, really, really, really, really good at that one thing, right?

He had a proof, once he had a proven formula for getting results, He templated it all out as much as possible to where it was literally copy and paste framework for every single client to where it was easy to get results, right?

That was all he did. He found something that worked for these clients and he obsessed on it, and then he made it very framework out.

And then all he had to do was copy and paste that for each and every single one of his new clients that he brought on board.

And then guess what? Here's kind of how the math shakes out. The cost was around $200 per client, per month per client to the fill.

So like every single client he brought on, it costed him about $200 a month in labor from, you know, outsourcing all of these aspects that we talked about.

Once he templated it out and it was really framework out to, it wasn't customized, it was the exact same essentially fulfillment for every single person.

And then he was able to charge a thousand to $5,000 plus a month depending on the client size and budget, right?

So it's very simple. That's literally all Tristan did, right? It's not some crazy fancy, unique thing, right? It's very, very simple.

All he did was answer this sentence, right? I help target market to specific result by method without biggest market pain slash problems.

And because he was able to answer that question and he was able to fulfill on it by outsourcing all the services required to actually do this method, guess what?

He had something of value. He had something that business owners, or sorry, that restaurant owners really, really, really wanted. And that's why he was able to scale to seven figures purely organically before he even ran a paid ad.

And then once he started running ads, they scaled to multiple they scaled to eight figures. So this is a, a very, very simple example, but it's a very powerful one because what you guys are gonna be doing is no different than what Tristan did, right?

If you're wondering does this work, will this, will this actually have like, you know, make a really good offer that I can sell, that the market will buy?

Absolutely. I promise you this works. I've seen it done time and time again, it's not some crazy complicated thing. All you need to do is get this answered right here and you need to be able to fulfill on it, right?

That's it. You want a really good offer, answer this question really, really effectively and then make sure that you're able to outsource the pieces required to fulfill on the method slash strategy that gets the clients results.

And then once you get it live and you get some cli, get some clients, you're gonna constantly be optimizing and making the fulfillment better and better and better and better until you're the best in the world at getting that one result, right?

That's why we talk about specializing, because when you help one market get one result, guess what? Over time you get really, really, really good at figuring out what works and what doesn't works and getting them that result at the highest level possible.

So you're not just meeting expectations, but you're exceeding them in ways that could have never possibly imagined. And when you do that, then you have an offer that is ready to go mass market that is ready to, you know, scale to the absolute moon.

And once you have this piece in place, like you're 80% of the way there and the other 20%, we just need to get the distribution part ready because like we've talked about in capitalism, creating the offers when you create potential value and then when you get into the market is when that market or when that value is realized.

So going into the section, this right here is what we're gonna be focused on. This is your life's obsession. This is your life's work.

From now until the end of this section, don't worry about, well, how am I gonna sell it? Or how am I gonna get leads?

Don't worry about any of that stuff. All you have to do is answer this question right here, and we need to make sure that we can fulfill your offer where we actually are fulfilling the method or the strategy for getting that result.

Picking Your Market

All right guys, in this video we're gonna be talking about picking your market, right? So many people, when they go to create an offer, what they do is they figure out what they're gonna sell, and then they try to figure out who they're gonna sell it to.

And really, this is a backwards approach, right? The way you should approach it is, number one, which is why we're doing this first, is pick your market.

That way we can then understand the market, figure out what the market wants, what the market would be willing to buy, what they're already buying, and then simply sell them what they want, sell them what they're already buying, rather than trying to create an offer and find somebody who wants to buy it, right? So when we do it this way and we figure out what the market we're serving, what market we're serving, and then what they want, and then we create that, our likelihood of success is exponentially higher.

It's almost a hundred percent because we're reverse engineering it rather than trying to guess and hope that there's desire for what it is that we sell.

And so many people, what they do when they're creating an offer is they have an idea and they create it, and they find out nobody wants it.

And they just spent six months building something that nobody really wanted to buy. When at the end of the day, if we simply start with the market first, and we understand what that market wants, and then we simply sell that to them, the odds success are nearly a hundred percent if we actually did our due diligence and we understood what the market actually wanted.

So that's really the first step, and that's why we're starting with picking your market. So there's a couple key concepts for you guys to understand just simply before we make a decision.

Cause at the end of the day, it's not some crazy witchcraft choosing a a market. It's more so a decision than it is anything else.

But the first thing is this, right? Why do specialists always get paid more than generalists? Like doctors, for example. Like, why is that?

Why do they make way, way, way, way more? Like, I think a, a generalist doctor might make 80 grand a year, a hundred grand a year, but a specialist doctor can make a million dollars a year.

So what's, what's the difference? Why is it that the generalist doesn't get paid as much when they both went to school, but like, you know, one guy is helping everybody and the other one just does this one type of brain surgery.

Like, why does that brain doctor get paid so much more? Well, because he delivers a specific result. He's not just providing a service, he delivers a specific result.

And because that's all that he does, and that's the only thing that he works on, he's the best in the world at it, right?

And because he's specialized, people are willing to pay more. And it's gonna be the exact same thing with selling to a market.

If you sell to everybody, they're like, oh, he's a generalist. There's no way he's the best in the world. But if you only sell to this one market and you only deliver this result, guess what?

People are gonna have a high believability that you're really, really, really good at that one thing and delivering that one result.

But if you're a jack of all trades, people are gonna be like, ah, he's, he's okay. Whatever. I'll just pay him whatever.

What's the market kind of worth? You know, when it comes to this service, rather than, all right, what's this result worth to me, this guy's the best in the world at it.

I'm only to pay him whatever it takes. Like you wanna be the specialist. You don't wanna be the generalist. And that's one of the reasons why we kind of niche down to a market and we get really, really, really good at serving that market because not only does it allow us to command higher prices, not only does it increase our believability from our clients that we're gonna get them results, cuz that's all that we do.

But most importantly, we're able to actually get better results. And why is that? Why are we able to get better results when we kind of narrow down and we focus on one market that we serve?

Because guess what? We become a master in that field. We become a master at helping market to get result, right?

That's simply how it works. The more you focus, the more you know dramatic your results are gonna be in that one field.

And so by narrowing down and focusing in on that one thing the same way a brain surgeon becomes really, really good at that one type of brain surgery is the same way.

You're gonna become really, really good at helping that one type of business owner get that one specific result, right? Cuz even if you're outsourcing it to somebody else, the fulfillment, if you don't understand like your client and the result that you're trying to get them and you're not helping improve that process, well then guess what?

Over time you won't get better at getting that result. And when you serve everybody and you're just trying to help everybody with everything, you never become a master at it.

You might get better over time, but you never get really, really, really good at getting that one result, right?

So I know I'm kind of rambling on, but I think Tristan's one other good example of this before we kind of dive back into this is the fact that all he did was help restaurant owners, right?

All he did was help restaurant owners get online orders. And because that is the only thing he did, that is the only part of the business that's the only like result that they offered.

Guess what? They got really, really, really good over time at getting restaurant owners online orders. That's it, it's that simple.

And that's why they have so many clients who pay them really, really big retainers, right? So it's really the same thing with selling with business owners, right?

The more we specialize, you know, the more people are gonna believe we can get the result, the higher prices we can charge and the more results that we're actually going to be able to get them.

So here's what you're gonna do. Pick a specific type of business owner to help, right? Small to medium size, right?

If you go after big enterprise clients, that's a nightmare to try to land those clients. Cuz like if you have no credibility and you're trying to land, you know contracts with multi-billion dollar corporations, it's a hard sell because obviously they're gonna have their board trying to approve it and they're gonna be like, who's this guy?

So small to medium size businesses is what you're looking for, right? SMEs is what they're called. Small to medium prize enterprises small to medium size enterprises.

So it could be coaches and consultants, it could be agency owners, it could be e-commerce businesses, it could be chiropractors, real estate investors, software companies, lawyers, dentists, et cetera.

There's literally a thousand examples. Which one you pick isn't really important. What is important is that you pick one and you decide to go deep with that one market, right?

You understand that market better than anybody else. We're gonna understand what they want, what they're already paying for. We're gonna understand, you know, what result, like what they believe is the best method to get them that result.

What's working, what's not working in that market? Like, we're gonna become masters of our market, not of, you know, an offer.

So what you guys are gonna do is you're simply gonna pick which one you're gonna do. Again, literally any type of small to medium size business is totally fine, but we're gonna narrow in on that market.

And one thing to just kind of think through is this lens. Really what you're looking at is targetability plus buying power of that market is what determines if it's a good market or not.

So targetability is simply, how easy is it to get in front of those people? How easy is it to target those people, whether it be on LinkedIn, through affiliates, through, you know, advertising.

How easy is it to get in front of those specific people? And this is why we want to pick a market and not a niche, right?

The re there's a reason I'm using the word market rather than niche. Cuz so many times we're like, alright, people say, I'm gonna do a niche, and they go, I'm gonna help chiropractors who, you know, they have dogs who also struggle with emotional whatever, who also are in this small area who want to get this specific type of client that most chiropractors aren't trying to get.

And then they go really, really, really niche and they're like, I help this tiny, tiny, tiny, tiny, tiny percentage of people.

And if you only serve a tiny, tiny, tiny, tiny percentage of people, what's the problem with that? It's really, really hard to get in front of those people, let alone even sell them.

So really what you wanna do is pick a market, but like you're gonna target the masses within that market, or you're not gonna target a specific type of chiropractor.

You're gonna target all of chiropractors, right? Or all of you know, real estate investors or whatever it is.

But you're gonna basically make sure that you're not going way too niche.

You're just gonna pick which market you're serving. That way we can understand the market what they want and all of that good stuff.

So before you move on, again, this, this video is more of a macro understanding of why we pick a niche or why we pick a market.

But at the end of the day, which market you pick isn't the most important thing, as long as it's easy to target them and they have buying power.

And most of the time if they're a small to medium sized business, they have buying power. And as long as you don't get too niche, targetability should not be an issue.

So before you move on, you're gonna pick this, right? I help market two, and you don't have to fill up the rest, but you're gonna get this first piece dialed in, right?

So what I want you guys to do before you move on to the next video, make a decision. Think back to what markets you already understand a little bit.

If you already maybe you have friends or family in that type of business, that's one way you could go pick a market.

You could think about which markets interest you, which markets do you have curiosity towards when it comes to small to medium size businesses.

Really not the most important, which one you pick, but just pick one. Pick one that you can get excited about.

Pick one that you know some people in already. Whichever one you pick again, doesn't really matter, but make a decision.

Like there's that old story, and I think I've told it before, of the general who had all his people below him coming up to him saying, Hey, there's a big decision we need to make.

And there was all these different arguments for all these different decisions from the experts in their field.

And they all got up and they spoke for about an Hour and, and they said, here's why we should do this way.

We should go this direction. And they give their hour long speech with all their data and this and that. And at the end of the whole meeting he says, all right, we're gonna do this way.

And at the end, one of his troops, one of his you know, soldiers came up and said, permission to speak freely.

And he says, permission granted. And the soldier basically asked, how could you have possibly, you know, made the right decision?

You know, they were all experts in their field. They had all really well thought together plans that they thought for months on, and they had science to back it up, data to back it up, all this stuff to back it up.

How could you know you made the right decision? And he said, honestly, I did not know the right, if it was the right decision, but we needed to make a decision.

So I made that one. And really, that's what I want you guys to do here. Just pick a market, commit to that market, and this is the market you're gonna go super, super deep with.

Like, it's okay to hop from, you know, result to result, trying to figure out, all right, what do we need to do differently to get that market results?

But this is like the the thing we're gonna set in stone, right? This is what we're gonna carve into granite.

This is gonna be the thing that we focus on and obsess on. We become masters of this market. So more than anything, pick a market that you're interested in, pick a market in that you wanna help, that you're passionate about helping, whether it's because you know people in that market already, or it just intrigues you as a whole, but just pick one.
Like that's all that matters. Just pick one before moving on to the next video.

Picking The Result That You Sell

All right guys, in this video we're gonna be talking about picking the result that you sell. Now, you've already done the first step, right?
The first step is choosing your market. What is the market that you're going to serve? And guess what, that's the most important piece because once we have that, we can become a marketer, right?
Which is just becoming a master of the market, understanding the market, what they want. And then guess what? All we're gonna do is give it to them.
So now we already know what market we're serving. The question is, what result are we gonna sell to them? Right?
What is the result that they actually want that if we could deliver, they would exchange money for us in return.
Cause that's all capitalism is. We have something valuable. They perceive it as more valuable than the money they have, and therefore they're willing to swap.
That's it. It's that simple. So now we need to make sure we're picking a result that they actually wanna buy, not just coming up with some idea and selling it to 'em, right?
Cause that's a struggle. But if we say, Hey, what do you want? And then we go and create it, guess what? It's gonna be very, very, very, very easy to sell. So that being said, let's dive in to the equation that determines how valuable the result you deliver is.
And this is that equation. The greater the direct ROI plus the higher the pain slash desire problem you solve equals the value of the result that you deliver, right?
So the, basically the higher the return on investment of investing with you, right? The, if they buy your service, how much more are they gonna make in their business as a result of it?
And the more of a problem slash desire that it solves for them, the more they're gonna evaluate and the more willing they are to exchange money for the service that you deliver, the result that you deliver.
So what we wanna do is you wanna solve a high level of pain problem that has ROI attached to it.
So you wanna solve something that's painful and gives 'em an roi, right? So that's really the, the goal of what we want to do.
So, for example, Tristan, he saw something that was painful, right? And had higher high roi. So not only is he making the money by giving them online orders to their business, but also he's solving the problem of DoorDash and Uber Eats and all these bad guys who are stealing the money from these you know, restaurant owners, right?
Who are taking all the profit margin away from them. So he solving that problem, which they feel like is a massive problem for them.
And guess what? He's also giving them a direct ROI by doing it. And then also the closer result is to actually generating revenue for the business.
The easier it is to justify buying as the business owner. So the more closely tied purchasing your service is to the business owner getting a direct roi, guess what?
The more easy it is for them to justify buying. Cause it doesn't feel like, oh, I'm spending this money and maybe I get a return.

It's like, Hey, if I spend this money, I can directly see with my own eyes how it's gonna come back to me, how that money is going to boomerang, right?

That's why salespeople get paid more than engineers, right? A lot of times at a company, the engineers in a lot of ways are even doing the more valuable work, right?

Like they're creating the products that The, the business owners sell in most cases. But because they're further away from the money, like it's, it's not as directive a correlation as, say, exam, for example.

Salespeople, they'll get paid less, right? So even though the engineers are doing the thing that creates the value, because the salespeople are closer to the actual money and the generation of money, a lot of times the salespeople get paid a lot, a lot more, right?

It's that simple. The salespeople are closer to the money and therefore they get paid more of it. And that's what you want to be as, as a service provider to business owners.

When you're selling b2b, you wanna be as close to the money as possible so they see a direct roi.

Because if they see a direct roi, the easier it is for them to give you money, right?

Rainmakers get paid more, right? They get paid the most and they're the last to ever be cut. And the reason why, and when I say rainmaker, it's the person who is associated with bringing in the money for a company.

It's, it's those people. It's the salespeople. It's the marketers. Those people always get paid the most money inside of a company, because guess what?

They're the people who actually make the bell ring. They're the people who bring in the money. And because of that, they're paid the most.

A lot of times they're overpaid, and a lot of times they're the last expense to ever be cut because no one wants to turn off the flow of capital coming in.

And as a service provider, when you're selling b2b, when you have an offer selling two business owners, the more you are seen as a rainmaker, someone who generates money rather than a cost, guess what?

The more willing people are to pay you, the longer they stick around and the more friends they tell about you.

Because if you're seen as a cost, they're trying to minimize it. But someone who's generating revenue, hey, you wanna incentivize it.

And that's really the biggest thing when you're selling two business owners. You don't wanna be seen as a cost. That's the last thing you wanna be seen as.

You wanna be like, every time that you come to mind in their head, you're the guy who makes the money, right?

That's what you want them to think. Not, oh, that, that guy costs me, you know, 3000 bucks a month. You don't want that thought.

You want the thought of, wow, that guy makes me money every single month. I can never get rid of him.

I have to make sure I don't lose him. That's the feeling you want when it comes to your clients. And if you don't have that feeling with your clients, guess what?

It's gonna be hard to retain 'em. Guess what? It's gonna be hard to get new ones, right? So people will buy in any economy, if you're close enough to the revenue streams, if you're closely enough associated as a rainmaker, someone who brings in money rather than someone who is an expense, right?

That is the end all, be all truth when it comes to selling professional services, right? The closer you are seen to a rainmaker, to the guy who makes the bell ring, guess what?

The easier it is to get more clients and the longer you'll retain them, and the more word of mouth you'll get simply because you're free, right?

You give them money, you by working with you, you make them money, you don't cost them anything.

And it makes it much, much easier to sell.

Now, the question we ask to determine the result that we sell, all right? That's the next thing. What are our markets biggest pains and problems?

That's the first question. What are our market's biggest desires slash result that they want? Okay? So profit's obviously the true end all be all result that they want, but what's the, the proxy that they think about and correlate most with that revenue, right?

Because at the end of the day, they want profit, but a lot of times they're not thinking about the profit.

They're thinking, oh, I want more appointments, or, oh, I want, you know, more attention on social media. I want my posts to blow up and go viral.

Or, I need, my brand just needs to be better. Or, you know, I need to talk to more qualified prospects.

I'm talking to all these broke people on the phone. I need to talk to more qualified prospects so I can solve that problem.

Then I, then I'd be able to make more money in my business. Or I need to increase my conversion rates, or I need to hire better sales reps.

Whatever it may be. In every market, there's usually some big, you know, icebergs that people think, oh, if I could solve that, then I'd make more money.

And the same reason when, you know, you're a generalist versus specialist, the specialist people have a higher believability that they're gonna get them the result cuz that's what they do.

The same thing goes when you're selling to that market, right? If you're selling, Hey, I help you make more profit, it's like, okay, how?

But it's like, Hey, I help you make more profit because I'm the best in the world at getting dentists more booked appointments using this method.

It's like, all right, maybe, maybe there's something to that, right? So we wanna say, what is the proxy that they most closely associate with like actual revenue in the door, money in the door.

The same way an engineer is further away as a proxy to the money than a sales rep. Cause the sales rep's really, really close to it, right?

They, they generate the sales, the engineer, it's, it's hard to correlate it because they're so far removed from the actual revenue stream.

Now, what services does your market believe is most likely to get them the result? That's the next question you're gonna ask, right?

So what is the market's biggest pain slash problems? That's the first question. What are our market's biggest desires slash result that they want?

And then what are the services what services does the market believe is most likely to get them the result, right?

At the end of the day, our goal is to understand the market, and we wanna sell 'em exactly what it is that they want, and we wanna make sure that we can get them results.

So we wanna know what proxy they think is most correlated with, you know, profit, right? So obviously this is the end goal of all business owners, but there's obviously a proxy correlated with that profit.

So like we talked about up here, these things right here. And then lastly, which is kinda like the third ring down on this pyramid I'm breaking this down with is what methods slash what services do they think is most likely to get them the proxy?

So I know I'm kind of talking hypotheticals here, but just put it into layman's terms like profit's. The goal, the proxy they might most correlate with profit is, oh, I just need more sales appointments.

If I just have more sales appointments, then I'd have this. And the method slash services, they think it's most likely to get them.

There might be Facebook ads, right? So that's when we start to understand the market. We understand what they actually want, how they think they're gonna get there, right?

What they want to buy, what they're already trying to buy. Cause they believe it's gonna get there. And when we start to understand these questions, then we'll understand what results we're selling and like, you know, the method that we're, we're gonna use to actually deliver that result.

So that being said, again, the goal is we're selling a service that meets this criteria, right? Direct roi, high pain, high problem or high desire, level of problem.

And that's really what's gonna determine the value that they see in what we sell. We wanna be as close to the money as possible, which is why we're saying, Hey, what do they actually correlate with making money?

Is it more appointments? You know, is it more higher conversion rate? Is it, you know, less disqualified leads? Like what is it that they think is actually gonna get them to this goal?

What is it they already believe? We're not trying to say, oh, here's the, here's what I think it's, let me enter the conversation that's already going on inside the prospect's head that's already going on inside the market's head.

And when I understand that, when I understand what they th what i, what they already think is correlated to profit for them, and then I understand what they think is gonna get them here, then guess what?

All we need to do is craft an offer around that and selling it will be very, very easy because it answers the question already going on inside their head, right?

If they think the secret to them making more money is simply, oh, I need more appointments on the calendar, and they also believe that the best way of doing that is with paid advertising and you're the best in the world at helping people just like them with paid advertising specifically book more appointments, then guess what?

They're gonna be like, wow, this guy is gonna lead to profit. So if I buy his services, I make money, right?

So I hope you guys are starting to understand how, like, we're starting to look at this, right? We're trying to understand what's going on inside the market's head by answering these questions right here, like we talked about.

And then once we know these, then we'll have an idea of what's going on inside their thought process. And we're gonna craft an offer around that.

So might be sitting here listening to this, you're like, this sounds great, Ryan, but that being said, what result am I selling in my market, right?

I I have no clue what result I'm selling. And that's really what I'm getting at is the next step, which we're gonna talk about in the next video, is we're gonna do market research, right?

You're gonna interview 10 to 20 people in your market as fast as you possibly can. You're gonna get on the phone with them and you're gonna start asking them these questions.

And rather than trying to guess, right? Rather than trying to make up what we think is going on in their head, we're just gonna ask 'em, right?

The simplest way to understand our customers is to talk to them, right? Ask them questions. There's a, an old story when it comes to a copywriter, and he was compet.

He, he was this old copywriter took under this, you know, this new guy under his wing. And there was this old thing where they basically, you know, they'd write a sales letter to try to beat the control and he basically entered them in this contest to go against these other, you know, big a player copywriters who really experienced, and you know, the winner would get royalties on, you know, the sales letter or whatever.

And he was a newbie. He wasn't good at writing copy, he didn't understand sales very well, but all this old timer told him to do was, I want you to have conversations with your customers.

It's like, pick up the phone and just start calling them. And he just had hundreds and hundreds of conversations with these customers and he understood them better than anybody else.

And because he understood them better than anybody else, he out converted all the a-list copywriters just simply because he wasn't guessing what they wanted.

He simply asked them, right? He wasn't guessing why they bought stuff in the past. He simply asked them. And that's what we're gonna do in our marketplace, right?

If we wanna pick the best result to sell, all we're gonna do is we're gonna ask the market. So again, this video, no clear like exact action steps here.

This is just an overall concept of understanding why we pick the result that we pick, right? The, the fundamentals behind the decisions that we're gonna make.

But at the end of the day, all we're gonna do is we're gonna ask the market what its biggest pains and problems are.

We're gonna ask the market what its biggest desire slash the results that it wants are right? We're gonna figure out all these things like, is it, what is it that they most correlate with making money, right?

Is it more appointments? Is it blowing up their brand on social media? Like what is it specifically? And then we're gonna ask the market, Hey, you said you wanted this.

What do you believe is most likely to get you that result? Like, what are you already buying? What are the things that you believe are gonna get you there?

And they're gonna tell us. And when they give us those answers, they literally have given us the secret. They've given us the recipe, they've, they've told us what they wanna buy, and once they've told us what they wanna buy, then we create it.

And that's how we go about figuring out what result we're gonna sell, right? We ask them, they tell us, and then we go and we deliver that result that they're literally begging for.

So in the next video we'll talk more about market research and how we actually go about that from a practical standpoint.

But biggest takeaway from this is simply what we're going for, what the objective is, and then understanding that the way we're gonna find this out is simply by asking them.

We're not gonna try to guess, we're not gonna figure it out. We're gonna get them to tell us, and then we're gonna go create a form.

Picking The Result You Sell: Market Research - Overview

All right, so in this video we're gonna be talking about the next step in picking the result that you sell, which is market research.

And this is really gonna be an overview video. Now really the objective here is this. You're gonna interview 10, 15, 20 people ideally in your market as fast as possible.

When I say as fast as possible, I'm not saying rush the interviews, I'm saying have the interviews as quickly as possible.

Don't say I'm over the next six months, I'm gonna talk to 20 people. You should be saying, how can I talk to 20 people this week and have a really, really good conversations, really good interviews with these people this week, right?

And that is the objective. That is what we're aiming for. That's what you're gonna operate. Like your life depends on it to pull off and make happen.

Because guess what, if we do that one thing, we're gonna be light years ahead of where we were today at this moment while you're watching this video.

And we're gonna be really, really close to having an offer that we can actually start selling to our marketplace. And we're really gonna have a headstart that most people do not start off with.

So this step is absolutely vital. Do not skip this step. Don't feel like this is taking a long time. So you're gonna just, you know, breeze past it.

This will help you set the foundation to get clients down the line, right? That's the first thing. Instead of guessing what the market wants, we're figuring out exactly what they wanna buy, and then we're gonna create that.

And the reason why we don't want to talk to one or two people and call it good is cuz one or two people don't represent the whole market.

You might be talking to the one or two people who are different than the other 98% of the market, right? So we wanna make sure we're talking to enough people to where we start to see a trend, where we start to see the pattern, what are the things they're saying over and over again.

Because at the end of the day, we're not selling to the individual, we're selling to the market as a whole, and we wanna be able to convert not one person, but every single person in our market.

So that's why I have 10 in red, 15 in orange, and 20 in green because obviously the more we talk to the better.

And my goal is for you guys to get on a call with 20 people and have those conversations that way you can really get inside their head and understand what it is they want, what is that they're struggling with, and everything in between.

And the second reason why this step's so important is you're also building a mini network in your industry. So that getting your first client is easy, right?

With that first client, like that is the hardest client you'll ever get. So if you can get a massive headstart by basically having an already a network of people in the industry that you already know, that you can go back to after you've already answered or gotten all the questions from them and say, Hey, guess what? All those things that you said that you were struggling with, hey, I created it, you wanna work with me, right?

It's very, very easy way to get that first few clients which is why I highly, highly, highly, highly recommend that every single person watching this talks to at least 20 people and has at least 20 conversations before they actually create their offer.

And not 20 conversations over six months, 20 conversations in like a week as fast as you possibly can.

Now, quick note, if you aren't able to get your market on the phone for an interview, here's the biggest thing.

There's something, there's something off either with your messaging or with the market that you Picked. Because if you can't get someone on a phone for a free interview where you're not even trying to sell 'em anything, how hard do you think it's gonna be to get people in your market to consistently give you thousands and thousands of dollars for your offer?

So sometimes I, I've seen people go to do a step like this one and they're like, I can't get anyone on the phone.

And it's like, okay, we got a problem then. Because if we can't get anyone on the phone to, to basically just help out and answer some free questions or answer some questions, that's, you're not pitching 'em anything, you're not selling 'em anything then it's gonna be very, very hard to sell our offer.

So we wanna make sure that we are able to get on the phone with our target market. And the reason why is cuz if we can get on the phone with them here where we're just asking them questions, well then the only difference is later on, essentially we're just asking 'em questions and then presenting an offer at the end of it.

So again, that's why Targetability of the market that you pick is so important. But for most of you guys, this should not be a challenge even in the slightest.

Alright, so that said, here is the process we're gonna follow, right? You're gonna find people in your market on social media, so LinkedIn, Facebook, whatever.

And again, this is why Targetability is so important. Cause if you can't find them on LinkedIn or Facebook or whatever, then you're gonna struggle when it comes to actually getting clients.

Cause if we can't even talk to them to ask them some questions, it's gonna be hard to sell to them.

The second step is we're gonna get them to agree to an interview. So we'll kind of walk you through a few methods you can use to get them on a call and start doing an interview with them, which again, nothing crazy, nothing super difficult.

And then you're gonna interview them. This is the most important piece, right? We're gonna ask the questions that we need the answer to to figure out what result that we're gonna sell.

So we're gonna ask them, what are your market? Well, we're gonna ask them questions to figure out what are the biggest pains and problems, right?

What is the biggest desire slash results that they want? Meaning what are the things they most co most closely correlate with making revenue?

Is it more appointments on their calendar? Is it, you know, better quality leads? Like, what is that thing? They're like, man, if I could just get X, then I'd make more money.

That's the question we're trying to answer. Again, profit is the true result. But what's that proxy? What's the thing they're thinking about that they think leads to the money, right?

And then what services does their market mo or market believe is most likely to get them the result? Right? Is it Facebook ads?

Is it seo? Is it content creation? Like what are, what are the patterns in the market that people already believe will get them the result that they already believe will make the money?

Cause if we're selling that, guess what, it's not gonna be super difficult to to get a sale, right? As long as they think we're really good at what we do we'll make sure that we are, it's gonna be very, very simple.

And then last thing, just a quick note. After each interview, we're gonna ask for as many referrals as possible just to interview their friends.

So not interviews to like get them other people as clients, but just like, Hey, who else do you know? I would love to ask more people questions and really try to understand you know, doctors better or who, whoever it is that you're serving.

So this is really what we're going for. This is a quick overview. So obviously we'll dive into the nitty gritty of each of these steps that we talked about.

But this is the process. Find people in your market, do an interview with them. And then guess what? Simply once they told us everything that they, they're struggling with everything that they want, we solve their problems and give them exactly what they want.

And that's what's really gonna turn into our offer.

Picking The Result You Sell: Market Research - Booking Interviews 1

All right, so in this video we're gonna be talking about booking interviews. Like how do we actually get people on the phone from our market to start having conversations with them to figure out what they want and what they're struggling with by simply asking them.

So the first step in booking interviews is this. You gotta find 'em on LinkedIn, right? All you need to do is find people in your market on LinkedIn.

And all you guys should be selling B2B, cuz we're selling professional services. And guess what professionals are, they're on LinkedIn.

So we're simply gonna find them on LinkedIn using Sales Navigator, which I'll hop over to Landon now and he'll break down exactly how to have you guys find those people.

And then just follow along. So before you move on to step two, make sure that you follow along and you actually know how to do it.

You just didn't learn it and go, oh cool, that's great stuff. But you actually followed step by step and you're now able to find people in your market using LinkedIn Sales Navigator, which I'm gonna jump over to Landon, he's gonna show you guys now.

All right, so Landon just showed you guys how to use LinkedIn Sales Navigator to find people in your market that you're gonna reach out to, to start doing interviews with, to start booking interviews with.

And now first thing first before we move on to the next step, make sure you guys have followed along on that.

Like, so do not even move on to the next part of this, of pulling their phone number until you followed along.

You have sales navigator, you've used it to find a couple people in your marketplace. So if you haven't done that, you haven't actually done it from like an actual first person use case of not just seeing it but doing it yourself.

Pause this video, make sure you follow along with what Landon said and you're able to do that. That way you're not like, wait, how do I do that thing later on when you're actually trying to accomplish the task?

Cause our goal is not to be professional students, guys. Our goal is to take what we learn, copy it exactly, and get the result.

And then once we have something crushing absolutely working, we can innovate on top of it all right?

That said, the next step is once we found them on LinkedIn, the next step is we need to get ahold of 'em.

And if we wanna get ahold of somebody, the best way to do it is with their phone number, right? Giving them a call.

So the way we're gonna do it is we're gonna use something called apollo.io and we're actually gonna pull their phone number you from LinkedIn.

Like even if it's not public, we can pull their phone number and we're gonna give 'em a call, right? So that's the next step.

So we're gonna hop over to Landon, and Landon is gonna break down how to use Apollo IO to actually pull someone's phone number, even if it's not public.

And he's gonna show you how to do that now. And when you do that, make sure you follow along and the people that you found, you pull their phone number right now, that way you get in the feel of how to actually do it because you're gonna be doing this a lot from now until you've had 20 conversations with people in your market.

So that said, I'm gonna jump over to Thomas and he will show you how to use Apollo IO right now.

Beautiful. So now Thomas has showed you guys how to use Apollo io to get someone's phone number. You found out how to find people in your market to reach out to.

And once you have that, all we need to do is contact them. So what you're gonna do is you're gonna call them two times back to back.

And every time I say to do this, someone always like, well, can't I just message them? And the answer's like, yeah, sure, you can message 'em if they don't answer.

But calls are always gonna have the highest conversion rate. There is nothing that is out gonna out convert a call ever.

Like it's just not gonna happen, right? Nothing beats the human to human aspect of it. There's also the, the fact that, you know, they have to actually hang up on you to ignore you rather than just ignore the message.

So what you're gonna do is you're gonna call them two times back to back. So you're gonna call 'em, if they answer, great, have a conversation, but if they don't answer, then you immediately call 'em back.

So double call them, boom, boom, right? That's gonna get you the highest pickup rate possible when calling these people. And then what's gonna happen is if they pick up, they answer the phone, you're gonna do an intro, which you'll, we'll break down how to do in the next video, how to actually conduct these calls.

But then you're gonna interview them on the spot if they have the time. And when I say interview, you're just gonna ask 'em some questions.

Try to understand like, you know, what are their pain points? What are the problems they're dealing with? What's the result they want?

What's the method they believe is gonna get them that result, et cetera, et cetera, like we talked about.

And I'll give you guys an entire script for how to actually conduct these calls.

Or if they can't have the conversation right then they can't, you know, answer some questions cause they don't have the time.

You will schedule a follow up interview where you'll hop on a call at a later date, whether it's tomorrow, the next day, or a week from now.

And you'll actually have that conversation then where you just pick their brand and you start asking questions and you get to really understand the market.

So that's step three. So first step, find them on LinkedIn, second step, pull their phone number from Apollo third step, call them two times and we'll have the interview.

Or if they can't, we'll schedule an interview and if they don't answer, right? So if they, you get ahold of or you call 'em and they don't answer, the fourth step is you're gonna send them a text template.

All right? So you're gonna basically say something along the lines of, Hey, name, saw you on LinkedIn, had a lot of respect for what you built in industry or market.

Would you have three to five minutes tomorrow for a quick interview? We'd love some advice on a new project we're working on.

And really the reason why we send this text is you know, we tell, we give 'em a compliment because people love compliments.

We ask three to five minutes. And the reason why it's a really low barrier to entry ask cuz it's easy to say yes for an interview where we love to ask them for some advice and people love giving advice on a pro, on a new project we're working on, which kind of leaves it like mysterious and they got some curiosity.

And a lot of times people just outta the kindness of their heart. And also because when someone's asking them for an interview, it makes them feel important and people love feeling important.

So a lot of times you'll get a yes very easily from a text template like this. And then also if they don't answer, guess what we're gonna call 'em again later.

So that same day or the following day, give them another call. Call 'em again two times back to back. And this is the process that you're gonna follow until you get 10 to 20 interviews.

And the biggest thing is, here's what we're not gonna do. We're not gonna go on sales navigator and find three people, call two of 'em, get one answer and be like, all right, I'm done.

Or, oh, this is too hard. We're gonna do the work it takes. We're gonna do volume, volume, volume, volume until you have 10 to 20 interviews with people in our market, right?

This is a foundational step that's gonna set you up so much better over the long haul so you don't make a mistake on what result you're selling, what offer you're creating.

And also it gives you this mini network of people you already know in the space. You understand the market better, right?

You know what to sell to them. And also, when you go to get your first client, you already have people that you know who are in your little mini network that you're creating right now, right?

So what you're gonna do is you're gonna call as many people as you can until you get these 10 to 20 interviews fully completed, fully outta the way, and you have full clarity on what your market wants, right?

That is the most important piece. That's all you need to be focusing on right now. Don't worry about how you're gonna sell the offer.

Don't worry about you know, what marketing strategy or sales strategy, your, any of that stuff. All you need to focus on is getting 10 to 20 interviews to truly understand your market.

Because if you wanna be a marketer, guess what? It starts with understanding the market. It understands with figuring out what it is that they want, right?

And guess what? If we have this many interviews, it's gonna be impossible that we don't create something that people actually want if we're listening to what they actually say, right?

And also at the other, the other thing is you're gonna have this mini network of people you could turn back to, like I said, where you're gonna be able to actually get your first client much, much, much easier most of the time.

Because out of all those 20 people who literally told you what they're struggling with, who told you what they want, and you go and create it, it's gonna be very easy to go back to them and be like, Hey, I have the solution to all the things you already told me.

So that being said, follow this process. Make sure that you understand how to do these two key parts right here.

And then in the next video we'll actually break down this script and the framework for conducting these interviews. Once you get someone on the phone, so you don't have to call someone yet, right?

Don't feel like, oh, I need to call someone, I don't know what to say. What you're gonna do is you're gonna make sure you have these two parts down and you've gotten the phone numbers of a couple of people in your market.

That way you understand the process. And then once you understand the script, guess what we're gonna do? We're gonna go to this part right here, volume, volume, volume, volume.

And we're gonna start having conversations like, this is your full-time gig from now until the time you have 20 interviews lined up.

Or that you've already had 20 conversations where you've asked those key questions. And then once you've done that, you're 90% of the way there to creating your offer.

We just need to figure out how to actually, you know, get really clear on all the things they said and like take all the stuff they said and compress it into something we can actually sell into the result that you're going to deliver.

Picking The Result You Sell: Market Research - Conducting The Interview

All right guys, we are coming to the next step in the market research process, which is conducting the interview. So we found them on LinkedIn, we got their phone numbers.

Now it's time to actually give 'em a call. And so this video is really about how do we actually conduct that call so that we get the answers to the questions that we need in order to determine what result we're going to sell to our market, right?

This is our market research and if we do market research effectively that determines like 90% of all the stuff we need to figure out, right?

Rather than trying to guess what result we're getting them to tell us. So first things first, let's cover the basics, the fundamentals that you need to understand when having this conversation.

And guys, if you get the basics right, it doesn't matter if you follow the script perfectly. It doesn't matter if you mess up a word here and there or you don't sound super professional, doesn't matter.

What matters is you follow these basic core concepts, which is number one, be super interested and curious about them like they are your market.

And if you understand your market well enough, guess what? You're gonna be able to sell to that market because you understand them better than anyone else does.

So don't feel like, oh, I have to fake being curious about them. Be genuinely curious, right? Be genuinely interested. Cuz if you understand your market well enough, it could be worth millions and millions and millions of dollars to you, right?

And if all you had to do was understand something well enough to make millions and millions and millions of dollars, how curious would you be?

How fascinated would you be? How many questions would you ask? And that's how you feel when you're on the phone with them, right?

You wanna make them feel special, you wanna make them feel important. And the way you do this is by asking them really good questions and be genuinely interested in them, right?

The fastest way to get someone to like you is not to talk or to say the right things, is to be really interested in the person that you're talking to, right?

That's one of the core principles in the book. How to Win Friends and Influence People for a Reason. So that's what you want to do when you get on this call.

That's what you need to do. You need to be genuinely curious, genuinely interested in them. We're gonna ask them really, really good questions and we're gonna be fascinated by it.

And when we get the answer to these questions, what are we gonna do? We're gonna take extremely detailed notes, right?

Because if we get the right answers to these questions, we're gonna know exactly what to sell. So what are we gonna do?

We take really, really, really good notes. You can record the call if you want to, but at the end of the day, make sure you're taking notes on all the questions that you ask, right?

When, when they give us an answer, we don't wanna be like, ah, I'll remember that. We wanna write it down exactly as they said it.

We wanna use the word tracks that they use. Cuz a lot of times we have a call and we think back to it later and we're like, yeah, big man said that a while ago.

But it's like, that's not really what he said. What he said was, and you can look back at your notes and say, Hey, he said this specifically.

So take really detailed notes. You're not writing down or you're not remembering what you think the market wants. You're writing down exactly what they told you.

And then we can look back over all of our notes after all of our 10 20 conversations to be like, wow, here are the patterns that I'm seeing.

If I could just sell this, then everybody would buy. And that's really what we're going for. So that being said, here's the script that we're gonna actually use.

You can practice this script and just like, you know, rehearse it a few times, role play it a few times with yourself.

And then what we're gonna actually do is we're gonna start making calls, right? We're gonna start making calls, we're gonna go on sales navigator, we're gonna find people on our target market and we're gonna start, we're gonna use Apollo to IO to get their phone number and we're gonna call them and when they answer, this is what we are going to say.

So here's a script name, hey name. My name is your name, right? Whatever your name is. I wanted to give you a ring because I found you on LinkedIn and I'm just trying to gather some more context on industry because as an industry I'm really like getting into and eventually wanna create solutions for.

And I would honestly love your advice because I have a lot of respect for what you've built. If you have any context about them, you can kind of talk about that and you say, Hey, it is now a bad time.

And they'll say, oh no, now's a great time. Or Yeah, sure it's not the worst time. What's up? And you say, awesome.

Do you mind if I just, you know, pick your brain for maybe a minute or two? Literally don't have to, I don't have anything to sell.

Just wanted to find someone who's truly an expert in the field and you are one of the best people I found, right?

And so really what we're doing is we're playing at their ego because at the end of the day, like they're, they're not really getting anything from this conversation, but people love to feel important, they love to feel admired.

And we want to take that approach like, Hey, I have a lot of respect for what you've done in this industry. You know, I was looking at your profile on LinkedIn. I I just wanted to have a conversation. Is, is now a bad time for me to just ask a couple of questions?

And if they say if they're busy, right? They're not available at the time, we say, Hey, no worries. Got it. What time today or tomorrow works best for you or be works best for me to follow up? And you say this time or this time.

And they say, great. So time and day works for you. Awesome. And you basically just schedule a follow up interview if they're busy.

That's it. Super simple. You don't have to get the wording perfectly. All we need to do is schedule a follow up.

But if they say, yeah, I'd be happy to answer your questions for two minutes, what do we do? We just start asking 'em questions.

There's no magic formula, there's no, here's how we conduct the call. At the end of the day we're just trying to get answers to our questions.

So what do we do? We just ask those questions and when they give us the answers, we, we ask more about it and we try to understand exactly what they need.

And we're taking detailed notes like we talked about. So first question, so I'm just curious, what are the biggest kinda like pains and problems you're facing in the business?

I know obviously there's a lot of different people who struggle with a lot of different things in XYZ industry. And I would love to know just for you personally, what specific pain slash problems do you face in the business that if you could snap your fingers and solve, you'd just be thrilled about And then just get them talking about this question, right?

Get them talking about the things they struggle with, the pains that they're dealing with, the problems that they're dealing with, the headaches and nightmares that they've dealt with in the past.

And as they tell you about 'em, it's like, that's awesome. Like I'm curious why that specifically, what about that frustrates you?

And just ask questions that truly understand why. And at the end of the day it comes back to this principle. Just be super interested and curious about it, right? And then once you feel like you got as deep as you can on this question, move on to the next question.

If you had a magic genie, right, and they could grant you anyone wishing the business, what would it be, right?

Like are the biggest, what are the biggest desires you have in the business? What's the result that you're looking for?

Is it more appointments, is it more this? Is it more this? Like what is for you specifically that you feel like if you got that one thing then you'd be doing way more revenue, way more profit, you'd be able to scale all that good stuff.

And then they tell you about what results they want, what desires they have at the business. And then ask questions to understand why, right?

What do you mean by that? Tell me more about that. Can you expound on that? Ask questions to make them go deeper so you fully grasp the understanding.

The goal is not to ask the questions, the goal is to understand what's going on in their head. And the way we do that is with the tools that we have, which are questions.

And then obviously the next question, what services slash methods slash strategy do you think has the highest likelihood of getting you result that they're trying to get?

Right? And then I'd be like, oh well I think Facebook ads might work for me. Or I think, oh I think X, Y Z might work for me or whatever it is that they say.

And you ask them why? Like I'm curious, why is it, have you tried the other stuff and it hasn't worked in the past?

Do you have friends who are succeeding with it? Like what about it specifically makes you feel like you know, this service or this method or this strategy has the highest likelihood of getting you to where you want to go?

And they'll explain to you why, right? And then next question, who do you know who's already solved problem and got result?

I'm curious how did they do it? Like do you know anyone like that? Have you heard of anyone like that? Is there like some person you followed or someone you heard about? And they'll tell you that and you ask who is that person?

And you're taking careful notes so you can look 'em up later, right? And then you're like, well tell me more about that.

Like, well what did they do? How have you tried doing that before? Why haven't you been able to get into work and you just dive into their business and you understand what's going on inside of their head, right?

If you do this, if you ask all these questions and you take really good notes, you understand more about your market and the majority of people who've been selling in it for years, right?

Years. Cuz most people don't take time to ask questions like this. They simply create a product and they just try to shove it down the market's throat.

We're doing the exact opposite. We're asking the market what they're struggling with, we're asking the market what they want. And then once we know those things we say, Hey, you're struggling with this.

You want this, we created something that helps you get this result without struggling with this thing. Do you want it?

And the answer's gonna be yes every single time or almost every single time. And so we just ask questions and go deep with them.

And then at the end of the call when you feel like you have all the questions answered that you need to get full context of what's going on in your market's head or their head specifically, then we wanna get referrals.

And we're not getting referrals for clients or anything like that. All we're doing is we're trying to set up more interviews cause we're sprinting as fast as we can to having 20 interviews with people in our market.

So we say, well Naim, I've really appreciated your time and once again I have a lot of respect for you for compliment them on something that they're doing in the business good.

Or you know, something that they've done in the past or whatever it is. I'm curious, do you know a lot of people in, you know, the chiropractic industry and they're like, oh yeah, I know tons of people cause they always do.

People know people in their industry and you say, is there anyone else you can think of that I should talk to?

Or maybe you might have some like even half the context that you have and the advice that you have. Cause I would love to talk to them.

And if they say yes, it's like, Hey, do you mind making A a text intro or email intro really fast while it's top of mind?

I would love to have a conversation with them and you know, try to understand this market a little bit better.

I really appreciate that. And then they'll be like, oh yeah, sure, I'm happy to do that. Or if they say no, it's like, Hey, I don't, that's totally fine.

I'm just curious is the reason why not? And try to handle the objection. But that being said, biggest thing is just get more intros to more people and then guess what?

We're just gonna keep doing this until we've done 10 to 20 interviews and ideally 20. The only reason I say 10 to 20 is because I know some people are gonna be, oh, 20 is that too much?

But do 20 of these interviews and I promise you you'll be so, so, so, so, so far ahead because you'll already have an amazing network in the industry that you're going into.

And number two, you have so much context on your market and understand the thoughts going through their head, the problems they struggle with, the methods they think are gonna get them the result, the results that they want and everything in between.

But what you're gonna do is you're gonna have 20 conversations following this framework. All right? So you can print this out.

You're gonna have 20 conversations following this framework. By the time you do that, you should be able to answer this right here.

I help market. You already know that. Part two, the specific result that the majority of the market wants, right? What does the majority of the market want?

Right? After talking to 10 to 20 people, you're gonna understand what it is that they want. Is it more appointments, is it more sales?

Is it more whatever, is it more specific type of sales? Like what is the thing that they want? And then you're gonna be able to have a good idea of what the method slash strategy could be purely because of the thing they've told you they think is most likely to get them the result.

Like what services, method strategy do you think has the highest likelihood of getting you the result? You'll hear some correlations in their answer and you might have a lot of context on what that method slash strategy should be, which we'll talk more about here shortly.

And you'll also know the biggest pains and problems in the marketplace. What are the things you're dealing with the most?

Like this is basically gonna write itself when you do market research, right? When you have those 10 to 20 conversations and you're taking detailed notes, you're gonna be able to fill in this statement very, very easily.

And again, the reason this one's in yellow is cuz we don't know exactly what the methods last strategy's gonna be yet, but you can have an idea of the things that the market wants or the things that the market already believes is gonna get them the result.

And the more you can flow with the current of the market rather than against it, the easier it's going to be as a whole.

So that being said, before we move on to the next video, like it says, you're gonna do 10, 20 interviews like this, right?

10 to 20 non-negotiable. Like in business, it's the whole cliche thing. If you do what is hard money will come easy.

But if you do what's easy money will be hard to come, come by. Something like that. That is a horribly paraphrase version of it, but you get the point, right?

This is the quote unquote hard part of doing the 10 to 20 interviews. But this is the groundwork, this is the foundation that'll make everything else easy.

You do this one simple thing and I promise you, getting results is gonna gonna be 10 times easier. Even if this first 10 to 20 interviews is uncomfortable.

Even if this first 10 to 20 interviews is a challenge. Even if you don't wanna do this first 10 to 20 interviews, I'm telling you it is mandatory.

Like it'll just make everything easier. I promise you guys just trust me on this one, 10 to 20 interviews. And remember the way that you're gonna get on these calls is very simple.

Find them on LinkedIn, use apollo io to get their phone number. Call them two times back to back, right? So if they don't answer the first time, call 'em again the second time, interview them on the spot.

If they answer, if they say they're busy, what do we do? We just schedule a follow up time. And then if they don't answer, what do we do?

We send 'em this text template and then we add 'em to the list to call back later, right? Same day or maybe the next day.

And we just keep on calling them until we have 10 to 20 interviews. It is that simple. Again, it's the, it's the hard work you gotta put in in order to get the result that you want.

But if all you had to do is have 10 to 20 conversations to be able to build an asset that can be worth millions and millions of dollars to build something that the market ex values at an extremely high level that they're willing to extreme thousands of dollars in return for, would you do it right?

If all you had to do was have 20 conversations to build an asset that could make millions of dollars, would you do it?

Like if you asked someone on this street, it's like, what would you do for, for millions of dollars? The answers they'll give you are absolutely wild.

And for you guys, all you guys gotta do is have 10 to 20 interviews. That's it. You're not trying to sell anything.

All you're doing is asking questions, all you're doing is being curious about them. All you're doing is getting to know people in your market, right?

And at the end of the day, it's pretty easy to have 10 to 20 conversations when you can get hundreds of people's phone numbers, boom in an instant by using Apollo to io, right?

So very, very simple, but a lot of people are gonna wanna skip this step. I'm telling you now, I'm drilling it into you.

Just trust me on this one, 10 to 20 interviews. Don't even watch the next video until you've done 10 to 20 interviews.

Do that. And I promise you, everything else is gonna be like smooth sailing downhill on a bicycle ride from here.

All you gotta do is have 10 to 20 interviews. I'm gonna repeat it again. 10 to 20 interviews and you guys are gonna be in such a good spot set up for success in a way that most people could only dream of.

Figure Out The "Method" For Delivering The Result

All guys. So in this video we're gonna be talking about figuring out the method for delivering the result that you promised to your marketplace.

So by now, you've already had the conversations, right? We're not moving on to this video unless we've already had the conversations with people in our market.

Meaning you've talked to at bare minimum, bare minimum, 10 people in your market and ideally at least 20, right? And by now we understand their pains, we understand the problems that they deal with, right?

The problems they face on a day-to-day basis in their business that they wanna solve. You understand the results that they want.

Like what are the results that they want? You understand, you know, the, the methods they believe are gonna get them there, the things that they've tried in the past that haven't worked, right?

The things that they see people doing around them that are working. So we understand our market so much better than anyone else.

And now that we're starting to understand them, we can actually start to make some even more decisions. So by now you should have this filled out, right?

I help market to specific result. And again, we do this by having those conversations by methods slash strategy. And this is kind of what we're gonna hypothesize.

So this is what we're gonna focus on today in this video without biggest market pain slash problems. So we should be able to fill out this entire thing.

Really what we're doing is getting clear on this piece right here. And again, the reason why this isn't yellow right now is cuz we probably asked some ideas of what the method is but we're gonna get some actual clarity and make a decision on what that method's gonna be so we can actually outsource that piece to someone who's already knows how to do it.

Beautiful. So that being said, let's absolutely just start diving in. So what does method mean, right? What do we mean when we say the method for getting them the result?

And what we mean by method is the macro concept of how we're gonna get them the result, right? So Facebook ads, for example, would be the method.

And then obviously within Facebook ads there's a step-by-step process we need to follow. We need to get, you know, their funnel set up and then we need to get their ads set up.

And then we need to write the follow up sequence emails that go to make sure the ads are profitable and there'll be a whole process we follow to actually execute the method.

But at the end of the day today, in this video, we're gonna be focusing on the overall method of getting the result.

And again, by now, you guys probably have a lot of hypothesis of what you think the method should be, right?

What you think the market wants to buy that they already believe will get them the result. So some examples of the method might be Facebook ads.

Like you're talking to, talking to your market and they're like, I, I think if I got Facebook ads to work, that would get me there.

Or maybe it's content creation like oh, I'm not getting enough content out there or whatever. Or YouTube ads or SEO or conversion rate optimization or whatever it is.

And really what we're looking for when it comes to deciding what our overall macro method of getting the result is, is this, right?

We're looking for the effectiveness of the method. So how effective is that overall thing at getting the result, right? Is it able to get our market from where they are to where they want to be?

Like is there precedent set that other people are already doing it that are already getting their clients' results? Or other business owners that are doing it In-house that are already getting massive results, is their precedence for, you know, the effectiveness of that method.

And the next thing is the believability slash desire for that method. So the number one priority by far is the effectiveness.

Does it actually get the result? But the second big priority is does the market believe it will get the result, right?

Does the market think, hey, if I do X, Y, Z, and if I did it well then I would get the result.

The answer is yes to both of those questions. That's when we know it is a very good method that we can be delivering to our clients.

So effectiveness, how good is it at getting that result and the believability? Does the market actually want that thing, right?

Cause you might have a method that is effective but the market's like, oh, that doesn't work cuz of X, Y, Z you know, as a whole.

But we want something that has both of those things. Ideally this one's the most important, but ideally we have both of those things and that's how we know it is a good quote unquote method, mechanism, system, strategy, whatever you wanna call it.

Now we wanna choose a method that gets our clients the best results. Like I said with this equation, this is what determines how good it is overall.

But again, this is by far the most important because at the end of the day, if you're able to get your clients' results, you have a valuable asset, a valuable product slash service that you can deliver, people are gonna buy it.

Especially once you get proof that you can get that result. So what we're gonna do is we're gonna pick the method you think the market wants the most, right?

After all your conversations. And this is why it's so important. We have lots of them. And that's why you shouldn't be watching this video unless we've already had so many conversations with our market.

We're gonna pick the method that we heard the most commonly brought up. The thing that they're like, yeah, I I think that x, y, Z would get me the result, right?

I think that Facebook ads or I think that YouTube ads or I think that conversion rate optimization or whatever, it's right.

I think that x, y Z is gonna get me the result. Whatever the most common theme you had on those calls is gonna be the first method we look into for getting them the result.

Cause if they want it, right, they're already telling us, Hey, I want this thing, I think this thing can get me results and we can use that thing to get them results.

Guess what? It's gonna be very, very easy to sell. So we're gonna pick one. You get, you guys probably have some thoughts already, but you're gonna pick whichever one it is, right?

And again, this, the reason it says it's et cetera is cuz there's infinity ways that people think that they can get that result.

So whatever you heard the most often on those calls of what people wanted, and now we're gonna do research to make sure that it actually can get the results.

So the first thing we're basically picking is what they already believe, what's already in their head. And then we're gonna verify to make sure that it actually works.

That there's a way to get it to work. We don't have to know how to get it to work. We don't have to know the exact step-by-step process.

All we have to know is that it does work. So we're basically figuring out this and we're not worrying about this.

As long as we know overall it works and other people have gotten it to work, then guess what? This part doesn't matter.

We will get to that later. And again, we'll outsource those pieces even if you don't know how. So When researching a viable solution, right, like a viable method, here's how we're gonna do it, right?

We're, we're gonna look for clues because at the end of the day it might be like, oh, how do I know if it works?

But at the end of the day, successfully is clues when something works. People talk about it every single time and every single industry, when something works, people are gonna talk about it.

They'll make videos about it, they'll write articles about it, they'll brag about their clients that they got results, they'll make posts about it.

Like success leaves clues. Like if there's a method, right, of getting your market a result and there's nothing about it online of it working for any other people, it's probably not gonna work, right?

Because people always talk about the things that are working. Cause either they're advertising it cause they're trying to get more clients or business owners are bragging about it.

It's one or the other. So when researching it, we're looking for those clues that that method overall works.

And by the way, most of the time if a method is popular that your clients are saying, Hey, I wanna, I think that Facebook ads is gonna get me the result, there's a reason why.

Usually they've seen people have success with that in the past, which means there's a way to get it to work.

You we're just gonna have to figure out how later, which we'll talk about, but we just wanna validate it, make sure it's not something that won't work.

So this is gonna be a quick process. We're gonna research for 30 minutes, an hour, maybe two hours max. And we're gonna say, Hey, this is the method I'm gonna use to get up my client's results.

And I know it works because it's worked for x, y, and z person that I saw online or this agency that helps their clients and they have tons of testimonials, et cetera.

So what we're looking for, like I said, is proof that that method gets the result either in your market or in a similar market, right?

It doesn't even have to be like proven in your market specifically. Cause you might have picked some, you know, niche market or you know, niche you know, whatever type of business owners that hadn't used that before.

But if there's a similar market that's using that strategy and they're having success, that will count as well. So what we're gonna do is we're gonna go on Google and YouTube and we're gonna search keywords, key phrases to try to find proof, right?

All we're looking for, we're not looking for how to do it step by step. We're just looking for proof that it works.

We wanna validate, make sure, hey, our other people out there getting this result. Like, whenever I'm going into anything truthfully guys, I'm just saying, Hey, are there people there who've already done it?

And if the answer's no, I don't wanna do that thing, especially if I'm starting from scratch, right? The, the pioneers are the ones with the arrows in their back.

We don't wanna be pioneers. We wanna figure out what's already worked for other people and we wanna be able to copy it.

And if there's nothing that we can copy or model and build on top of as we, you know, really get good at what we do, then probably not the best route to go down.

So we're looking for proof and we'll search stuff like this. How to whatever result that your clients want with method that you're planning on using for market, whatever your market is, or another example is how we result with method or another one is agency that helps target market get result with method.

And we'll look at all the agencies online who are advertising, who are writing blog posts, trying to get clients who are making organic content, trying to get clients.

And we'll see, all right, do they have a lot of Client results? Like what are their testimonials? Because there's an agency for example, that helps, you know, chiropractors get clients with Facebook ads and you go to their page and they have a whole bunch of testimonials.

Guess what? We know, we know that this method works, right? For our market. And again, all we're looking for is just proof.

We're validating it because we don't wanna test something. We're like, oh, this sounds like a good idea and there's no one out there who's already done it.

So I've said that before, but again, it's really, really important we find something that's already proven. Another example is how to result with method for similar market.

So when I say similar market, maybe you're serving dentists and you're like, all right, well I can do chiropractor, let's search if anyone's done this for chiropractors.

And you're like, all right, are there other markets that they, these people helped that I could basically take the same concept and apply it to a slightly different market.

It's basically called benchmarking. And also if something works in one market that's very similar to another, most likely it's gonna work in that one.

And in that case we will count it as proof that the method gets results. Beautiful. So look, another thing you're gonna do is to just look at competitors in your market.

Like I said, agencies you know, other client businesses who offer that same result to that market using that strategy. And again, you're looking for proof, testimonials, you know, case studies, et cetera.

Just proof that it has worked for them recently. And the reason I say recently is you want something that worked in 2008, right?

Are there clients who are getting results now today with that method? And again, you don't need to know exactly how that exact process is gonna work, right?

You don't need to know all the steps in the process. All you need to know that it can work, that it's possible, right?

We're just trying to see with our own eyes, hey, does this work right? Is this method viable for this market? And most of the time the answer's yes, but we wanna do our due diligence and make sure we're dotting our i crossing our T's.

And heck, if it only takes an hour to two hours to do our intense research and find people who are already getting results, then why not take the time to do that correct thing.

And also, this is gonna help us when it actually comes creating the process, cuz we're gonna have people that we can model.

Cause if we're going into a brand new territory where there's no precedent set of people getting results with the method, it's gonna be really hard to copy the process, right?

We wanna in, we wanna imitate before we innovate, and that goes with basically every aspect of the business. And when we're picking a way of getting clients results, we wanna imitate before we innovate, right?

We wanna find what's already getting clients results for other people, and we wanna copy that to a t and we wanna innovate on top of it.

So that's really what we're going for. So action steps. Decide what method you think is the best method, right? Pick the method you think the market wants the most from the calls that you've had, and now you're gonna go research it.

You're gonna search keywords like this and you want to have a mountain of proof saying, Hey, this is viable. There's already people out there who are doing this.

There's already people out there who are getting results. There are already, you know, client businesses out there who offer this service and they have tons of testimonials.

And if you can't answer that question, then it's like, all right, back to the drawing board, let's pick another method of what we heard And then start researching that.

But usually the first one you pick for the most part will usually, you know, have a lot of testimonials of people who've gotten results with it.

People talking about exactly how they're doing it and breaking it down. And in this process, the reason this is really important, we'll start to get a glimpse about what this is gonna look like.

We don't have to know exactly yet, but we'll start to hear, you know, pull back the curtain, get a sneak peek at how that process is gonna look.

That way when we move on to the fulfillment section, you know, we're already starting ahead. We're one step ahead. We already know from a macro concept.

All right, the fulfillment's gonna look kind of something like this. So we'll need to be an opt-in page, you know, we'll need to run ads, we'll probably need to write someone to write the ads, and we're gonna start to get an idea of what it's gonna look like to fulfill.

Again, you don't have to know how exactly yet, but it's important that we start to get a glimpse that way. We're not going in completely blind saying, Hey, Facebook ads, no clue what that looks like. Let's figure out how to outsource it.

Versus, you know, you look for people who are already getting results in your market with Facebook ads. You're, you're researching it, you're seeing how they're doing it.

They're talking about how they have a a landing page and then they have this, and then they have the ads, and then they have a follow up sequence that kind of goes along with it.

And we're starting to understand how that method works. So we're starting to understand not only that it gets results, that there's proof, but we're starting to understand why, like what does the overall process look like?

What does it feel like? And that is what your research is gonna be now. So pause this video or end this video, and then you're gonna go on and you're gonna do your research, you're gonna do your diligence, you're looking for proof, and you're looking to start to understand from a macro concept how the method works, why it works, and most importantly, if it works in your market.

Fulfilling Your Offer: The Process For Implementing The Method

All right guys, now we're moving on to the next step, which is fulfilling your offer, right? How do we actually deliver that Result?

And we're Gonna talk about the process for implementing the method that we decided on. So we talked about which the, what the method is, right?

We, we verified our method, we know that it's worked for other people. Now we just need to Figure out how to make it work for our clients and go from An overall macro concept of method to a step-by-step process to take our market from where they are to all the necessary steps to actually get them results using whatever it is that we're using.

Whether it's Facebook ads, YouTube ads, seo, content creation you know, a million other things in between. That is what we are gonna be talking about today, really implementing all the steps in that method, figuring out what that method actually looks like when you break it down.

So let's talk about the overall process we're gonna follow. Number one, we need to get clear on the exact process and everything involved in it so we know what parts we need to Outsource.

What so many people do is they, you know, they say, I'm gonna serve x, y, Z market, and they just go on Upwork or they go on fiber and they say, Hey, I'm gonna do Facebook ad.

So I hire a Facebook ad guide and they say, Hey, get my clients' results, Right? That's what they say, but that's just like leaving 'em out, leaving 'em out to hang, right?

We're not setting them up for success. We wanna make it as systematic as possible where it's like, Hey, here's how we get our clients' results, and here's all the pieces I need to outsource and I understand all the parts of the process, even if I don't know how to do it myself.

And then I can outsource all those parts of the process the same way a contractor, right? He's not the one actually building the building, but he has to understand all the steps in the process so he can hire all the right people.

So he can hire the plumber and he can hire the electrician and he can hire the builders. And overall he's able to create this, you know, this overall asset that is the, the building, right?

That is the real estate. But if he doesn't understand the overall steps in the process, he's not even gonna know to hire some of the guys he needs to hire.

So we don't wanna just hire one builder and say, Hey, go, go serve my clients. At a high level, our number one goal is to increase our results of our clients.

So we wanna understand the overall process of getting our clients results, and then we wanna be kind of like the contractor.

We wanna look at all the parts. We wanna hire all the right people for all the right parts, right? So maybe it's, Hey, I need someone to set up the funnels to look like this because this is what's worked for other people.

I need someone to run the ads. Here's what the ads need to sound like because this is what worked for other people.

Oh, we also need to do an email sequence set up for them that way they're nurturing their leads. And I'm gonna copy that from over here and I'll hire this guy to do that piece right there.

And essentially you're like a contractor for fulfilling a service, right? The same way a a contractor says, Hey, we're gonna build a building.

He doesn't build it himself. He hires all the guys. That's exactly what you're doing with professional services. Essentially that's why we're arbitration professional services.

And because we're like the, the builder or the contractor who's assembling it, we get paid more, right? The reason the contractor gets paid more than the builder, the guy doing the services, right?

You're the contractor. You're the one who gets paid cuz you're creating the excess value by putting all the pieces together to give them a result rather than just, just a commodity, which is the service.

So, biggest thing and most important thing I would say, when it comes to getting your clients' results, do not innovate, right?

We're gonna imitate before we innovate, right? We're not inventing a new way of getting results with Facebook ads or with whatever methods you're using.

We are not doing anything new. We are not being creative even in the slightest. All that we are doing is finding something that is currently working and currently getting other clients results, right?

That whether it's, sorry, whether it's them doing it themselves internally or they're hiring an agency to do it or whatever, we're finding something that's already getting them results.

We're gonna find out exactly how they're getting that result and we're gonna copy it to a t And I cannot harp this enough.

The biggest mistake anyone will ever make going through this section of the training is try and innovate and create a new way to get clients' results.

Copy and paste was already working to get clients' results for other people and then we'll innovate on top of that.

Imitate before we innovate every single time, right? In every aspect of the business. But especially when it comes to getting our clients' results, we don't want them paying us for us to just guess and hope we get the results they're paying us cuz they trust that we're gonna have something that works.

So out the gate, we need to have something that is already proven to work right now, again, you don't need to know all the nitty gritty details of each step in the process, right?

We only need to understand them from a macro concept so that we can outsource them. That's the big thing, right?

We need to find a proven process, we need to understand all the steps in it, and we're gonna outsource all the pieces and we don't need to know all the details of how Facebook algorithm works or anything like that, right?

That's not the priority. The same way a contractor needs to understand the macro concepts. And I know I keep going on on this same analogy like it like it's a broken record, but it's, it's a really good analogy.

And if a contractor doesn't understand all the pieces, there's gonna be pieces he misses out, right? We just have to know all the pieces exist.

That way we can hire the right guy for that specific part. All right? So now getting more practical what do we need to do to actually do this?

So step one, we need to find an existing proven process for getting the result with the method in our marketplace right now, on the previous video, you guys did your research, right?

You found proof of concept that it works. So you find proof of concept of what's currently working to get other people results.

And again, only currently, right? Only listen to people who have gotten results recently. Like it's a current strategy that is working, not something that worked 10 years ago, an old blog post, but something that's currently working to get clients results, something in the last year, right?

That is the most important part. And you guys should already have a lot of stuff that you've looked at of people who are already getting results with that method.

And we're gonna look more deeply into what they're actually doing. We know that it exists. We have proof, but now We need need to kind of dive a little bit one layer deeper and figure out not just okay it works, but how does it work and what are all the steps in that process?

And how can I start outsourcing that exact same process for my clients? So how do we find a proven process to copy?

Again, if you go back to the, the, the YouTube videos, the articles that like explain the process so many times is so funny.

You can literally Google how to get clients for doctors using Facebook ads, using seo, using whatever. And literally it'll be right there and literally it'll break down the process that someone else has used to get results.

And by the way, that's the most important thing. Don't watch some trendy video like someone has. The person you're listening to has to be credible.

But that you can Google a lot of times and they'll just tell you what it is. Most business owners just don't take the time to implement it, right?

They just don't take the time to outsource all the pieces of it themselves. And that's why you are getting paid.

So do your research, find people in your market already succeeding with it. That's another way, right? Who else is already crushing it?

That you seem post on Facebook about it or whatever You can call them and you can learn how that process works.

You can pick their brain and learn how the process works. So again, you can make posts in Facebook groups until you hear about someone.

So if you're like struggling, you're like, Hey, I need to hop on the phone with someone to understand this better.

Post a whole bunch of Facebook groups. Say, Hey, who do you know who's crushing it with X, Y, z? Hop on the phone with them, right?

You can pull the number with Apollo and you can give 'em a call outta the blue. You can get people to just comment and give 'em a call and literally just post, say something along the lines of, Hey, who here knows someone who's successfully doing results with method at a high level?

And they'll tell you about people right? Now, again, a lot of you guys already know a lot of the companies that are already crushing it with this.

You've done your research and you know it works and you've seen other agencies who are getting your results for their clients.

You've seen other, you know, businesses in the space who are getting results using that method. And you can just dive right into that and see exactly what they're doing.

Again, you can find agencies competitors who are using that method to get results for their clients. Call them, ask them to explain how the overall process works.

Say something along the lines of, Hey, I saw you guys online, I'm super impressed and curious how you result. Like what does that overall process look like?

And a lot of times they'll literally just tell you like you can get people to just break down the entire process from start to finish when you hop on the phone with them and you can ask questions and until you fully understand like how it's working from a macro perspective and guess what, you can also go to their client's websites and see exactly what they're doing.

Like you can go to their websites, you can opt into all their stuff and you can literally see what they're currently doing.

You can go look at their ads on Facebook ad library.com. So if you go to Facebook ad library, I think it's facebook.com/ad library where you can dive into all of their ads and see what exactly they're doing.

So again, you're trying to find who you're gonna model. And then once you find who you're gonna model, what you do is step number two, you map out the entire process and all the components of the process.

So let's use this example. Imagine the method you're using is Facebook ads and you're targeting chiropractors and you're helping them, you know, book appointments or whatever it is, the result that they want.

The process might look like this, and I'm just making this up. So again, it might look different when you actually look, look into your like either competitors or you know, people who are already doing this and see what they're doing.

But essentially, just for this example, let's say you run ads, they're running ads to an opt-in page and then there's a video on that page and it gets 'em to book an appointment.

Then after they schedule an appointment, they get some like reminder emails and you know this cuz you're going through the process of yourself to see what they're doing and you write out all the components, right?

That's the overall process. But then we just write out what are all the components. So, alright, they gotta write the ads, that's the first component.

Then they gotta design the creatives on those ads, like the images. Then they're running the ads. Somebody needs to know how to actually, you know, run Facebook ads and then someone needs to build the opt-in page.

All right, cool. And then they need to create the video, all right? And they set up the calendar software. Cause I had a book through their calendars.

And then I had to set up, they set up email automations. Cause obviously those are going out. And then someone had to write those emails, et cetera.

And you just go through all the steps as you're going through their process and you're seeing what they're doing, you're writing out all the components of it.

And again, this isn't an exact formula at this point in time. We're gonna figure it out as we go. That's the most important thing.

But overall, you get an idea of who's already having success, how are they having success? And we're gonna map out what that process looks like and we're gonna map out all the components of that process, right?

It's that simple. All you're gonna do is get a rough idea of what are all the steps in the process and you're gonna write out all the components of each of those steps.

And that's all you need to do for this step, right? So before you move on, find who you're modeling and start diving into what they're doing, right?

Start diving in, seeing what they're doing, seeing what's working, and get a full understanding of all the steps in that process.

And again, this might be something you spend a whole day on, right? Just obsessing on understanding how that process works.

Not how to do each step, but how the overall process works. And once you start to understand how the overall process works and all the components of it, then we're gonna start assembling, you know, someone who can actually fulfill on those pieces.

And we'll start, you know, piecing it together to actually make it work. And again, we don't have to have everything figured out out the gate.

We're gonna figure a lot of it out as we go along, but we'll have a good overall idea of what the overall macro process looked like, overall macro process looks like, and all the pieces we're gonna need to outsource and what pieces we can do ourself.

So that being said, follow these two steps right now. Find existing proven process, all right? That you can copy. And then you're gonna go through it and you're gonna look at everything that they're doing, right?

And then you're gonna map out that process, what it overall looks like, right? And then you're gonna map out all the components of that process.

So that is what you're gonna do now. And if you're struggling to find a process, just do more research, keep searching, right?

And if you still can't find it, then again, you can hop on with people who are already succeeding on a, on a call and say, Hey, what are you doing that's working?

Right? The fastest way to get what you want is just sometimes to ask people, right? If you wanna learn how something's working, call 'em.

Find out, get on apollo.io, give 'em a call and say, Hey, well can you break down what you're doing? Looks like you're absolutely crushing it with this.

I saw you made a post in a Facebook group or whatever. Can, can you break that down? So don't wanna overwhelm you guys.

But again, all you're doing find an existing proven process for doing the method and getting results. Someone who already has success, right?

Not someone who made a cool YouTube video, but someone who actually has the result that you're promising clients. And then who also, right?

Is getting results currently. Not someone who got results 10 years ago, but someone who is getting results today consistently. And then will map out that process and all the components of that process.

And we'll start looking at how do we actually assemble a team or outsource the pieces to where we can start selling it.

And again, we're gonna figure out a lot of it as we go after we start selling it. But we'll have an overall idea of what are the pieces we need to outsource That way, you know, we're modeling something that works and we already have an overall idea of what needs to happen.

So I got a little ranty here guys, but super important that we follow this to a t. And before you move on to the next video, I need you guys to have this written out process.

What's your overall process? And then components. So you should have on your piece of paper process at the top and you'll write that and then you'll have components below that and you'll write out all the different components and then you'll do this research and tell you're able to fill that out.

Fulfilling Your Offer: Creating Your Fulfillment Plan

All right, in this video we're gonna be talking about creating your fulfillment plan. So up until now, it's been very hypothetical about how we're gonna fulfill it, but now we're gonna get a lot more practical to a place where literally we can actually start getting clients and actually getting clients results most importantly.

So in this video, creating your fulfillment plan, here's the first thing we're gonna look at, right? You're gonna look at all the components you need to fulfill in order to be able to deliver the service.

Well, really, at the end of the day, the result, right? That's what people are paying for. So you're gonna look at all those components.

So for example, writing the ads, designing the creatives for the ads, running the ads, building the opt-in page, creating the video, setting up the calendar software, setting up the email automations, writing the emails, et cetera.

Again, this is just an example of what that process might look like, but this is the process that you wrote out after doing research into what's already working for whatever method that you're using to get your clients' results.

And you should have all the components written out that you'll need to fulfill on in order to deliver that service and get your client results.

So that's the first step. So I want you guys to make sure you have that now. All right? You already have that in front of you.

You're ready to go. You have that pulled up from your notes or wherever that is. And if you haven't done that, go back to the previous video and get that done.

You guys need to be going through this in a very sequential order, that way we're not like forgetting things and memorizing stuff.

Anyways, number two, we're gonna figure out how you're gonna fulfill each one of those components. So we're gonna look at each one of those components and we're gonna say, how can we fulfill that piece, right?

So here's what you're gonna do. The question you answer next to each component is this. Can I find a proven version of this?

I can copy, right? So rather than saying, oh, I I need to write emails, I can write some cool emails, we're gonna ask this question.

Can I find a proven version of writing emails that I can copy of creating the video, of building the option page?

Is there something that I can copy that's already proven to work, right? Like, are they already, like, what software are they using?

What we're gonna use the same one? What ads are they running? Right? Right. What, what ads are already working for them?

So we go to Facebook ad library, for example, which I have a link here, and you can see, hey, what, what are the, what are their, their clients running?

What are, what are they doing that's currently working? And we're gonna copy what's already working. What emails are they sending out?

All right? We're gonna take those emails and we're gonna just tweak them slightly. We're gonna reword them and, and model them as closely as we can.

So we're not trying to reinvent the wheel of, oh, I got a, a new way of doing each one of these pieces.

We're gonna copy them as closely as possible to what's already working to get clients results, whether it's another agency who's doing it for them, or they're doing it in house or whatever.

The second question you ask is cause this is the number one goal, right? Ideally you do this. Number two is, do I already know how to do this part myself?

Right? This is something I can do. The next question is, if the answer is no, who can I outsource this to, right?

And then, is this something the client has to do? This is the least, least ideal one. Cause the more a client has to do, then obviously the, the less attractive it is in the offer.

So we wanna make sure we're minimizing this as much as humanly possible. So this is what we're asking. Is there something that I can just copy, like a proven template that I can use like that?

If not, can I do it myself? And if absolutely not on both of those, can we outsource this to someone who already knows how to do it?

And again, we wanna do this one last, cause obviously we don't wanna spend tons of, tons of money outsourcing little stuff that's really easy to set up and do.

So this is like obviously what we'll do for the hard parts, but ideally, we find things that are already proven that people can use, and we do parts ourself that are really easy to do.

Now, creating your fulfillment plan, that's what we're gonna do next. So here's what it's gonna look like.

And by the time you're done with this video, I need you to have this exact same thing written out.

It would look like this. Underneath each component, you're gonna write out your plan to fulfill that component. So, for example, writing the ads underneath that you might write, all right, I'm gonna find successful ads, then copy them and template them out.

So I just have to fill in the blanks for my clients. All right? So that'd be my plan to fulfill this component.

So the next component would be designing the ad creatives, for example. So what am I gonna do? I'm gonna find successful creatives and send them as examples to whoever I outsource them to.

So it's kind of a hybrid of finding. So that works. And then we're, we're outsourcing it to someone who already can do it.

Number three in this example is running the ads. So for this one, our plan is to fulfill it is we're gonna outsource to someone who has, who already has run ads in a similar industry before, right?

Boom, super simple. Now, you don't have to know how to on Facebook ads, you're gonna outsource it to someone who already knows how to do it, who's already an expert at it building their landing page.

Now, a lot of my, a lot of my clients might already have this done, but for those who don't, I'm gonna outsource this task to someone who can build funnels.

And I'm gonna send them a successful funnel that I'm modeling from someone who's already got results using the method as an example.

And then I'll just make this kinda like a template that we just copy for all of our clients. It makes something very similar for now, creating the video on the page.

And also, again, this is all just made up examples. Your guys' list of all the stuff you need to do is gonna be completely different depending on what you're doing, what market you're serving, what method you're using, et cetera.

But I'm just giving you guys an example of what your plan should look like. This is what it overall should look like when it comes to your fulfillment plan.

Now, creating the video, right? For example, like there's a video on the page where you know your client's talking about x, Y, z in this case scenario, I might put under this, the client will need to film this, but I can create a templated out script based off of the already successful video that I saw on the page that I'm modeling, right?

Again, we're, you'll, you'll notice a common theme. We're just copying what works as much as humanly possible. Cuz if something works, right?

All we need to do is make something very, very similar to get the exact same result. Setting up the calendar, right?

I might, underneath that, I might put, I will use x, y, Z software, whatever software they use that my competitors are using, and I'll outsource the setup of this to someone who already knows that software and then setting up the emails automations, all right, I'll outsource the tech of this to someone who already knows how to do this.

And then writing the emails, right? I'll model successful emails on my competitors and I'll turn 'em into templates so I can plug and play for each client.

Now, this is what a fulfillment plan would look like. And this is kind of like your, your, your map of how you're gonna fulfill each one of these components.

The same way a general contractor might look at things and be, all right, this person is gonna, the, the person who's gonna do plumbing is gonna be this company.

And then the way we're gonna do this is we're gonna work with this company. And the way we're gonna do this piece is we're gonna do the x, y, Z thing.

And so you have a plan of how you're gonna execute that thing. Cause what we don't wanna do is just get in there and get a client and then just be running around like a chicken with its head cut off, having no clue how we're gonna get results.

This is our, our map to getting our clients' results, to getting each component done. And all we're gonna do is when the next thing needs to be done, we're gonna look at our map and say, all right, I need to do this.

For example, beautiful. Now notes about fulfillment when creating your fulfillment plan, right? You're trying to create a cookie cutter fulfillment, right?

Cookie cutter fulfillment that, Hey, this is what I do for all of my clients, right? That's what we're trying to do.

Think in terms of one process with templates that require minimal changes for each new client. So like, we're trying to have a fulfillment plan that's robust, right?

We don't want a client coming in and then be like, Hey, well I wanna do, you know, this whole other strategy and I wanna do this.

And this is like, no, all we do is we do this with one thing. We do this one method that has this specific process.

And the way we do this process is here's how we outsource each of those parts, and here's how we fulfill on each of the parts in that process.

So to kinda bring it back for a second here, it's kind of like this up here, right? Each one of those things, like one of the steps in that process of getting them to that result.

And we have a plan for how we're gonna execute each one of those steps. So we have an overall method now, right?

We have the overall process, we broke down that process into components and steps that need to happen, and then we have a plan to fulfill on each one of those steps.

So now you went from really high level, like, I'm gonna help someone with Facebook ads to, of a clear process, to literally now having exact components that need to happen and exactly how you're gonna fulfill on each one of those components.

And as long as you execute on what you have written down, a client would in theory get results, right? So that's all we need to do.

Now, when you outsource you're looking for like full stack people who can do multiple things, right? So when I say full stack, I literally just mean someone who can help you with the email automation and also setting up this and setting up this.

Like the less people we have, the better, right? We don't wanna be hiring 10 people to help us to complete this.

We want people who can check multiple things off this list for us and hire the minimum amount of people, not the maximum amount of people, right?

You want one to three people total who can do lots of tasks so that you don't have to hire someone for each little tiny piece right?

Now, as you grow, you can get more specialized to where one person does one thing, but in the beginning, when you're fulfilling on your first client or two, you wanna make sure that you only have a couple people helping them do each part in this process.

Now, when it comes to finding people with the skills and expertise that you don't have, where do we look? Right?

That's the next question everyone asks. Like, all right, I have this plan written out, but on a lot of these saying, it says, all right, I'm gonna outsource this to someone who's run ads in the similar industry.

How do I find that person, right? How do I find someone cheap to where I still have really good margins?

Well, here is the good old answer. It is a simple one, but it is a tried and true one. You can go on websites like Upwork, fiber, online jobs, pH, I'd start at Upwork, and you're just gonna post a job posting, right?

So whatever you need, it's like a, a general contractor saying, Hey, I need, I need someone who can do plumbing, right?

And they, they post an ad out there saying they can do plumbing. It's free to post on these sites. All you do is post and say, Hey, I need someone who can help me run Facebook ads for chiropractors.

And guess what? A bunch of people will reach out to you and you'll hop on calls with 'em, and you'll figure out who's the best person to do it, and that's the person that you'll go with.

So literally, you go on there, create new job posting, create an account and then you're good to go. And these are where I would actually go to outsource for my overall fulfillment plan when it comes to things I don't know how to do myself.

Now, that being said, we should have a solid plan for fulfillment by the end of this video, right? So this isn't something that you, you watch and go, okay, cool, video, move on to the next thing.

It's like this a process you have to follow. And the biggest thing is you need to create this list of all the components and how you plan off fulfilling each one of those things.

Again, our first go-to is this, right? Is there a proven version of this that I can copy and make a templated out version?

Our second go-to is, do I already know how to do this part myself so I can just get it done myself? I'm not having to worry about hiring someone to outsource this, especially in the beginning. Eventually you outsource everything, but in the beginning the more we can do, the better, the less it'll cost us you know, the faster it'll be to just get stuff live and good to go.

And the next question we ask is, who can I outsource this to? And the last question is, is this something the client has to do?

And this is the one we avoid at all costs, but sometimes there's pieces and elements where we need, you know, some work done on the client's side of things, but you're gonna get as close as you can to them doing as little work as humanly possible.

And you should have a plan that looks exactly like this of all of your components, and you should have these in your back pocket to where we actually go to fill them.

You can actually turn to these websites. Now, what is the actual next steps we're gonna do? So pause this video, like literally don't move on until you've done that.

But once you've created that list, what are the next steps? Well, what we're gonna do is we're gonna get our first test client.

This is our first Guinea pig client where we're gonna test the results we get for them, all right? Now we're gonna do it for free.

We're at cost. Like if you can't afford to, you know, cover the cost yourself literally just do it at cost.

Like literally don't make a dollar on it, do it for free. Essentially, we're not making anything and we're gonna get our first test client, right?

This is our, this is our moment of truth. And what we're gonna do is we're gonna figure out fulfillment as we go, right?

So we don't wanna charge someone a high ticket price for a service we don't even fully know how to fulfill yet.

We wanna get our first test client for free. We have our overall plan of how we're gonna get them results, and then we're gonna actually go to work, right?

So it's kind of like being a builder, getting contracted to do a building, right? He doesn't show up with the entire thing assembled.

He's not like, all right, we're good to go. What he does is he, he builds one piece at a time, right?

He might not hire even all the contractors at once. He might be like, all right, I need someone to do this part.

And he hires someone for the plumbing, or you hire someone for the electricity and then he gets to the next piece, all right, now we need somebody to do the painting on the walls, right?

And then he hires someone to the painting on the walls, and that's how we're gonna do this one step at a time.

And if you feel like, oh, I don't have clarity on how to do this, that's okay, right? If you don't have full clarity on executing all this, that's fine.

That's why we're getting a Guinea pig client. We're getting a test client where we're gonna figure it out as we go.

We understand the overall method, we understand the main components of executing that method, and we're gonna figure it out as we go when we get to the next step of setting up the next thing, we're gonna do that piece, right?

However we plan down doing it in our fulfillment plan piece by piece until we get all the way through the list.

And we're gonna learn so much in this process. So many times people get a client, you know, they pay them and they're like, I don't know how to get 'em results.

And then they lose that client. And just a nightmare. I want you guys to be able to prove to yourself that you can get results.

And then from that, we'll use that case study to go and get more clients. That's what we do with the first client.

And then it's easy to copy and paste for the next client, right? And get the next client and the next client and the next client and the next client, next client and so on and so forth.

Like the hardest part guys is that first client, right? It's hardest to get that first client. It's hardest to fulfill on that first client, but specifically when it comes to the fulfillment, when you guys get that first client, you're gonna learn so much through the process of executing your fulfillment plan.

There's gonna be stuff that doesn't work as well as you think it's gonna work. Stuff that breaks, stuff that you thought would be easier to outsource, that you're like, oh man, that didn't work out how I thought.

But guess what? You're gonna keep plugging cuz you committed to doing it and you're gonna figure the rest out later.

Like Richard Branson always says, when you have an opportunity in front of you, commit and then figure out how to do it later, right?

Build the plane as you're falling off the cliff. And that's what we're gonna do. We have an overall roadmap of how we're gonna get the result.

We don't know exactly what it looks like yet, but what we're gonna do is once we get that first test client, that first big client that we're doing at cost or for free, then we're gonna use Upwork five or online jobs pH to help us in executing this path.

But we're gonna figure it out as we go, right? That's the beauty of business, right? It's what Charles Koch says is he Favors the, he favors rapid experimentation over the grand plan.

What so many people try to do is they try to have the grand plan of how they're gonna execute every little piece of everything.

And that's just not realistic. Like if you're starting from scratch and you don't know how to get clients' results yet, that's okay.

And to think that you're gonna sit there and magically come up with all the perfect answers to the solutions of each component, it's just not a fair, fair thing to ask of yourself.

But what is fair is to come up with an overall plan, get a client, figure it out as you go, test tweak, test tweak until you figure out how to get them results.

And then from there, we have an asset, we have an offer, we have something that people are willing to pay money for, because guess what?

It's worth more than the money they're paying for it. And that's how we're gonna create our offer, right? Through, through experimentation of getting this live and fulfilling on this plan.

Now again, make sure you have a plan in place. Don't just get a client and then figure it out later.

Have an overall plan, right? Understand how you're gonna do it. And then once we get that client, we'll start using Upwork five or online jobs at pH.

Really, you only need one of 'em. Truthfully, you could use just this one. And we're gonna use that to help us fulfill on the offer.

So that is the next steps, guys, before we move on to getting that first test client, what we're gonna figure it out as we go, what you need to do is you need to have just this one piece done right?

You need to have your fulfillment plan done. So do that now. Do not move on into getting your first client until you built out this fulfillment plan.

But as soon as you have this ready, it's off to the races, it's time to, to test on that first client and figure it out as we go.

Testing Your Ability To Get Results - How To Get Your First Guinea Pig Client

All right, now that we have our plan of how we're actually gonna fulfill on the method to get our market the result that we're promising them, we need to actually, you know, execute on it.

We need to test it, we need to fulfill upon it. So what we're gonna do is we're gonna get our first Guinea pig client and that's what we're gonna talk about in this video.

How do we actually get our first client to test on to where we say, Hey, we're gonna do this for free or we're gonna do this at cost.

And that way you can figure it out as you go and all the pieces of your plan we can start executing on and we can test and tweak and figure it out as we are doing the process, right?

The best thing to do is to get a client and figure it out later rather than figure everything out and then try to go get that first client.

So that's what we're doing. We're getting that first client and then we're gonna take go about actually, you know, fulfilling on it once they've said yes, like Richard Branson says, say yes, figure the rest out later, right?

You have an opportunity, just commit to doing it and figure it out after the fact. We have a basic idea of how we're gonna get that result.

So it's not like we're going into this blindly, but we just need to get that first client to actually start putting those pieces together to get them results.

So what do you have so far? Number one, you have a small Rolodex of people in your market, right? You already have a small Rolodex.

So the reason why we reached out to all those people, number one market research, right? We learned so much about our market, their pains, their desires, all that good stuff.

And that's how we were able to craft this equation right here. But also the other benefit of it and why I recommend you guys talk to like 20 people minimum before getting to this to any of the other steps, is now we have a small Rolodex of people we can reach out to in our market.

We already have a network we can go back to to get that first client. We're not starting from scratch, right?

We already know some people in the space who gave us some advice on creating that offer and now we can go back to them and help them with the things they said they're struggling with.

So basically you asked these people, Hey, what do you guys need? What are the results that you want? What's the methods that you guys think is gonna get you there?

What are the problems you're struggling with? And you went off and you literally created exactly what they wished for and you're going back to them and you're saying, Hey, can I help you out for free?

Right? It's a very low barriered entry. Yes. And that's one of the reasons why this is the first place we're gonna go to get that first test client that we're gonna use to actually execute on fulfillment.

So that's the first thing we have is a small Rolodex. People you already know your core offer. That's the second thing, right?

You should be able to fill out this entire sentence by now really, really clearly, right? You say, I help market to specific result by method without biggest market pain slash problems that they've talked about.

And then you also have a plan to fulfill on each component of the method. So you have a general like roadmap of how you're gonna fulfill on the method to get your target market that specific result without having to deal with all their problems.

So this is everything you have up until this point. Now here's the next step. The next step is getting your first client.

Like we talked about. Now that we have this, we're not gonna go anymore like in depth onto how to do the fulfillment until after we get that first client and we're gonna figure it out as we go based off of the plan that we've put together.

So how do we get our first Guinea pig client? Well, there's two parts to this. Really, number one leads, right?

We're gonna call our small Rolodex that we already have and most of you guys should be able to get your first test client off of that.

Cuz at the end of the day you're not saying, Hey, I'm gonna, you know, sell this for $10,000. You're literally offering it to them for free just so that you can practice getting results.

And number two, if you weren't able to get that first test client from that small Rolodex that you have we're gonna continue the outbound process until we get that first client for free, right?

We're gonna sprint to get that first test client. That way we can get fulfillment dialed in. That way we can actually start selling it and start charging higher ticket prices when we know that we can get results.

But at the end of the day, if people are paying us to get results and if we don't know how to get results yet, then we shouldn't be charging for it.

We should be trying to get proof of concept and that's exactly what we're doing. And also, once you have proof of concept, it's gonna be much easier to get that next client because you already have your first testimonial.

So that's the first piece is the lead flow to get that first test client. And the second thing is you need credibility, right?

So what you're gonna do is you're gonna use the credibility of the people you learned the method from, right? So you're not gonna lean on your credibility cuz you don't have any yet, right?

You're not gonna learn on lean on what you've done for past clients cuz there's no past clients to to talk about.

But what you do have is you have the credibility of the method, right? If you guys followed this to a T, you didn't innovate, right?

You're imitating what already works. So you can say, Hey, I found the strategy that's responsible for, and you can talk about all the stats, all the revenue, all the results of other people that you modeled, right?

That you looked at their process and you tried to do the exact same thing. So you're leaning on the credibility of what other people have already done.

And on the method, right? You're not leaning on the credibility of yourself. So if you feel like, oh, I don't have credibility, no worries, we're gonna borrow credibility from the people who've already used that method to get their other clients' results or who've already used that method in their business.

And that's what we're gonna use as the proof for them to feel like, okay, wow, yeah, I'll let this guy do this for me for free.

It's very low buried entry. But also we wanna make sure we're thinking about it as if we're trying to get a real client.

Cuz if we approach it with the same level of gravity in those same level of seriousness as if we were charging them $10,000 a month to work with us and then it's free, it's gonna be very, very easy to get the yes every single time.

Now that being said, once you understand these two basic concepts, here is the script for calling the people in your Rolodex.

Alright? All the people we already talked to, all the phone numbers we already have all the inver interviews and conversations you had here is what you're gonna say to them.

You're gonna give 'em a call again, call 'em two times back to back, whatever you need to do to get ahold of them, keep calling them until you get ahold of them.

And this is the framework that you're gonna follow. So have this printed in front of you that way you can follow this script.

When you're getting this first client very, very simply, it's this, Hey name, how's it going? Just checking in, right? And then they'll be, Hey, how's it going?

How you doing? Blah blah blah. And then you're just gonna do quick little small talk, ask 'em how they've been, what's new, et cetera to start the conversation.

And then after, you know, a short amount of time, just small talk, building some rapport, you say, Hey, I found some helpful insight I thought I'd share with you.

You know, we ended up talking to so many more people who are chiropractors and they were all struggling with the exact same things you were.

And then talk about all those things here, right? So talk about that examples based off of what they said in the past.

So we obsessed on figuring out the best way to solve problem and get result for chiropractors. And the way we went about it was we talked to a lot of the top experts in the space.

We looked at how some of our comp, how some of the your competitors were able to scale to a million dollars a month or whatever big numbers you found and that you saw out there, again, we're leading on the credibility of other people who've used method anyways.

And we did a deep dive on all the latest strategies to find out what was working right now for the people at the top.

And we really just got a behind the scenes curtain behind the curtain peak at what was working. And I figured I'd just give you a call and I'd share some of what I found and hopefully you find it helpful.

Do you want me to kind of just break it down for you? Cause I really appreciate the advice you got.

So I thought I'd share this with you, right? Super simple. And they say, yeah, I shared, that'd be great. So you say, yeah, so what what's working best is, and then you explain the method, right?

You go super in depth on here's the method, here's why it works, here's the results that it's getting for other people, right?

And then you say, so we actually are in the process of building out an entire team and duplicating the SOPs that are responsible for.

And this is when you go really, really hard on the credibility of the people who use this method. Like when you were doing your research and the people who got to a hundred thousand dollars a month or got their client this result or this result or this result.

You talk about all that here and you're gonna lean on that credibility. You're not saying it's your own credibility, but you're saying, hey, this method and these SOPs that we followed that we're basically using to get clients results is responsible for ba, ba, ba bah ba.

And you go through all the stuff that it's done. And also once you've gone through all that, then you're gonna dive into, and we're gonna be charging five to $10,000 a month to help other chiropractors to get more clients with this strategy.

Because obviously the results that it's getting are just second to none. But because I just would love to say thanks for helping so much in the initial, you know, market research phase when we were developing this.

I'd love to help you out for free and set this up for you so you can, whatever the result is.

Does that sound good for you guys? Us just setting this up for you guys for free or at cost just to say thanks, right?

Like you're offering them a gift at this point. That should be what it feels like. The frame we're taking is, hey, you helped me, so now I'm gonna give you these processes that are responsible for all of these results that I'm planning on charging five to $10,000 a month for, for all the clients we're working with because of how good the results are from this system.

And I'm giving this to you because, you know, like obviously I really appreciated the advice. Like that's the frame that we're approaching this with, with until it's like a gift where it feels awkward saying no, right?

You want it to feel like, oh yeah, sure, I'm, I'm cool if you guys set that up for us for free.

And if you lean hard enough on the credibility, right? And you, you carry yourself with good presence on the call, you're gonna get a yes a very high percentage of the time.

Now, if they say yes which is what we are going for, you're gonna say, great, well I'll start I'll start the process of getting you onboarded.

And then basically you're gonna just figure out fulfillment one step at a time. So you'll basically go from here and you're gonna start executing it for them.

You're gonna start working with their team, going back and forth with them, getting stuff set up and just know right?

When you get your first client, it's going to be messy, right? You're not gonna know how to do things. You're gonna be trying to outsource 'em according to your plan.

And stuff's gonna be like harder than you thought or you're not gonna know how to do it. But just push past that, right?

The first person you outsource to might mess up and might have to hire somebody new to do it. But once you get them the right person in place, guess what?

For the next client, it's the exact same process with someone who's already proven the process with, again, you might be missing pieces in the process that you didn't realize.

And the results aren't good at first, but this is all part of the process and we're gonna test and we're gonna tweak and tell our results are really, really good and we're able to get that client results that way we can go to the next client and be like, Hey, look what I did for Jimmy over here.

And then we get our next client much easier. Cuz guess what? There's proof. Now if they say no, we have this whole spiel you go through, and by the way, make sure you read this out loud and you practice this before you have that first call.

If they say no, you say, how come? And we simply, simply handle the objection, right? And they'll be like, oh, well, you know, I don't know, we're not really a, a priority right now.

And it's like, well you still want result, right? And they're like, yeah, for sure I still want that result. And they're like, then why not?

We'll set it up for you for free, don't worry about it. And you just make it feel like you're, you're giving them a gift and it make it feel like kinda like awkward to say no to the gift.

That's the the feeling we wanna get across. Because if they feel like, man, this guy because I helped him, he's being so generous, he wants to help me back for free.

He's planning on charging five to $10,000 a month for it. So you're literally giving them a hundred thousand dollars gift, right?

You're giving them a hundred thousand dollars gift of exactly what the, that solves the problem that they literally already told you they're struggling with.

And there's credibility to back the fact that it works because you're leaning on the credibility of the method and the result that method has gotten for other people it's like, why not?

Why not say yes? And so if they say no, just be kind of confused and be like, I'm just a little bit confused here.

Like, we'll set that for you free, don't worry about it. Like you don't gotta pay us for it. Like I just really appreciate the initial insight that you guys gave us.

It gave us a lot of context and it really helped us make the decisions we made. And honestly, it's one of the things that led us to the path of figuring out this method that's responsible for getting a lot of clients to millions of dollars a month.

They're getting hundreds of chiropractors to seven figures a year. And we're more than happy to just implement this for you guys for free.

So don't even feel like you need to pay us. We'll, we'll just get you guys onboarded. So with that said, what's the best next steps?

Who's the best person on your team for me to reach out to or for us to get in contact with?

Start getting this set up for you guys and just like assume the sale, be like, Hey, thanks for getting the set up and just assume the sale and you're gonna get that first client.

Cause at the end of the day, they're not even paying anything. You're literally giving them a hundred thousand dollars gift for free.

Like why would they say no? It's the best thing they've ever been offered, right? And so it's a win for them because they're getting this for free and it's a win for you because you're getting a test client where you're really gonna get to execute that fulfillment on.

And guess what? We're gonna be able to figure it out one step at a way, one step at a time.

And we're gonna be able to fix each little piece and figure out who to outsource stuff to and we'll figure it out as we go.

So that being said, this is the process. I know I went through that script really, really quickly. What you guys should do is print this script out and you're gonna rehearse it, right?

Like read it over and over and over again until it feels supernatural. And then you're gonna give a call back to every single one of the people in your Rolodex until you get ahold of them again, right?

Shoot 'em a text, call them, call them again, they don't answer. Call 'em the next day. And you are gonna do this process religiously until you get that first test client right?

Until you get that first test client. So you're gonna go back to every single person in your small Rolodex that you have.

And then if you weren't able to get that first test client, you're gonna start doing outbound methods until you get that first test client.

That way you can actually prove that your fulfillment can get results, which is gonna make everything so much easier. And I know it feels like we're doing so much work just to get something that we can sell.

But at the end of the day, once you have something that you can sell that actually gets results, that's the number one asset in your business.

That's the core asset in your business. That's the heart of your business, right? And if we skimp on that one piece, everything else will be built like a house of cards.

We want a sturdy foundation because when you have a sturdy foundation, only then can you build the tallest skyscraper. And I want you guys to have really, really strong companies and really, really strong companies start with really, really great fulfillment that delivers results for the clients that you work with.

So that being said, drill this script and then you're gonna start going back and calling your Rolodex until you get that first client.

Do not worry about how to do the fulfillment yet. We're gonna figure it out. You're gonna figure it out as you go.

You already have an overall plan on how you're gonna do it. We just need to execute that plan and guess what plans change.

So you might realize you might do something a little bit differently as you're actually going about it. Or you might need to hire somebody different cause the first person didn't do a good job and that is no big deal at all.

So it's like jump off the cliff and build a, build a plan on the way down, which I know is scary.

But that's a lot of times what you gotta do when it comes to business, right? You gotta jump off the cliff and build an airplane on the way down.

That's what US entrepreneurs do. So beautiful. You're gonna follow the script, print it out, read it, rehearse it, and just start calling the Rolodex.

And do not move on until you get that first client to be like, yeah, sure, you can set this up for me for free.

Right? That's all you're trying to do. Get someone to agree to let you do something for them for free that's worth a hundred thousand dollars a year to their business.

And also that's already proven, that already has the credibility of all the people who've gotten results with that method in the past.

So again, you're giving 'em a gift. You're not trying to get a client Right now. You're literally offering something, somebody something for free.

So do whatever it takes to make this first one happen. If you can't get one from, you know, the people you talk to ask for referrals, Hey, who else do you know that we could do this for?

Cause we'd love to work with someone for free until we get them results to really prove that this method works.

And we'll use that case study to go on and get more clients, obviously. So that being said, follow the script, follow this process.

Like just start making calls, get that first test client and just like work like crazy until you make that first test Guinea pig client results, right?

That's the number one goal we're going for. And again, it's a simple process guys. The biggest thing is you gotta do the work, right?

You gotta pick up the phone, you gotta start dialing and you gotta get ahold of 'em and you gotta get somebody to say yes, that's it.

You're one yes away from proving your fulfillment and getting to a place where you have an asset that you could sell over and over and over and over again that you could scale to multiple six or seven or even eight figures.

Optimizing Results Rate

All right, so this is the last and final step, and it's an ongoing step when it comes to fulfilling on your offer. By now you have your first test client, right? You're able to actually figure out fulfillment as you go. You had the overall plan and you were able to execute that plan step by step, and you figured out what the missing pieces were and by now you're getting results for your client.

Or you have everything in place to be getting results for your client and it's just not quite working. And really the point of this video is optimizing your results rate, right?

The same way people optimize their sales machine, their acquisition machine, to get clients at a cheaper cost that are worth more money to close the higher rates, all that good stuff.

We're gonna take that same mental approach to optimizing our results rate, optimizing our fulfillment to get our clients even better results, right?

Because if we get our clients really, really amazing results, the sales part is much, much easier. So when it comes to optimizing your results rate, right?

If you're not getting the results for your clients that you're expecting, right, or that you were hoping for, maybe you, you know, you set up the Facebook ads for 'em, or you're doing content creation, are you doing this or you're doing that and it's just not working right?

Like you're not getting the results that you promised for them. Number one, that's why we had a first client that's a free client, right?

So I have a test client, that's why they're a Guinea pig client. But number two, how do we actually approach that?

And what we do if we're not getting results for our clients, is we use machine mindset to figure out why, right?

So simply we're gonna identify the constraint that's, you know, stopping our client from being successful, or you're forgetting the results.

And then guess what we're gonna do? We're simply gonna solve for each one. That's it. So if you're unable to identify the constraint, we're gonna start making calls to people who are already successful at

doing what we do, who are already doing that method that we talked about that you're like doing for your clients.

And guess what? We're gonna talk to them. We're gonna find out why, right? We're gonna be like, Hey, I don't know what's wrong with, with what's what I'm doing.

Like I don't know what's going, going on. I, I'm just not able to get results from my client for whatever reason.

And we're gonna try to identify that constraint. If we're not able to, we'll reach out to other people, right? So post and Facebook group say, Hey, I'm struggling with X, Y, Z.

Does anyone know why? Watch YouTube videos, buy courses, whatever you need to do on your specific method, right? You're gonna find out why you're not getting the result, right?

Usually there's a piece off or a piece missing and you're gonna look at it and you're gonna simply do this, right?

This is machine mindset. You're gonna say, am I getting the results for my clients that I wanna be getting them?

If yes, awesome, how do we get even more results? That's, that's the next goal. But if no, why? What is the constraint?

Right? Which piece is actually breaking? Like look at it logically. The same way you look at your business, we're gonna look at your business and say, Hey, which piece is breaking?

Alright, how do we fix it? You're gonna look at each piece of your client fulfillment and you're gonna say, which piece is breaking?

And once you identify what piece is breaking, we're gonna hypothesize the solution. We're gonna test that solution. And if it's solved, guess what?

Awesome. We go back up to the top and we say, Hey, is it working? Nope, still not working. What's the next constraint?

We follow this process over and over again. If it doesn't work, we hypothesize the new solution. Like this is the mental model we follow for solving constraints in our business.

It's the mental model we follow for solving constraints when it comes to our fulfillment and getting our clients' results. And guess what?

A lot of times when you can't identify the constraint, simply start talking to other people, right? Start talking to other people.

Who else is already doing what you do? See if they can help you figure it out. Post and Facebook groups, like we've talked about, right?

If you're trying to hypothesize the solution here, you know the constraint, but you don't know how to solve it. Same thing.

Talk to other people. Post in Facebook groups, watch YouTube videos, buy courses, like read articles, whatever you need to do to solve this.

And if you take this approach, a very scientific approach where you identify a constraint, hypothesize a solution, test the solution, see if it works or not, if it doesn't work, hypothesize the new solution, test the solution, see if it works or not until it works.

And then we say, Hey, are we getting results for the client? If the answer's no, we go back to the top and we say, what's the next constraint?

And we just keep taking this methodical approach until we're able to get results for our clients. And a lot of people, what they do is they get something live and you know, clients kind of pay them and it doesn't really work, but they just get the next client and the next client, the next client.

But if you really obsess on getting your clients' results and you obsess on optimizing the machine, that is your fulfillment.

What's gonna happen is your client results are gonna be really, really, really good. And when your client results are gonna be really, really good, clients will stay with you for a much longer period of time.

They'll be repeat clients that stay with you over and over and over, and month after month, they'll tell more people.

Referrals will be easier, right? It'll be easier to close new deals because you have so much proof you have a mountain of evidence showing that you can get the result that you're promising.

And so that's why I wanted to make an entire video on just optimizing results rate. Because so many people that get something live and that's it, that's all they do with fulfillment.

But fulfillment is something that you don't just get good enough. It's something that's always evolving, right? It's constantly evolving. You have to constantly be improving it.

Cuz at the end of the day, it is the heart of your business, right? It is where the value is created in your bus.

It is where the value is created in your business. And then it's only realized in the marketing and the distribution.

But it's the whole cliche thing. It's like if you don't have something valuable and you get it out into the marketplace, you're not creating any value, right?

I want you guys to be creating real value in the marketplace cuz that's how you guys get rewarded over a long period of time in capitalism, right?

If you guys wanna win in capitalism, you have to play by the rules, right? Or else if we cheat the rules, eventually capitalism's gonna come crashing down on us and the house of cards we built will fall apart.

We wanna make sure that we're getting really, really good results. And the way we do this is simply by obsessing on it, you make your results, right?

Your life's obsession, you learn how it works, you obsess on it until you get really, really amazing results for your clients.

You talk to other people, you post in Facebook groups constantly of other people who help clients with that same thing.

You watch YouTube videos, you buy courses, you join ize, whatever you need to do in order to get your results rate really good until you reach that goal of amazing fulfillment, right?

That is the number one priority. And once you start getting clients results, like once you feel good enough towards like, all right, I'm getting results, now I can start selling this, here's what you're gonna do, right?

You're gonna go back to that first Guinea pig client and you're gonna start charging them, right? So you tested them and you got them really, really good results and now you've been getting them good consistent results over a extended period of time, maybe a month or two.

What you're gonna do is you're gonna go back through the closing training first. That way you kind of understand how to go about that conversation and then you're gonna do this over the phone.

So we're not gonna email our client and be like, Hey, I raised my prices from free to x, y, Z number, or we're not gonna do that.

But what we're gonna do is we're gonna tell them, right? That we can't keep doing it for free because you're about to bring on a ton of new clients and you just simply don't have the bandwidth, but you can continue at a discounted rate just for them, which is X, Y, Z.

And I'd give 'em a little bit of a discount compared to your normal pricing simply because like they're the reason that you were able to, you know, prove fulfillment.

So get them results, start making them an ROI on whatever, you know, whatever method you're using to get them results.

And then once it's working and they're getting results consistently, just call them. Basically offer them a discounted rate compared to what you're going to be charging for all future clients.

And then obviously they might have some objections or whatever. But you're just gonna handle those objections. That's why I want you guys to go through the close training first.

You have a good idea of how to overcome those very easily, but if you're getting them really good results, this shouldn't be an issue, right?

If you're absolutely crushing it for them, this should be easy, super, super simple, right? Because guess what? They're like, you're doing amazing job.

Sure, of course I'll continue to pay you. That's totally fair. Cuz at the end of the day they don't expect you to work for them forever for free.

It's nice that you did it for free for a short amount of time, but they don't expect that forever. And then regardless, at the end of that conversation, if they stay a client, if they decide not to continue being a client, you're gonna ask for referrals.

All right? So first step is we need to get our fulfillment working, we need to get our clients' results, then we go back to that client and we start charging.

And then the next step is we start getting more clients. Once we know fulfillment's scalable or not scalable, once we know fulfillment works and gets our clients' results, you need to go back to the training and say, all right, how do we actually scale now?

How do we get more clients? How do I get more appointments? How do I close more deals? And we're gonna start getting more clients.

And then also really the whole point of video is we're gonna always be optimizing our results rate. Just because it's good enough to sell doesn't mean it's good enough, period, right?

So just because we start getting clients doesn't mean we're not always optimizing our results rate to get our clients more and more and more and more results.

So by now, guys, you should have that first test client. If you don't like, pause this video immediately, go back and literally follow the process we talked about until you have your first test test client, your first Guinea pig client, and you're able to actually build out fulfillment as you go.

You're able to take that plan that you had, your your, your roadmap, your blueprint, and as you're helping them do each piece one step at a time until you have something that's proven to work for that client.

And then once you've done that, like I said, you can go back to them, you can start charging that first client.

Number two, you can get more clients. And number three, we're Always gonna be optimizing our fulfillment. This is a never ending pursuit that we obsess on as business owners.

That's why we're in business. And then obviously we wanna keep distributing to get more clients so we can serve people at a higher level, but then we can also serve more people.

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