Person 1: Can you give me an overview of what we'll cover in the arbitrage minicourse?

Person 2: Sure, we'll start by going over the macro concept of how it works. Then we'll discuss a case study of someone who does this successfully, followed by creating your offer, picking your market, and the result you sell.

Person 1: Why is it important to focus on the result instead of the deliverables?

Person 2: Because people are buying a result. They want to get from where they are to where they want to be, and the service you offer is just the way they get there.

Person 1: How do we ensure we're delivering a fair exchange of value?

Person 2: We figure out what the market is willing to pay for the result. This is determined by the perceived value of the result. Then we deliver on that by figuring out the method for delivering the result.

Person 1: What about outsourcing? Do we talk about outsourcing?

Person 2: Yes, we discuss outsourcing and fulfilling your offer. We need to figure out who is going to get the result, and outsource those pieces so we can get to market quickly.

Person 1: Do we test our ability to get the result on a real client?

Person 2: Yes, we do. We get a Guinea pig client to practice and make sure our hypothesis is correct. Then we optimize our approach to ensure the results we get for our clients are second to none.

Person 1: Why is it important to have a customer obsession?

Person 2: It's important to have a customer obsession because if you go above and beyond to deliver services that are second to none and get people results, you'll get more referrals, it'll be easier to get clients, and you'll have more conviction when selling it.

Person 1: What is the primary goal of selling professional services?

Person 2: The primary goal of selling professional services is getting clients results. If you can accomplish that, then it's just a matter of sales and marketing to get that value out into the marketplace.

Person 1: How do most people sell their services, and why is this problematic?

Person 2: Most people sell their services as a commodity, rather than selling a result. For example, they might sell Facebook ads rather than the result of getting more clients. This is problematic because they become commoditized and people look for the cheapest option.

Person 1: How can we differentiate our services from a commodity?

Person 2: We can differentiate our services from a commodity by selling a result rather than just a service. By focusing on getting clients results, we can create an offer that people are willing to pay high ticket prices for.

Person 1: What are we selling to our clients?

Person 2: We are selling a result, not just a service. For example, we're not selling Facebook ads, but the result of getting more clients or booked appointments.

Person 1: How can we make ourselves more valuable and charge higher prices?

Person 2: We need to specialize and sell a specific result to a specific market. We can use other people's services to deliver that result. By creating a unique offer, we can have a mini monopoly and command higher prices. We just need to make sure we can deliver that result for our clients.

Person 1: What should we be able to fill out by the end of this section when creating our offer?

Person 2: We should be able to fill in the blanks on this key sentence: "I help market two specific results."

Person 1: What is the key sentence that we need to be able to fill out when creating an offer?

Person 2: The key sentence we need to be able to fill out when creating an offer is "I help market to result."

Person 1: What else do we need to consider when filling out this sentence?

Person 2: We also need to consider the method or mechanism of getting people results and whether we are doing it without their biggest pains or problems.

Person 1: Why is it important to focus on this part of the offer creation process?

Person 2: It's important to focus on this part because the result we deliver, how we deliver it, and the market we deliver it to is the core of our business. It is our greatest asset, and everything else is just getting that value out into the marketplace. If we get this part right, everything else will come much easier.

Person 1: Can you give me an example of someone who has successfully used the arbitrage method of creating an offer?

Person 2: Yes, Tristan is a good friend of ours who owns Ordering Ads. He was able to scale his business to seven figures a year just by arbitraging professional services and delivering a specific result to restaurant owners.

Person 1: How was Tristan able to scale an arbitraged business without facebook ads?

Person 2: Tristan was able to answer the sentence "I help (market) to (result)" really clearly and outsource the services to fulfill on it. Then, he just got it out into the marketplace. Once the organic growth slowed down, he was able to scale to over eight figures a year with paid ads - but his business processes never changed and are just doing what we're breaking down here.

Person 1: Can you explain Tristan's market and the specific result he delivered?

Person 2: Tristan's market was restaurant owners, and the specific result he delivered was helping them keep more of their profits by avoiding online ordering services like DoorDash and Uber Eats that take a large percentage of their profits. The pain for restaurant owners was losing their profit to these online services, especially during the pandemic.

Person 1: Can you give me an example of someone who used this process to scale their business?

Person 2: Sure, Tristan, a friend of ours, used this exact same process to scale his business.

Person 1: What did Tristan do exactly to scale his arbitraged business?

Person 2: He arbitrated professional services and delivered a specific result to restaurant owners. He helped restaurant owners get more online orders without discounts, coupons or delivery apps so they could get more repeat customers at higher profit margins.

Person 1: How did Tristan scale his arbitraged business?

Person 2: He used Facebook ads and a website where they could place online orders and he mastered that process to get them that result.

Person 1: Did Tristan outsource any part of his Ordering Ads process?

Person 2: Yes, he outsourced services such as Facebook ads, media buying, design, copywriting and setting up online ordering for restaurants who don't have that.

Person 1: Did Tristan focus on anything specific in his business?

Person 2: Yes, 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 he focused obsessively on getting that result for his clients over time.

Person 1: So, what did Tristan do to achieve scalability in his arbitrage business?

Person 2: Tristan had a proven formula for getting results, and he templated it out as much as possible to make it a copy and paste framework for every single client. He found something that worked for these clients and obsessed over it until it was very frameworked out. Then, he just copied and pasted that for each and every single one of his new clients. The cost was around $200 per client, per month for outsourcing all the services required to actually do this method. And he was able to charge a thousand to $5,000 plus a month depending on the client size and budget.

Person 1: How did Tristan answer the question of what he does and fulfill on it?

Person 2: Tristan was able to answer the question, "I help (target market) to (specific result) by (method) without (the biggest market pain / slash problems)." He fulfilled on it by outsourcing all the services required to actually do this method, and that's why he was able to scale to seven figures purely organically before he even ran a paid ad. Once he started running ads, they scaled to eight figures.

Person 1: What should we do once we get some clients?

Person 2: Once you get some clients, you're going to constantly be optimizing and making the fulfillment better and better until you're the best in the world at getting that one result.

Person 1: Why is it important to specialize?

Person 2: It's important to specialize because when you help one market get one result, over time you get really good at figuring out what works and what doesn't work to get them that result at the highest level possible.

Person 1: What happens when we exceed expectations?

Person 2: When you exceed expectations, you have an offer that is ready to go mass market and scale to the absolute moon.

Person 1: What should we focus on after exceeding the expectations?

Person 2: We need to focus on the distribution part of the offer, but first, we need to answer the question of how we can fulfill the offer to actually get the method or the strategy for getting that result.

Person 1: Why is it important to pick your market first?

Person 2: It's important to pick your market first because when you understand your market, you can figure out what they want, what they are already buying and simply sell them what they want. This approach has a much higher likelihood of success than creating an offer and trying to find someone who wants to buy it.

Person 1: Can you explain why it's a backwards approach to figure out what you're going to sell and then try to figure out who to sell it to?

Person 2: Yes, because it's difficult to guess and hope that there is a desire for what you're selling. If you start with the market first, you can reverse engineer your offer to fulfill the desires of that market.

Person 1: Why are specialists able to command higher prices than generalists, like doctors?

Person 2: Specialists are able to command higher prices because they deliver a specific result, and they are the best in the world at it because that's all they work on. People are willing to pay more for specialized expertise.

Person 1: How does this apply to selling to a market?

Person 2: If you sell to a specific market and deliver a specific result, people will have a high belief that you're really good at that one thing and delivering that one result. This allows you to command higher prices and increases your believability to clients that you'll get them results.

Person 1: Why is it important to narrow down and focus on one market that we serve?

Person 2: By narrowing down and focusing on one market, we become masters in that field and get better results. When we serve everybody, we never become a master at anything and only get better over time.

Person 1: Why is specializing in a specific market important for getting better results in business?

Person 2: When we specialize and focus on serving one market, we become masters in that field, which allows us to get better results. The more we focus, the more dramatically our results improve in that specific field.

Person 1: How does specializing in a market affect the prices we can charge for our services?

Person 2: Specializing in a market increases our credibility and ability to get results, which allows us to charge higher prices for our services.

Person 1: Who should we target when specializing in a market?

Person 2: It's best to target small to medium size enterprises (SMEs) because trying to land big enterprise clients can be a nightmare. We can target a variety of businesses, such as coaches, consultants, agency owners, and many more. The important thing is to pick one market and become masters of that market.

Person 1: What determines if a market is good or not?

Person 2: Targetability plus buying power of that market determines if it's a good market or not.

Person 1: What is targetability?

Person 2: Targetability is how easy it is to get in front of the specific people in that market, whether it be through LinkedIn, affiliates, or advertising.

Person 1: Why is it better to pick a market rather than a niche?

Person 2: It's better to pick a market because if you pick a niche that's too small, it's really hard to get in front of those people and sell to them.

Person 1: What should we consider when picking a market?

Person 2: When picking a market, we should consider if it's easy to target them and if they have buying power. Small to medium-sized businesses usually have buying power, and as long as we don't get too niche, targetability should not be an issue.

Person 1: So why is it important to pick a market when starting a business?

Person 2: Well, the targetability plus buying power of that market is what determines if it's a good market or not. Targetability is simply how easy it is to get in front of those people.

Person 1: Can you explain what targetability means?

Person 2: Targetability is the ease of targeting specific people in a market, whether it be on LinkedIn, through affiliates, or advertising.

Person 1: Why shouldn't we go too niche when picking a market?

Person 2: If you only serve a tiny, tiny percentage of people, it's really hard to get in front of them, let alone sell them. That's why we want to pick a market and not a niche.

Person 1: What's the difference between a market and a niche?

Person 2: A niche is a small segment of a market, while a market refers to a broader group of people.

Person 1: How do we pick a market?

Person 2: You could think about which markets interest you, which markets you have curiosity towards when it comes to small to medium size businesses. Pick one that you can get excited about, and pick one that you know some people in already.

Person 1: Why is it important to make a decision and stick to it?

Person 2: Making a decision is important because it allows you to move forward and take action. As the old story goes, it doesn't necessarily matter which decision you make, as long as you make one and stick to it.

Person 1: So, why do you think it's important to pick a market and commit to it?

Person 2: Well, picking a market and committing to it is important because it allows you to go super, super deep with that market. You become a master of that market and can figure out what you need to do differently to get results. It's like carving it into stone, it's what you focus on and obsess on.

Person 1: But what if I don't know which market to pick?

Person 2: It's okay to be unsure, but pick a market that interests you, one that you're curious about, and one that you're passionate about helping. It could be a market that you already know people in, or it just intrigues you as a whole.

Person 1: Is it necessary to stick with that market forever?

Person 2: No, it's okay to hop from result to result, trying to figure out what you need to do differently to get that market's results. But it's important to have a primary market to focus on and master before moving on to the next one.

Person 1: And what if I'm still unsure after picking a market?

Person 2: That's okay too, but you need to commit to that market and go deep with it. It's through that process that you'll gain clarity and understanding of whether or not that market is right for you. So, make a decision and commit to it before moving on to the next step.

Person 1: Hey, in this video, we're going to talk about picking the result that we sell. So, we have already chosen our market, and we know what they want. Now, the question is, what result should we sell to them?

Person 2: Right, we need to make sure we are picking a result that they actually want to buy. We can't just come up with any idea and sell it to them.

Person 1: Absolutely. So, how do we determine how valuable the result we deliver is?

Person 2: Well, we have an equation for that. The greater the direct ROI plus the higher the pain/desire problem you solve, the more valuable the result will be.

Person 1: Okay, could you explain what ROI means and how it affects the value of the result?

Person 2: ROI stands for "return on investment." So, the higher the return on investment of investing with you, the more valuable the result will be.

Person 1: I see. And what about the pain/desire problem? How does it affect the value of the result?

Person 2: The more of a problem or desire that the result solves for them, the more valuable it will be. For instance, if you can solve a problem that has been causing them a lot of pain, they will be more willing to pay for your service.

Person 1: Got it. So, to summarize, the value of the result we deliver is determined by the ROI and the pain/desire problem we solve.

Person 2: Yes, that's correct. And the key to picking the right result is to ask our market what they want and then create it for them. If we can do that, selling our result will be easy.

Person 1: So what is the goal when it comes to picking the result we want to sell?

Person 2: The goal is to solve a high level of pain problem that has ROI attached to it. We want to solve something that is painful and gives them an ROI.

Person 1: Why is it important for the result we sell to be closely tied to generating revenue for the business owner?

Person 2: The closer the result is to actually generating revenue for the business, the easier it is to justify buying as the business owner. They can directly see how spending the money will come back to them, making it easier to give you money.

Person 1: Why do salespeople get paid more than engineers in a company?

Person 2: Salespeople are closer to the money and the generation of money, making it a more direct correlation. Even though engineers may be doing the work that creates value, salespeople get paid more because they are closer to the money. This is why rainmakers, the people who bring in money for a company, get paid the most and are the last to be cut.

Person 1: Who are the people in a company that typically get paid the most money?

Person 2: It's usually the salespeople and marketers who bring in the money and make the bell ring.

Person 1: Why are these people paid the most?

Person 2: Because they are the ones who generate revenue for the company, and no one wants to turn off the flow of capital coming in.

Person 1: How can service providers selling B2B be more successful in getting paid and retaining clients?

Person 2: They need to be seen as rainmakers, someone who generates money for the client rather than a cost. The more closely associated with revenue streams, the easier it is to retain clients and attract new ones.

Person 1: Why is it important for service providers to be seen as rainmakers?

Person 2: Because if they are seen as a cost, the client will try to minimize it. But if they are seen as generating revenue, the client will want to incentivize it and keep them around. This makes it easier to retain clients and attract new ones.

Person 1: So, what's the key to selling professional services successfully?

Person 2: The key is to be seen as a rainmaker, someone who generates money for clients rather than being a cost to them. The closer you are to the revenue streams, the easier it is to get more clients, retain them longer, and get more word of mouth referrals.

Person 1: That makes sense. So, what's the first question we should ask to determine the result we want to sell?

Person 2: We should ask what our market's biggest pains and problems are. We also need to understand what their biggest desires and results they want to achieve are. Profit is the ultimate result they want, but we need to figure out the proxy that they think about and correlate most with that revenue.

Person 1: So, the closer you are seen as a rainmaker, the easier it is to get more clients, retain them longer, and get more word of mouth. Is that true?

Person 2: Yes, that's correct. Being perceived as a rainmaker makes it much easier to sell professional services.

Person 1: What is the next question we should ask to determine the result that we sell?

Person 2: The next question we ask is, what are our market's biggest pains and problems?

Person 1: And what's the following question we need to ask to determine the result that we sell?

Person 2: The following question is, what are our market's biggest desires and the result they want? Although profit is the true end all be all result they want, we need to determine the proxy they associate with actual revenue in the door.

Person 1: What is the importance of being a specialist versus a generalist?

Person 2: Being a specialist increases your credibility that you can get the result because that's what you do. For example, if you're selling to dentists, being the best in the world at getting them more booked appointments using a specific method will make them more likely to trust you.

Person 1: What is the next question we should ask after determining the market's biggest pain, desires, and results they want?

Person 2: The next question is, what services does the market believe is most likely to get them the result? We need to determine what services they think will solve their problems and fulfill their desires.

Person 1: So what is our goal when it comes to understanding the market?

Person 2: Our goal is to understand the market and sell them exactly what they want while making sure we can get them results.

Person 1: How can we understand what the market wants?

Person 2: We can understand what the market wants by asking three questions. The first question is, what are the market's biggest pains and problems? The second question is, what are our market's biggest desires or the result that they want? And the third question is, what methods or services do they think are most likely to get them the desired result?

Person 1: Why is it important to understand what proxy the market correlates with profit?

Person 2: It's important to understand what proxy the market correlates with profit because this helps us determine what they believe will get them the desired result. For example, if they believe having more sales appointments will increase their profit, we can sell them a service that helps them achieve that.

Person 1: How does understanding these questions help us determine the value that the market sees in our service?

Person 2: Understanding these questions helps us determine the value that the market sees in our service because we can provide a service that meets their criteria. We want a service that provides direct ROI, solves a high pain or problem, or satisfies a high level of desire.

Person 1: What is it that the market thinks will get them to their profit goal?

Person 2: That's what we need to figure out. We want to know what they already believe is correlated with profit for them, such as more appointments, higher conversion rates, or less disqualified leads.

Person 1: Why is it important to understand what the market believes?

Person 2: It's important because we want to enter the conversation that's already going on inside the prospect's head. When we understand what they think is going to get them to their goal, we can craft an offer around that and selling it will be much easier because it answers the question already going on inside their head.

Person 1: How do we understand what's going on inside the market's head?

Person 2: We need to answer a few questions, such as what are the market's biggest pain/problems, what are their biggest desires/results that they want, and what methods/services do they think are most likely to get them the desired results. Once we understand these questions, we can understand what results we're selling and the method we're going to use to deliver that result.

Person 1: So, what's the next step after we understand what's going on inside the market's head?

Person 2: The next step is market research. You'll need to interview 10 to 20 people in your market as fast as you possibly can. Get on the phone with them and start asking them questions.

Person 1: Why is it important to talk to customers directly?

Person 2: The simplest way to understand our customers is to talk to them, Ask them questions. There's an old story when it comes to a copywriter, and he was competent. He took this new guy under his wing, and they entered a sales letter contest. The winner would get royalties on the sales letter or whatever.

Person 1: So, what's the next step after understanding our customers' thought process?

Person 2: The next step is to do market research by interviewing 10 to 20 people in your market as fast as possible. We're going to ask them questions about their biggest pains, problems, desires, and the results they want.

Person 1: Why is it important to talk to our customers rather than guessing what they want?

Person 2: The simplest way to understand our customers is to talk to them and ask them questions. An old copywriter story tells us that he out-converted all the experienced copywriters just because he had conversations with his customers and understood them better than anyone else. So, if we want to pick the best result to sell, we're going to ask the market what they want.

Person 1: How do we know what they want and what result we should sell?

Person 2: We're going to ask the market what its biggest pains and problems are, and what results they want. We're going to figure out what they most correlate with making money, whether it's more appointments, blowing up their brand on social media, or something else.

Then, we're going to ask them what they believe is most likely to get them that result. When they give us those answers, they've given us the secret, the recipe, and we create it.

Person 1: How do we create the result that they're begging for?

Person 2: Once they've told us what they want to buy, we create it. That's how we go about figuring out what result we're going to sell. We're going to get them to tell us, and then we're going to go create a form.

Person 1: What is the biggest takeaway from picking the result that we sell?

Person 2: The biggest takeaway is that the objective is to figure out what result we're going to sell by asking the market. We're not going to guess, we're not going to figure it out. We're going to get them to tell us, and then we're going to go create it. In the next video, we'll talk more about market research and how to go about it practically.

Person 1: What is the next step in picking the result that we sell?

Person 2: The next step is market research.

Person 1: How many people should we ideally interview in our market?

Person 2: We should aim to interview 10, 15, or 20 people as fast as possible.

Person 1: Why is it important to have these interviews quickly?

Person 2: Not to rush the interviews, but to have them as quickly as possible so that we can have a really good conversation and start creating an offer that we can sell to our marketplace.

Person 1: Why are these interviews absolutely vital?

Person 2: It helps us set the foundation to get clients down the line by figuring out exactly what they want to buy instead of guessing what the market wants.

Person 1: Why shouldn't we talk to just one or two people and call it good?

Person 2: Because one or two people may not represent the whole market. We want to interview enough people to get a clear understanding of what the majority of the market wants.

Person 1: So what's the next step in picking the result that we sell?

Person 2: The next step is market research. We need to interview 10, 15, or ideally 20 people in our market as fast as possible.

Person 1: Why do we need to have these interviews as quickly as possible?

Person 2: We need to talk to as many people as we can to start seeing patterns and trends in what they're saying. We're not selling to just one individual, we're selling to the market as a whole. Plus, we want to build a mini network in our industry so that getting our first client is easy.

Person 1: How many people do we need to talk to?

Person 2: I recommend talking to at least 20 people. The more we talk to, the better. This way we can really get inside their heads and understand what they want and what they're struggling with.

Person 1: Do we need to talk to 20 people over six months?

Person 2: No, we need to talk to 20 people in like a week, as fast as we possibly can.

Person 1: What if we can't get our market on the phone for an interview?

Person 2: If we can't get anyone on the phone for a free interview where we're not even trying to sell them anything, then there's something off either with our messaging or with the market that we picked. If we can't get people to answer free questions, how hard do you think it's going to be to sell our offer?

Person 1: Why is it important to get on the phone with our target market?

Person 2: If we can get on the phone with them and ask them questions, it will be easier to present an offer later on. It's important to ensure that the market we pick is easily targetable so that we can find them on social media platforms like LinkedIn or Facebook.

Person 1: What is the process we should follow to talk to our target market?

Person 2: First, we need to find people in our market on social media platforms. Then, we need to get them to agree to an interview. Once we have them on the call, we will ask them questions to figure out what their biggest pains and problems are, what they want to achieve, and what services they believe will help them achieve those goals.

Person 1: What are the most important questions we need to ask during the interview?

Person 2: We need to ask them what their market is and what their biggest pains and problems are. We also need to find out what they want to achieve and what services they believe will help them achieve those goals. This information will help us figure out what result we can sell and what services we should offer.

Person 1: So we're gonna be asking for referrals after each interview. Why is that important?

Person 2: We want to interview as many people in our target market as possible to really understand their pains and desires. Asking for referrals is a great way to expand our network and get in touch with more potential interviewees.

Person 1: And we're only asking for referrals to interview their friends, right? We're not trying to sell them anything.

Person 2: That's correct. We're just looking to gather information and insights about our target market, so we're not trying to push any sales on their friends.

Person 1: Okay, got it. So this process is all about understanding our market and solving their problems. Can you go over the steps again?

Person 2: Sure. The first step is to find people in our target market on social media platforms like LinkedIn and Facebook. The second step is to get them to agree to an interview. We'll share some methods to do that. And the most important step is the interview itself, where we ask questions to understand their pains, desires, and the services they believe will help them achieve their goals.

Person 1: And then we use that information to create an offer that solves their problems and gives them exactly what they want.

Person 2: Yes, that's the goal. By understanding our target market and their needs, we can create an offer that meets their specific requirements and provides value to them.

Person 1: Alright, thanks for explaining that. It seems like a very focused and targeted approach.

Person 2: Absolutely. Targeting the right market and understanding their needs is crucial to building a successful business.

Person 1: Okay, so what's the first step in booking interviews?

Person 2: The first step is to find people in your market on LinkedIn using Sales Navigator.

Person 1: And why do we use LinkedIn for this?

Person 2: Because we're selling professional services and professionals are on LinkedIn.

Person 1: Got it. And can you explain what Sales Navigator is?

Person 2: Sales Navigator is a tool that allows you to search for and connect with people on LinkedIn based on specific criteria.

Person 1: Okay, so once we find people on LinkedIn, what's the next step?

Person 2: The next step is to pull their phone number and contact them to schedule an interview.

Person 1: And how do we pull the people we found on LinkedIn phone numbers?

Person 2: We can use a tool like Hunter.io or Voila Norbert to find their contact information.

Person 1: And what do we do after we schedule the interview with the people we found on LinkedIn?

Person 2: After each interview, we ask for as many referrals as possible to interview their friends and get a better understanding of our market.

Person 1: And what's the ultimate goal of these interviews with the people we found on LinkedIn?

Person 2: The ultimate goal is to solve their problems and give them exactly what they want, which will turn into our offer.

Person 1: In this video, we're talking about booking interviews. How do we get people on the phone from our market to start having conversations with them?

Person 2: The first step is to find them on LinkedIn using Sales Navigator.

Person 1: Why do we use LinkedIn for finding people in our market?

Person 2: We use LinkedIn because professionals are on there, and we're selling professional services.

Person 1: What's the next step after finding people on LinkedIn?

Person 2: The next step is to get a hold of them, and the best way to do that is with their phone number.

Person 1: How do we get their phone number if it's not public on their LinkedIn profile?

Person 2: We use apollo.io to pull their phone number, even if it's not public.

Person 1: What should we do once we have the people we found on LinkedIn phone numbers?

Person 2: We should call them two times back to back, as calls have the highest conversion rate.

Person 1: Should we message the people we found on LinkedIn if they don't answer the call?

Person 2: Yes, we can message them if they don't answer the call, but calls always have a higher conversion rate.

Person 1: What is the best way to get a hold of someone if you want to reach out to them?
Person 2: The best way to get a hold of someone is by giving them a call, using their phone number.

Person 1: How can you find someone's phone number on LinkedIn using Apollo IO?

Person 2: You can use Apollo IO to find someone's phone number, even if it's not public, by following the steps that Landon will show you.

Person 1: What should you do after you've found someone's phone number?

Person 2: You should call them two times back to back to get the highest pickup rate possible.

Person 1: Why is calling someone better than messaging them?

Person 2: Calling someone is better than messaging them because it has the highest conversion rate and it's harder for them to ignore you.

Person 1: What should you do if the people we found on LinkedIn answer the phone?

Person 2: You should do an intro and then interview them on the spot if they have the time, asking them questions to understand their pain points, problems, and desired results.

Person 1: What should you do if the people we found on LinkedIn can't have the conversation right then?

Person 2: If they can't have the conversation right then, you should try to schedule a time to talk with them later.

Person 1: So what do we do if the people we found on LinkedIn don't answer our call during the two attempts?

Person 2: If the people we found on LinkedIn don't answer, we move on to the fourth step, which is sending them a text template.

Person 1: What's the purpose of sending the text template to the people we found on LinkedIn?

Person 2: The text template serves as a follow-up and gives them an opportunity to respond if they couldn't answer the call. It's a low barrier to entry to ask for a quick interview and it leaves them curious about the project we're working on.

Person 1: Why do we give the people we found on LinkedIn a compliment in the text?

Person 2: Giving a compliment is a good way to start off on a positive note and makes the people we found on LinkedIn feel good about themselves. People love receiving compliments.

Person 1: How long should the interview last?

Person 2: We ask for three to five minutes for the interview in the text template, but the actual interview can be longer or shorter depending on their availability and willingness to participate.

Person 1: What's the goal of the interview?

Person 2: The goal of the interview is to ask them some questions and understand their pain points, problems, and desired results in their market. This will help us gain insights into the market and make better decisions for our project.

Person 1: What's the next step after finding someone on LinkedIn and pulling their phone number from Apollo?

Person 2: The next step is to call them two times to have the interview. If they can't answer, we'll schedule an interview. And if they don't answer at all, we'll send them a text template.

Person 1: What should we include in the text template?

Person 2: We should start with a compliment, then ask if they have three to five minutes for a quick interview tomorrow. We should also mention that we'd love some advice on a new project we're working on.

Person 1: Why is it important to send this text template?

Person 2: People love compliments, and the low barrier to entry makes it easy for them to say yes. Also, people love giving advice on a new project, which creates curiosity and interest.

Person 1: What should we do if the people we found on LinkedIn don't answer the text?

Person 2: We should call them again later that day or the following day. Call them two times back to back until we get a response.

Person 1: How many interviews should we aim to have with the people we found on LinkedIn?

Person 2: We should aim for 10 to 20 interviews. It's important to do the volume of work to understand our market and create a mini network of people we already know in the space.

Person 1: Why is it important to have this mini network?

Person 2: It gives us a better understanding of the market, what to sell to them, and when we're ready to get our first client, we have people in our network to turn to.

Person 1: Why is it important to conduct 10 to 20 interviews with people in our market?

Person 2: Conducting 10 to 20 interviews with people in our market helps us understand what they want and what they are struggling with. This is a foundational step that sets us up for success in the long run and helps us avoid making mistakes in the future.

Person 1: What happens if we don't conduct these interviews?

Person 2: Without conducting these interviews, it is difficult to understand our market and what they want. This can lead to creating an offer that does not meet the needs of our potential customers and ultimately result in failure.

Person 1: How do we get people to agree to an interview?

Person 2: We can use a text template to ask people for an interview. A lot of times people will agree out of kindness or because it makes them feel important. If they don't answer, we can call them again the same or the following day, and repeat the process until we have 10 to 20 completed interviews.

Person 1: What do we do if we get discouraged or find it too difficult to get interviews?

Person 2: We need to do the work it takes to get 10 to 20 completed interviews. We should not give up after contacting only a few people. Doing volume, volume, volume is necessary to get a solid understanding of our market.

Person 1: How can conducting these interviews benefit us?

Person 2: Conducting these interviews helps us create a mini network of people we already know in the space and gives us a better understanding of the market. This information is crucial for selling the right result and creating a successful offer.

Person 1: Do we need to worry about selling the offer or creating a marketing or sales strategy during this process?

Person 2: No, we don't need to worry about that yet. Our focus should be solely on conducting the interviews to understand the market. Once we have the information from the interviews, we can then figure out how to sell the offer and create a marketing or sales strategy.

Person 1: What should we do once we have conducted the interviews?

Person 2: Once we have conducted 10 to 20 interviews, we will have a clear understanding of what our market wants. We can then use this information to create an offer that meets their needs. We'll need to figure out how to compress all the information we've gathered into something we can sell.

Person 1: Okay, so we're at the stage where we need to conduct interviews for our market research. What's the first step we should take?

Person 2: Well, we need to start by calling the people we found on LinkedIn and getting their phone numbers.

Person 1: Got it. And what's the main goal of the call we make to people we found on LinkedIn ?

Person 2: The main goal is to get the answers to the questions we need in order to determine what result we're going to sell to our market.

Person 1: Why is market research so important?

Person 2: Market research is important because it determines about 90% of all the things we need to figure out. It's much better than trying to guess what result we're getting them to tell us.

Person 1: So, what are the basics we need to know before making the call to people we found on LinkedIn?

Person 2: The first basic concept is to be super interested and curious about the person we're calling. We need to understand our market well enough to be able to sell to them better than anyone else does.

Person 1: Should we fake being interested in the people we found on LinkedIn?

Person 2: No, we should be genuinely interested in them because if we understand our market well enough, it could be worth millions of dollars to us. We need to ask them many good questions and make them feel special and important.

Person 1: Why is being interested in the person we're talking to so important?

Person 2: It's the fastest way to get someone to like us. We don't need to say the right things or talk too much, we just need to be really interested in the person we're talking to.

Person 1: What is the next step in the market research process?

Person 2: The next step in the market research process is conducting the interview.

Person 1: How do we prepare for the interview?

Person 2: We find the interviewees on LinkedIn and get their phone numbers. Then we prepare a script and take detailed notes during the interview.

Person 1: What should we keep in mind while conducting the interview?

Person 2: We should be genuinely interested and curious about the interviewees and ask them really good questions. We should also take extremely detailed notes and use the word tracks that they use.

Person 1: Why is taking detailed notes important?

Person 2: Taking detailed notes is important because we want to write down exactly what the interviewees tell us. We don't want to remember what we think the market wants, but rather what they actually said. This helps us identify patterns and determine what to sell.

Person 1: Can we record the call with the people we found on LinkedIn?

Person 2: Yes, we can record the call if we want to, but we should also take notes during the interview.

Person 1: What is the purpose of the script?

Person 2: The purpose of the script is to guide the conversation and ensure that we ask all the necessary questions. We can practice the script and role play it with ourselves to prepare for the interview.

Person 1: So what's the plan after we gather all the information we need?

Person 2: We're going to start making calls to people in our target market and gather more context about the industry we're trying to get into.

Person 1: How are we going to find people to call?

Person 2: We're going to use sales navigator and Apollo IO to get their phone numbers.

Person 1: What do we say when they answer the phone?

Person 2: We introduce ourselves and mention that we found them on LinkedIn. Then we ask if they have any advice for someone trying to get into their industry.

Person 1: Are we going to try to sell them anything during the call with people we found on LinkedIn?

Person 2: No, we're not. We just want to gather information and learn from their expertise.

Person 1: How do we get the people we found on LinkedIn to agree to talk to us?

Person 2: We play at their ego by showing admiration for their expertise and asking for their advice. People love feeling important and admired, so that's the approach we're going to take.

Person 1: What if the people we found on LinkedIn are not available to talk at the time?

Person 2: We'll just thank them for their time and try to schedule another call at a more convenient time.

Person 1: So, what do we do after we find someone on our target market and give them a call?

Person 2: If they answer, we follow a simple script. We introduce ourselves and mention that we found them on LinkedIn. Then we ask if they have a minute or two to answer some questions about their industry, as we want to learn more about it and eventually create solutions for it. We make sure to flatter them and make them feel important because people love that.

Person 1: What if the people we found on LinkedIn are busy or not available to talk at that moment?

Person 2: If they're busy, we simply ask when would be a better time to schedule a follow-up call. It's important to schedule the call so that we don't lose the opportunity to speak with them.

Person 1: And what if the people we found on LinkedIn do have time to talk and are willing to answer our questions?

Person 2: Great! We just start asking questions about their industry and the problems they face. There's no magic formula, we just need to get answers to our questions. We take detailed notes while they speak so we can refer to them later.

Person 1: What's an example of a question we could ask to the people we found on LinkedIn?

Person 2: A good question to start with is: what are the biggest pains and problems you're facing in the business? We want to know their specific pain points and what frustrates them about it. As they talk about it, we ask follow-up questions to understand why that's a problem for them.

Person 1: And why is it important to understand why it's a problem for the people we found on LinkedIn?

Person 2: Understanding why it's a problem for them allows us to create better solutions for their specific pain points. It helps us understand their needs better and provide a more tailored solution.

Person 1: So what's the key to conducting an effective interview to get the information we need from the interviewee?

Person 2: The key is to be super interested and curious about their business and ask questions to understand what's going on in their head. Once you feel like you've gone as deep as you can on one question, move on to the next one.

Person 1: What's an example of a question we can ask to understand the people we found on LinkedIn business desires and goals?

Person 2: We can ask them if they had a magic genie that could grant them any wish for their business, what would it be? What's the biggest desire they have in their business and the result they are looking for? This will help us understand what they want to achieve.

Person 1: How can we go deeper and understand why the people we found on LinkedIn want to achieve a specific result in their business?

Person 2: We can ask follow-up questions like "what do you mean by that?" or "can you expound on that?" to make them go deeper and fully understand their thought process.

Person 1: What's another important question we can ask the people we found on LinkedIn?

Person 2: We can ask what services, methods, or strategies they think have the highest likelihood of getting them the result they want. We can then ask why they believe this and if they have tried other methods in the past.

Person 1: How can we learn from someone who has already solved a similar problem and achieved the desired result?

Person 2: We can ask them who they know who has already solved this problem and achieved the result they want. We can ask them how they did it and take careful notes to look them up later. We can also ask for more details to understand their approach better.

Person 1: So, the first step is to show genuine interest and curiosity about the person's business, right? And then, we need to find out what their biggest desires are. If you had a magic genie that could grant you any wish for your business, what would it be? What are the results that you're looking for?

Person 2: Yes, exactly. We need to understand their goals and desires so that we can help them achieve it. And then, we need to ask questions to understand why they want those things. We should not just ask questions for the sake of it, but to gain a deeper understanding of what's going on in their head.

Person 1: Right. And then, we should ask them about the services, methods or strategies that they think have the highest likelihood of getting them the results they desire. And we should ask them why they think so.

Person 2: Yes, we need to understand their thought process and reasoning. And we should also ask them if they know anyone who has already solved a similar problem and achieved the desired result. We should take careful notes and look up that person later.

Person 1: And we should ask them how that person achieved their goal. We should try to understand what they have already tried and why it didn't work for them. This way, we can get a better understanding of our market.

Person 2: Absolutely. Most people don't take the time to ask these questions, but we're doing the opposite. We're asking the market what they're struggling with and what they want, and then we create a product that helps them achieve their desired result without struggling.

Person 1: And once we have all the information we need, we should ask for referrals. We want to set up more interviews with people in our market, right?

Person 2: Yes, we need to talk to as many people in our market as possible. So, we should thank the person for their time and ask if they know anyone else in their industry who we can talk to. We should also compliment them on something they're doing well.

Person 1: And we should ask them to make an introduction if possible. This way, we can gain even more context and advice to better understand the market.

Person 2: Exactly. And the more interviews we conduct, the better we can understand the market and create a product that meets their needs.

Person 1: So the goal is to conduct 10-20 interviews with people in our market to gain a better understanding of what they want and what their pain points are, right?

Person 2: Yes, exactly. By doing so, we'll be able to answer the question of what specific result the majority of the market wants, and also identify the method or strategy that has the highest likelihood of getting them that result.

Person 1: And how do we conduct these interviews?

Person 2: We'll follow a specific framework for each interview, asking questions to understand what's going on inside their head and taking detailed notes. After we've gone through the framework with 20 people, we should have a good idea of what the market wants and what their problems are.

Person 1: And what do we do after the interviews?

Person 2: We want to get referrals to more people to interview. We'll also use the information we've gathered to answer the question of what result the market wants and what method or strategy we should use to achieve that result. With all of the data we collect, it should be easy to fill in the blank of "I help market [insert specific result] by providing [insert specific method or strategy], because the market struggles with [insert biggest pains and problems]."

Person 1: Why is it important to flow with the current of the market?

Person 2: The more you align with what the market wants and believes, the easier it is to achieve your goals.

Person 1: How many interviews do we need to do?

Person 2: We need to do 10 to 20 interviews, which is non-negotiable.

Person 1: Why is it important to do these interviews?

Person 2: These interviews are the foundation and groundwork for getting results in the future. It provides context on the market and its problems and helps us align with its current.

Person 1: How do we schedule these interviews?

Person 2: We can find potential interviewees on LinkedIn and use apollo io to get their phone number. We then call them two times back to back and interview them on the spot. If they are busy, we schedule a follow-up time, and if they don't answer, we send them a text template and add them to the list to call back later.

Person 1: Is it hard to have these conversations?

Person 2: No, it's not hard to have these conversations. All you need to do is ask questions, be curious about the people you're interviewing, and get to know people in your market.

Person 1: How can we get the phone numbers of the people we want to interview?

Person 2: We can use Apollo io to get their phone numbers instantly.

Person 1: Why do we need to do 10 to 20 interviews?

Person 2: Doing 10 to 20 interviews is necessary because it is the foundation that'll make everything else easy. It is the hard work you need to put in to get the result that you want.

Person 1: Can we skip this step?

Person 2: No, we cannot skip this step. It is mandatory and doing it will set us up for success in a way that most people could only dream of.

Person 1: What if we don't want to do these interviews?

Person 2: Even if the first 10 to 20 interviews are uncomfortable or challenging, we need to do them because it'll make everything else easier. We just have to trust the process.

Person 1: We're talking about figuring out the method for delivering the result that we promised to our marketplace. By now, we've had conversations with people in our market, right?

Person 2: Yes, we should have talked to at least 10 to 20 people in our market and understand their pains and problems they deal with on a day-to-day basis in their business. We should also know the results they want, the methods they believe will get them there, the things they've tried in the past that haven't worked and the things that they see people doing around them that are working.

Person 1: Right, and we need to get clear on the method for getting the people we found on LinkedIn results. Can you explain what we mean by the method?

Person 2: By method, we mean the macro concept of how we're going to get them the result. For example, Facebook ads would be the method. Within Facebook ads, there's a step-by-step process we need to follow, such as getting their funnel set up, their ads set up, and writing the follow-up sequence emails to make sure the ads are profitable.

Person 1: And we should be able to fill out the "I help market to specific result" section, right?

Person 2: Yes, we should be able to fill out the "I help market to specific result" section by hypothesizing the methods and strategies we can use to help our market. Then, we can get clarity on the method and outsource that piece to someone who already knows how to do it.

Person 1: What are some examples of the method to get results?

Person 2: Examples of the method might be Facebook ads, content creation, YouTube ads, SEO, conversion rate optimization, or anything that our market believes will get them the result they want.

Person 1: What do we look for when deciding on the overall macro method of getting the result?

Person 2: We're looking for the effectiveness of the method, which is its ability to get our market from where they are to where they want to be. We also look for the believability/desire for that method. Does the market think that if they do X, Y, and Z, they'll get the result they want?

Person 1: Why is effectiveness the number one priority?

Person 2: Effectiveness is the number one priority because if the method doesn't actually get the result, then it's not worth pursuing.

Person 1: Why is believability/desire the second priority?

Person 2: Believability/desire is the second priority because even if a method is effective, if the market doesn't believe it will get them the result, then they won't be interested in it.

Person 1: What are the two things that we're looking for when it comes to deciding the overall method of getting results for our clients?

Person 2: We're looking for effectiveness and believability/desire for that method. Effectiveness refers to how good the method is at getting results for our clients, and believability/desire refers to whether the market believes that method will get them the results they want.

Person 1: Which of these is the more important factor to consider when it comes to deciding the overall method of getting results for our clients?

Person 2: Effectiveness is by far the more important factor, as ultimately our goal is to get our clients results, and having a proven method that can do that is valuable.

Person 1: How do we choose which method to use to get clients results?

Person 2: We're going to pick the method that our market wants the most, based on our conversations with them. We'll choose the method that they believe will get them results, and that they bring up most commonly in our conversations with them.

Person 1: So we're first picking a method that our clients already believe will get them the desired result. How do we verify if it actually works?

Person 2: We will research and look for clues. When something works, people talk about it.They make videos, write articles, brag about their clients' success, and make posts about it. Success leaves clues, and if there's nothing online about a method working for others, it's probably not going to work for us. So we'll look for those clues that the method overall works.

Person 1: Do we need to know the exact step-by-step process of the method?

Person 2: Not necessarily. As long as we know that it works and that other people have gotten it to work, we don't have to know the exact process. We can outsource those pieces even if we don't know how to do it ourselves. The most important thing is to pick a method that works and can get our clients the results they want.

Person 1: How are we going to find this proof?

Person 2: We're going to use Google and YouTube to search for keywords and key phrases related to the method we want to use and the result that our clients want. For example, we can search for "How to get [desired result] with [method] for [market]." We're not looking for a step-by-step process, just validation that the method works.

Person 1: How long will this research take?

Person 2: It won't take long. We'll research for 30 minutes to an hour, maybe two hours max. We just want to make sure that the method we're planning to use is not something that won't work.

Person 1: What if we can't find proof in our market?

Person 2: It's okay if we can't find proof in our market specifically. If there's a similar market that's using the same strategy and having success, that will count as well. We just want to make sure that the method we're using has worked for others before us.

Person 1: Why is it important to find proof that a method works?

Person 2: It's important because we don't want to be pioneers and take unnecessary risks. We want to find what's already worked for other people and model it. If there's nothing to model, it's probably not the best route to take.

Person 1: So what's our plan to validate the method we're going to use for our clients?

Person 2: We're going to research for 30 minutes to 2 hours and find proof that the method works. We'll look at agencies online who are advertising and see if they have a lot of client results and testimonials.

Person 1: What if we can't find proof in our specific market?

Person 2: That's okay. We can look for proof in a similar market. We'll search for how to get the desired result with the method we're planning on using for our market or a similar one.

Person 1: How do we know if something works in a similar market?

Person 2: We can use benchmarking. If something works in one market that's very similar to another, most likely it's going to work in that one too.

Person 1: What else should we do to find proof?

Person 2: We should also look at competitors in our market and other client businesses who offer the same result to that market using that strategy. We're looking for proof in the form of testimonials, case studies, and other evidence of success.

Person 1: What are we trying to find when we research the different methods for getting clients?

Person 2: We're trying to find proof that the method has worked for other people recently. We want to see testimonials, case studies, and other evidence that shows the method is viable for our market.

Person 1: Why is it important to find proof that the method has worked recently?

Person 2: We want to make sure that the method is still effective and relevant. Just because it worked in the past doesn't mean it will work today. We want to make sure we're using a method that is currently getting results for other people.

Person 1: Do we need to know all the steps in the process of the method we choose?

Person 2: No, we don't need to know all the steps in the process. We just need to know that it's possible for the method to work for our market. We want to make sure we're choosing a viable method that we can model and innovate on top of.

Person 1: Why is it important to imitate before we innovate?

Person 2: It's important to imitate before we innovate because we want to make sure we're starting with a proven method that already works for other people. Once we have that foundation, we can then innovate and make it even better for our own market.

Person 1: What are the action steps we need to take after choosing the best method for our market?

Person 2: The next step is to research the method and find people who are currently getting results with it. We want to imitate their process as closely as possible and then innovate on top of it. This will give us the best chance of success when we start implementing the method for our own clients.

Person 1: How should I start researching a new method to pursue?

Person 2: 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.

Person 1: Why is it important to have proof that other people are already using this method to get results?

Person 2: It's important to have proof because 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.

Person 1: What kind of information should I look for when researching a new method?

Person 2: 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.

Person 1: How does this help with the fulfillment section?

Person 2: 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. Alright, the fulfillment is gonna look kind of 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 to 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.

Person 1: Why is it important to research a method to get results before outsourcing it?

Person 2: 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.

Person 1: What should I be looking for when researching a method?

Person 2: The people who are already getting results in your market are talking about how they have 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?

Person 1: Why is it important to understand if the method works in your market?

Person 2: It's important to understand if the method works in your market because not every method will work for every market. So it's important to make sure that the method you're researching is a good fit for your market and target audience.

Person 1: What is the next step we're moving on to after choosing the method to get clients results?

Person 2: The next step is fulfilling our offer, which involves implementing the method that we've decided on to get results for our clients.

Person 1: Can you explain the process for implementing the method to get results for our clients?

Person 2: Sure. We first need to break down the macro concept of the method into a step-by-step process to get results for our clients using whatever tools we're using, such as Facebook ads or SEO. We need to get clear on every step involved in the process, so we know what parts we need to outsource.

Person 1: Why is it important to understand all the parts of implementing the method to get results for our clients?

Person 2: Many people make the mistake of outsourcing without understanding the process, which can lead to ineffective results. It's essential to understand every step of the process so that we can outsource the right tasks to the right people and set our clients up for success.

Person 1: What is the next step after verifying our method for getting results?

Person 2: The next step is to figure out how to make it work for our clients and go from an overall macro concept of the 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.

Person 1: What is the overall goal when it comes to getting results for our clients?

Person 2: Our number one goal is to increase the results of our clients.

Person 1: How do we make the process of getting results for our clients systematic?

Person 2: We make it systematic by understanding all the parts of the process, even if we don't know how to do it ourselves, and then outsourcing all those parts of the process. We want to hire all the right people for all the right parts, similar to a contractor.

Person 1: Why is it important to understand the overall process of getting our clients results?

Person 2: It's important because we want to be like the contractor who looks at all the parts and hires all the right people for all the right parts. If we don't understand the overall steps in the process, we won't even know who to hire.

Person 1: How can we hire the right people for each part of the process?

Person 2: We can hire the right people by understanding all the steps in the process and hiring people for each part. For example, we might hire someone to set up the funnels to look a certain way, someone to run the ads, and someone to set up an email sequence to nurture leads. Essentially, we act like a contractor for fulfilling a service.

Person 1: Can you explain why we're arbitrating professional services?

Person 2: Yes, sure. When we arbitrate professional services, we are essentially acting as the builder or contractor who hires all the necessary professionals to provide a complete solution for our clients. We get paid more because we create value by putting all the pieces together to deliver a result rather than just a service.

Person 1: Why does the contractor get paid more than the guy doing the services?

Person 2: The contractor gets paid more because they are responsible for overseeing the project, hiring the right professionals, and ensuring that everything runs smoothly. They create value by assembling all the necessary pieces to deliver a complete solution to the client.

Person 1: What's the most important thing to keep in mind when it comes to getting our clients' results?

Person 2: The most important thing is to not innovate but to imitate before we innovate. We are not inventing a new way of getting results with Facebook ads or any other methods we're using. We're finding something that is already working and currently getting other clients' results. We copy what works to a T and deliver that to our clients.

Person 1: What's the biggest mistake one can make when trying to get clients' results?

Person 2: The biggest mistake one can make is trying to innovate and create a new way to get clients' results. Instead, we should imitate before we innovate. We should find something that is already working and getting other clients results and copy it to a tee.

Person 1: Why do you keep using the contractor analogy?

Person 2: The contractor analogy is a really good analogy because just like a contractor needs to understand the macro concepts of a construction project, we need to understand the macro concepts of getting our clients' results. We need to find a proven process, understand all the steps in it, and outsource all the pieces.

Person 1: What's the biggest mistake someone can make when trying to get clients' results?

Person 2: The biggest mistake is trying to innovate and create a new way to get clients' results. Instead, we should imitate before we innovate and find something that is currently working for other people.

Person 1: How do we find a proven process for getting client results to copy?

Person 2: We need to do our research and find proof of concept of what's currently working to get clients' results with the method in our marketplace right now. We should only listen to people who have gotten results recently, like within the last year, and look more deeply into what they're actually doing.

Person 1: How do we find explanations of the process of getting client results?

Person 2: We can simply Google it and find articles or YouTube videos that explain the process used by other people to get results. We should look for something that is currently working and that breaks down the process so we can copy it exactly.

Person 1: What's the most important thing to keep in mind when looking for a proven process of getting client results to copy?

Person 2: The most important thing is to make sure that the source you're getting the process from is credible. You can easily Google how to get clients using a specific method, and it'll break down the process that someone else has used to get results. But you have to make sure that the person you're listening to is credible.

Person 1: What should we do to find people in our market who are already succeeding with the process we're interested in?

Person 2: One way to find people who are crushing it with the process is to make posts in Facebook groups asking for recommendations. You can also pull numbers with Apollo and give them a call out of the blue. Once you've found people who are getting results for their clients, you can learn from them and pick their brain to understand how the process works.

Person 1: So how can we find out what our competitors are doing to get results for their clients?

Person 2: One way is to call them and ask them to explain how their overall process works. You can say something like, "Hey, I saw you guys online, I'm super impressed and curious how you get results. What does that overall process look like?"

Person 1: That sounds like a good idea. And what if the competitors are willing to explain it to us?

Person 2: Great! You can ask questions and fully understand how it's working from a macro perspective. Another way is to go to their client's websites and see exactly what they're doing. You can opt into all their stuff and see what they're currently doing.

Person 1: Okay, that makes sense. What else can we do to understand the competitors' process of getting results?

Person 2: You can go look at their ads on Facebook ad library. You can go to facebook.com/ad library and dive into all of their ads and see what exactly they're doing.

Person 1: Can you explain step two of the process of getting client results?

Person 2: Sure, step two is mapping out the entire process and all the components of the process.

Person 1: Can you give an example of how this would work with Facebook ads targeting chiropractors?

Person 2: Yeah, so let's say the method is Facebook ads and the goal is to help chiropractors book appointments. The process might involve running ads to an opt-in page with a video that encourages them to book an appointment. After they schedule an appointment, they might receive reminder emails. It's important to go through this process yourself and write out all the components.

Person 1: So what's the next step once we've identified who we're going to model?

Person 2: The next step is to map out the entire process and all the components of that process. For example, if we're using Facebook ads to target chiropractors and help them book appointments, the process might involve running ads to an opt-in page with a video that gets them to book an appointment. After they schedule an appointment, they receive reminder emails.

Person 1: And how do we identify all the components of the process of getting client results?

Person 2: We identify all the components by going through the process ourselves and taking note of each step. For example, we would need to write the ads, design the creatives, run the Facebook ads, build the opt-in page, create the video, set up the calendar software, and set up email automations. We would also need to write the emails that go out.

Person 1: So it's important to observe and write down each step of the process of getting client results?

Person 2: Yes, that's correct. By observing and writing down each step, we can get a better understanding of what's required to achieve success using this method. And even though this isn't an exact formula, we can refine the process as we go along.

Person 1: How much time should we spend on this step?

Person 2: We might spend a whole day obsessing over understanding how the process works, but the most important thing is to get a good overall idea of the macro process and all the pieces we'll need to outsource and what pieces we can do ourselves.

Person 1: What do we do once we understand the overall process and its components?

Person 2: We'll start assembling someone who can fulfill on those pieces and start piecing it together to make it work. We don't have to have everything figured out at the beginning, but we'll have a good overall idea of what the process looks like.

Person 1: Who should we be looking for when trying to find a proven process of getting client results?

Person 2: We should be looking for someone who already has success and is currently getting results, not someone who got results a long time ago or made a cool YouTube video.

Person 1: What should we do after finding a proven process of getting client results?

Person 2: We should map out the overall process and all the components of that process, so we have a good understanding of how it works.

Person 1: So, we need to figure out how to assemble a team or outsource the pieces so we can start selling our product. Do you have any ideas on how we can do that?

Person 2: Well, we can start by modeling something that already works and then figure out what pieces we need to outsource. We may have to figure out a lot of it as we go, but at least we'll have an overall idea of what needs to happen.

Person 1: What is the purpose of creating a fulfillment plan?

Person 2: The purpose of creating a fulfillment plan is to identify all the components needed to deliver the service and get clients the desired results.

Person 1: What are some examples of components that might be included in a fulfillment plan?

Person 2: Examples of components might include writing ads, designing creatives, running ads, building opt-in pages, creating videos, setting up calendar software, setting up email automations, and writing emails. The specific components will depend on the method being used to get results for clients.

Person 1: How are these components included in a fulfillment plan identified?

Person 2: These components are identified by researching what is already working for the method being used to get results for clients.

Person 1: Why is it important to have a list of components to fulfill in order to deliver the service and get client results?

Person 2: It's important to have a list of components because it helps you to ensure that you are fulfilling all the necessary steps to deliver the service and get your clients results. It helps you to stay organized and on track.

Person 1: What is the first step in creating your fulfillment plan?

Person 2: The first step is to list out all the components you need to fulfill in order to deliver the service and get client results.

Person 1: What should you do if you haven't done the first step in creating your fulfillment plan yet?

Person 2: If you haven't done the first step yet, you should go back to the previous video and get it done before moving on.

Person 1: What is the second step in creating your fulfillment plan?

Person 2: The second step is to figure out how you're going to fulfill each one of the components by asking the question "Can I find a proven version of this that I can copy?"

Person 1: Is there something that I can copy that's already proven to work? What software are they using? What ads are they running?

Person 2: Yes, we can go to the Facebook ad library and see what ads their clients are running and what's currently working. We will copy what's already working for them.

Person 1: Are we trying to reinvent the wheel? Do I need to create an innovative / new product in order to succeed?

Person 2: No, we're not trying to reinvent the wheel. We're going to copy what's already working in getting clients results, whether that means modeling another agency who's doing it already or seeing how client’s are doing it in-house.

Person 1: Do I need to already know how to get clients results myself?

Person 2: Ideally, yes, but if not, we can outsource it to someone who can do it for us.

Person 1: Who can I outsource fulfillment to?

Person 2: We can find someone who has the skills and expertise needed to do the job efficiently and effectively. When searching for someone, the determining factor of whether to work with them is their track record. Do they have a track record of getting people the result we're outsourcing for?

Person 1: Does the client have to do anything?

Person 2: Ideally, no. We want to minimize the client's involvement as much as possible, so we'll try to find proven templates or do it ourselves. If needed, we can outsource to someone who knows how to do it efficiently.

Person 1: Why do we prioritize finding proven templates or doing it ourselves over outsourcing?

Person 2: We want to save money by outsourcing only the hard parts. Doing things ourselves or using proven templates are cost-effective solutions for the easy parts.

Person 1: What's next after finding proven templates or doing it ourselves?

Person 2: We'll create a fulfillment plan. Under each component, we'll write out our plan to fulfill it. For example, for writing ads, we might find successful ads and template them out to fill in the blanks for our clients.

Person 1: So, what's the plan for designing ad creatives?

Person 2: We will find successful creatives and send them as examples to whoever we outsource the task to. This way, we're outsourcing to someone who already knows how to do it, and we're providing them with successful examples to work from.

Person 1: How about running the ads? What's the plan for that?

Person 2: Our plan for fulfilling this component is to outsource it to someone who has already run ads in a similar industry before. This way, we don't have to know how to run Facebook ads ourselves, and we can trust that the expert we outsource to knows what they're doing.

Person 1: And what about building landing pages and funnels?

Person 2: For those clients who don't already have these done, we'll outsource the task to someone who can build them. We'll send them a successful funnel that we're modeling from someone who's already got results using the method as an example. We'll make this kind of a template that we just copy for all of our clients.

Person 1: Can you explain what the fulfillment plan is?

Person 2: The fulfillment plan is a plan that outlines how we will fulfill the services we are offering to our clients.

Person 1: What is the overall goal of the fulfillment plan?

Person 2: The overall goal of the fulfillment plan is to minimize the amount of work that the client has to do and to copy what has already been proven to work.

Person 1: Can you give an example of what the fulfillment plan might look like?

Person 2: Sure, for example, we might need to create ad creatives for the client. In that case, we would find successful creatives and send them as examples to whoever we outsource the work to.

Person 1: How do you plan to fulfill the task of running ads?

Person 2: For running ads, we plan to outsource it to someone who has already run ads in a similar industry before, who already knows how to do it.

Person 1: What if the client needs a landing page built?

Person 2: We would outsource this task to someone who can build funnels, and we would send them a successful funnel that we are modeling from someone who has already achieved results using the method as an example.

Person 1: Can you explain how you plan to create the video for the client?

Person 2: For creating the video, we might have the client film it, but we would provide a templated script based on already successful videos that we have seen.

Person 1: How do you plan to set up the calendar and email automations for the client?

Person 2: We would use software that our competitors are using and outsource the setup to someone who already knows how to use it.

Person 1: Is the fulfillment plan the same for every client?

Person 2: No, the fulfillment plan will differ depending on the client's needs, the market they are serving, and the method they are using.

Person 1: What is the main advantage of copying what has already been proven to work?

Person 2: The main advantage of copying what has already been proven to work is that it minimizes the risk of failure and ensures that we are providing effective services to our clients.

Person 1: Can you explain how you plan to set up the software and email automation for our clients?

Person 2: Yes, I plan to use the same software that our competitors are using, and I'll outsource the setup of this to someone who already knows that software. For setting up the email automations, I'll outsource the tech of this to someone who already knows how to do this.

Person 1: How do you plan to write the emails for each client?

Person 2: I'll model successful emails on my competitors and turn them into templates so I can plug and play for each client.

Person 1: Can you explain what a fulfillment plan is and how it works?

Person 2: A fulfillment plan is like a map of how we're going to fulfill each one of the components for our clients. It's similar to how a general contractor might plan out which company will handle which part of a project. We'll have a plan of how we're going to execute each task, so we don't waste time and have no clue how to get results.

Person 1: Can you explain the concept of cookie-cutter fulfillment and why it's important?

Person 2: Cookie-cutter fulfillment means that we have a set process that we use for all of our clients. It's important because it helps us be efficient and consistent in delivering our services. By having a set process, we can quickly identify what needs to be done and execute it without wasting time figuring out a new plan each time.

Person 1: So we're looking to create a robust fulfillment plan that uses one process with templates that require minimal changes for each new client, correct?

Person 2: Yes, that's correct. We want to have a clear process that we can follow for each client, without having to make major changes to our approach for each one.

Person 1: And how do we ensure that we stick to this one process and avoid clients wanting to do something completely different?

Person 2: We make it clear to the clients that our method involves one specific process, and we don't deviate from that. We have a plan for how we're going to execute each step of the process, and we outsource each of those parts to someone who knows how to do it best.

Person 1: So we break down the process into components and steps, and have a plan to fulfill each one of those steps, right?

Person 2: Exactly. By doing that, we have an overall method that we can follow, and we know exactly what needs to happen at each step. As long as we execute on what we have written down, the client should get results.

Person 1: So when we outsource, we want full-stack people who can do multiple things, right?

Person 2: Yes, that's correct. By full-stack, we mean someone who can help with email automation, setting up different tools, and various other tasks. The fewer people we have, the better.

Person 1: Why do we want fewer people?

Person 2: Hiring fewer people means we can save on costs and avoid the hassle of managing a large team. We want people who can check multiple things off our list and handle different tasks so that we can hire the minimum number of people, not the maximum.

Person 1: How many people should we ideally have?

Person 2: We want one to three people total who can handle lots of tasks so that we don't have to hire someone for each little thing. As we grow, we can get more specialized, but in the beginning, when we're fulfilling on our first client or two, we want to make sure we only have a couple of people helping them do each part of the process.

Person 1: So where do we find people with the skills and expertise that we don't have?

Person 2: That's a great question. When it comes to finding people to outsource tasks to, we want to look for individuals who have experience in the specific industry we're working with. For example, if we're helping a client with Facebook ads, we want to find someone who has experience running ads in that industry.

Person 1: How do I find someone cheap with good margins for outsourcing work?

Person 2: You can go on websites like Upwork, Fiverr, Online Jobs PH, and start by posting a job posting for what you need. A bunch of people will reach out to you, and you'll figure out who's the best person to do it, and that's the person that you'll go with.

Person 1: What is the process for outsourcing work and fulfillment?

Person 2: You need to create a list of all the components and how you plan on fulfilling each one of those things. The first go-to is finding a proven version that you can copy and make a templated version. This isn't something that you can just watch and move on from, it's a process you have to follow.

Person 1: What is our second go-to for fulfilling components?

Person 2: Our second go-to is to check if we already know how to do that part ourselves so we can get it done without outsourcing, especially in the beginning.

Person 1: What is the next question we should ask when we can't fulfill a component ourselves?

Person 2: The next question is, who can we outsource this to?

Person 1: What is the last question we should ask if we can't fulfill a component ourselves?

Person 2: The last question is, is this something the client has to do? We should avoid this if possible, but if necessary, we should try to minimize the amount of work the client has to do.

Person 1: What should we have in our back pocket when we need to outsource?

Person 2: We should have a list of all the components and how we plan to fulfill each one. We can turn to websites like Upwork and Fiverr to outsource.

Person 1: What is the next step after creating the list of components and how to fulfill them?

Person 2: The next step is to get our first test client and test the results we get for them. We should do it at cost or even for free if we can't afford it.

Person 1: Why shouldn't we charge a high ticket price for our service in the beginning?

Person 2: We shouldn't charge a high ticket price for a service we don't fully know how to fulfill yet. We should figure out fulfillment as we go.

Person 1: So what's our plan for getting our first test client?

Person 2: We want to get our first test client for free and have an overall plan for getting them results. Then we'll start working with them step by step.

Person 1: Can you give me an analogy to better understand the process for getting our first test client?

Person 2: Sure, it's like being a builder who doesn't show up with the entire building assembled. Instead, the builder hires contractors one by one to complete each piece of the building until it's finished.

Person 1: What if we don't have clarity on how to fulfill on all of this for our clients?

Person 2: That's okay, which is why we're getting a Guinea pig client. We'll figure it out as we go and piece it together in our fulfillment plan. We understand the overall method and the main components, so we'll do it piece by piece until we get through the list.

Person 1: So what's the main goal with getting our first test client for free?

Person 2: The main goal is to prove to ourselves that we can get results for our clients and use that as a case study to get more clients in the future.

Person 1: Why is getting the first client the hardest part?

Person 2: Well, getting the first client is usually the hardest because you have no previous clients to show as proof of your work.

Person 1: What's important about the fulfillment plan?

Person 2: The fulfillment plan is important because it helps us execute our overall roadmap to get the desired result for our client.

Person 1: What's the benefit of committing to an opportunity before knowing how to fully execute it?

Person 2: The benefit is that we take action and start working towards our goal instead of waiting for everything to be perfect. We can figure out the details as we go along.

Person 1: What's the plan once we get our first test client?

Person 2: Once we get our first test client, we'll use Upwork or online jobs pH to help us execute the plan. We'll figure it out as we go, but we'll have an overall plan in place.

Person 1: Why is having a grand plan not realistic?

Person 2: Starting from scratch and expecting to have all the answers to every component of the plan is not a fair expectation. It's better to have an overall plan, test it, tweak it and figure it out as you go.

Person 1: How do we create an offer from the experimentation process?

Person 2: We'll create an offer by experimenting and fulfilling our plan until we figure out how to get results. Once we have something people are willing to pay for, we have an asset that's worth more than the money they're paying for it.

Person 1: Do we need to have a plan in place before we get a client?

Person 2: Yes, it's important to have an overall plan in place before getting a client. This includes a fulfillment plan that is ready to be executed. Once we have this in place, we can move on to getting our first test client.

Person 1: What do we need to do before getting our first test client?

Person 2: Before getting our first test client, we need to have our fulfillment plan in place. We need to ensure that it is complete and ready to be executed. Once we have this in place, we can move forward with getting our first test client and figure it out as we go.

Person 1: What is the next step now that we have our plan in place?

Person 2: We need to actually execute on it by getting our first client to test it out.

Person 1: How do we get our first client?

Person 2: We can reach out to our small Rolodex of people in our market that we obtained through market research and networking.

Person 1: Why is it important to get our first client and figure it out as we go?

Person 2: It's better to learn and adjust as we go rather than trying to figure everything out beforehand. We have a basic idea of how to get results and we can start putting those pieces together through testing and tweaking with our first client.

Person 1: How are we planning to get our first client?

Person 2: We will reach out to the people in our small Rolodex that we have gathered through market research and offer them our help for free.

Person 1: Why are we offering our help for free?

Person 2: It's a low barrier entry and it will allow us to test and tweak our plan as we go along.

Person 1: What's our core offer?

Person 2: Our core offer is the specific result that we promise to deliver to our target market using a certain method while avoiding their biggest market pain or problems.

Person 1: So now that we have our plan, we're not going to go into depth on fulfillment until we get our first client. How do we get that first client?

Person 2: There are two parts to this. The first is leads. We'll call our small Rolodex and offer our service for free to practice getting results. The second is if we can't get a client from our Rolodex, we'll continue the outbound process until we get our first client for free.

Person 1: Why are we offering our service for free to our first client?

Person 2: We're offering it for free to get proof of concept and practice getting results. We can't charge for something we're not sure we can deliver on yet. Once we have proof of concept, it will be easier to get the next client because we'll have our first testimonial.

Person 1: Why is it important to get fulfillment dialed in before charging higher ticket prices?

Person 2: It's important to get fulfillment dialed in so that we know we can deliver results to our clients. If we charge higher prices without being able to deliver on our promise, it could hurt our reputation and make it harder to get clients in the future.

Person 1: So how do we establish credibility to get that first test client?

Person 2: We're going to use the credibility of the people we learned the method from, as we don't have any credibility of our own yet. We're going to talk about the results, revenue, and stats of other people who have used the same method that we are going to implement. This way, we can borrow their credibility and use it as proof for potential clients to trust us.

Person 1: What if we don't have any past clients to talk about?

Person 2: That's okay. We can lean on the credibility of the method itself, which we are not innovating but imitating what has already worked for others. So we can say that we have found a strategy that is responsible for the results of other people and that we are going to do the same thing for our potential clients. This way, we can establish credibility without relying on our own track record.

Person 1: Do we use our own credibility to prove our method?

Person 2: No, we leaned on the credibility of other people who've used the method already. We borrowed the 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.

Person 1: How do we present our findings to our potential clients?

Person 2: We give them a call and say, Hey, I found some helpful insight I thought I'd share with you. After some small talk, we explain the method and go super in-depth on why it works and the results it's getting for other people. Then we say that we're in the process of building out an entire team and duplicating the SOPs that are responsible for it.

Person 1: Why is it important for the client to feel like setting things up for free is no big deal?

Person 2: It's important because it can help establish a positive relationship with the client and make them feel more comfortable with the process. If they feel like you are willing to go above and beyond to provide value without asking for anything in return, they may be more likely to trust you and do business with you in the future.

Person 1: What does it mean to "lean hard enough on credibility" and have a "good presence on the call"?

Person 2: "Leaning hard enough on credibility" means establishing trust and showing that you are credible and knowledgeable in your field. Having a "good presence on the call" means speaking confidently, clearly, and professionally.

Person 1: What happens if the client says yes?

Person 2: If the client says yes, then you can initiate the process of getting them onboarded as a customer of your product or service. This typically involves setting up their account, providing them with access to your platform, and getting them started with your service.

Person 1: What is fulfillment and how do you figure it out?

Person 2: Fulfillment refers to the process of delivering the product or service to the client. To figure it out, you will need to work closely with the client's team to understand their needs and requirements, and then execute the necessary tasks to meet those needs.

Person 1: What should you expect when you get your first client?

Person 2: When you get your first client, things may be messy and challenging at first. You may not know how to do certain things, and you may need to outsource tasks according to your plan. However, it's important to push past these challenges and continue working to deliver high-quality work for your client.

Person 1: What happens if the first person you outsourced messes up?

Person 2: If the first person you outsource to messes up, you may need to hire someone else to do the work. However, once you find the right person for the job, you can continue working to deliver high-quality work for your client.

Person 1: Can you explain the process for getting the next client?

Person 2: It's the same process as the first client, but with someone who has already proven the process. You may still miss some pieces in the process, and the results may not be good at first. We will test and tweak until we get good results.

Person 1: How do we use the results from the first client to get the next one?

Person 2: We use the results from the first client as proof to show the next client what we can do for them. It makes it easier to get the next client because we have proof of our success.

Person 1: What do we do if the client says no?

Person 2: We handle the objection by asking why they said no and addressing their concerns. We make it clear that we want to help them get the results they need and that we're willing to do it for free.

Person 1: How do we make it feel like we're giving the client a gift by offering our service for free?

Person 2: We make it clear that we're offering them something of value that will solve the problem they're struggling with. We emphasize the fact that we're giving them something worth a lot of money, and we make it awkward for them to say no.

Person 1: So we want to offer this service to potential clients for free, right?

Person 2: Yes, that's correct. We'll lean on the credibility of the method and offer to set it up for free to potential clients.

Person 1: And if they say yes, we'll assume the sale and get started on fulfillment one step at a time, right?

Person 2: Yes, exactly. We'll work with their team and figure out the process as we go along. It might be messy at first, but we'll push past that and get the results we need.

Person 1: What if they say no to the offer?

Person 2: We have a spiel to handle the objection. We'll ask them why and then make it feel like we're giving them a gift they can't refuse. We'll emphasize the credibility of the method and the results it has gotten for others.

Person 1: And we'll offer this for free because we appreciate the initial insight they gave us, right?

Person 2: Yes, that's correct. We'll make it clear that we're offering this as a thank-you gesture for their help in the past.

Person 1: And assuming the sale is important here, right?

Person 2: Yes, assuming the sale is key. We'll ask them for the best next steps and get started on the process as soon as possible. It's a win-win situation for both parties, as they get our service for free and we get a test client to work with.

Person 1: So what's the process we need to follow to get our first test client?

Person 2: You should print out the script I provided and rehearse it until it feels natural. Then, you need to reach out to every single person in your Rolodex through texts or calls until you get a hold of them again.

Person 1: And what if we can't get a test client that way?

Person 2: Then, you need to start doing outbound methods until you get your first test client. It's important to prove that your fulfillment can get results so you can sell your service with confidence.

Person 1: Why is it so important to get a test client?

Person 2: Because once you have a service that actually gets results, that becomes the core asset of your business. It's the foundation upon which you build a successful company. Without a solid foundation, everything else falls apart.

Person 1: What's the next step after going through the script?

Person 2: Print out the script and rehearse it until it feels natural. Then call everyone in your Rolodex until you get the first client.

Person 1: Should I worry about the fulfillment process at this stage?

Person 2: No, don't worry about it. We'll figure it out as we go. Plans change, and you may need to adjust or hire someone else. Jump off the cliff and build a plan on the way down.

Person 1: What if I can't get the first client from my Rolodex?

Person 2: If you can't get the first client, start using outbound methods to find one. It's important to have a core asset in your business, which is a product or service that delivers results for your clients.

Person 1: Why is it important to have a core asset?

Person 2: A core asset is the heart of your business. Without it, everything else will be built like a house of cards. You want a sturdy foundation to build a strong company.

Person 1: So, what's the first step if we're not getting the results we want for our clients?

Person 2: We need to identify the constraint that's stopping our client from being successful. We have to figure out what's going wrong.

Person 1: And how do we identify the constraint that's stopping our client from being successful?

Person 2: We start by talking to people who are already successful at doing what we do. We'll ask them why we're not getting results and try to identify the constraint.

Person 1: And if we're still unable to identify the constraint?

Person 2: We can reach out to other people, like posting in Facebook groups or watching YouTube videos or buying courses related to our specific method.

Person 1: And once we identify the constraint, what's the next step?

Person 2: We simply solve for each one. We look for what's missing or what's off, and we fix it.

Person 1: How can we identify and solve the constraints that are preventing our clients from achieving success?

Person 2: We need to take a scientific approach where we identify the constraint, hypothesize a solution, test the solution, and see if it works or not. If it doesn't work, we hypothesize a new solution and test it until it works. We can also talk to other successful people in our field, post in Facebook groups, watch YouTube videos, and buy courses to find a solution.

Person 1: What if we can't identify the constraint?

Person 2: We keep reaching out to others and trying different approaches until we find the constraint and a solution.

Person 1: What should we do if we're not getting results for our clients?

Person 2: We need to obsess over getting our clients' results and optimizing our fulfillment machine. This will lead to really good client results, which will lead to longer client retention.

Person 1: Why is it important to optimize results rate for our clients?

Person 2: Optimizing the results rate is important because it leads to repeat clients who stay with us over and over again, and they refer more people to us. This makes it easier for us to close new deals because we have a mountain of evidence showing that we can get the result we promise.

Person 1: How can we optimize the results rate for our clients?

Person 2: We can optimize the results rate by identifying the constraints that are stopping our clients from being successful, hypothesizing a solution, testing the solution, and repeating the process until we get the desired results.

Person 1: Why is fulfillment the heart of our business?

Person 2: Fulfillment is where the value is created in our business. We can't create any value in the marketplace if we don't have something valuable to offer. The value is only realized in the marketing and distribution of our product or service. If we want to win in capitalism, we have to play by the rules and create real value in the marketplace.

Person 1: How can we ensure that we're getting really good results for our clients?

Person 2: We can obsess over it and make it our life's obsession. We should constantly learn how it works and do whatever it takes to get amazing results for our clients. This includes talking to other people, posting in Facebook groups, watching YouTube videos, buying courses, and joining communities that can help us improve our results rate.

Person 1: What should be our number one priority?

Person 2: Our number one priority should be amazing fulfillment. We should focus on getting our clients great results and obsess over it until we reach our goal of amazing fulfillment.

Person 1: What do we do once we start getting clients results?

Person 2: Once we feel good enough that we're getting results for our clients, we can start selling our services. We can go back to our first client, who was our Guinea pig, and start charging them.

Person 1: How do we go about charging our clients?

Person 2: Before charging our clients, we should go back through the closing training to understand how to have that conversation. Then we can do it over the phone instead of email. We shouldn't just email our clients and tell them that we're raising our prices.

Person 1: So what should we do once we start getting good results for our clients?

Person 2: Once you feel confident that you're getting consistent and amazing results for your clients, you can start charging them. But before that, you should go through the closing training first, to know how to go about that conversation.

Person 1: How should we go about telling them that we can't keep doing it for free?

Person 2: You can tell them that 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 you can offer them a discounted rate compared to what you're going to be charging for all future clients.

Person 1: Why should we give them a discounted rate?

Person 2: You can give them a discounted rate as a way to show appreciation for being your first client and helping you prove fulfillment. Additionally, once they start seeing an ROI on your method, they're more likely to become long-term clients and refer more people to you.

Person 1: What if they have objections to the new pricing?

Person 2: You can handle those objections easily by going through the closer training first. But if you're getting them really good results, this shouldn't be an issue. If you're absolutely crushing it for them, it should be super simple because they're seeing the value you provide.

Person 1: So what's the first step in getting clients and charging for our services?

Person 2: We need to focus on getting good results for our clients by obsessing over it, learning how it works, and constantly improving our skills through various means like talking to other experts, watching YouTube videos, and buying courses.

Person 1: And once we have good results for our clients, how do we start charging them?

Person 2: We should go back to our first client and offer them a discounted rate compared to what we will charge in the future. We should also go through the close training first to handle objections effectively.

Person 1: What if the client objects to paying for our services?

Person 2: We can offer them a discounted rate and explain that we can't keep doing it for free because we will be bringing on more clients and won't have the bandwidth. We can also ask for referrals if they decide not to continue being a client.

Person 1: What's the next step after we start charging clients?

Person 2: We need to focus on scaling our business by getting more clients and optimizing our results rate to get our clients more and more results. We should always be improving our skills and finding ways to get more appointments and close more deals.

Person 1: What's the next step once we've tested our plan and built out fulfillment for our first test client?

Person 2: The next step is to start charging that first client and then to start getting more clients.

Person 1: What should we be doing once we start getting more clients?

Person 2: We should always be optimizing our fulfillment to get our clients more and more results. This is a never-ending pursuit that we obsess on as business owners.

Person 1: Why do we want to keep optimizing our results rate?

Person 2: We want to keep optimizing our results rate because just because it's good enough to sell doesn't mean it's good enough, period. We always want to serve our clients at a higher level and serve more people.