

Overview

All right guys, in this video we're gonna be talking about creating your pre-call video. Now this is something that seems like a very simple thing, but is actually one of the most powerful tools we can use in our sales process.

And I'll kind of explain why. When we first implemented this process, cuz for the longest time we didn't, we didn't believe in a pre-call video.

We're like, no one watches the pre-call video. We just gotta get better at selling on the phones. We'll train our reps better than everybody else.

And we spent so much time just training our closers, right? How to take them through the entire sales process from start to finish to get prospects in a state, a buying state that we thought, oh nope, no pre-call videos ever gonna be able to do that.

And what happened was when we switched this belief and we went to the place where we said, all right, no, let's do as much of the selling as we can in the pre-call video.

And we found a solution to get people to actually watch it before the call. What happened was we actually doubled our close rate within the very first week of implementing it.

So literally, without doing anything different with closers, without changing our sales script, without changing our setting process, without changing literally anything, we doubled our close rate within the very first week.

And not only did we double the close rate, but the clients were happier, they were more excited. They came to the calls really pre-sold to where the closer were having a really good time.

The calls got shorter cause people, you know, the sales reps weren't burnt out having to repeat the same things over and over and over again.

And what was really interesting too is it went from the place of having these top performers of this, this closer absolutely destroys every other closer to kind of a more even playing field where everyone's close rates were much similar.

And I know that's a lot of times a problem when you're, you're building a sales team, is you got the, the top 1% performer who really carries the team.

And as much as that's awesome and we love that person who, who's crushing it for us, we don't wanna be reliant on that one sales rep who's absolutely just, you know, beating every single person around them.

We want it to be to where every single closer that we hire is an asset that produces a similar amount of money.

It's like if you're buying apartment buildings, you don't want all your rent to come from one building, right? We don't want it to all come from one tenant.

We want it to come from the multitude of tenants inside of our apartment complex. And that's kind of how it is with closers.

We want it to be to where everyone's closing, not just the top few and the bottom ones are burning all the rest of our leads.

So when we implemented this pre-call process, it even that playing field and it made it to where everyone could close and honestly it even into a point where we didn't know which closers were good and which ones weren't good just because everyone was closing at a very similar rate.

So it kind of, you know, it smoothed over the skill gap that we had with some of the top performers to the bottom performers.

And the other thing it did is it really shortened call time. So much time on calls and you, you could probably relate to this is you saying the same things over and over and over again telling the same stories over and over and over again, handling the same objections over and over and over again.

And what's actually really interesting is after hundreds of calls, you end up saying the exact same thing.

It's not like you're handling the objection any differently for Bob than you are Joe, right?

It's not like you're telling any different stories to overcome beliefs for Sally than you are Susie. It's all the same.

And what it does, it allows us to take the, the riffs and the things that work on every single call and it allows us to have it happen before the call.

So they show up and all the stories we're used to telling, all the beliefs we're used to breaking, they show up to the call with those beliefs already broken.

And the last thing is it increases, it increased our show rate, right? We had a really, really good process for increasing our show rate to begin with that.

Again, we'll dive into depth later on in this training. But adding the pre-call video on top of this and getting people to watch the pre-call video as part of them showing up to their call as a mandatory thing they have to do it dramatically cut call time.

And the reason why, or sorry, increased show up rate and the reason why is because people were more excited, right?

They didn't feel like they, they had to show up to this call that they kind of begrudgingly agreed to on a set call.

They agreed to it and they watch a pre-call video and they are just fired up. They see the opportunity, they see how it's gonna change their life.

They like, they're just excited to a degree. Most people can't imagine people being excited for a sales call for. And one of the biggest things if you look at Robert C. Dini's book persuasion is so much more persuading happens before the sale actually happens.

Everyone's on the call trying to close them, but what really happens is the leads who show up to the, to the call, we already in the right mental state who already have the right persuasion in place, they're just exponentially easier to close, right?

They have all the beliefs already set in place and it's just an easy seamless process. And one of the biggest things is human beings are the hardest to persuade when they know they're being persuaded.

And when you're on a sales call, you, you kind of know why you're there, right? It can be a consulting call or it can be a strategy call, but everyone knows at the end of the day the closer's trying to close them, right?

And if they don't, then it gets sprung on them. They're like, oh, now he's trying to close me. And then that buyer resistance goes up.

And so people are by far the easiest to persuade when they don't know they're being persuaded. And what happens is, in the pre-call video, it's the free training before the video, we can break so many beliefs and we can tell so many stories and we get them super fired up and they're buying resistance is lower because they're not even on a call with a closer, right?

They're not being sold anything, they're just getting free value before their call. And so I can get them really fired up which also increases that show rate.

So literally, guys, shortness call, time increases, show rate, doubled our close rate and it limited the skill even required for our closer.

So if you guys want this, you guys are gonna wanna pay close attention and you guys are gonna obsess on this one piece.

Cause you locked this one piece in place. I promise you it will change your sales process, it will make it easier to scale.

And again, this piece right here, this is beautiful guys, because when something is repeatable, it's scalable, right? And when you, when you have a really, really, really, really top-notch salesperson who is

just better than everybody else and you hired a hundred other guys and no one's even close to him, that's a hard thing to scale, right?

But when you have a system to where people are showing up to calls, pre-sold, excited about the opportunity, their objections are already handled in a way that's proven to work and they can get on the phone with just about anyone who has that baseline level of skillset and isn't gonna mess up the call and they're still gonna close.

It's a much more scalable system. So when you're trying to scale from 50 k a month to a hundred k a month than from a hundred k a month to a million a month and a million a month to like 5 million a month, which is a lot more people, right?

A lot more sales reps. You need a system that is strong, stronger than the closers and the, the setters and everything in between.

Like you, you want them to be reliant on the system. You want the system to be making money and you're putting people in the system.

You don't want people to be making money and you're trying to find more of these rockstar people, right? We want rock stars, but we don't wanna rely on them.

We want them to be an amplifier. We don't want them to be the whole equation. So that being said, that's the power of a pre-call video guys.

That's the power of this pre-call process. So really when you dive into this, don't treat it like a, you know, a secondary thing to say, oh, I'll have a pre-call video they watched beforehand.

Treat it as if that's your only sales process, treat it as if it's the most important thing. And when this is at the top of your triage list, this is the only thing in your mind, right?

When you're working on this, I want you to treat it as if, how do I make it to where I'm doing all the selling in this video?

Now, the problem with most people's pre-call video is number one, they just don't have one <laugh>. So many people, they're, they're just trying to one call close with no pre-call video that someone watched. Maybe they watched a you know, a little VSL before they schedule a call with you. But that's, that's different from the pre-call.

Like if they watched a VSL before they schedule a call with you, you're still gonna have 'em watch a separate pre-call video before they actually close.

And the second thing is, people who do have them, a lot of times only a tiny percentage of their leads watch their pre-call video.

And because of this, people just don't put a lot of focus and emphasis on their pre-call video. Cause they're like, eh, only 10% of people are watching the video anyways.

You know, it's not really worth my time. And so they kind of make, if they do make a pre-call video, which is probably maybe 15% of people they just kind of throw it together and they throw it out there and know what most people aren't gonna watch it.

And honestly, guys, I was in the same boat. I didn't think it was, you know, that important Cause I'm like, who's gonna watch this pre-call video anyways?

People are busy. They don't have time to watch a 60 minute, 90 minute long pre-call video before their hour long call and after their half an hour long set call, they're just not gonna do it.

And it's a hundred percent true, right? Like if, if there's no incentive, people are not gonna watch that video. But for us, which we're gonna talk about more later, we have people agree to a hundred dollars cancellation fee if they don't show up to their close call.

And part of that is they have to watch the pre-call video. So again, we're gonna talk in depth about how we get people to agree to that.

Like we have a very clear process for getting people to agree to our a hundred dollars cancellation fee. And it's why we have such a high show rate, right?

Cause we get all of our leads to agree to a hundred dollars cancellation fee without increasing our cost per appointment.

But when people agree to this a hundred dollars cancellation fee, they're also agreeing to watching the pre-call video as part of it.

So if they show up to a call with a closer and they didn't watch the pre-call video, the call is gonna be canceled and there's gonna be that a hundred dollars cancellation fee.

And at the end of the day, guys, human beings are incentive driven ants go where the sugar lies as Warren Buffet says.

I'm gonna say that over and over and over again throughout this training because human beings, they don't do what we want them to do.

They do where the incentives are aligned. When you stop expecting people to do what you want them to do and you start expecting 'em to do what is best in line with their incentives, you'll start being a lot less surprised with humans actions.

And so by having this a hundred dollars cancellation fee, we are able to get basically everyone to watch the pre-call video.

We have a lot of times 50%, we have 50% of our leads. Watch a three hour long pre-call video, 50% watch all the way to the end, right?

So that's not included. People who watch an hour of it, two hours of it. But 50% of our leads watch a three hour long pre-call video.

And guess what, because of this a hundred dollars cancellation fee and the process we have in place to get people to agree to it and to get people to agree to actually watch in the pre-call video.

Now, that said kind of an overview of what a pre-call video usually looks like. Like I said, we have a three hour long one for something that's much higher ticket, but usually it's like 60 to 90 minute video.

You could do 30 minutes. But again, we wanna do as much selling as we can before the call. And worst case scenario, they drop off of it.

A lot of times people, they feel like, man, if my video's too long, they're not gonna watch the whole thing. And that's true, right? Like, you might not have all your leads watch the whole video, but guess what, if they watch 30 minutes of it, they're way warmer than if they watch zero minutes of it.

If they watch 60 minutes of it, they're way warmer than if they watch 30 minutes of it. If they watch a 90 minute pre-call video, they're gonna be a lot warmer as long as it's good then if they watch 60 minutes of a pre-call video.

So usually it's 60 to 90 minutes. If you're selling something higher ticket you can go longer, but typically 30, there's 60 to 90 minutes is a really solid timeframe.

And again, again, it's essentially the ability to get our prospects to watch a full webinar before showing up to the call, right?

So that's really what we're doing. If you're wondering what's a free call video, all it is to simplify the concept is you're getting them to watch a webinar before the call that doesn't reveal the price.

So people always think, all right, I'm gonna sell my my high ticket offer through the phone. Or other people are like, I don't, I don't wanna do the phone, I'm gonna sell it through a webinar and I'm gonna sell it a little bit lower ticket for like \$2,000.

And the truth is, both are really effective. One to mini sales has its advantages, right? And also one to one sales.

Cause usually on a one to one sale, you're not gonna do as much explaining and storytelling. It's much more about asking questions and going deep with a prospect.

And when it comes to a webinar, it's much more of a one to many sale where you're telling stories and you're breaking beliefs and you're explaining different parts of what you do and the opportunity you get them more excited about the opportunity and a sales call is much more about them and their pains and their desires.

And then you're presenting a solution to those things and they trust you because you're the expert. So when you really take both perspectives on sales and you mash them into one, you have a very powerful combo that will get you a really, really high close rate.

And that that's the power of the pre-call video guys. You're taking two like disciplines of sales. There's the, the mass persuasion of storytelling and breaking beliefs and teaching what the opportunity is and getting people excited about it.

And then there's the other one of asking questions and drilling deep and taking a doctor approach to sales. And the combination between the two is what really creates the magic of the pre-call video.

Now really we have to understand is the objective of your pre-call video is number one, do as much discreet selling as humanly possible for the call, right?

Your goal is not just to pitch them on your offer, it's to sell 'em on the opportunity that you delivered, right?

Like you wanna get them fired up about your opportunity, you want them to be excited about it. You want them showing up to the call just like pumped about it and feeling like, man, this is the opportunity for me.

Whatever it is, whether it's B2B or B2C or whatever it is that you sell, you want them fired up about what it is that you specifically do.

And then before the call you wanna break as many beliefs around it as possible. Now, whatever it is you sell, I can guarantee you people have limiting beliefs around it, right?

They feel like, oh, I can do this part but I don't know how to do this piece and that, that seems hard to me.

And, and what if this and what if that? And all the questions people have about the opportunity that make them feel uncertain, we want to handle all of those in advance.

So they show up to the call excited about the opportunity, all their beliefs around it, like negative beliefs around it have already been handled to where there's nothing getting in the way of their excitement.

They just have pure enthusiasm towards what you do. And you, they show up and you're like, man, why are these leads, leads so easy to close?

And it's cuz they're excited about what they do, what you do and you handle all the beliefs around it that they have.

And then the next thing is you handle all their objections in advance, right? Not just the beliefs but the objections.

They're like, oh, but I don't have the time or I don't have this. It's you handle all the objections you normally get on calls, the ones you have to deal with over and over and over and over again.

We handle those in the pre-call video as much as humanly possible. So that guess what? They show up to the call and we only have to handle a couple here and there.

It's a lot easier. And then also we tease our higher end program, right? We don't sell it in the video, we don't basically tell 'em, Hey, here's everything you get, here's how much it costs ready to buy.

Now we don't do that, but we tease them about it, we get them excited about the opportunity, we break beliefs around it, we handle objections and we tease the opportunity without giving away the exact details or the price, right?

So like we give 'em the macro concept of what we do and how we help people and how amazing it is and the results that we get for clients.

And we show testimonials and people like Johnny who did X, who did X, and Sally who did Y and we get them like man, I wanna be a part of that club who does that?

You however you help them, whatever it is that you do, you wanna get them excited about it and then you don't wanna reveal the price, but you wanna price anchor, right?

Like we talked about when it comes to creating an offer, people have a hard time conceptualizing price, right? It's not a real thing that it's only in comparison to something else.

So we don't want them coming into the call thinking, alright, I know the price, it's expensive or not, and letting them make the decision.

We wanted to compare the price of what we do to something way more expensive to where they are price anchored so high, they come on the call and when we say our price of 10 k, they're like, oh, that's cheap.

I can do 10 k, especially if it's 250 bucks a month. So we want price anchor as hard as we can in that video.

So we wanna figure out what can we compare the price to, right? So for example, if you're, you're doing weight loss, maybe you're comparing the price to liposuction, which is \$40,000.

So now when you say your price is 5,800, they're like, oh wow, it's a good deal. I would've paid 40 k for liposuction.

As a silly example. But you, you get my point is we wanna compare the price to something extremely high so that way when they, you know, they get on the call they're like, wow, this is, this is very, very affordable and comparison keyword in comparison to the other thing that I was thinking about, right?

So even if you're price comparing to your one-on-one group coaching, or sorry, your one-on-one consulting where you charge \$10,000 an hour and now they're getting group coaching, which is almost as good and it's only 5K for six months.

Like bro, that's a steal. You're charging \$10,000 an hour before. And then the last thing is you want to position an edify the closure so they have authority on the call position and edify the closer so they have authority on the call.

Now one of the most important things in sales is your frame, right? If you have a strong frame you can get away with, you basically get away with murder <laugh>.

When you, when you have a strong frame handling objections is easier, you can just basically conduct a call how you wanna conduct a call.

But when you don't have a strong frame, strong authority figure on that, like sales call, it's hard to close cuz you're not the expert, right?

Who's gonna close better if Tony Robbins gets on a call with somebody, all right, who admires Tony Robbins and Tony Robbins is their idol or Joe Schmo who's an expert at sales, right?

Who's the best in the world at sales? And Tony, it's, let's say Tony doesn't even use any psychology, but the guy who's some expert sales guy versus Tony Robbins.

Tony Robbins gonna win every single time. Because if someone who looks up to Tony Robbins and admires Tony Robbins, he has an authority status that he doesn't even have to do anything, right?

He doesn't have to use all the psychology that he already knows. He could say all the wrong things and he will still out convert the guy who has all the right tactics because that guy doesn't have the same authority frame that Tony Robbins has.

One of the reasons why the owners of companies always end up closing higher than even the top closers is not because of how good they are at sales.

A lot of times they hire sales guys who are better than them. And maybe you felt that same frustration before.

If you've done the same like hired a sales guy and you're like, man, this guy seems like he should be good, right?

He, he knows more about sales than I do. Why do I always out convert him? Why does it seem like the people that I would close so easily he struggles to get across the finish line?

And usually the real, the reason why is because you have an authority frame that he just doesn't have, right? Like you're the expert, you know what you do, you believe in what you do and people look up to you and admire you.

You're that guy and because of that, it's easier to close. So one of the hard parts is when we outsource to a closer who's not the expert that we are in our own business, they lose that authority frame.

So what we wanna do is going into the call, we want to position and we want to edify them so that they go in having even more authority for them than sometimes they even have for you, right?

Like that, that's the goal. Obviously that's a, a big goal to strive for, but that's what we're going for is we want to talk up the closers and the like make them the executive consultants and why they're so equipped to get you results.

And any questions that you have, I need you to write down and ask them cuz they know these answers better than anyone else in the world and you need to hype them up and you need to build them up to where when they get on the call with the executive consultant, they're a little bit nervous, right?

Like if people aren't going into the call a little bit nervous about talking to this executive consultant, you did something wrong.

So that's really what we're going for. And the last thing is, the better your pre-call video is, the easier it'll be to close and the shorter the calls will be, right?

That's the end concept is the better your pre-call video is. And the more you do these things right, the more fired up they are about the opportunity.

The more beliefs you break through telling stories and handling them. Like the subconscious thoughts going on in, on the prospect's head, the more you handle their objections in advance, the better you tease your higher end program to their, they're chomping they feel like, I hope he tells me about that.

I hope I get invited into this thing. The bigger you price anchor and the more believable you make it, right?

So if you make them feel like they're going into the call, gonna spend a million dollars and they're, they're like, man, I wish I could afford a million dollars.

I just don't, I just literally can't afford it. And then the more you position and edify and build up that your closer to where they have the same authority frame that you usually would on a call, better off you're gonna be.

And if you're taking your own calls, it's the exact same concept by doing throughout the whole video, you're, you're building the credibility of you and the company.

So it's the exact same concept, but the better you do that, the easier it's gonna be to close, the shorter the calls are gonna be, the higher your show up rate is gonna be.

And overall also another big thing is the more excited someone is coming into your program, a lot of times the more results they get, cause the more committed they are to whatever it is that you do.

You know, it's not just about making the sale, but it's how do they go in, what's the frame? They go into your offer with whatever it is that you're selling and people believe in it and they're committed to it.

They're always gonna get results or more results really no matter what industry you're in. So that being said, super, super important guys.

That's why when I say you're focusing on the pre-call video, that's all you're focusing on when you're working on this piece.

This is your obsession, right? This is your your life bud. You wanna make it to where you, they get done with the video and all these things are not only accomplished, but done at the highest level you possibly can.

All right? So the next thing we're gonna talk about is basically how we create and optimize your pre-call video. Now really, here's what you're gonna do.

You're gonna take what's working on calls and you're gonna put it into the pre-call video. So you're wondering like, what do I actually put in this pre-call video?

How does it work? Biggest thing is you're taking what's working on calls, right? All you're trying to do is you're gonna take all the stuff working on calls and you're gonna put as much as you can of it into that pre-call video, all right?

That's the biggest thing. You're gonna make this pre-call video and then what's gonna happen is you're gonna see how it Affects close rate, right?

Like how does it affect your close calls? Like what's happening on your close calls? And you're gonna see what on-call constraints you're getting, right?

Are the leads low intent, right? Are they then they're not showing up excited, which tells you, oh man, I didn't do a good enough job in the pre covid.

I should redo how I sell the opportunity. Are you still getting a lot of the same objections? And if the answer is yes, it means man, I gotta handle those objections on this pre-call video, right?

People are saying, I don't have the time to do this. Or they're saying, yeah, but what about x, Y, z part of the the opportunity?

You gotta handle that inside the video. And that there's any things you keep just having to re-explain that people aren't understanding or you, you just feel like they're not getting, you want to explain that in the pre-call video.

And if you already did explain it and they're still asking the question, ask yourself, alright, how can I explain this in a simpler way?

And et cetera. Anything else happening on calls that need that could be frontloaded and handled in the pre-call video? We wanna do that.

And here's the biggest thing. Most people, what they do is they make a pre-call video and they sit it there and they go, let's see if it works.

And either it does or it doesn't. But it's not about a binary question of does it work? Does it not work?

The question is how well does it work, right? And most of the times the first thing you create isn't gonna work perfectly the first time.

So what we wanna do is we wanna have a feedback loop or we look at what's working on calls, right?

We put it into our pre-call video and then we see what on-call constraints we're getting, all right, all after the video.

Am I still getting objections? Am I showing are leads showing up, not excited? Are there things I'm having to explain, et cetera, right?

Like are there anything else happening on calls that I can take hypothesize a a way of adding it into the video, test it in the video and then see if it's still working, see if it's fixing it, the problem.

So let's say you're getting the objection of X, y, Z and you're like, all right, how can I handle the objection of x, y, Z in the pre-call video?

So you have an idea, you tweak the slides a little bit, you record that part, and you have that video in there and now you start taking calls again and you're like, wow, I'm not getting that objection anymore.

Or I'm getting it way less beautiful. What's the next biggest issue that I'm running into? Man, people just keep not understanding x, y, Z part.

So I say, all right, how did I explain x, y, z part in the pre-call video? And I edit that part and I tweak it and make it a little bit simpler.

And now I re put it up the new video and I start taking more calls and I start listening, Hey, are people understanding that now, okay, I'm not getting the same amount of questions about it, that means I'm probably doing a much better job.

And you just keep refining it. A pre-call video is an ever evolving process because you say what's working on calls and you put it into the pre-call video, you see the object, the objections, the constraints, the issues you're running into on calls and you try to fix it in the pre-call video.

And you just keep iterating this process over and over and over again until you get to a place where your calls are easy, easy.

The first time you make a pre-call video probably will help you a solid amount. But over time, as you understand what's happening on your calls and you understand how the pre-call video is affecting it and you just keep tweaking and tweaking and tweaking and tweaking and you're five variations deep at the pre-call video, now all of a sudden it gets really easy and when it clicks, it clicks.

I remember Russell Brunson telling us that he did, I don't remember what it was like 127 versions of his funnel hacks webinar before he ever was able to like really, really scale it hard, 127 versions.

And what happened was every single time at the end in the FAQ section, he'd get a bunch of questions and he'd be like, oh, I can answer this better, I can do this better.

I can tweak this piece. And he just kept refining it over and over and over again and it's like, okay, why is his webinar convert?

Everyone thinks it's like, oh wow, he has this framework. It's like, yeah, he has this framework for doing his webinar, but really it's said he did it 127 times and he handled every objection and every question before going into the call.

And really the difference between one to one sales versus one to many is with one-to-one sales, you can answer the questions as they come with one to many sales.

You have one chance, one opportunity to answer everyone's questions. And really the goal is remember we're combining the one to many sales principles with the one-to-one sales call.

So we have all the selling happening one to many as much as possible up front, and then we handle any last objections, any personal stuff.

We, we get to dive deep with them and figure out what their pain desire is and it gets to be the solution.

But by the time we present that solution, we want them to be fully bought into it, right? And that's what that pre-call video does.

So that being said, this is really what you're going for. Take what's working on calls, put it into your pre-call video, figure out what's happening on calls.

Like that's still a problem. We hypothesize a way to fix that in the pre-call video. We tweak the pre-call video and then guess what?

We keep repeating this feedback loop over and over and over again. And then we just keep going over and over and over and over again and tell, guess what?

We have a pre-call video that accomplishes all the things that we are looking to accomplish with the pre-call video where people show up with higher intent, right?

They're more excited for your call. There's lower show rates, sorry, <laugh>, higher show rates. There's a shortened call time. Like everything just gets way, way easier.

And again, if you're wondering how do we get people to actually watch this pre-call video? Cause if you struggled with that in the past, don't worry, we're gonna dive into that later about how we get people to agree to the a hundred dollars cancellation fee.

And the biggest thing is in your video guys, here's the thing you're trying to accomplish. You're trying to get them fired up about your opportunity.

So you're trying to sell the opportunity of what it is that you do, why Wyatt's special and why it's gonna get them the result that they want.

Cause at the end of the day, no one cares about the opportunity. They care about the result the opportunity gets them to, right?

So if they believe the opportunity's gonna get them there to a result that they want, they're gonna be fired about that opportunity, then we break beliefs around it to where there's any lingering thoughts or questions around that opportunity and to get them to the the desired results.

And guess what? We handle those beliefs there. Any objection someone usually has, we handle those beliefs in advance. I don't have time, objection.

I can't afford an objection. Like all, all the little things we, we start doing all the preceding and the pre-suasion before the call actually happens to where when we get there, a lot of times the objection's already handled.

But if not, a lot of the work's already been done for us. And then again, we want to tease our program without giving it away to where they're excited to hear about it, they wanna be a part of it.

They've seen testimonials for it, they've seen all these clients who are raving about it and they're like, man, I wanna be a part of that club.

I wanna be a part of the cool kids club. And then we price anchor it really, really, really high so that they're like, man, I wanna be a part of it, but that's like too expensive.

I can't afford that. Like I would love to but I just can't. And then we position edify the closer before the call to where they have the same authority and frame that we often have on calls.

And the more we do this, guess what? The better. Because the more someone goes into to call nervous cuz they're so like excited to talk to this person and they feel like, wow, this person is an idol the easier it is gonna be to close just cuz there's the authority.

Like the reason why we trust doctors to prescribe medicine is because they're the ones with the lab code on it and we're like, ah, whatever you say, right?

We're not gonna question them because they have authority and that's why we trust the decisions that they make. And on a call, that's all you are.

You're a doctor who's helped leading them to make a decision that's best for their life. And then lastly, again, like I said, you're gonna use this iterative process.

You're gonna take what's working on calls, put it into a pre-call video. You're gonna sell the opportunity and all the things up here and then based off the pre-call video on the call, you're gonna say, Hey, what's still, what are, what am I still running into?

What are the constraints? What are the problems? And then for each one of those, you're gonna write those things down as they come up, you're gonna hypothesize how you could fix those in the pre-call video to where that they're happening less or not at all on calls, fix it.

And then we just keep repeating this flywheel right here, right? Pick what we're on calls, create pre-call video and then just boom, just keep repeating this flywheel.

And that is how we get it to place where closing deals becomes easy. Guys. It's such a simple concept. Most people, you know, they overlook it.

They're like, oh, I'm just gonna get better at closing. But I'm telling you, you want the system to do the selling, not the people.

And you wanna put people into a system that's really, really easy cuz then it's easy to scale. The simpler machine is right, the less dependent is on the skill level, the easier it is to scale.

And our goal isn't for you guys to get to 30 k a month and then to 40 k a month.

Like our goal is for you guys to go from 10 k a month to a hundred k a month and then from a hundred k a month to a million a month.

And if you're at a million a month, we want you to get to five 10 million a month. And the only way we do that is by building systems that's scale, right?

Building systems that are simple that you can plug people into that all you need to do is spend more money on ads and hire some more people who meet a minimum threshold of skill and you are able to scale.

That being said, this section, we're gonna make your pre-call video biggest, most important thing. Don't just throw this together, right?

We wanna do this fast as we possibly can, but no faster, right? We don't wanna make something that's okay and just settle for it.

Like we're gonna be reiterating this process over and over and over again every time there's problems. So we wanna get it as close to right as possible.

The first try, like ideally you only need to fix it three, four times and then boom, you've solved every possible on-call constraint that you can before the call.

So obsess on this. If this is top of your triage, this is all you think about. This is your lifeblood.

This is the only thing that matters to you and you're gonna obsess on it. Like it's your life's work. It's your life's masterpiece.

So if you're, if you don't have, this is top of your triage list, don't kind of work on this on the side, all right?

Don't do this as like a, a side thing. Like, oh, I'll start working on the pre-call video a little bit.

It's either you're all in or you're all out. Like this is one of those things where you don't kind of just throw it together.

You go all in and this is your only obsession. This is your one baby. This is the one thing you're gonna work on.

Like your life depends on it or don't work on this yet, right? But don't, don't do the half in, half out thing, especially if you haven't made a bunch of webinars in the past and you're this, you're not an expert at doing this.

This is gonna take a lot of your mental focus to actually get this right. Now, if you haven't done a lot of webinars and stuff in the past, what a lot of times you can do is you can take a lot of the, the raw foundation you have from those and put it into this to get it done quicker.

But again, when you're focused on this, go all in. The reason why Caleb and I are able to accomplish the things we accomplished in the timeframes we're able to accomplish them is purely because we work on one big, big task at a time.

We move the one big needle at a time, right? When we're, we're working on pre-call video, that's all we're doing.

That is our obsession. Like no one can get our attention. Our team's like, yo, where, where'd you guys go? You're not, you're not in the meetings.

What's happening? It's cuz that is the one thing we're doing until that one thing is done. And when you operate with that level of just laser focus, the results you get are exponentially more, right?

The difference between a nine outta 10 focus and a 10 outta 10 focus isn't one point, it's a thousand points.

That extra 1% of full focus makes the difference that makes the difference in your business. In this pre-call video, I'm telling you guys, it is such a big needle mover when you implement it.

When you get people watching this video before a call, it makes a massive, massive difference. Like I say it literally, this is not exaggeration, it doubled our close rate.

The very first week we did it doubled. So think about that. If you guys are doing a hundred k a month right now and hypothetically you got similar numbers to us, you'd be doing 200 k a month off the exact same ad spend, the exact same amount of leads, the exact same amount of closers, the exact same skills skill level you're currently at.

If you got the same results we did, but also the reason why we doubled is not because we, we threw together an okay pre-call video.

We have, we made it amazing. We made it to where man, if they show up and they watch this pre-call video, it is impossible.

They do not buy. You wanna make it with that level of gravity of man, I'm gonna make this thing so good that someone watches to the end and they don't buy.

I will be mind blown, right? If, if they don't, if they watch to the end and they don't buy, I don't want them to buy.

Cuz this obviously isn't for them. So again, that's why this is so important. If you're like, I'm gonna throw this together, realize this one thing could double your business.

They doubled ours. This one thing can make it to where scaling goes from a difficult thing to where it's easy because all the reps are kind of on the same level playing field and you can just start hiring them left and right and you're no longer dependent on your top guy.

It can make it, it can make you scale even more just because if you shorten call time, your, your, your sales reps are able to take a few extra calls a day.

Now you don't have to hire that next closer, right? And lastly, if it increases your show up rate, right? Even just by 10%, 10% increase in show up rate is a 10% increase in your business, right?

So if you're doing a million dollars a month, now you're doing an extra a hundred thousand dollars a month just from this one piece of it, forget the show for forget the close rate part, right?

Forget the fact that all your sales reps are gonna be on a level at playing field. Just this one thing.

If it increases your show rate by 10% would add a hundred thousand dollars a month to your business if you're doing a million a month, right?

So, super important. I know I'm, I'm harping on it really hard, but it made a massive difference for us and I know it'll make a massive difference for you guys.

So obsess on it, follow the process religiously. We're gonna be breaking down exactly the outline forward and exactly what we need to do to create it.

But I just wanna over articulate how important it is that you sync your full focus into this. And when this is top of triage, it's the only thing at the top of your triage list.

Creating Your Outline

All right guys, now we're gonna actually be diving into creating your outline for your pre-call video. So really here's the macro framework we're gonna be following.

And again, this is the macro framework. We're gonna dive into actually what the slides look like. You know, how to present it, all that good stuff.

We need to understand what we're doing and why and why. That's the macro framework. So first things first is we remind them of the cancellation fee, right?

So we have our little intro, but then in the intro we remind them of our cancellation fee because the reason why we're able to get people to watch to the very end of this video and we're able to get such a high percentage of leads to watch to the end of the video is because there's a hundred dollars cancellation fee, which again, I know you guys don't have in place most likely yet.

We're gonna go into depth about how we get all of our leads to agree to that and how we get them to actually commit to it, to where they follow through and actually watch the video.

But again, we wanna remind them at the beginning of the video, Hey, watch the video till the very end show up to the call or else there's gonna be a hundred dollars cancellation fee.

Because if they feel like, Hey, I need to watch this to the end, or I'm gonna get charged a hundred dollars, there's a, a much better chance they're gonna watch to the very end.

And that's really what we're looking for. So that's in the beginning of the pre-call video. The next thing is we're gonna tell them what they're gonna learn by watching the video, right?

It's not just pain and consequence. We wanna do this quickly, but really we wanna tell them why they should watch this video.

We're gonna get them excited about the video, everything they're gonna learn in it to where they feel like, man, yeah, there's a hundred dollars cancellation fee, but it is in my best interest to watch to the very end cause I'm gonna learn X, Y, and Z.

And that's exactly what I'm looking for. So hey, I'm gonna stay to the end. Who cares about the cancellation fee?

I'm gonna be there because this is in my best self-interest. Then the next thing is build credibility and authority, right?

The slide that's like, who am I, what have I done? You know, the classic cliché webinar slide. You wanna tell them who you are and why they should listen.

That's really what you're going for here. And the more authority that you have, the more credibility that you're able to create, again, the easier it is to sell, right?

The doctor doesn't have to be good at sales to sell you any prescription, whatever the doctor says. Usually people listen.

And the reason why is cuz he has authority. And if you read the book influenced by Robert Cini, it's one of the most powerful principles, right?

There's so many examples of people being able to get away with crazy social experiments simply because they have authority. Something as simple as throwing on a yellow vest and walking into Disneyland, like peop you can throw on a yellow vest.

There's countless case studies like this where you throw on a yellow vest like a construction worker vest and you walk into Disneyland and they won't even ask for your identification or tickets or anything like that cuz they're like, oh, that's a person of authority.

They, they have a, they have a uniform on, right? That one little silly trick can allow you to get into anywhere without paying for tickets, which I don't recommend you do for sure.

But it's just a crazy concept because people respect symbols of authority. They respect people who have accomplishments, people who have credibility, people who are taking pictures with other credible people,

people who've been featured in things like Forbes, entrepreneur, Huffington Post news articles, that sort of stuff.

So by doing those types of things and adding those types of things and your accomplishments and credibility into the webinar, it's the equivalent of putting on a doctor's coat, right?

People believe you, they trust you. And when that happens, guess what? Their guard lowers and they actually listen to what you're saying.

So it's really important. It's cliché in the beginning of every webinar when everyone's like, here's who I am and here's what I've done.

Everyone's like, ah, not this slide again. But even though people feel that way a lot of times and we're gonna mitigate that as much as possible it works.

And the reason why it works is because it's deep in our human subconscious mind. Back when we were hunter gatherers and we were in a tribe and there was the leader, we listened to what the leader said and the reason why, it's literally a survival mechanism to listen to the person of authority because back when we were in the tribe, it was the most logical thing to do was listen to the person who was the leader.

And that's how you stayed alive back then. You listened to the most alpha person in the group and that's how you stayed alive.

And they're gonna listen to you if you build a credibility and authority. I'm ranting on this. Most of you guys already know this.

Most of you guys have a really good baseline understanding of psychology, but for those of you who don't, number one, highly recommend you read books like Influence.

But number two, this is an extremely important piece of influencing people. Then the next thing is, and this is really the bulk of your pre-call video, it's only one bullet point in here, but this is where really the bulk of it happens is you're gonna sell them on the opportunity.

You're gonna teach what the opportunity is and why it's amazing by breaking it into simple steps, stories, and analogies. Now, here's the biggest, most important part about this piece.

We're teaching what the opportunity is and why it's amazing not how to do it. We're not gonna go do a course on how we do our thing, right?

We want them to be like, wow, this is amazing. I wanna do this. I understand how like what it is, but I don't understand how to do it myself, right?

I wanna teach what it is, not how it works. If you watch any good webinar, right? It doesn't matter if it's pre-call video or a webinar, you watch any good webinar, they teach what the opportunity is and you feel like you're so close to understanding it, but you don't actually know how to do it.

And that's really what you want them to feel like. You want 'em to feel like, wow, I see a clear path to getting from where I am to where I want to be with this vehicle.

Whatever that thing is, right? You could be a chiropractor explaining how you, you help people with the human body or you could be teaching business owners how to make more money with X, y, z thing, right?

It does not matter as long as they see a clear path, they understand what it is, they understand why it's gonna help them, but they don't know how to do it and they feel like they need to know how to do it.

In order to close that gap between where they are and where they want to be, then you're gonna be in a good spot here.

And then the next thing you wanna do is you wanna tease your offer, right? If you do this part correctly, they're gonna feel like, man, I know what the opportunity is.

I feel like it can get me from here to here. And you're gonna be like, Hey, we actually have a solution that's gonna allow you to bridge that gap, right?

And you're gonna tease the offer. You're not gonna reveal price, but you're gonna tease the offer to, they wanna be a part of it.

You're gonna tell the testimonials and stories of people that you've helped and how it's changed their life. And then rather than giving the price, what we're gonna do instead is we're gonna price anchor.

We're gonna compare the price to something way more expensive. Like we talked about when it comes to creating an offer, price is a made up thing.

People can't conceptualize it without comparing it. So rather than letting them pick the comparison of what they're comparing the price to, oh that's expensive compared to whatever they're gonna pick, we don't want them to be able to pick what they compare it to.

Cause if they pick what they compare it to, they control the perception of price. But if we pick what they compare it to, we control the perception of price.

So in this pre-call video, before they ever show up to the call with our closer, we're gonna control their perception of our price to where when they hear the price, they may be able to say, I can't afford it, but they're not gonna be able to say it's too expensive.

That's the goal. And then after we do that, we're gonna go into FAQs where we handle every objection before the close call.

Now, a lot of times in webinars you'll see people do the whole webinar. They go through the whole offer stack, they pitch the offer, they drop the price, and then they do FAQs where they just do frequently asked questions.

And to most people like, oh, they're just answering questions. But really what's going on there is, that's one of the most powerful parts that's, that's the objection handling of a one to many sale.

There's been times when Jason Flatland, who's known for doing really good webinars has done 12 hour long webinars. You're like, why was he on a webinar for 12 hours?

That doesn't make any sense. Number one, we're not gonna do that for a pre-call video, but number two, why was he on a webinar for 12 hours pitching?

And the first part was 90 minutes, only 90 minutes, but then he did another 11 hours of answering questions and telling stories and breaking beliefs.

And that's the longest webinar I've ever heard of and I do not recommend you do it. But that being said, the FAQ part's really, really powerful because people are gonna have questions left over, right?

They're gonna be wondering about this piece and that piece, and they're gonna be wondering about what if I don't have time or what if I don't know how to do this piece or what if I'm not an expert in this or what if this, this, this.

And they get super overwhelmed in their head. So even though they're excited and they wanna do it, there's so many thoughts and beliefs and questions they have that you're gonna have to answer on your sales call and you can just handle 'em here, great.

You're gonna have to spend less time on calls, right? Great. You're gonna have less chance of a closer messing up how to handle it, right?

You can plan how to handle it and you can handle it one time and never have to handle it again.

That's really the goal of this FAQ section. So we're gonna go through every question we think that they have, every objection, and we're gonna write them out and we're gonna handle them in the FAQ section, right?

That's what we're gonna do there. And then lastly, we're gonna go through some final reminders before their call, right? Just reminding them to show up prepared, showing up in a nondistracted environment all the, the cliché stuff that you see before going into a sales call.

We're gonna remind them of here and we're gonna rere remind them of that a hundred dollars cancellation fee. And this is really the macro outline of our video.

So that that's what we're trying to accomplish. This is big picture, 30,000 foot view. But before we create our slides, what we're gonna do is we're gonna create an outline of how we're gonna explain what your opportunity is.

Like I said, the most important part, like these are all pretty quick right here. This is pretty quick, this is pretty quick, but this right here, that's the bulk of the webinar.

That's where 60 minute it's, or if it is gonna go, if it's a 90 minute long webinar or you know, 40 minutes if you're doing a 60 minute long webinar.

So like this is, this is the bulk of it. Cause this is where you're teaching what the opportunity is and why it's so amazing and you're breaking into simple steps, stories, analogies.

Like if you watch the webinar, you've probably seen people do three secrets to X, Y, Z or the, the five simple steps to X, Y, Z.

And they go, step one is this, step two is this, step three is this. Or they go, here's the first secret, here's the second secret, here's the third secret.

And by the time you're done, you're like, wow, that's the greatest opportunity ever. And that's really what we're trying to accomplish.

So we're gonna create the outline and then we're gonna outline the f FAQ section, right? So what we're gonna do is we're run out all the biggest questions and objections and we're gonna figure out the best way of handling each one.

And when we have those two pieces, we're gonna be able to plug and play that into our slides and get it done pretty quickly.

And just really mold it until we have a masterpiece. So creating an outline of how you're going to explain what your opportunity is.

The goal is to break it down into simple step by step explanation. So even a kid, even a kid like you're trying to go first grade level, could understand what you do, why it's different, and why it's amazing.

And we do this using stories, analogies, stats, case studies, to really get the point across, right? We're not trying to just tell 'em what it is and then move on.

We're trying to get them excited about it and human beings get captivated through stories and analogies and case studies. And that's really how we wanna break down what it is that we do, whatever it is that you do.

So what you're gonna do is you're gonna ask yourself, how would you explain the opportunity to the old version of yourself that didn't know about what you do?

So before we do anything else, what I want you guys to do is I want you guys to get out a journal or whatever is the best way for you personally to brainstorm.

And I want you to pause this video and I want you to journal for a good 15 minutes and just say, how would I explain this step by step using simple stories, strategies, or sorry, simple stories, analogies, case studies from A to Z, right?

Someone who doesn't understand the opportunity at all to someone who now understands it and wants to do it. How would I explain it to the old version of myself, right?

How would I break that down? Would it be three secrets? Would it be three steps? Would it be five steps?

Would it be, what would it be? And just break it down and say, Hey, how would I explain this? I'm sitting across the table from me five years ago or 10 years ago or however long it was and I have to explain this to them and I have one opportunity to get them excited about it, or else they're gonna go down a completely different path than I, you won't be where you are today knowing what you know now.

How would you explain it to them? And so I want you guys pause this video and I want you guys to do that now.

And now once you've written all that out before we move on to creating your template outline, what I want you to do is really consolidate the thought because a lot of times more writing, a lot of stuff comes out and in that a lot of stuff, there's a lot of junk, but there's also a lot of really, really good stuff.

So whatever you write, if you wrote for 15 minutes, you probably have some really, really good concepts in there. You probably have some not so good concepts in there.

What I want you to do is before we move on to creating the template, again, pause this video and clarify those thoughts, take out the good ideas and just really hone down to a simpler like concept like you're sitting across the table.

What are the things you do wanna say? What are the things you don't wanna say and how do you wanna explain it?

And just take a few more minutes to really kind of clarify your thoughts and say, Hey, is there a way I could take all the stuff I just wrote and simplify it down to how I would actually teach it to myself sitting across the table?

Not the details of how to do it, but why it's important and how it works from a macro 30,000 foot view perspective to get the old version of me fired up to pursue this opportunity.

Alright, so now what we're gonna do is we're gonna create the template outline. Okay? So first thing what you're gonna explain is you're gonna say, Hey, this is the first piece, right?

And then you're gonna say, here's the second piece and then here's the third piece. And you're gonna break it down into usually I would say outline three to five steps slash secrets.

All right? That's what we're gonna do. You're gonna break down what you do, the opportunity of what you do into three to five steps or secrets.

Now if you're still like, Hey, I wrote all my stuff out, I, I just don't know how to break it into steps or secrets, I would recommend go watch some webinars.

So you have a kind of a concept of what this looks like, but for most of you guys, you have a really good understanding of what a webinar kind of looks and feels like and you understand how you break it down.

And you're gonna write out, here's the first thing, and under the first step or secret or however you're gonna break it down, you're gonna write, what are the stories, what are the analogies, what are the case studies, what are the stats you can bring up to really emphasize this point and help someone at a third grade, grade level understand what it is that you do, right?

And get them excited about it. That's the first thing you're gonna do. And the second thing, you're gonna repeat the process, right?

You're gonna explain the second step or secret, like what is it gonna be? What are you gonna teach on that part, right?

And it's gonna be the stories, the analogies, the case studies, the stats, what you're gonna explain. And then you're gonna do that for the third secret slash step.

What are the stories, analogies, case studies, so on and so forth. And you're gonna do this for three to five steps and you're gonna create an outline of the best way of teaching.

Now here's the most important thing when you're creating this outline. Number one, I usually like to do it in like a Google doc and just start kind of brainstorming.

That way I can start moving pieces around. And usually you kind of write it out and then go through it mentally.

Once you've written it out and you see it in front of you mentally go through it and kind of imagine, alright, if I'm teaching this and I go through this point and I kind of tell these stories and these analogies and then I go to this point, point number two and I kind of explain that and break it down the way I'm currently planning on it, and I do number three and I explain it and break it down, where would the old version of be me be mentally?

Would I understand what the opportunity is? Would I understand why it's exciting? Would I understand? Would I feel like I could do it?

Like just start asking yourself, I explained this in this order to the old version of myself. Where would I be at mentally, right?

The version of me that didn't know anything about it that's starting from brand new scratch, where would they be mentally?

And really start refining that outline of how you want to order it, right? And it's hard for me to tell you guys how you guys should order it cuz every single one of you does something different.

Every single one of you has a different opportunity. Every single one of you an expert or you're partner with an expert or you have a service that gives people results.

So you guys understand what you do better than I do. And so what I want you to do is break it into the, basically the three steps of how you get people results to where it's, they're excited about what the opportunity is, but not how to do it.

And again, read the outline and say, Hey, if I broke this down to someone, the old version of me, would I understand it?

Would I be excited about it? Would I be fired up and be like, man, I, this, this is a way for me to get from where I am to the result that I want.

Because if you really think about it, each of these steps that you're teaching is like a different step in a ladder, right?

In a, in a bridge. Like this is the first piece and the second piece and the third piece to get them from where they are to where they wanna be.

And that's really, here, I'm gonna write this out real quick. That's really how you want it to be. In fact, here's kind of what you're looking to do.

Basically, you wanna know, hey, where, where are they at right now? The old version of you who's starting out? Where was he at?

Where was she at? And then where is, what's the result that your opportunity gives them? What's the, what's that result that your opportunities the vehicle towards?

And each step you should be teaching should be one of the steps towards reaching that goal, right? So first this happens, then this, then this.

Like you gotta learn, understand this piece, then this piece, then this piece and these three pieces make up your opportunity, your vehicle, right?

You're breaking your vehicle, your opportunity, the thing that you do into three steps, three to five you know, secrets, three steps, however you wanna break it up to really make them understand.

And that's the biggest thing is you want to do all the explaining you normally do on a call of what you do, right?

You wanna do the explaining here and break into simple steps to where they understand and they go, oh, I understand how I get from where I am to where I want to be with this thing.

And those are the three parts of that thing. So again, really take your time and, and think through this.

And there's no simple answer to be like, oh, you just, here's the template of how you break into three steps.

It's like, hey, you have to sit down and say, hey, I'm the expert in what I do. What are the three points I can break this in to where it makes sense, right?

That's what you're really trying to do in creating your outline. Now, once you've created this outline, again, do not move on until you feel good about it.

I do not move on until you feel like, wow, this is a really clear way of explaining what I do that's gonna get people excited about the opportunity.

Do not move on until you feel that way, right? So take an hour if you need to take two hours, if you need to take a week, if you need to, hopefully not that long <laugh>, but that's what you should be doing.

You should be making sure this part makes sense and you're able to explain what you do to somebody in one to three to five, sorry, in three to five simple steps, simple secrets that make them feel like, man, this is an opportunity that's gonna get me from where I am to where I want to be.

Right? When you like look at the closing script that people that you use to get people from feeling like, oh, I feel the pain of where I'm at and now I feel the desire of where I want to be.

This is the clear path of how they're gonna get there, right? That's what you're laying out. And the second part is the FAQ section, right?

So we gotta map out the FAQ section, which is basically we wanna write out every big objection and question you get about your opportunity.

And then you're gonna write out how you're gonna overcome it. So you're gonna repeat this following process for every single objection.

So an example is, I'm not good at talking to people so I can't get clients, right? So maybe, maybe your obje, maybe you're selling something like helping coaches and consultants and they feel like, man, I just can't get more clients cause I'm not good at talking to people.

I can't be good at sales, I can't be good on the phone. And that's something that people really struggle with and you have to help 'em overcome that on the phone, right?

Like you, you're on the call with them and they're like, Hey, I really wanna do this, but I just don't feel like I can close clients over the phone.

That's an objection. You get a lot. That's a belief around your opportunity that you get a lot. Well then guess what?

We handle the objection. We write out how we're gonna handle the objection by telling a story of a student who is horrible at talking to people when they started and then in a matter of x, y, z time because of x, y, z reason.

They were able to overcome that cuz they realized X, Y, Z. Now, the best way to overcome objections and like questions that are really like kind of beliefs that people have is with stories.

Like what's a story you can tell to help take them through the process of breaking that belief? Tell a story of someone who is where they were at with experiencing the same thing they were experiencing, but then because of x, y, z realization, they were able to overcome that.

So for every single objection or question, you're either gonna write out the answer or a story or an analogy to overcome it.

Every single one. So whether there's probably be like 15 of 'em, might be 30 of them, however many you get on calls, you're gonna write out all the ones you can think of and there'll be more that pop up later that we'll add to the video.

But you're gonna write out every single objection and then how you're going to handle it, right? What's the best way to overcome that objection, right?

And if you're wrong, and that objection keeps coming up on calls, we'll be like, all right, I didn't handle that very well in the pre-call video time to go back and you're gonna go back to the pre-call video and you're gonna change how you handle the objection and you're gonna redo that part, and then you're gonna push it live and see what happens on calls if that's coming up again.

But again, every single FAQ you're gonna write out in advance on a Google doc basically what the objection or question is that you get on calls and then you're gonna write out below it in indented how you're gonna handle it.

So it might look something like this. You might be like F FAQ outline, and then you might go question one

Or you can just write out what the objections they're like, all right, I'm not good on the phone.

That's what they tell you. You're trying to sell your service that helps people get clients, for example. And then you might go, all right, the best way to tell this overcome this, all right, I can tell a story, I can do an analogy or I can just answer it.

Okay, well, the truth is they don't really need to be that good on the phone because of xyz reason. And there's a guy named Johnny who felt the exact same way.

So it's like, alright, right? Tell the story of Johnny, tell a story of Johnny and then next objection. And then you go to the next one and you just keep going through and you say, Hey, how am I gonna handle this piece or that piece?

And you're do that for every single one of the questions that you get on calls on a regular basis. That way when you show up to calls, you've already done your job handling the majority of them.

And a lot of the objections that normally would come up aren't gonna come up as often. So these are the two most important parts of creating your outline, is mapping out how you're gonna teach what you do.

And again, you're really just breaking it down into simple steps that show them how to get from where they are to where they want to be.

And there's this gap in between and you say, Hey, here's the three steps to get from here to here, and you're teaching 'em the what, not the how.

You're teaching them through telling them about the step and why it matters, right? And why it works and telling stories about people who it works for, but you're not teaching them the nitty gritty of how to run Facebook ads, right?

That's exactly what you're doing. So Beau, beautiful. We're gonna do this part, we're gonna do the FAQ section. And then lastly, just as a reminder, this is not the final version.

Don't feel like, man, if I don't get this perfect, everything's not gonna work. It's, Hey, if I don't get this perfect, I'm gonna know because I'm gonna be on calls.

The people either aren't gonna be excited about the opportunity and I'm gonna be like, all right, this part was off.

I need to redo this part. Or they're gonna have a lot of objections that I didn't handle. And guess what?

We fixed this part. Or you're not gonna have a lot of a frame like in terms of, you know, like authority, you know, positioning.

And it's, if that's the case we go up in and we say, Hey, you know what? No worries, let's fix this part right here.

So that's really what we're gonna be trying to accomplish. Do not move on and tell you the outline. So one Google Doc where you break down this part and then below it you break down this part.

And that way when we get to the slides, we're not doing the work on the keynote file, we're doing the work in the Google Doc.

It's a lot easier. There's less like, you're not thinking about design. All you're thinking about is what I need to do to teach this to where people understand the opportunity, they're excited about it.

And then what's the best way to overcome these objections without thinking about all the, you know, the slides and how we should organize the slides.

We wanna think about one thing at a time. It's a recurring theme focus. All we're gonna do is we're gonna create the outline inside a Google Doc.

Make it super clean, make it make sense, run through it in your head. And once you feel good about it, then and only then will you move on to actually plugging that into the slides.

Will you get into this lights? Well, you wanna do 80% of your work on the Google Doc. Oh, like coming up with everything on the Google Doc.

That way when you get to the slides, we're not, you know, trying to think and like design and do all this sort of stuff.

We're just plugging them into the slides. That's the goal.

Creating your pre-call video slides

All right, so in this video we're gonna be breaking down just how you're gonna take your notes and how you're gonna turn them into your actual slides.

You, right now, you have your outline done. You should know exactly how you're gonna break down, you know, what the secrets are, like the steps, you should know all the FAQ that you're gonna do.

And then the rest of that we're gonna take, and we're gonna plug into this framework right here. So we're just gonna go slide by slide and I'm gonna break down every single slide for you, why it's there and what you're gonna do with it.

So the first slide is just like, congratulations on scheduling your consulting slide. So you're literally gonna replace a picture of you here or a cool graphic or whatever.

Nothing special, but again, you wanna customize these slides so they don't look like template slides. You don't want 'em to look like you've got some template slides and you just like plugged in the bare necessities of it.

And then there you go. That's, that's what you have in place. You wanna make it feel really, really good and exciting and new.

So add pictures, add as many testimonials in as you possibly can. Make it as custom to you as possible. So that's the first slide.

Second slide is just the quick friendly reminder about the a hundred dollars cancellation fee. So we basically break it down towards, Hey, since this is a thousand dollars consulting session, we do have a policy to charge a hundred dollars cancellation fee if one of these three things happens, number one, if you no-show cancel or reschedule.

So that's gonna prevent our no-shows. Number two, if you show up to the call in a distracted environment, that's gonna get people showing up to a call to where they're actually, you know, excited, they're actually like, you know, focused on what you guys are saying.

And one of the biggest things with sales is persuasion starts and ends with attention capture, right? That's one simple concept, but it's very, very true.

Persuasion starts and ends at attention capture, and if you don't have someone's attention, it's gonna be very, very hard to close them on a high ticket package.

So it's really important we emphasize this. And then lastly, you don't watch this video until the very end. You're gonna get charged a hundred dollars cancellation fee, which is gonna get you a little stay to the very end.

We reemphasize this by basically saying, Hey, our team loves helping people and we hate charging a hundred dollars cancellation fee.

So we don't want you to be one of these people to what makes it real for them by showing them a hundred dollars payments that have gone through personally for us.

Ideally replace this once you guys get some sales yourself with your actual screenshots of, you know, payments going through for a hundred dollars.

Next slide. Just break this down, just getting them to stay focused. Then the next one, again, these are just template slides.

So go through, you can read each one, but on this slide, you're gonna basically put your bullet points of what you're gonna learn.

Now this slide, typically what I actually do is I fill this in one of the last things. Cause I make the whole presentation and I say, all right, what are the cool things they're gonna learn in this?

And I go back and I fill in these bullet points after the fact. And really the goal of these bullet points is to just get them excited to stay to the end, to just make them feel that sting isn't just that they don't get charged a hundred dollars cancellation fee, but they feel like, wow, I'm gonna learn some really cool, exciting stuff.

I'm curious, what's that? That secret number three, what's this? What's this? I want to, I gotta know. And that's what we wanna do.

We want to open loops in their head to where they're excited to stay to the end. So basically every bullet point is a headline the same way you write a headline on a landing page, and your goal is to invoke curiosity and make people feel like I have to know what it is, therefore I'm gonna opt in.

It should be the same for every single bullet point. I have to know what it is. So therefore, I'm gonna watch this video.

Let's see this slide. There's nothing no changes here. And again, even the slides that there's no like parts in red customize, right?

Like if there's, there's a better way of explaining it for you, then tweak it for yourself. These are good template slides, keyword template slides for you to build on top of.

Then here's the credibility slide. This is where you're gonna build your credibility, and you're gonna put all your accomplishments here, your name here, a picture you hear.

And again, the biggest thing is what are the biggest things you guys have you've done in your career?

Like if you're watching this, there's probably some amazing accomplishments that you had.

And so put those things down on this page, right? Next thing is you can add more slides for credibility if you want.

A lot of times we'll do a quick credibility slide, and then we'll do a few more slides to really enhance the credibility.

And a lot of people, they don't like talking about themselves, and I don't blame you. I'm the exact same way.

I'm, the talking about yourself is one of the most uncomfortable feelings in my, in my perspective. But it really, really helps build that authority.

So if you got pictures with famous people, if you have publications in articles, show that here. People want to see things.

They don't want to just hear them. What you tell people, people try to, or they often believe, but what they see with their own eyes, they can't disbelieve.

So we want to show more than we tell as much as possible in this webinar or pre-call video. And then again, after you kind of say, Hey, I'm this person.

I've done all this amazing stuff. It's telling the hero story. It's like, Hey, but it wasn't always this way. Tell the story of how you know, you went from where you were and the stuff that you went through and the struggles, and really relate to the pains that they're going through right now.

And that's really what you wanna speak to. Maybe show pictures from back in the day when you were going through X, Y, Z, and then, but because of x, Y, Z, I'm able to do X, Y, z.

Go through the bullet points of lifestyle and the, the result that people want, right? Not just the accomplishments, but the result.

They wanna be able to travel, they want to spend time with their family, they wanna do X, Y, Z, whatever the result that you sell is, talk about how the thing that you're teaching allowed you to do that.

But more importantly than this, it's what it's done for other students that I've helped. And then go through and start sharing as many testimonials as you can in this section.

The big thing with testimonials is a lot of times people feel like, all right, I'm gonna add my testimonials at the very end and people are gonna see my testimonial reel.

But the thing about proof is you want proof everywhere. You don't want it concentrated in one spot. You wanna throw in as much proof into the video as possible.

Throw screenshots of happy clients on random slides. Like, just make it feel like every slide is littered with proof. We wanna put it in the beginning, the middle of the end on random slides.

The more proof there is, the more your video's gonna sell. Like, if you have way more testimonials than the other guy, but The, the other guy a better presentation, a lot of times your video's gonna be way more persuasive.

Cuz people, they want to, they want to see the people who've gotten results, they want to proof that it's gonna get them the result cuz they're not buying the thing, they're buying the result.

And the more proof there is, the higher the perceived likelihood of achievement. And one of the best ways to increase the perceived likelihood of achievement is to have tons and tons of testimonials that you add in.

So if you're starting out and you don't have a ton testimonials, don't feel like, oh my gosh, this is the worst thing ever.

Just realize, hey, as I start to get more testimonials, as I start to get more clients, I'm gonna add them into the pre-call video and it's gonna make it easier and easier and easier to sell.

Like when you're getting started, it's like you're pushing a rock up a hill, but once you get to the top of that hill, it gets really, really easy.

So just fight for those first few testimonials and it'll start getting easier for you. That said, let's dive in. Now, here's where we kind of go into the part where you're gonna teach the, the opportunity, right?

You're gonna teach what the opportunity is by breaking it down into the simple steps, stories, and analogies that you laid out.

So basically, again, how would you explain this to your old version of yourself? You're sitting across from a version of you that knows nothing about the opportunity and you have one chance to convince them,

one chance to get them excited about the opportunity, one chance to break it down to a few simple steps or else they never get it.

And you don't get to end up where you're at right now and all the things that x, y, z thing that you do has allowed you to do, go away forever.

That's how you wanna break this down. And this is the part that's the bulk of the pre-call video, right?

Teaching what you do, making people get excited about it, telling stories, help them understand it.

That's what this part is. And really what you wanna do is structure these slides in a very simple way.

Usually you do one slide for the headline of what you're teaching.

Like secret one is how to x, Y, Z. That's the first step, right? And then do three to five plus slides explaining that step, right?

Using stories, analogies, stats, case studies, testimonials to reinforce that point, to help people understand that point to where if you were explaining it to a fourth grader, they would understand exactly what you were talking about.

And that's really what we're going for. We wanna break this down to where anyone watching understands each step. So literally what you do is you repeat this for every single one of the secrets, right?

If you have three secrets or five steps, or three steps or four steps, however many steps you have, you say, Hey, here's the step number one or secret number one, X, y, z.

Tell the headline of it. And then you do three to five slides, or 10 slides or 20 slides, however many slides you need in order to break down that secret.

Help people understand on a super basic level and repeat that for every single one of them. And then once you repeat, you've done that, go through those slides and make sure it makes sense.

Like when you're going through it and you're reading through it and you go secret number one, you go read through it, secret number two, and you're like, all right, if I was starting from scratch again, I, and I, I watched this, would this make sense?

Would I understand what the opportunity is and why it's important and why it's exciting and why it's unique and why it's different?

Would I understand that? And if the answer is no, keep tweaking, keep tweaking. And again, this is a very iterative process where you're just like refining and refining and refining.

And then the next section is the transition, right after you explain what the opportunity is, you want people to be at a place where they're excited about it and they're like, wow, I want to do this.

I feel like this can get me from point A to point B from where I am to where I want to be and the result that I want, but I don't know how to do it.

And that's the goal. By the time you're done with this section where you go through and you do the slides for each one, it should feel like, I wanna do this.

This is gonna be my solution, but I don't know how to do it on my own, or it's too hard to do it on my own.

I feel overwhelmed about all the other missing components. How do I do it on my own? The same way on a call, you want people to feel like, I feel the pain of where I'm at.

I feel the, the the the desire of where I want to be. And I can imagine what that would be like.

I have this massive gap in between and I have no clue, clue to do it on my own. We're trying to create that same thing, man, this vehicle makes sense, this opportunity makes sense.

I understand what it is, it makes logical sense to me. I'm excited about it. I think it's gonna get me, I'm, I'm certain it's gonna get me from where I am to where I wanna be if I knew how to do it, I just don't know how.

And that's really the goal of these slides. In fact, you're gonna repeat this for once you go through these three steps, make sure that that's accomplished, right?

Make sure that, so each slide has, here's the secret number one, here's the slides, secret number two, here's the slides.

Secret number three, here's the slides. And by the time you go through that and you tell those stories and you break down the opportunity, the way you're breaking it down, they should feel like, man, this is a great opportunity.

I want to do this. This is gonna be my solution, I just don't know how. And then we're gonna go through the transition, which is basically, hey, so you watch up until this point, you've seen how it's helped Johnny and Susie and Jill and this person and that person.

And you see how it's gonna help you get from where you are to where you want to be, which is X, y, Z. Now at this point, you have two options, right? You know, you need to do this. And the first option is you can do it the hard way.

You can go with this alone. You can try to figure out through all the trial and error that I had to go through, right?

It cost me millions and millions and millions and millions of dollars of mistakes and errors and embarrassments and being on the verge of bankruptcy and going payroll to payroll to get these processes in place and figure this out.

And you can go down that path. And that's one option. Or option number two is the easy way, which if we go at this together where you can stand on our shoulders to go further than even we have gone, right?

Some of the greatest people throughout history have gotten to where they are by standing on the shoulders of giants because they know going at it alone is the hardest way.

And we don't want you to have to do that, which is why we created this second option, which is the easy way.

You guys want to hear what the easy way is. What the second option, where we're doing this, this together, where we're holding your hand through the processes we've already developed where you don't have to go through the painful trial and error and the scars that we had to, you know, take on in order to get here.

And that's what this slide is. It's we're transitioning from, hey, you know what the opportunity is, but you don't know how to do it, so would you like our help with it?

And then we go through, we got good news. You chose the first, the second path already. You're already on the second path.

You schedule the call. That is the first step in us helping you and being able to get you that result.

And here's how we're gonna help you. Here's, we're gonna get you that result on the call. Number one, by figuring out where you are, where you want to be and what needs to happen to get you there.

Because again, clarity's have to battle number two. Then towards the end, number one the number one way you'll move the needle is by seeing if you're a good fit for whatever you it is that you sell, which is the ultimate way we're able to get our clients' results.

And again, guys, these are all template slides, right? These aren't, hey, I have to use this exact slide and say, hey, this is the overall framework and the goal is for you to take this framework and plug in what you do to it and make it your own.

So don't be like, all right, I have to copy these slides. Exactly. It's like, no, these are really good template slides for you guys to build from and build your pre-call video from.

If you follow this framework and you tweak on top of it, you're gonna have a really good pre-call video. But again, the goal is not to use this word for word or anything like that.

It's like, hey, let's tweak the parts that you feel like you need to tweak to match the, the feeling of your offer and what you're trying to do.

But we're not gonna tweak the overall framework so you guys can tweak all the individual slides to make it make sense for your offer, but you're not gonna tweak the overall framework.

You're still doing the cancellation fee up front, then the credibility, and then you're kind of like a little story.

And then you're gonna do the three secrets or the five secrets or the five steps or whatever that make them feel like, I have to know how to do.

This is the best opportunity for me, I just don't know how. But then you're gonna transition into the pitch where you're like, Hey, you can do it the easy way or you can do it the hard way.

If you wanna do it the easy way, we can help you. You already schedule the call. That's the start of the easy way.

We're gonna help you on that call. And then we're gonna go into teasing the offer here in a second. And then we explain, you know, because although this call is life changing, for most people, one call alone isn't enough to overcome the challenges they face if they get, if they go at it alone.

And you're gonna go through all the challenges that people struggle with when you're going at it alone and whatever it is that you do, you could do a list, you could do tell stories of people who've struggled and the things that people run into because almost everyone wants to continue down that second path after the call.

That's why we created XYZ program or whatever product it is that you have, and you're gonna explain what it is, right?

It's a premium coaching program that gives us the margin to, in your list, all the stuff you do for clients and how you help them and how you walk them through the thing.

And you're gonna pitch it as if you're on the phone help, like pitching somebody on doing the thing, right?

This is the part where you literally pitch your offer and what it is that you do, and you make people feel like, man, this, they have the result, they have this solution for me.

And that's what you're doing Right here. The same way on a call you're normally pitching, you're doing that literally right here, right?

And that's, you say, that's why we get such incredible results. And you go through even more testimonials. And again, the more social proof you can litter throughout this entire thing, the better, right?

It's not a, it's not, I had three testimonials in at the end and you call it good. It's like, Hey, how can I create as much proof as possible?

How can I tell as many stories as humanly possible? How can I add as many testimonials in throughout it as possible wherever testimonial makes sense added in?

And then again, here's the most important part. When you say, how much is it? We're not revealing the price in this video.

We're not gonna tell 'em, Hey, my program's \$9,800 show up to call ready to make a decision. What we're gonna do instead is we're gonna price anchor.

So rather than saying, Hey, how much is it? It's 10 K, you're gonna say, Hey, how much is it? Well, in comparison, you know, and you're gonna compare it to something really big, right?

So for example, you're selling weight loss. You're like, Hey, you know, people pay \$40,000 for liposuction, right? And the reason why they pay for it is x, y, z reason.

And it's worth it to them because they know that losing that weight and get to a place where they look in the mirror every single day and they look like X, y, Z is worth it.

And they know that the, the health benefits, because people who have overweight are have, are at risk of da da, this disease, this disease, this disease statistics.

So really on this slide, you want to compare whatever it is you're selling to something way more expensive, whether it's a college degree, right?

You're like, Hey, going to college to, to get a degree in x, y, z, which is similar to what you do, is \$50,000 a year at Harvard or whatever.

Or you can con con pair it to your one-on-one coaching prices and just set a crazy high bar for what, what you're gonna charge for your one-on-one.

So if your, your program's 10 k one time for your group coaching, let's make it to where, all right, you charge if you wanna work one-on-one with you, now it's 10 k a month and over the course of the year it's a hundred grand.

So now you could say, hey, well in comparison, my one-on-one coaching is 10 grand a month, which is \$120,000 a year to work one-on-one with me.

And it's worth it. And the reason why it's worth it is because baba, blah, blah blah. So really we're trying to choose what we're gonna compare the price to.

So when you're on this slide, brainstorm, what can I compare the price to that is as high as possible and believable as possible, right?

Again, like these are some good examples you guys can use, but these are just examples. There are many other things you compare to.

But just make sure when you're comparing the price, you're like, okay, what can I compare it to to where they're like, this is super, super high.

I know they're not charging me this amount, but I understand why it'd be worth it even at that price. Cuz if we don't compare the price of something, they're gonna compare it to something and if they, they're most likely gonna compare it to something much lower, which is gonna make our product seem way more expensive.

And again, the biggest thing too is once you compare the price, you have to sell them on why it's worth that, right?

Why that thing is worth that really, really high ticket price that's more expensive than what we do. So, and even though XYZ program is way more valuable than the price of the thing you compared it to, it's normally just X amount, which is why clients practically fighting to get it.

Now, this is really important. You do not want to say the price of your program. You wanna say a higher price.

Like what is the, the premium, non-discounted version of what you sell? That's at least two to three times the price of the price you charge.

And again, the reason why you're saying this is you're saying, Hey, this thing costs this amount. Ours is normally only this amount, which is why clients have practically been fighting to get in at this amount.

So not only have we compared to something really expensive, we said, Hey, this thing's way cheaper and our real price is actually down here.

So we're anchoring the price super, super, super high. We're saying, hey, it's, are things more valuable than this thing but it only costs this amount, right?

And the real price when we present on the call is gonna be here. So by the time they get to the call and they show up and they hear the real price, they're like, wow, this is cheap.

And you're saying, well how do I like justify that my price or my thing is as valuable as the really expensive thing?

I'm comparing it to guys, there's always a way to compare it. If you're comparing your weight loss program to liposuction, it's like lipo actually costs \$40,000 for people to lose weight.

And truthfully, what we do is way more valuable because we offer a lifestyle change where you're not having the a risky surgery where you're putting yourself in jeopardy, where you're not left with scars.

We are not left with da da da da da da. So what we do is more valuable, but obviously we're just a fraction of the price at just this amount.

But when you get on the call, it's actually gonna be even lower than that. So I hope you guys are understanding kind of the psychology behind why we're doing the things that we're doing.

And then again, more testimonials then here if you possibly can. And then you say, but right now we're doing something special.

Cause you don't want them thinking that you're gonna charge them this amount. Cause if they feel like they're gonna get charged this amount, they might not even show up to the call, right?

So you're gonna let 'em know, Hey, we're doing something special. But the bad news is because of the obsession to maintain our results rate and the sheer volume of people trying to get in, we have moved the program to invite only and advise our consultants to only extend, invite the students who will crush and get results.

That said, you may or may not be presented an invitation depending on how your call goes. But at the end of the day, towards the end, basically, we'll, we'll let you know if you are, yada, yada, yada.

And so basically we just go through, again, you guys can read through all these slides. I'm not gonna go through every single one of them.

You get the overall idea. But at this point what's happened is you built credibility, you did the intro part, you went through the three to five secrets that you're teaching to help 'em understand your opportunity. You transitioned to the pitch, you teased your offer by telling 'em all the stuff they get. You compared the price, something really, really expensive.

You said your things even more valuable, but usually it's only a fraction of the price. But we're doing something special where it's invite only and it's, it's even more discounted to where we're like, wow, it's not this price or this price, it's even lower.

And then after we do all of that, we go into the FAQ section. And again, the way the FAQ section works very simple.

You do one slide per question or objection, which you should already have it written out on your Google doc. And then you can do an additional one to three slides to handle that question or objection.

So if you wanna tell a story to handle it if you want to use an analogy to handle it, if you wanna just simply answer it, cause it's a simple question to answer and overcome, you can do that as well.

But this section right here should be probably 15 to 30 slides or more. Cuz again, you're gonna do at least one slide for every single question that you're gonna answer.

And then here's kind of an example of what it would look like, right? So one slide would be like, Hey, I'm not good at talking to people, so how do I get clients?

And then you do another slide saying, Hey, totally understand that and you overcome that objection on the next slide, a question slash objection number two, and then slide for handling questions slash objection number two and so on and so forth.

Super, super simple. You're gonna repeat that process for all the FAQ questions you already have written out and that's why you do that on the Google Doc.

So you're not trying to figure it out here. Again, I know I'm going through all these slides here, here quickly cuz obviously there's a lot of slides and they really kind of are self-explanatory.

But I want you guys to get a really good grasp of what we're trying to do. And then after the FAQ section, we move into final reminders.

So we just do final reminders before their call that way they're showing up prepared, ready to go, we remind 'em of the cancellation queue one more time, and then we just kind of basically build up our consultants, right?

So that's really the goal of what we're trying to do. And here's the biggest thing. When you guys finish the rough draft you're gonna go back through, right?

This is an iterative process. I just blew through all those slides really, really, really quickly in like 20 minutes. It's trying to explain them.

But this is a process. You're gonna take a significant amount of time really like mastering and getting right. And when you get done with it, the goal is to customize this thing as much as possible.

Make the words your own, right? Don't just use our templated words like make the words your own so that when you're presenting, you can present with full conviction to where you can just be in a zone getting excited about what it is that you're doing and not trying to read words that you don't understand.

And then biggest thing is go through, add as many testimonials as you can. The more testimonials, the better. There is no such thing as too many testimonials in the pre-call video.

Add a hundred a moment. If you want to add pictures, make it real. Add articles, add stats, add case studies.

Like your goal is to make this thing alive. You don't want it to be just dull, bland slides of you talking about what the thing is.

You want people to see it, you want to take them there, you want them to feel it. You want them to feel like they already can touch it.

They're so close to the opportunity they want. You want them to feel like this opportunity is the the secret thing that's gonna get them from where they are to where they want to be.

It's the thing that they've always wanted. So I'm ranting, but it's a lot to get through. So go through these slides, download them, and just start filling them out.

Start plugging along. And here's the biggest thing, when you are done, go back through and read through from top to bottom, like out loud to yourself and say, what parts don't make sense?

What parts need to be tweaked? What parts make you feel the wrong? Like they're gonna make the prospect feel the wrong way.

And again, look at it through the lens of what's working on calls and is this video accomplishing all the things I want it to accomplish that we talked about earlier?

All right, I breeze through these slides, but go through these slides one by one and try to understand every single one of them and why it's there, right?

And say, all right, cool, this slide's good, this slide's good. All right. How, what are my bullet points gonna be?

How do I make these as intriguing as humanly possible, right? With this slide? How do I write out my accomplishment story?

It sounds as good as possible. What's the best picture I can use here that's gonna make them be like, wow, this guy looks legit.

What are the like articles and stuff like that? Could I show that I can screenshot that I've been featured in? Or what if my client's done or whatever that thing is with my story, how can I tell it? What's the best way of telling that story?

And again, this is all templated out. If you don't feel like these three slides make that much sense for you or whatever, it's like, all right, let's tweak it slightly.

It's not an exact science. Everyone's story is different, right? So if your story doesn't get framework out this way, that's fine.

Tweak this a little bit. But overall, this is the general framework that you're gonna follow. And I, I will actually put in a couple examples of the basically template slides for each of the, where is it for each of these, right here.

That way you guys kind of have an idea of what it looks like before, you know, you move into the transition.

But overall, this is what you guys are gonna follow. Go through this, fill this out diligently. When this is at the top of your triage list, guys, this is your only focus.

You are gonna obsess on making this pre-call video amazing. Cause if you watch the, like the previous videos on why this matters, this is extremely important.

It'll make a massive difference in your close rate. It'll make a massive difference in the quality of leads showing up.

Cause they're gonna be excited, they're gonna be warm, it's gonna make a massive difference in show rate. It's gonna make a massive difference in skill required to close people.

It is extremely, extremely, extremely important. And again, super simple framework outlined for the slides. But if you really just go all in on getting those three secrets or the three points that you're teaching correctly, that's what really matters.

And then you really emphasize that with stories, and you emphasize that with testimonials and client results and all the things that you've done, you are gonna be in a really, really solid spot.

And if you don't have those things, remember this is an iterative process. It's not a one time thing. It's we make the first version and then we go back through and we add to it and we make it better.

We make it better. So as you get more testimonials, you add more testimonials in and then your close rate goes up even more.

But yeah, that's the overall process. You guys have already made webinars in the past. This is a super simple thing for you guys.

For those of you who haven't, no worries. Just take time and really refine it until you get it right. But this is going to be a massive needle mover.

So treat it as such.

If there's a dream outcome people really genuinely want and you have a clear path of getting, getting people results and you do everything in your power to, to limit these, but really you focus on this top part right here, you're gonna be in a really good spot.

And that's one of those things why getting clients results is the most important part. Cuz guess what? If you can't get clients results, people are gonna see right through that.

They're gonna see right through. Cause number one, you're not gonna have the proof in the credibility.

And number two, it's hard to give a clear path when you don't have one, right?

One of the reasons it's so easy for us to sell air is because with Air U and, and everything that comes with the air access card, it's so easy to show people that they get, they, they're gonna get results because there's such a clear path that we've done, we've helped other people do.

And there's the proof and the credibility that is undeniable to back it up. It's easy to sell. That's why the first week of doing it, there's a hundred K days, a hundred K days, a hundred K days with two closers on field taking calls and a couple of Setters and everyone else is like, oh, I can't, I can't sell my offer.

It's like, guys, our offer is just starting out and it's crushing. And other people who've been doing it for months, years, decades are doing less a month than the first few days.

And it has nothing to do with saying, oh, we're better than anyone else cuz we're not. We started off in the exact same position that you're in right now, right?

We've been in every phase. We've been on the verge of bankruptcy where we're struggling super badly cuz there's key things that we're missing and we've been on the exact other side of where we are, where we are now, and everywhere in between.

I promise you, wherever you're at, we've been there. And so just know, like if you focus on the core things and they seem simple, but the core things, and then we implement all the tactical stuff of here's how you do set calls, here's how you do this, here's how you do this.

You're gonna crush it. Like guaranteed. Like there's no reason anyone watching this right now, you shouldn't be at a million a month and if you're already at a million a month, there's no reason you can't be at five.

So that being said, I'm ranting again, but these are the most important pieces. So take some time and journal on these two things.

And really just, I want you to kind of marinate in 'em and think about 'em about how you're kind of living up to them, how you're not living up to them.

And then we'll get into the checklist of how to actually start tweaking our offer when it comes to every single one of these four elements right here.

As well as making sure that our offer is scalable.

Recording Your pre-call video

All right guys, in this video we're gonna talk about recording your pre-call video. So by now you should have the slides done.

You should feel really, really good about it to where you have tons of testimonials in there, tons of proof layered in there.

The way you break down the three steps or secrets feels super simple. You feel like if someone listens to it, they're gonna understand what the opportunity is.

By the time they get on the call, they're gonna be pre-sold, they're gonna show up excited about the opportunity, their beliefs are gonna be broken, and the objections they have are gonna be handled and the calls should be a piece of cake if they watch through that entire presentation.

Now all that's left is actually presenting it, right? All that's left is making it to where you know, you go from slides to an actual video that you can upload and people can start watching.

So, just some tips really is what this video is on recording your pre-call video. Because a lot of times people make a really, really great pre-call video and they record it and they're low energy and it's not good.

So our goal is we want the video to not only be good in theory with all the slides, but we want the presentation of it to be really good because a, a pre-call video with a really, really good presentation that's not quite as good will always outperform the presentation that's really well put together, but is not well presented.

So first thing is on tonality, like your goal is to captivate the viewer. You want them listening and you want them leaning in.

You don't want them falling asleep. I can't tell you how many pre-call videos or webinars I watch where I'm like, dude, I'm gonna fall asleep.

That's not what you want. You want people excited, you want them captivated. And the way you do that is by being super charismatic and excited.

You know, when you're in person, the energy's a lot higher than when you're like over a screen. When you're in front of a screen, the energy naturally gets gold.

So in order to make up for that, you gotta be over the top right? Now, if you listen to like Russell Brunson do his webinars, you'll see that he's super over the top talking like this.

He's super excited. And the reason why is because it works, right? He gets people's attention, he gets them captivated when they're watching.

And you don't have to go maybe quite to the degree that Russell does, but whatever your normal like presenter mode is, I need you guys to turn it up like five notches, right?

So when you're talking in the webinar, you gotta be excited, you gotta be presenting, you gotta make them excited and feel like this is the best thing they've ever seen in their entire life, and so that they don't fall asleep, right?

That's, that's really what you're going for in the webinar. So whatever you normally, like, I'm naturally like this. Mine will be even, you know, a higher level of excitement when I'm presenting on a webinar.

But that being said, if you guys are watching or if you guys are making the webinar, whatever your natural state is, bring it up a few notches, right?

Like I guarantee you, you're gonna feel more silly to yourself. Then it comes across on camera cuz it gets so dulled down, especially when you're in front of a screen and there's no video.

It's just like they're sitting there, they're watching, they're like half falling asleep. You want them captivated. So first thing, captivated viewer, second thing, be super excited and charismatic to do it and exude absolute certainty.

That's the the third thing, right? People trust certainty, right? It's a cliché obvious thing. The reason why closers close at high levels versus other ones who have more skill level is certainty, right?

If your certainty level's higher, you'll out close the person who has more skill, but there's certainty levels lower. You can use certainty as a, as a tool to basically be a crutch for so many other mistakes.

If you have absolute certainty and what you're saying makes zero sense, you're still gonna be able to close, right? Versus if you, what you're saying makes sense, but people feel hesitant, hesitant in your voice, they're not gonna trust it.

Me and Caleb used to have this like joke all the time back in the day were killed, would be on a sales call and he would just say absolute nonsense.

Like something that doesn't make sense whatsoever. Like, he'd be on a phone call and I'm, I kid you not, he'd be like, yeah, absolutely man, totally understand that.

And the way the watermelon really climbed up that tree, it just really made me think when it comes to your business, what's the biggest struggle you're facing right now?

And people would literally ignore what he said and just be like, oh, the biggest struggle I'm facing right now is x, y, z, blah blah, blah, blah, blah, blah.

This was years ago. This was probably like 4, 4, 4 or five years ago. And it just made no sense. Zero. But the whole joke was if you say anything with certainty enough certainty, people aren't gonna question it.

So the same thing goes with your webinar, your pre-call video when you're filming this pre-call video, you have to speak with certainty.

You have to speak like, you know what you're talking about. Like you are the expert. And if people feel that in your voice, they will trust you.

They will believe you. So that's the biggest thing is just speak with absolute certainty. When you're in that pre-call video, like exaggerate the certainty, right?

Listen back to yourself. You say, Hey, do I actually sound certain? If the answer is no, take it up a notch.

So those are the biggest things regarding tonality is just excitement and charismatic and then also just absolute certainty. And then for as for practical tips, one of the things I recommend is because it's naturally kind of hard to be like super excited and charismatic and speak with absolute certainty in front of the camera if it's not something that you're used to doing one of the things that can help is if you actually stand up, right?

So if you find a desk and you put a desk up somewhere like this and you're able to stand up while you're presenting to where you can get your whole body into it and you can use your body language that can help massively.

So finding like a, a standing desk or putting some books on your desk to where you can stand up when you're recording will help a lot because guess what?

It feels better, right? And the second thing is record alone so you don't feel weird being super loud and over the top.

Like I said, in order to be excited and charismatic and absolute certainty, you gotta speak louder than you're used to normally, especially to kind of get across that level of certainty over you know, the slides, cuz again, it's, they're just looking at a blank slide.

So you need to really exaggerate that. And sometimes when there's people around and there's, you got, you got your, your wife in the other room or your kids in the other room, you feel hesitant to just be over the top because you know, there's people in the other room and you don't wanna annoy them or it's loud or whatever or whatever.

Like little subconscious excuses in your head. So just be Alone when you're recording. That way you can just be over the top.

You can feel goofy when you're doing it and you don't, you know, have anyone to judge you while you're there cause you can listen back to it later.

And if it's too over the top, you can always redo that part of it. But that being said, most of the, you guys are gonna feel over the top and you're gonna listen back.

You're like man, I can use a little bit more energy. So that's really the thing we're going for. We wanna over exaggerate the energy, enthusiasm, and certainty cuz most of the time we're under exaggerating it. And then the last thing is, like I already kind of mentioned is just using body language. Like when you're speaking through a webinar, it's easy to sit there with your hands like this and be like, okay guys, so the next secret is we're gonna talk about how to make you know x, y, z work by doing X, y, z.

So this reminds me of a student back in the day who his name was Johnny. And, and it just gets dull.

And that's the last thing you want. And especially you remove the camera that I'm speaking to right now and they're just looking at a, a screen with a couple of bullet points on it.

They're just gonna fall asleep. It's not gonna get them excited. They're gonna feel frustrated about it. So when you're speaking, use your body language like talk with your hands, talk like an Italian, right?

Like get it, get excited about what you're talking about and it's gonna come through in camera. So much of your tonality and your ability to present comes from your physical body, right?

Like you have to put your whole body into your ability to communicate and you will communicate much higher at a much higher level.

If you look at the best communicators in the world and you watch them speak on mute, you'll see how they express themselves.

Like Caleb actually, when Caleb used to do speaking, he would listen to speakers two different ways. He'd listen to them with his eyes closed to where he could hear their tonality, he could hear how it was coming across, he could hear the emotion behind their voice.

But then also he'd listened to them while they were muted and he'd see how they present what they do to capture the audience's attention, right?

If you look at the best speakers on stage, they use their body language to conduct attention, right? To captivate attention.

And here's the crazy part, you can hear a voice like with, with no no screen. If you're not looking at anything, you have your eyes closed, you can hear the person who uses their body language, you can feel it in their voice.

Cause it's really, really hard to talk with a lot of enthusiasm if you're sitting here with your hands crossed, right?

You're sitting there and you're just stationary, you can't communicate the emotion. And all persuasion is, is the transference of emotion.

It's transferring the emotion that you have into the other person. Like the reason you do what you do and you believe in what you do is cuz you have certainty in it, right?

And you need to transfer that level of certainty to them and you can't transfer that certainty to them without them experiencing the emotion that you experience towards it.

And to do that, you need to put your whole body language into it, right? Especially, especially when that camera is off.

I'm telling you guys, it makes a massive, massive, massive difference. Next thing is when you mess up, I can't tell you how many times you're recording a webinar, you're an hour deep in it and you mess something up completely and it doesn't make sense and you're Like, oh wait, what did that slide say?

You're like, ah, shoot, I gotta redo the whole thing. Here's the good news. You don't gotta redo the whole thing, right?

The people I know who are the best on camera, who are the best at filming, who are the best at recording, whether it's direct to camera or if it's in a webinar, guess what?

They mess up all the time, right? They don't get it perfect on the very first try. And guess what? I'll tell you what, they're not redoing the whole thing ever.

<laugh>. No one, no one's redoing the whole thing. So when you mess up, don't stop recording, right? Keep recording your webinar.

What you're gonna do is you're gonna go back two slides from where you were and you're gonna rerecord just those two slides and keep going forward.

So like for example, if I messed up here, I'm like, use your body lang language and I say Lang the same way.

Hang on, wait, what was I saying here again? Oh yeah, I'm not gonna redo the whole video. What I'm gonna do is I'm gonna go up to right here, right?

Or in the case of the webinar a few slides back. So like if we're in the webinar, maybe we're here and we go a few slides back, we go, all right, I'm gonna go to this slide right here.

I'm gonna start recording from here and you only go a couple slides back and then you record from there. So it's like, all right, I messed up.

All right, I'm gonna start from the top, just right here. Not the very beginning, but from the very top, from just a few slides, a few bullet points up.

Alright? So the next thing is record standing up. So the reason why you wanna record standing up is because, and then I'm gonna start from there if that makes sense.

So that's, that's really what we wanna do. We mess up, don't stop recording, go back two slides and just rerecord from there.

And the reason why like two slides is because then there'll be enough time for us to find a good place to edit it together without like being like, oh, that transition was harsh.

Cause if there's a couple slides back, it's easy in post. And when you're editing it to actually, you know, splice it together again, we'll edit these mistakes out later.

Again, just get it done right Film, don't feel like I need to get it in one take. If you mess up, go back a couple slides, start with even more enthusiasm and boom, just keep on ripping throughout that video.

And then here's the biggest thing. When you finish recording, we're gonna edit out all those mistakes, right? If you mess up a hundred times in a video, that's okay, <laugh>, we can edit it out later.

Literally just all you need to do is go back a couple slides, rerecord it, and then in post we'll splice it together and you're good to go.

So you can do it yourself, you can just throw it in iMovie or you know, some simple video editor. You can have a team member do it or you can hire someone on five or Upwork to do it.

Super, super simple. You go on Fiber or upward and say, Hey, I need a video editor. And in two minutes for like 20 bucks, you'll have someone who can <laugh> edit the video and just get rid of all the mess up in that video.

So you say, Hey, I messed up a few times with this video, the parts where I rerecorded. Could you just find those and make sure that we cut all those out.

And then all you're gonna do is watch through it and make sure the whole thing sounds good, super, super simple.

And then we're gonna get it live. The next video's gonna cover this of like getting your pre-call page done, getting it uploaded to where it's actually, you know, something that customers can watch before they talk to us.

So we'll break that down. But here's, you gotta understand, done is better than Perfect, right? The people I know who execute at the highest level, they operate quickly.

When they have something, they get it done, they get it live, and then they improve. They don't spend two months making their pre-call video perfect, right?

I'm guilty of that. I've spent way too much time in the past trying to make something perfect before it goes live.

If you're not a little bit embarrassed about it, it's not going live soon enough. All right? So done is better than perfect.

Watch through and make sure there's nothing like that's gonna hurt the sale. But if you're like, oh, I could have done this better or I should have handled this objection, I could have done this.

Get it live, record it, get it done, get it live. Just when you're working on it, work on it at your absolute highest level, the most energy you can put into it.

But when you're done with it, get it live. And guess what, we can rerecord it later. We're gonna take what's working on calls and add that into the pre-call video later.

We're gonna find the objections that it's not handling and we're gonna add that into the pre-call video later. We're gonna find out why leads aren't fully excited.

What they're kind of things holding them back are what they don't understand. We're gonna add that into the pre-call video later.

Our pre-call video is like, it's like the initial conditions for our sales process. We're gonna say, what's everything that's working?

And we're gonna put it into the initial conditions so that they show up already ready to go. And so this is an ongoing process, so don't feel like you have to get it perfect the first time.

Do your best the first time, but don't feel that it has to be perfect the first time. Cuz we're gonna change the pre-call video later anyways.

But again, one of the most important things in this video is just how you communicate on that presentation, right? If your slides aren't perfect, but your communication is on point, you're gonna be in a good spot.

Like the best salespeople are the best communicators, not necessarily the ones who can present the the best logical case and reasoning.

They're the ones who transfer the emotion the best. Like I've heard some sales calls sometimes where when we were first building sales teams and I would listen to one and I'd be like, man, this guy, he's doing so much better, like tactically of what he's actually accomplishing on a sales call.

But his close call or his close rate is horrible. And this other guy, he's messing everything up, he's not following the script, he's all over the place.

He's not hitting this important part and this important part and this important part, but he's closing like crazy. And I say, why?

What's the difference between those two closers? Why? Why is that? And really what it comes down to is the transference of emotion.

The sales rep with the most certainty, the one with the most conviction in what they do is gonna be able to get someone to move forward at a higher rate than the one who has more logic.

Human beings are emotional creatures who justify with logic, not logical creatures who justify with emotion. So we wanna communicate that emotion with our excitement and our charisma and our belief in what we do and the certainty we have in what we do.

And its ability to get people results, right? Not only is it important to get people results, because obviously we need to get our clients' results and that's why we're in business to help people to deliver value to the marketplace.

But if we don't believe that we can get people results, how are we supposed to transfer that emotion to them?

All we're transferring is our own uncertainty to 'em if we can't get them results, but if we get our clients' results and we know we can get results And we've proven we can get results, then we can transfer that emotion to them through our words, through our body language, through the energy that we have, right? Sales is a transference of emotion. That is all that it is. Whether you're selling one to one or you're selling one to many, it is a transference of emotion.

And that's what we're trying to really get through in our video is that transference of emotion. So when you're done with that video, we'll rewatch it and, and feel a video.

Like what does the prospect feel like? Put yourself in the mind's eye of a prospect and say, Hey, what am I feeling right now?

And if there's parts that are like glaringly obvious, like, man, I need to fix that. Go back and rerecord it, tweak a couple slides, go back and rerecord it, and then just get it live as fast as you possibly can and we'll get it onto that pre-call video page next.

Now, especially if you're already over that 30 k a month mark, this is high, high, high priority. If you're below the 30 K a month mark you can skip this step for now if you really want to.

If you're doing, like for example, if you're doing agency and that's like what you do, I'd prefer you guys just stick with what you're doing until you get to a place where fulfillment becomes a bottleneck.

But for everybody else, here's what you're gonna do. And if you all are below 30 K month and you have like a package, if there's easy things you can swap out, you should do it as well.

But you're gonna list out all the deliverables in your offer that aren't scalable and we're gonna replace them with scalable alternatives.

For example, do you do one-on-one coaching? Do you have done for you aspects? Do you like custom build out a funnel, for example?

Like what are all the things you do for them? Are there one-on-one onboarding calls that you do on a like weekly basis?

Or are you creating content for like, what are you doing for them? Like that actually requires your time. You have to do custom for every single person.

That's just not a scalable system, right? What are those things? So you're gonna write out all those things, whatever they are in your offer, and next you're gonna brainstorm next to them a scalable solution, okay?

A scalable solution for one-on-one coaching. A great alternative is group coaching. And so many people feel like, man, I, if I go from one-on-one coaching to group coaching, people aren't gonna find it as valuable.

And what we've seen is that's just simply not the case. Most of the people we know who do millions and millions of dollars a month with coaching, it's always group coaching.

And we've seen people charge super high ticket prices for it and it's worth it. And a lot of times people get better results because they're learning from the collective of the group, not just themselves.

So although there's disadvantages, there's also massive, massive advantages in switching to like a group coaching model. So if you're doing one-on-one coaching, we're gonna switch the deliverable to group coaching.

If you have done for you aspects, we're gonna remove the parts that are completely custom for each individual person and we're gonna make it cookie cutter for everyone.

And we're still gonna have the done for you parts for them, right? The parts where we do it one time, but it's scalable, done for you where it's the templates or it's the the one time work that they don't have to do, but you don't have to do every single time either, right?

We'll do scalable, done for you aspects, but no custom whatevers at all. Because guess what, we can't scale that. That's too difficult to scale and too hard.

And usually that's not what people are paying for. They're paying for the result that they're getting and there's usually a really good way to cookie cutter that thing out.

So if you don't know how to do that off the top of your head, if you're unsure about it, take time and brainstorm and solve problems.

That's the best part about being human. We are able to solve problems other than any other creature alive, right? If you spend enough time thinking about something, you will solve it.

And if there's a piece of the offer that you just do not have any clue how you could replace with a scalable aspect, ask yourself, can I remove this?

Right? Is this why people are buying? Like if I remove this, is this actually gonna, you know, kill the sale? Because at the end of the day, people are buying for this. So we're removing that one piece that maybe lowers the effort and sacrifice or the time delay.

Is that gonna kill the sale completely? Because if so, like there's a problem with the offer because the top part's not high enough, right?

If removing that one piece is gonna kill everything, there's a bigger problem. We didn't do this first two parts right Now, these two pieces right here, guys, yes, they're important, yes, they're gonna make your offer more irresistible, yes, we wanna decrease them as much as possible, but if having a little bit extra effort and sacrifice and time delay is gonna kill it, it means you did not kill the deal.

It means you did not do this part to the degree you needed to, right? If you do this part right, you can have a lot of room to kind of, you know, make it less done for you and still be able to close a sale without hurting close rate.

Too much, a hundred percent a fact. Even if you go, you're, you're doing content creation for example, for someone, if you go from doing done for you content creation, but you do all the content for them and then you switch it to where maybe you do the first three videos for them and then you intro them to their own video editor to where they're able to have content created that's custom to them, that's they get the one-on-one attention that they need that no agency is able to deliver.

Because obviously all agencies have tons of clients, they start to, you know, get diluted and you're gonna be able to deliver at the, the, the level someone in-house while also getting all of our systems, all of our training.

And what you're gonna do is you're gonna hop on group coaching calls with all of the people's lemme try to say with their like content creators.

And you're gonna train them for them. It still feels really dumb for you. They're still getting the dream outcome. You're still minimizing the effort and sacrificing time delay required to get the result.

There's still an extremely high perceived likelihood of achievement because it's all your systems, it's all your processes. You are the one introing them to somebody that they can hire.

The person's getting trained by you guys still, but they get an even higher level of service because they're in-house. They get to actually work with that person directly and have way more custom, you know, like what, whatever, like custom, you know, whatever I'm trying to say.

You understand what I'm saying? Like it is a really, really good way of just changing it. So sometimes we feel like, oh, my offer's gonna go to just fall apart if I, if I make it scalable.

But there's a lot of times really good ways to restructure it to where we're still able to give the dream outcome, right?

We're still able to have high perceived likelihood of achievement and we're able to minimize the time, effort sacrifice and time delay to getting, it takes a little bit of creativity and we have to be willing to acknowledge that people aren't buying our stuff, they're not buying the deliverables, no one's buying that, they're buying the result.

And when you realize that, it becomes really easy to start swapping out components that aren't scalable and not hurt close rate at all.

You know what I mean? Maybe a little tiny bit, but well, oftentimes not at all. And especially if you get creative and say, Hey, how can I make this feel as done for you as possible?

But it's still scalable, the better. All right? That being said, what you're gonna do is this right now, list out all the deliverables, pause it and we'll get to the next check mark.

All right, so the next thing on the checklist is creating a ridiculously strong results bates guarantee. Now guys, one of the things that helps sell dramatically is having a really strong guarantee.

I mean it's cliché, but it makes sense why. Cuz guess what? It's really easy to believe this if you have a really strong guarantee, right?

If you have a really strong guarantee, then guess what? People are gonna believe they're gonna get the result. And if they don't get the result, it didn't cost any money.

So they didn't lose anything other than the time and effort they put in. So with re with a guarantee, the bolder you can make it, the better.

The more you could put your money where your mouth is, the better the more you're willing to take on the risk.

So they don't have to, the better. And here's the truth, your guarantee can be really, really good if you have great fulfillment.

But if you don't have great fulfillment, it's a dangerous game, right? Because you have some crazy guarantee in place and everyone refunds from you, number one, you probably deserved it.

Cause if everyone's refunding and they're not overly thrilled about what you're selling, you need to reanalyze how you're getting people results.

Cause at the end of the day, that is the most important component. Are you getting people results, right? So that's the first thing.

But if you are getting people results, put a great guarantee in place like go above and beyond and understand people are afraid to do a good guarantee cuz they're afraid people are gonna take advantage of it.

But guess what, if you get people results and you what am I trying to say? Use that guarantee as a, as a tool to increase your close rate, you're most likely gonna get way more sales than you are gonna get refunds.

Again, assuming you have a really great product or service, you actually get your customers results. So that being said, let's take a look at what a results-based conditional guarantee would look like.

Basically is if you do simple actions, right, follow your process and you don't get their desired results, whatever that desired result is in desired timeframe, then super strong guarantee.

Pretty simple stuff. But it's super powerful when you say on calls cause people are like, Hey, what if this doesn't work for you're like, dude, if it doesn't work for you, no problem.

In fact, here's our guarantee. We got one of the boldest guarantees I've ever heard of. And the guarantee could be if you don't get, if you do X, y, z, simple action, not some crazy, you, you gotta jump through a million hoops.

But if you do the, the basics and you don't get the result that you're looking for in the next 90 days or however many days, then guess what?

You give you a hundred percent of your money back and we'll work with you for free until you do. Or if you don't get the desired result, we'll give you double your money back guaranteed.

Or if you don't get the result in the x, y, Z timeframe, our team will actually just go in there and do it for you.

Or if you don't get the result, what will happen is, I don't know, whate, whatever the result is, but get really creative here.

Like do something to where it's like you're an idiot saying no. Like if, if there is no worst case scenario as how people should feel, they should feel like, man, I literally cannot lose best case scenario, I get my dream outcome.

Worst case scenario, like it doesn't work. And they have, they have this guarantee that's kind of better than if I just didn't do anything at all, right?

It's like if the worst case scenario when the worst case scenario is better than their current circumstance, I'm talking worst case scenario.

When the worst case scenario is better than their current circumstance, why would they not buy it could be a hundred thousand dollars.

And you say, Hey, worst case scenario would give you all your money back. We double your money back. We work with you for free when we do X, Y, Z for you.

That's how much we believe in this thing. And you don't gotta jump through some crazy hoops. All you gotta do is the basics X, Y, and Z.

Does that sound fair enough? Dude, if you have a strong enough guarantee and that's it, you can sell really, really well right now, again, you have to be able to, to stand behind that guarantee.

It has to be something you actually honor, something you actually live up to. But I'm telling you, this one thing right here can dramatically increase your close rate, especially on those deals that are right on the fence and you're just trying to get 'em over the finish line.

This right here is an extremely powerful tool you can use to push those deals over that finish line. The ones who are so close, but they just have a little bit of fear.

And that's a lot of deals, right? So what you're gonna do right now, pause the video once again, you know the drill and you're gonna write a really strong results based guarantee.

Come up with a couple ideas. Think what's some crazy guarantee I could do that? I'm willing to stand behind and remember, it's okay if some people take advantage of it cuz think about how many more deals you're gonna close compared to the people who are gonna take advantage of, right?

Most people are good human beings. You're gonna have a few people who, who try to take advantage of something, but at the end of the day, who cares if they take advantage of it?

If you get more sales as a result of it, that's a win for you, right? Like that, that is a win for you.

So pause video and do that part right there. All right, now we're gonna move on to manufacturing urgency. Now, urgency, it's, it's the basics, guys like it, it works, right?

If you, if we give people a shorter timeframe to make a decision, they're, they're more likely to buy.

There's a reason why urgency and scarcity sells.

In fact, I remember being like 15 or six, probably more like 16, and I was talking to a guy named Craig Clemens who does a billion dollars a year selling supplements, all right?

And I asked like, what's what's your best copywriting advice? Like for, for selling, you know, your product and services online?

Like, what's your best advice? He said, you know what, Ryan, here's what I would say. You could be the best copywriter in the world, the most persuasive copy ever.

And you send your email and I send my email and my email has insane scarcity and you're not allowed to use scarcity and urgency.

He said, my email will avert your email every single time. And at first I'm like, well that's, that's a cool concept.

But when you really think about that one thing, like it's one of the most powerful concepts out there, human beings, we innately are procrastinators.

We want to think about it, we want to sleep on it, we want to talk to our spouse partner because we wanna delay taking action.

There's a reason why people stay stuck for years and years at a time because they're delaying taking the actions they know they need to take.

And most of the time, the people who are on the phone with you, they know they need to move forward.

They believe it's gonna work for them. They trust you, they like you, they wanna buy, but something's holding them back.

And they use time delay as an excuse cuz human beings, we hate discomfort and we'll do anything to avoid it.

So when the discomfort around not moving forward is more painful than the discomfort of moving forward, and guess what? People are gonna move forward.

People don't do what's the best decision they do the decision that's the least painful, not the best decision. They do the decision that's the least painful, right?

And when the, there's urgency, it's really painful to lose out on the opportunity to get the dream outcome with the high perceived likelihood of achievement forever or to have prices go up, then it is to make the uncomfortable decision of making the decision they need to make and they know they need to make.

So manufacturing urgency, guess what? It's our offer. We get to decide basically everything around it. We have a monopoly on our offer, right?

We have a monopoly on our offer. We can do whatever we want with it. We can manufacture real scarcity, we can manufacture real urgency.

Now, here's the most important thing. It has to be true, right? We can make it true cause it's our offer, but we can't lie to them.

So we just make it true. It's that simple. How do you add urgency by adding urgency? So you just create a punishment for not buying on the first call.

That's it, right? Human beings are driven by incentives. As Warren Buffet says, ants go where the sugar lies and there ain't no way around it, right?

Where there's punishment people will avoid. And where there's pleasure people will go towards. So all we do is we put a punishment in place, a negative consequence for not making a decision.

And there's a couple ways to go about it. So if they don't make a decision on the call, consequence, because reason, that's the formula, right?

That's the formula. So we just have to decide what the consequence is and what the reason is, right? So what happens if they don't make a decision and we just choose, it's our offer.

Does the price go up or does the offer go away? Those are your really, your two options. Or maybe the bonuses go away, ready bonuses go away.

We gotta choose. So what do we want to happen? If they don't make a decision, what do we, what's the consequence we're putting in place, right?

For, for every action there's a consequence, positive or negative. So we gotta put a a a consequence in place that aligns with what we actually want to happen.

So we put a consequence in place, you're gonna choose which one of these three that you want, or if there's another consequence that you can think of of I'm not thinking of now feel free to do that one, but it has to be painful enough.

It has to be painful enough to where they're actually gonna move forward on that thing. And then the reason why we gotta make up a reason, right?

What's the reason we're deciding that we're doing this? Again, this isn't, oh, we're gonna trick 'em. It's like, no, we're gonna put a cons, a real, a very real consequence in place for not moving forward and we're gonna pick a reason why.

So you can do a scholarship frame, it depends on what you're selling. If it makes sense, if you're like, Hey, right now we, we we're doing a scholar basically an on-call scholarship.

And the way it works is if you move forward, you get it at this price point, but if you wait till later, x, y, z happens.

So we're giving you a discount because of X, Y, Z. And then the other one is a fast action discount. It's like, Hey, we have fast action based pricing to where to make a decision on the call. It's this price. If you wait until later, that's totally fine, I respect that. But at the same time, price is gonna go up or bonuses are gonna go away, or you know, price goes whatever it, it's right, whatever, it's, but it's a consequence with the reason why.

That's all you have to do for urgency. So here's what you're gonna do. You're gonna pause on the video and you're gonna make up a consequence for not buying day one on the first call, and you're gonna give a reason why you're doing it.

And again, not bs you're gonna literally pick a true reason why starting today, right? So pause this video, do that, and then we'll move on to the next thing, which is manufacturing scarcity.

Okay, we're back. Next thing is manufacturing scarcity. So urgency and scarcity, again, slightly different. Urgency is time-based, and scarcity is quantity based, right?

So diamonds are scarce, but they're not, you don't have to urgently buy them, if that makes sense, right?

So scarcity also increases the value of something because the more rare something is, the more perceived value there is.

Now basically all you do for scarcity is it's your offer. You get to decide what the scarcity is. In fact, everyone thinks diamonds are rare.

They think that these rare things, and that's why they're so expensive. But really dult, I believe it's called, they have a monopoly on diamonds, and diamonds aren't scarce at all.

But because they have a monopoly on all the, all the supply, they only allow so much into the marketplace. They choose to make it scarce because they have a monopoly on it.

And the good news is you have a monopoly on your offer, which means it can be as scarce or as plentiful as you want it to be, you control 100% of the supply.

And the good news is this, you can turn your disadvantages into your advantages. If you're only selling a few packages a month and your goal is only, you know, 50 K a month, that means you only have five packages you can sell, you sell a month.

So set whatever your goal is for the month, you can just say, Hey, you know what, we're only doing six packages this month, and six could be your dream goal, but guess what, you're just setting a finite number on it right now.

We don't use this one as much internally because it doesn't sound super scarce to be like, Hey, we're only allowing a thousand people in this month, so it doesn't really help us.

But if you're, if you're at a smaller to medium size scale, which most of you guys are, you're under a few hundred k a month, just set a constraint of what you're, what you're gonna sell that month.

And now all of a sudden it goes from a disadvantage to an advantage that helps you sell it faster, right? Helps you sell it more efficiently. And then as you start to sell more each month, just raise the scarcity amount, right?

So there's only X spots left this month. That's all you're gonna say, Hey, we're, we're taking on five spots this month.

Or if your goal is a hundred K and you wanna make sure you, you pass a hundred k and that's really what you're striving for.

You say, Hey, there's only an, let's say you have a 10 K product. Hey, there's only 15 spots this month, right?

If you hit 15, that's your wildest dream goal at this current space or this current state. But the client doesn't, the client doesn't know that.

They're like, wow, there's only 15 spots this month. Holy smokes, I gotta, I gotta take action. And then when there's 14 spots left, you go, Hey, there's, there's only 14 spots left all the way down to one, right? That's all you need to do is you just, you limit the supply, number one, it's gonna increase the urgency of them making the decision and then be like, all I gotta move now.

And number two, guess what? It's gonna make it to where in a way it's a lot more valuable. Cause guess what?

It's limited. People value things that are scarce. It's human nature, right? And the good news is you have a monopoly on your offer, right?

Because it's a unique offer, it's not a commodity. You make it an offer. By doing all of these things, you have a monopoly on an offer.

And because of no one else on the planet offers that one thing, the the package that you offer, guess what that means?

It means you control supply, you are able to control the price, you're able to do all the things that a monopoly can do as a small business owner because you're creating an offer.

You're not selling a commodity, you're creating an offer. And that gives you unbelievable advantages.

Over most businesses, they just sell their services as commodities, right?

So again, the goal is 10 clients this month, if you sell three, you're gonna say there's seven spots left on the call, right?

This, right plus this super powerful combo, super, super powerful combo. Or you say, Hey, the price is doubling after this.

Basically we have fast action based pricing where you can get it for 10 k on this call. If you decide to before later, that's totally fine, but it'll be \$20,000.

That combined with. And also, just so you know, we only have seven spots left this month and I have a bunch of calls lined up coming this week, and we're actually ramping to fill those spots a little bit quicker just so that we can focus on fulfillment the rest of the month.

Dude, that is a powerful, powerful, powerful, powerful combo. That being said, what you're gonna do is you're gonna say, Hey, what's my goal this month?

And then you're gonna increase it by 50%. And you're gonna say, how many units is that? And that's your scarcity amount.

Okay? So let's say you wanna sell \$150,000 this month. All right? Let's say a hundred thousand dollars this month. You're gonna say, alright, 150,000 is the number I'm gonna set the scarcity number at, and now I'm gonna divide it by my cost.

So let's say it's 10 K each, so I got 15 spots available, and every time you sell a spot, you're gonna go to 14 and then 13, and then 12, and then all the way down to one.

So that's basically what you're gonna do to add both scarcity and urgency. And also, here's the biggest thing. Do every single one of these things.

It's, it's what Charlie Munger calls the Lollapalooza effect in Charlie Munger's book, poor, poor Char poor Richard Almanac sorry, poor, poor Charlie's Almanac.

He talks about the 24 cognitive biases, right? And the, the, the, the reasons for human misjudgment. And although each individual one is powerful, what he said is the most powerful concept of them all is what he calls the Lollapalooza effect, which is the combination of them stacked on top of each other because it's an exponential effect.

And it's the same thing with creating an offer, right? You get the fundamentals right, but then you start stacking these things.

You have urgency, you have scarcity, right? You have a really, really good guarantee to where they feel like, heck, even in the worst case scenario, I'm better off than I am now.

And then on top of that, you have it to where it feels done for you. It goes from feeling, wow, this is a good offer that gets me a result to man, it feels like it's done for me, but in a scalable way.

And it gets to a place where you have bonuses that handle every single one of the objections going on in their head that you've figured out a way to deliver on.

And there's a clear path to getting them a result that is an extremely high value result that people truly, truly want.

And guess what? The combination of all those things to working in conjunction makes an offer really, really, really, really, really good.

It makes it toward, its easy to sell, and when it offers easy to sell, it makes your life so much easier.

It makes setting easier, it makes closing easier, it makes advertising easier, it makes hiring setters easier. It makes hiring closer easier.

It makes the whole business less stressful and higher leverage. Cuz you're not fighting uphill, right?

You're going with the flow of the current.

You're not fighting the market. You're giving the market exactly what they want. So that's what we're aiming for. And that's why you don't wanna skimp on this process.

That's why you don't want to just go, yeah, it hits the urgency. Scarcity. Oh yeah, we got the bonuses, I'll do it.

I'll throw a couple random old things in to this area, we'll call it good. It's like, no, you wanna perfect this, perfect this.

So we're gonna spend the next 24 hours going through this checklist to make it irresistible. And the next probably 72 hours to the next week, making sure we're able to actually deliver on all these things, the bonuses that we added in figuring out how else we can make it, you know feel done for you.

Like can we create those templates and whatever we need to do for the done for you aspects that are scalable.

And the same thing applies. If you, even if you're at a lower level and you're just doing a service based offer where you are doing it, where it's not scalable yet, but you know, you're, you're, you're arbitraging a professional service.

Like you're, you're having someone else run the Facebook ads for you or whatever it is you're gonna go through and you're gonna do all these same things, right?

You're gonna make it to where it feels even more done for you than it already is. Like what are the other pieces that they're worried about?

What are the bonuses I could throw in that are gonna be like, holy smokes, how can I get other people to create them?

How could I partner with people to create them? What's the guarantee that I can do? What's the urgency I can do?

What's the scariest thing I could do? And I'm ranting, but it's super important you take time to get the offer, right?

Right? Everything on this whole thing is based around her mo's value equation. And this is the most simple way I've ever explaining I've ever seen and it's super, super good.

So gotta give credit where credit's due, but doesn't matter how simple it is, if you don't do it right, doesn't matter how simple it is if you don't do it.

So go through this thing and perfect it, it and take your time on doing it as fast as you can, but no faster than it should be.

So that being said, this is the offer checklist. Make sure every single thing you're, you're, you're like Santa Claus, you're, you're checking the list twice and making sure you're not missing anything.

Cuz everything on here is absolutely vital and we'll stack on top of each other. And again, any failure here is gonna cause a lot more problems down the line that you're gonna be overcompensating trying to fix when you could have prevented the problem to begin with.

Right? Intellectuals solve problems as Einstein says, and geniuses prevent them. I want you guys to be the geniuses and prevent the problems by creating an irresistible offer.

People feel stupid saying no to.

Creating your pre-call video page

All right guys, in this video we're gonna talk about recording your pre-call video. So by now you should have the slides done.

You should feel really, really good about it to where you have tons of testimonials in there, tons of proof layered in there.

The way you break down the three steps or secrets feels super simple. You feel like if someone listens to it, they're gonna understand what the opportunity is.

By the time they get on the call, they're gonna be pre-sold, they're gonna show up excited about the opportunity, their beliefs are gonna be broken, and the objections they have are gonna be handled and the calls should be a piece of cake if they watch through that entire presentation.

Now all that's left is actually presenting it, right? All that's left is making it to where you know, you go from slides to an actual video that you can upload and people can start watching.

So, just some tips really is what this video is on recording your pre-call video. Because a lot of times people make a really, really great pre-call video and they record it and they're low energy and it's not good.

So our goal is we want the video to not only be good in theory with all the slides, but we want the presentation of it to be really good because a, a pre-call video with a really, really good presentation that's not quite as good will always outperform the presentation that's really well put together, but is not well presented.

So first thing is on tonality, like your goal is to captivate the viewer. You want them listening and you want them leaning in.

You don't want them falling asleep. I can't tell you how many pre-call videos or webinars I watch where I'm like, dude, I'm gonna fall asleep.

That's not what you want. You want people excited, you want them captivated. And the way you do that is by being super charismatic and excited.

You know, when you're in person, the energy's a lot higher than when you're like over a screen. When you're in front of a screen, the energy naturally gets gold.

So in order to make up for that, you gotta be over the top right? Now, if you listen to like Russell Brunson do his webinars, you'll see that he's super over the top talking like this.

He's super excited. And the reason why is because it works, right? He gets people's attention, he gets them captivated when they're watching.

And you don't have to go maybe quite to the degree that Russell does, but whatever your normal like presenter mode is, I need you guys to turn it up like five notches, right?

So when you're talking in the webinar, you gotta be excited, you gotta be presenting, you gotta make them excited and feel like this is the best thing they've ever seen in their entire life, and so that they don't fall asleep, right?

That's, that's really what you're going for in the webinar. So whatever you normally, like, I'm naturally like this. Mine will be even, you know, a higher level of excitement when I'm presenting on a webinar.

But that being said, if you guys are watching or if you guys are making the webinar, whatever your natural state is, bring it up a few notches, right?

Like I guarantee you, you're gonna feel more silly to yourself. Then it comes across on camera cuz it gets so dulled down, especially when you're in front of a screen and there's no video.

It's just like they're sitting there, they're watching, they're like half falling asleep. You want them captivated. So first thing, captivated viewer, second thing, be super excited and charismatic to do it and exude absolute certainty.

That's the the third thing, right? People trust certainty, right? It's a cliché obvious thing. The reason why closers close at high levels versus other ones who have more skill level is certainty, right?

If your certainty level's higher, you'll out close the person who has more skill, but there's certainty levels lower. You can use certainty as a, as a tool to basically be a crutch for so many other mistakes.

If you have absolute certainty and what you're saying makes zero sense, you're still gonna be able to close, right? Versus if you, what you're saying makes sense, but people feel hesitant, hesitant in your voice, they're not gonna trust it.

Me and Caleb used to have this like joke all the time back in the day were killed, would be on a sales call and he would just say absolute nonsense.

Like something that doesn't make sense whatsoever. Like, he'd be on a phone call and I'm, I kid you not, he'd be like, yeah, absolutely man, totally understand that.

And the way the watermelon really climbed up that tree, it just really made me think when it comes to your business, what's the biggest struggle you're facing right now?

And people would literally ignore what he said and just be like, oh, the biggest struggle I'm facing right now is x, y, z, blah blah, blah, blah, blah, blah.

This was years ago. This was probably like 4, 4, 4 or five years ago. And it just made no sense. Zero. But the whole joke was if you say anything with certainty enough certainty, people aren't gonna question it.

So the same thing goes with your webinar, your pre-call video when you're filming this pre-call video, you have to speak with certainty.

You have to speak like, you know what you're talking about. Like you are the expert. And if people feel that in your voice, they will trust you.

They will believe you. So that's the biggest thing is just speak with absolute certainty When you're in that pre-call video, like exaggerate the certainty, right?

Listen back to yourself. You say, Hey, do I actually sound certain? If the answer is no, take it up a notch.

So those are the biggest things regarding tonality is just excitement and charismatic and then also just absolute certainty. And then for as for practical tips, one of the things I recommend is because it's naturally kind of hard to be like super excited and charismatic and speak with absolute certainty in front of the camera if it's not something that you're used to doing one of the things that can help is if you actually stand up, right?

So if you find a desk and you put a desk up somewhere like this and you're able to stand up while you're presenting to where you can get your whole body into it and you can use your body language that can help massively.

So finding like a, a standing desk or putting some books on your desk to where you can stand up when you're recording will help a lot because guess what?

It feels better, right? And the second thing is record alone so you don't feel weird being super loud and over the top.

Like I said, in order to be excited and charismatic and absolute certainty, you gotta speak louder than you're used to normally, especially to kind of get across that level of certainty over you know, the slides, cuz again, it's, they're just looking at a blank slide.

So you need to really exaggerate that. And sometimes when there's people around and there's, you got, you got your, your wife in the other room or your kids in the other room, you feel hesitant to just be over the top because you know, there's people in the other room and you don't wanna annoy them or it's loud or whatever or whatever.

Like little subconscious excuses in your head. So just be Alone when you're recording. That way you can just be over the top.

You can feel goofy when you're doing it and you don't, you know, have anyone to judge you while you're there cause you can listen back to it later.

And if it's too over the top, you can always redo that part of it. But that being said, most of the, you guys are gonna feel over the top and you're gonna listen back.

You're like man, I can use a little bit more energy. So that's really the thing we're going for. We wanna over exaggerate the energy, enthusiasm, and certainty cuz most of the time we're under exaggerating it. And then the last thing is, like I already kind of mentioned is just using body language. Like when you're speaking through a webinar, it's easy to sit there with your hands like this and be like, okay guys, so the next secret is we're gonna talk about how to make you know x, y, z work by doing X, y, z.

So this reminds me of a student back in the day who his name was Johnny. And, and it just gets dull.

And that's the last thing you want. And especially you remove the camera that I'm speaking to right now and they're just looking at a, a screen with a couple of bullet points on it.

They're just gonna fall asleep. It's not gonna get them excited. They're gonna feel frustrated about it. So when you're speaking, use your body language like talk with your hands, talk like an Italian, right?

Like get it, get excited about what you're talking about and it's gonna come through in camera. So much of your tonality and your ability to present comes from your physical body, right?

Like you have to put your whole body into your ability to communicate and you will communicate much higher at a much higher level.

If you look at the best communicators in the world and you watch them speak on mute, you'll see how they express themselves.

Like Caleb actually, when Caleb used to do speaking, he would listen to speakers two different ways. He'd listen to them with his eyes closed to where he could hear their tonality, he could hear how it was coming across, he could hear the emotion behind their voice.

But then also he'd listened to them while they were muted and he'd see how they present what they do to capture the audience's attention, right?

If you look at the best speakers on stage, they use their body language to conduct attention, right? To captivate attention.

And here's the crazy part, you can hear a voice like with, with no no screen. If you're not looking at anything, you have your eyes closed, you can hear the person who uses their body language, you can feel it in their voice.

Cause it's really, really hard to talk with a lot of enthusiasm if you're sitting here with your hands crossed, right?

You're sitting there and you're just stationary, you can't communicate the emotion. And all persuasion is, is the transference of emotion.

It's transferring the emotion that you have into the other person. Like the reason you do what you do and you believe in what you do is cuz you have certainty in it, right?

And you need to transfer that level of certainty to them and you can't transfer that certainty to them without them experiencing the emotion that you experience towards it.

And to do that, you need to put your whole body language into it, right? Especially, especially when that camera is off.

I'm telling you guys, it makes a massive, massive, massive difference. Next thing is when you mess up, I can't tell you how many times you're recording a webinar, you're an hour deep in it and you mess something up completely and it doesn't make sense and you're Like, oh wait, what did that slide say? You're like, ah, shoot, I gotta redo the whole thing. Here's the good news. You don't gotta redo the whole thing, right?

The people I know who are the best on camera, who are the best at filming, who are the best at recording, whether it's direct to camera or if it's in a webinar, guess what?

They mess up all the time, right? They don't get it perfect on the very first try. And guess what? I'll tell you what, they're not redoing the whole thing ever.

<laugh>. No one, no one's redoing the whole thing. So when you mess up, don't stop recording, right?

Keep recording your webinar.

What you're gonna do is you're gonna go back two slides from where you were and you're gonna rerecord just those two slides and keep going forward.

So like for example, if I messed up here, I'm like, use your body language and I say Lang the same way.

Hang on, wait, what was I saying here again? Oh yeah, I'm not gonna redo the whole video. What I'm gonna do is I'm gonna go up to right here, right?

Or in the case of the webinar a few slides back. So like if we're in the webinar, maybe we're here and we go a few slides back, we go, all right, I'm gonna go to this slide right here.

I'm gonna start recording from here and you only go a couple slides back and then you record from there. So it's like, all right, I messed up.

All right, I'm gonna start from the top, just right here. Not the very beginning, but from the very top, from just a few slides, a few bullet points up.

Alright? So the next thing is record standing up. So the reason why you wanna record standing up is because, and then I'm gonna start from there if that makes sense.

So that's, that's really what we wanna do. We mess up, don't stop recording, go back two slides and just rerecord from there.

And the reason why like two slides is because then there'll be enough time for us to find a good place to edit it together without like being like, oh, that transition was harsh.

Cause if there's a couple slides back, it's easy in post. And when you're editing it to actually, you know, splice it together again, we'll edit these mistakes out later.

Again, just get it done right Film, don't feel like I need to get it in one take. If you mess up, go back a couple slides, start with even more enthusiasm and boom, just keep on ripping throughout that video.

And then here's the biggest thing. When you finish recording, we're gonna edit out all those mistakes, right? If you mess up a hundred times in a video, that's okay, <laugh>, we can edit it out later.

Literally just all you need to do is go back a couple slides, rerecord it, and then in post we'll splice it together and you're good to go.

So you can do it yourself, you can just throw it in iMovie or you know, some simple video editor. You can have a team member do it or you can hire someone on five or Upwork to do it.

Super, super simple. You go on Fiber or upward and say, Hey, I need a video editor. And in two minutes for like 20 bucks, you'll have someone who can <laugh> edit the video and just get rid of all the mess up in that video.

So you say, Hey, I messed up a few times with this video, the parts where I rerecorded. Could you just find those and make sure that we cut all those out.

And then all you're gonna do is watch through it and make sure the whole thing sounds good, super, super simple.

And then we're gonna get it live. The next video's gonna cover this of like getting your pre-call page done, getting it uploaded to where it's actually, you know, something that customers can watch before they talk to us.

So we'll break that down. But here's, you gotta understand, done is better than Perfect, right? The people I know who execute at the highest level, they operate quickly.

When they have something, they get it done, they get it live, and then they improve. They don't spend two months making their pre-call video perfect, right?

I'm guilty of that. I've spent way too much time in the past trying to make something perfect before it goes live.

If you're not a little bit embarrassed about it, it's not going live soon enough. All right? So done is better than perfect.

Watch through and make sure there's nothing like that's gonna hurt the sale. But if you're like, oh, I could have done this better or I should have handled this objection, I could have done this.

Get it live, record it, get it done, get it live. Just when you're working on it, work on it at your absolute highest level, the most energy you can put into it.

But when you're done with it, get it live. And guess what, we can rerecord it later. We're gonna take what's working on calls and add that into the pre-call video later.

We're gonna find the objections that it's not handling and we're gonna add that into the pre-call video later. We're gonna find out why leads aren't fully excited.

What they're kind of things holding them back are what they don't understand. We're gonna add that into the pre-call video later.

Our pre-call video is like, it's like the initial conditions for our our sales process. We're gonna say, what's everything that's working?

And we're gonna put it into the initial conditions so that they show up already ready to go. And so this is an ongoing process, so don't feel like you have to get it perfect the first time.

Do your best the first time, but don't feel that it has to be perfect the first time. Cuz we're gonna change the pre-call video later anyways.

But again, one of the most important things in this video is just how you communicate on that presentation, right? If your slides aren't perfect, but your communication is on point, you're gonna be in a good spot.

Like the best salespeople are the best communicators, not necessarily the ones who can present the the best logical case and reasoning.

They're the ones who transfer the emotion the best. Like I've heard some sales calls sometimes where when we were first building sales teams and I would listen to one and I'd be like, man, this guy, he's doing so much better, like tactically of what he's actually accomplishing on a sales call.

But his close call or his close rate is horrible. And this other guy, he's messing everything up, he's not following the script, he's all over the place.

He's not hitting this important part and this important part and this important part, but he's closing like crazy. And I say, why?

What's the difference between those two closers? Why? Why is that? And really what it comes down to is the transference of emotion.

The sales rep with the most certainty, the one with the most conviction in what they do is gonna be able to get someone to move forward at a higher rate than the one who has more logic.

Human beings are emotional creatures who justify with logic, not logical creatures who justify with emotion. So we wanna communicate that emotion with our excitement and our charisma and our belief in what we do and the certainty we have in what we do.

And its ability to get people results, right? Not only is it important to get people results, because obviously we need to get our clients' results and that's why we're in business to help people to deliver value to the marketplace.

But if we don't believe that we can get people results, how are we supposed to transfer that emotion to them?

All we're transferring is our own uncertainty to 'em if we can't get them results, but if we get our clients' results and we know we can get results. And we've proven we can get results, then we can transfer that emotion to them through our words, through our body language, through the energy that we have, right? Sales is a transference of emotion. That is all that it is. Whether you're selling one to one or you're selling one to many, it is a transference of emotion.

And that's what we're trying to really get through in our video is that transference of emotion. So when you're done with that video, we'll rewatch it and, and feel a video.

Like what does the prospect feel like? Put yourself in the mind's eye of a prospect and say, Hey, what am I feeling right now?

And if there's parts that are like glaringly obvious, like, man, I need to fix that. Go back and rerecord it, tweak a couple slides, go back and rerecord it, and then just get it live as fast as you possibly can and we'll get it onto that pre-call video page next.

Now, especially if you're already over that 30 k a month mark, this is high, high, high priority. If you're below the 30 K a month mark you can skip this step for now if you really want to.

If you're doing, like for example, if you're doing agency and that's like what you do, I'd prefer you guys just stick with what you're doing until you get to a place where fulfillment becomes a bottleneck.

But for everybody else, here's what you're gonna do. And if you all are below 30 K month and you have like a package, if there's easy things you can swap out, you should do it as well.

But you're gonna list out all the deliverables in your offer that aren't scalable and we're gonna replace them with scalable alternatives.

For example, do you do one-on-one coaching? Do you have done for you aspects? Do you like custom build out a funnel, for example?

Like what are all the things you do for them? Are there one-on-one onboarding calls that you do on a like weekly basis?

Or are you creating content for like, what are you doing for them? Like that actually requires your time. You have to do custom for every single person.

That's just not a scalable system, right? What are those things? So you're gonna write out all those things, whatever they are in your offer, and next you're gonna brainstorm next to them a scalable solution, okay?

A scalable solution for one-on-one coaching. A great alternative is group coaching. And so many people feel like, man, I, if I go from one-on-one coaching to group coaching, people aren't gonna find it as valuable.

And what we've seen is that's just simply not the case. Most of the people we know who do millions and millions of dollars a month with coaching, it's always group coaching.

And we've seen people charge super high ticket prices for it and it's worth it. And a lot of times people get better results because they're learning from the collective of the group, not just themselves.

So although there's disadvantages, there's also massive, massive advantages in switching to like a group coaching model. So if you're doing one-on-one coaching, we're gonna switch the deliverable to group coaching.

If you have done for you aspects, we're gonna remove the parts that are completely custom for each individual person and we're gonna make it cookie cutter for everyone.

And we're still gonna have the done for you parts for them, right? The parts where we do it one time, but it's scalable, done for you where it's the templates or it's the one time work that they don't have to do, but you don't have to do every single time either, right?

We'll do scalable, done for you aspects, but no custom whatevers at all. Because guess what, we can't scale that. That's too difficult to scale and too hard.

And usually that's not what people are paying for. They're paying for the result that they're getting and there's usually a really good way to cookie cutter that thing out.

So if you don't know how to do that off the top of your head, if you're unsure about it, take time and brainstorm and solve problems.

That's the best part about being human. We are able to solve problems other than any other creature alive, right? If you spend enough time thinking about something, you will solve it.

And if there's a piece of the offer that you just do not have any clue how you could replace with a scalable aspect, ask yourself, can I remove this?

Right? Is this why people are buying? Like if I remove this, is this actually gonna, you know, kill the sale? Because at the end of the day, people are buying for this. So we're removing that one piece that maybe lowers the effort and sacrifice or the time delay.

Is that gonna kill the sale completely? Because if so, like there's a problem with the offer because the top part's not high enough, right?

If removing that one piece is gonna kill everything, there's a bigger problem. We didn't do this first two parts right Now, these two pieces right here, guys, yes, they're important, yes, they're gonna make your offer more irresistible, yes, we wanna decrease them as much as possible, but if having a little bit extra effort and sacrifice and time delay is gonna kill it, it means you did not kill the deal.

It means you did not do this part to the degree you needed to, right? If you do this part right, you can have a lot of room to kind of, you know, make it less done for you and still be able to close a sale without hurting close rate.

Too much, a hundred percent a fact. Even if you go, you're, you're doing content creation for example, for someone, if you go from doing done for you content creation, but you do all the content for them and then you switch it to where maybe you do the first three videos for them and then you intro them to their own video editor to where they're able to have content created that's custom to them, that's they get the one-on-one attention that they need that no agency is able to deliver.

Because obviously all agencies have tons of clients, they start to, you know, get diluted and you're gonna be able to deliver at the, the, the level someone in-house while also getting all of our systems, all of our training.

And what you're gonna do is you're gonna hop on group coaching calls with all of the people's lemme try to say with their like content creators.

And you're gonna train them for them. It still feels really dumb for you. They're still getting the dream outcome. You're still minimizing the effort and sacrificing time delay required to get the result.

There's still an extremely high perceived likelihood of achievement because it's all your systems, it's all your processes. You are the one introing them to somebody that they can hire.

The person's getting trained by you guys still, but they get an even higher level of service because they're in-house. They get to actually work with that person directly and have way more custom, you know, like what, whatever, like custom, you know, whatever I'm trying to say.

You understand what I'm saying? Like it is a really, really good way of just changing it. So sometimes we feel like, oh, my offer's gonna go to just fall apart if I, if I make it scalable.

But there's a lot of times really good ways to restructure it to where we're still able to give the dream outcome, right?

We're still able to have high perceived likelihood of achievement and we're able to minimize the time, effort sacrifice and time delay to getting, it takes a little bit of creativity and we have to be willing to acknowledge that people aren't buying our stuff, they're not buying the deliverables, no one's buying that, they're buying the result.

And when you realize that, it becomes really easy to start swapping out components that aren't scalable and not hurt close rate at all.

You know what I mean? Maybe a little tiny bit, but well, oftentimes not at all. And especially if you get creative and say, Hey, how can I make this feel as done for you as possible?

But it's still scalable, the better. All right? That being said, what you're gonna do is this right now, list out all the deliverables, pause it and we'll get to the next check mark.

All right, so the next thing on the checklist is creating a ridiculously strong results based guarantee. Now guys, one of the things that helps sell dramatically is having a really strong guarantee.

I mean it's cliché, but it makes sense why. Cuz guess what? It's really easy to believe this if you have a really strong guarantee, right?

If you have a really strong guarantee, then guess what? People are gonna believe they're gonna get the result. And if they don't get the result, it didn't cost any money.

So they didn't lose anything other than the time and effort they put in. So with re with a guarantee, the bolder you can make it, the better.

The more you could put your money where your mouth is, the better the more you're willing to take on the risk.

So they don't have to, the better. And here's the truth, your guarantee can be really, really good if you have great fulfillment.

But if you don't have great fulfillment, it's a dangerous game, right? Because you have some crazy guarantee in place and everyone refunds from you, number one, you probably deserved it.

Cause if everyone's refunding and they're not overly thrilled about what you're selling, you need to reanalyze how you're getting people results.

Cause at the end of the day, that is the most important component. Are you getting people results, right?

So that's the first thing.

But if you are getting people results, put a great guarantee in place like go above and beyond and understand people are afraid to do a good guarantee cuz they're afraid people are gonna take advantage of it.

But guess what, if you get people results and you what am I trying to say? Use that guarantee as a, as a tool to increase your close rate, you're most likely gonna get way more sales than you are gonna get refunds.

Again, assuming you have a really great product or service, you actually get your customers results. So that being said, let's take a look at what a re a results-based conditional guarantee would look like.

Basically is if you do simple actions, right, follow your process and you don't get their desired results, whatever that desired result is in desired timeframe, then super strong guarantee.

Pretty simple stuff. But it's super powerful when you say on calls cause people are like, Hey, what if this doesn't work for you're like, dude, if it doesn't work for you, no problem.

In fact, here's our guarantee. We got one of the boldest guarantees I've ever heard of. And the guarantee could be if you don't get, if you do X, y, z, simple action, not some crazy, you, you gotta jump through a million hoops.

But if you do the, the basics and you don't get the result that you're looking for in the next 90 days or however many days, then guess what?

You give you a hundred percent of your money back and we'll work with you for free until you do. Or if you don't get the desired result, we'll give you double your money back guaranteed.

Or if you don't get the result in the x, y, Z timeframe, our team will actually just go in there and do it for you.

Or if you don't get the result, what will happen is, I don't know, whate, whatever the result is, but get really creative here.

Like do something to where it's like you're an idiot saying no. Like if, if there is no worst case scenario as how people should feel, they should feel like, man, I literally cannot lose best case scenario, I get my dream outcome.

Worst case scenario, like it doesn't work. And they have, they have this guarantee that's kind of better than if I just didn't do anything at all, right?

It's like if the worst case scenario when the worst case scenario is better than their current circumstance, I'm talking worst case scenario.

When the worst case scenario is better than their current circumstance, why would they not buy it could be a hundred thousand dollars.

And you say, Hey, worst case scenario would give you all your money back. We double your money back. We work with you for free when we do X, Y, Z for you.

That's how much we believe in this thing. And you don't gotta jump through some crazy hoops. All you gotta do is the basics X, Y, and Z.

Does that sound fair enough? Dude, if you have a strong enough guarantee and that's it, you can sell really, really well right now, again, you have to be able to, to stand behind that guarantee.

It has to be something you actually honor, something you actually live up to. But I'm telling you, this one thing right here can dramatically increase your close rate, especially on those deals that are right on the fence and you're just trying to get 'em over the finish line.

This right here is an extremely powerful tool you can use to push those deals over that finish line. The ones who are so close, but they just have a little bit of fear.

And that's a lot of deals, right? So what you're gonna do right now, pause the video once again, you know the drill and you're gonna write a really strong results based guarantee.

Come up with a couple ideas. Think what's some crazy guarantee I could do that? I'm willing to stand behind and remember, it's okay if some people take advantage of it cuz think about how many more deals you're gonna close compared to the people who are gonna take advantage of, right?

Most people are good human beings. You're gonna have a few people who, who try to take advantage of something, but at the end of the day, who cares if they take advantage of it?

If you get more sales as a result of it, that's a win for you, right? Like that, that is a win for you.

So pause video and do that part right there. All right, now we're gonna move on to manufacturing urgency.

Now, urgency, it's, it's the basics, guys like it, it works, right?

If you, if we give people a shorter timeframe to make a decision, they're, they're more likely to buy.

There's a reason why urgency and scarcity sells.

In fact, I remember being like 15 or six, probably more like 16, and I was talking to a guy named Craig Clemens who does a billion dollars a year selling supplements, all right?

And I asked like, what's what's your best copywriting advice? Like for, for selling, you know, your product and services online?

Like, what's your best advice? He said, you know what, Ryan, here's what I would say. You could be the best copywriter in the world, the most persuasive copy ever.

And you send your email and I send my email and my email has insane scarcity and you're not allowed to use scarcity and urgency.

He said, my email will avert your email every single time. And at first I'm like, well that's, that's a cool concept.

But when you really think about that one thing, like it's one of the most powerful concepts out there, human beings, we innately are procrastinators.

We want to think about it, we want to sleep on it, we want to talk to our spouse partner because we wanna delay taking action.

There's a reason why people stay stuck for years and years at a time because they're delaying taking the actions they know they need to take.

And most of the time, the people who are on the phone with you, they know they need to move forward.

They believe it's gonna work for them. They trust you, they like you, they wanna buy, but something's holding them back.

And they use time delay as an excuse cuz human beings, we hate discomfort and we'll do anything to avoid it.

So when the discomfort around not moving forward is more painful than the discomfort of moving forward, and guess what? People are gonna move forward.

People don't do what's the best decision they do the decision that's the least painful, not the best decision. They do the decision that's the least painful, right?

And when the, there's urgency, it's really painful to lose out on the opportunity to get the dream outcome with the high perceived likelihood of achievement forever or to have prices go up, then it is to make the uncomfortable decision of making the decision they need to make and they know they need to make.

So manufacturing urgency, guess what? It's our offer. We get to decide basically everything around it. We have a monopoly on our offer, right?

We have a monopoly on our offer. We can do whatever we want with it. We can manufacture real scarcity, we can manufacture real urgency.

Now, here's the most important thing. It has to be true, right? We can make it true cause it's our offer, but we can't lie to them.

So we just make it true. It's that simple. How do you add urgency by adding urgency? So you just create a punishment for not buying on the first call.

That's it, right? Human beings are driven by incentives. As Warren Buffet says, ants go where the sugar lies and there ain't no way around it, right?

Where there's punishment people will avoid. And where there's pleasure people will go towards. So all we do is we put a punishment in place, a negative consequence for not making a decision.

And there's a couple ways to go about it. So if they don't make a decision on the call, consequence, because reason, that's the formula, right?

That's the formula. So we just have to decide what the consequence is and what the reason is, right? So what happens if they don't make a decision and we just choose, it's our offer.

Does the price go up or does the offer go away? Those are your really, your two options. Or maybe the bonuses go away, ready bonuses go away.

We gotta choose. So what do we want to happen? If they don't make a decision, what do we, what's the consequence we're putting in place, right?

For, for every action there's a consequence, positive or negative. So we gotta put a a consequence in place that aligns with what we actually want to happen.

So we put a consequence in place, you're gonna choose which one of these three that you want, or if there's another consequence that you can think of of I'm not thinking of now feel free to do that one, but it has to be painful enough.

It has to be painful enough to where they're actually gonna move forward on that thing. And then the reason why we gotta make up a reason, right?

What's the reason we're deciding that we're doing this? Again, this isn't, oh, we're gonna trick 'em. It's like, no, we're gonna put a cons, a real, a very real consequence in place for not moving forward and we're gonna pick a reason why.

So you can do a scholarship frame, it depends on what you're selling. If it makes sense, if you're like, Hey, right now we, we we're doing a scholar basically an on-call scholarship.

And the way it works is if you move forward, you get it at this price point, but if you wait till later, x, y, z happens.

So we're giving you a discount because of X, Y, Z. And then the other one is a fast action discount.

It's like, Hey, we have fast action based pricing to where to make a decision on the call. It's this price.

If you wait until later, that's totally fine, I respect that. But at the same time, price is gonna go up or bonuses are gonna go away, or you know, price goes whatever it, it's right, whatever, it's, but it's a consequence with the reason why.

That's all you have to do for urgency. So here's what you're gonna do. You're gonna pause on the video and you're gonna make up a consequence for not buying day one on the first call, and you're gonna give a reason why you're doing it.

And again, not bs you're gonna literally pick a true reason why starting today, right? So pause this video, do that, and then we'll move on to the next thing, which is manufacturing scarcity.

Okay, we're back. Next thing is manufacturing scarcity. So urgency and scarcity, again, slightly different. Urgency is time-based, and scarcity is quantity based, right?

So diamonds are scarce, but they're not, you don't have to urgently buy them, if that makes sense, right?

So scarcity also increases the value of something because the more rare something is, the more perceived value there is.

Now basically all you do for scarcity is it's your offer. You get to decide what the scarcity is. In fact, everyone thinks diamonds are rare.

They think that these rare things, and that's why they're so expensive. But really dult, I believe it's called, they have a monopoly on diamonds, and diamonds aren't scarce at all.

But because they have a monopoly on all the, all the supply, they only allow so much into the marketplace. They choose to make it scarce because they have a monopoly on it.

And the good news is you have a monopoly on your offer, which means it can be as scarce or as plentiful as you want it to be, you control 100% of the supply.

And the good news is this, you can turn your disadvantages into your advantages. If you're only selling a few packages a month and your goal is only, you know, 50 K a month, that means you only have five packages you can sell, you sell a month.

So set whatever your goal is for the month, you can just say, Hey, you know what, we're only doing six packages this month, and six could be your dream goal, but guess what, you're just setting a finite number on it right now.

We don't use this one as much internally because it doesn't sound super scarce to be like, Hey, we're only allowing a thousand people in this month, so it doesn't really help us.

But if you're, if you're at a smaller to medium size scale, which most of you guys are, you're under a few hundred k a month, just set a constraint of what you're, what you're gonna sell that month.

And now all of a sudden it goes from a disadvantage to an advantage that helps you sell it faster, right? Helps you sell it more efficiently. And then as you start to sell more each month, just raise the scarcity amount, right?

So there's only X spots left this month. That's all you're gonna say, Hey, we're, we're taking on five spots this month.

Or if your goal is a hundred K and you wanna make sure you, you pass a hundred k and that's really what you're striving for.

You say, Hey, there's only an, let's say you have a 10 K product. Hey, there's only 15 spots this month, right?

If you hit 15, that's your wildest dream goal at this current space or this current state. But the client doesn't, the client doesn't know that.

They're like, wow, there's only 15 spots this month. Holy smokes, I gotta, I gotta take action. And then when there's 14 spots left, you go, Hey, there's, there's only 14 spots left all the way down to one, right? That's all you need to do is you just, you limit the supply, number one, it's gonna increase the urgency of them making the decision and then be like, all I gotta move now.

And number two, guess what? It's gonna make it to where in a way it's a lot more valuable. Cause guess what?

It's limited. People value things that are scarce. It's human nature, right? And the good news is you have a monopoly on your offer, right?

Because it's a unique offer, it's not a commodity. You make it an offer. By doing all of these things, you have a monopoly on an offer.

And because of no one else on the planet offers that one thing, the the package that you offer, guess what that means?

It means you control supply, you are able to control the price, you're able to do all the things that a monopoly can do as a small business owner because you're creating an offer.

You're not selling a commodity, you're creating an offer. And that gives you unbelievable advantages. Over most businesses, they just sell their services as commodities, right?

So again, the goal is 10 clients this month, if you sell three, you're gonna say there's seven spots left on the call, right?

This, right plus this super powerful combo, super, super powerful combo. Or you say, Hey, the price is doubling after this.

Basically we have fast action based pricing where you can get it for 10 k on this call. If you decide to before later, that's totally fine, but it'll be \$20,000.

That combined with. And also, just so you know, we only have seven spots left this month and I have a bunch of calls lined up coming this week, and we're actually ramping to fill those spots a little bit quicker just so that we can focus on fulfillment the rest of the month.

Dude, that is a powerful, powerful, powerful, powerful combo. That being said, what you're gonna do is you're gonna say, Hey, what's my goal this month?

And then you're gonna increase it by 50%. And you're gonna say, how many units is that? And that's your scarcity amount.

Okay? So let's say you wanna sell \$150,000 this month. All right? Let's say a hundred thousand dollars this month. You're gonna say, alright, 150,000 is the number I'm gonna set the scarcity number at, and now I'm gonna divide it by my cost.

So let's say it's 10 K each, so I got 15 spots available, and every time you sell a spot, you're gonna go to 14 and then 13, and then 12, and then all the way down to one.

So that's basically what you're gonna do to add both scarcity and urgency. And also, here's the biggest thing. Do every single one of these things.

It's, it's what Charlie Munger calls the Lollapalooza effect in Charlie Munger's book, poor, poor Charlie's Almanac. Richard Almanac sorry, poor, poor Charlie's Almanac.

He talks about the 24 cognitive biases, right? And the, the, the, the reasons for human misjudgment. And although each individual one is powerful, what he said is the most powerful concept of them all is what he calls the Lollapalooza effect, which is the combination of them stacked on top of each other because it's an exponential effect.

And it's the same thing with creating an offer, right? You get the fundamentals right, but then you start stacking these things.

You have urgency, you have scarcity, right? You have a really, really good guarantee to where they feel like, heck, even in the worst case scenario, I'm better off than I am now.

And then on top of that, you have it to where it feels done for you. It goes from feeling, wow, this is a good offer that gets me a result to man, it feels like it's done for me, but in a scalable way.

And it gets to a place where you have bonuses that handle every single one of the objections going on in their head that you've figured out a way to deliver on.

And there's a clear path to getting them a result that is an extremely high value result that people truly, truly want.

And guess what? The combination of all those things to working in conjunction makes an offer really, really, really, really, really, really good.

It makes it toward, its easy to sell, and when it offers easy to sell, it makes your life so much easier.

It makes setting easier, it makes closing easier, it makes advertising easier, it makes hiring setters easier.

It makes hiring closer easier.

It makes the whole business less stressful and higher leverage. Cuz you're not fighting uphill, right?

You're going with the flow of the current.

You're not fighting the market. You're giving the market exactly what they want. So that's what we're aiming for. And that's why you don't wanna skimp on this process.

That's why you don't want to just go, yeah, it hits the urgency. Scarcity. Oh yeah, we got the bonuses, I'll do it.

I'll throw a couple random old things in to this area, we'll call it good. It's like, no, you wanna perfect this, perfect this.

So we're gonna spend the next 24 hours going through this checklist to make it irresistible. And the next probably 72 hours to the next week, making sure we're able to actually deliver on all these things, the bonuses that we added in figuring out how else we can make it, you know feel done for you.

Like can we create those templates and whatever we need to do for the done for you aspects that are scalable.

And the same thing applies. If you, even if you're at a lower level and you're just doing a service based offer where you are doing it, where it's not scalable yet, but you know, you're, you're, you're arbitraging a professional service.

Like you're, you're having someone else run the Facebook ads for you or whatever it is you're gonna go through and you're gonna do all these same things, right?

You're gonna make it to where it feels even more done for you than it already is. Like what are the other pieces that they're worried about?

What are the bonuses I could throw in that are gonna be like, holy smokes, how can I get other people to create them?

How could I partner with people to create them? What's the guarantee that I can do? What's the urgency I can do?

What's the scariest thing I could do? And I'm ranting, but it's super important you take time to get the offer, right?

Right? Everything on this whole thing is based around her mo's value equation. And this is the most simple way I've ever explaining I've ever seen and it's super, super good.

So gotta give credit where credit's due, but doesn't matter how simple it is, if you don't do it right, doesn't matter how simple it is if you don't do it.

So go through this thing and perfect it, it and take your time on doing it as fast as you can, but no faster than it should be.

So that being said, this is the offer checklist. Make sure every single thing you're, you're, you're like Santa Claus, you're, you're checking the list twice and making sure you're not missing anything.

Cuz everything on here is absolutely vital and we'll stack on top of each other. And again, any failure here is gonna cause a lot more problems down the line that you're gonna be overcompensating trying to fix when you could have prevented the problem to begin with.

Right? Intellectuals solve problems as Einstein says, and geniuses prevent them. I want you guys to be the geniuses and prevent the problems by creating an irresistible offer.

People feel stupid saying no to.