

Section 7.5: Organic Methods

Personal Brand: the overall process

Person 1: What is the macro big picture of generating leads with your personal brand?

Person 2: It's about creating authority and credibility, and converting your social media following into something you own, like phone numbers.

Person 1: What are some common mistakes people make when trying to generate leads with their personal brand?

Person 2: Many people focus too much on posting content and building a social media following, but don't actually convert that traffic into leads.

Person 1: What are the three big check boxes to follow in order to generate leads?

Person 2: The first one is having a link to get your free lead magnet and your bio so you can collect phone numbers. The second is messaging everyone who engages with your brand using a messaging framework. The third is posting content and growing your brand using a specific social media plan.

Person 1: Why is it important to collect phone numbers?

Person 2: It's important to collect phone numbers because it allows you to own your leads and communicate with them directly, rather than relying solely on social media algorithms.

Person 1: Why is engaging with followers and building relationships important?

Person 2: Engaging with followers and building relationships is important because it leads to more conversations, and more conversations lead to more conversions.

Person 1: What is Caleb's CMX social media plan?

Person 2: Caleb's CMX social media plan is a comprehensive plan that breaks down everything you need to know in order to grow your brand on social media.

Person 1: What is the ultimate goal of following these three check boxes?

Person 2: The ultimate goal is to generate good solid lead flow off of minimal organic traffic, by squeezing all the juice out of your following and turning those leads into sales.

Building a funnel from scratch: Overview

Person 2: How do I build a funnel from scratch?

Person 1: You need to build an opt-in page. This is for anyone who needs to drive traffic to their website or is trying to get their lead costs down. Whether your ads are already working or not, the process is the same.

Person 2: Alright, sounds good. So what's the funnel structure you use?

Person 1: It's just a three-step process. We start with an opt-in page that collects name, email, and phone numbers. It's mandatory to have phone numbers as it helps us optimize our ads and see the lead quality.

After that it goes to a thank you page or a sales page where we sell something else to recruit some front-end ad spend.

Person 2: Okay, and what kind of things should we sell on the thank you page?

Person 1: You can sell a webinar where you sell something for a thousand to three thousand dollars or a low ticket offer with upsells, but you want to make sure there's congruence between the offer and what they opted in for.

Person 2: Okay, got it. So, if we already have a webinar or sales page in fulfillment we're selling, should we implement a thank you page now?

Person 1: Sure, if you have everything ready to go, there's no harm in implementing it. But it's not a priority, so don't stress about it.

Person 2: "So what do you think is the most important part of creating an ad campaign?"

Person 1: "All that matters is the creative, the headline. If you have the opt-in page with the headline, that page is gonna convert for the most part, but overall the headline contributes 95%.

Person 2: "So what's the first step in creating a successful ad campaign?"

Person 1: "The first step is to write the headline first together. We're gonna go over a lot of principles around writing headlines and kind of the process we take. And then second of all, we're gonna build the funnel around the headline. Again, it doesn't matter what funnel type it is, as long as we have an opt-in page with the headline we created."

Person 2: "Okay, got it. And once we have the opt-in page, what's next?"

Person 1: "Next, we need to create an MVP fulfillment for the free lead magnet we promise in the headline. If we're opting in for a free case study or free training, we'll make a very short version with the general concept. If the opt-in rate isn't good on this page, there's no reason to waste time trying to create something perfect."

Person 2: "I see what you mean. And once we have the MVP ready to go, we launch the funnel?"

Person 1: "Exactly. If it works, meaning it has a high opt-in rate and we're attracting the right type of leads, then we'll make the freebie really good. If it doesn't work, we just keep testing until we cut the lead cost."

Person 2: "Okay, got it. So is testing a big part of creating a successful ad campaign?"

Person 1: "Yes, definitely. Testing is key. We want to put a lot of effort and emphasis on just testing the funnel and the headline on that funnel for what the opt-in is. The more we test, the cheaper the cost is going to be. It's the most cliché marketing thing, but it's true. Test, test, test, test, test."

Person 2: Can you give me an example of why testing is a big part of creating a successful ad campaign?

Person 1: When we were launching Air, we hadn't tested a lot of funnels in a while because we got one funnel to work. Truthfully, on one of the last offers we were running that was doing 4 million a month and it was running okay, it wasn't even that great of an opt-in rate. It was an expensive lead cost.,

Person 2: I see. What happened when you tested the funnel?

Person 1: We focused on just one constraint at a time. The first constraint we ran into was opt-in rate is really low and our cost per leads is really high. We launched eight new funnels the very next day with eight different headlines that were completely different from what we were offering.

Person 2: What happened after launching the eight new funnels to test?

Person 1: Two of the eight funnels started working and we were able to cut our lead costs dramatically. If something doesn't work, just focus on one constraint at a time and keep testing until you find what works. If you get something working okay and it's profitable, then maybe it's not the constraint for a while and you should just keep running it up until later.

Person 2: That's a good point. How do you keep improving efficiency while also maintaining profitability?

Person 1: You can hire someone on your team whose full-time job is the lower lead cost because your number one priority is increasing efficiency. You can increase how much money you're making from the leads, but with cost you can only cut so much.

Person 2: How can I get lead costs down by testing?

Person 1: You can get lead costs down just by changing the angle, by changing the messaging, and making it resonate with your audience.

Person 2: How do I know which message will resonate the most with my audience?

Person 1: Two different messages, two different headline angles of what the thing is will dramatically affect the market differently. One might appeal to a much broader set of the market and for that reason a much higher percentage of people click on it and opt-in.

Person 2: I see, so testing is important. How do you make the testing process efficient?

Person 1: When you're just trying to get opt-ins, it's really easy to test funnels because you can write a headline, create an MVP fulfillment for the headline, and it's more about the curiosity of the angle and what it is that you're promising than it is about the deliverable. And you can test really, really quickly, right? You can test eight funnels in a day. Again, I'm not saying you guys should create eight funnels out the gate to rip because you gotta spend a decent amount of ads to test each one.

Person 2: I see, that's good to know. So what's the math behind getting the cheapest leads?

Person 1: The higher the click-through rate, meaning what percentage of people who see the ad with the headline that's on the opt-in page click through, and then what percentage is the opt-in rate, how high is the clickthrough rate, how high is the Optum rate is going to equal the cheapest lead cost.

Person 2: Could you summarize how to build a funnel from scratch?

Person 1: "Start by creating a really simple lead magnet, like a one-page PDF or a short quiz, and focus on writing a killer headline that will make people want to opt in. Don't worry too much about the fulfillment of the lead magnet. Test the headline and see if people are interested in what you're offering. Once that people opt in and the funnel is converting, focus on creating a more robust lead magnet and fulfilling what was promised in the headline."

Person 2: What is so important about the headline?

Person 1: "It's what gets people to stop and pay attention, and if your headline isn't good, your funnel won't convert."

Choosing The "Big Promise" Of Your Headline

Person 2: "Whats the first step in creating a headline?"

Person 1: "The first step in creating a headline, is choosing the big promise that the headline's gonna be written around, it's an offer. We need to deliver a promise that the market wants. Choose the right big promise that appeals to the majority of our target audience."

Person 2: "So, how do we choose the right big promise?"

Person 1: "Choose a specific big promise that resonates with your market. People believe specific statements more than general ones." The more specific you are about the problem you solve and how you solve it, the more believable it is. When you understand the big promise that your market wants, then 80% of your headline is already written."

Person 2: "Could you give me an example of a big promise?"

Person 1: "You should check out what your competitors are advertising. Look for the big promise behind their headlines. For example, Frank Kern has ads about how to get new customers, how to get marketing courses for \$4, and how to get consulting clients using ugly ads, so you can get an idea of what your competitors are advertising and what their big promises are."

Person 2: That's a good idea. How do I know which big promise to focus on?

Person 1: You should pick the one that has the highest percentage of the market dealing with times the highest level of pain and desire."

Person 2: "Can you give me an example of high levels of pain and desire?"

Person 1: When we started doing air, we looked at what our competitors were advertising and what promises were being made. We found that people want more book sales calls, increased cash collected, decreased no-show rates, increased close rates, higher sales reps, and running ads. We wrote our headline around all of them and launched eight funnels, but we picked the one that we thought had the highest probability and wrote a headline around it."

Person 2: How can i know the people's pain points?

Person 1: You can talk to people in your market and really understand what their pain points are to figure out the best promise to focus on."

Person 2: How do I talk to people in my market?

Person 1: You can set calls yourself when you're first starting out to learn your market better than anyone. You only get the people who opted in for your service, and they're the highest intent leads."

Person 2: Okay, so what do I gain by talking to people in my market?

Person 1: "That's how you lower ad costs - by appealing to the masses within your market and writing a good headline around that."

Person 2: "I get what you're saying. So how do I write a good headline and appeal to the masses?"

Person 1: "It's not about how you say it, it's about what you say. 90% of copywriting is what you say, not how you say it. And I think most people get that backwards. if you write really basic, simple copy and headlines, you can still get high opt-in rates if you're writing to what the market actually wants."

Headline Writing Principles - 1

Person 1: Okay guys, so we're gonna be talking about some headline writing principles in this video before we even put pen to paper and even start brainstorming. So I want you guys to take really detailed notes and really take this to heart because when you're writing your headline, the more principles you apply from this, the higher your opt option rate's gonna be and the cheaper your cost per lead.

Person 2: Okay, got it. We need to pay attention to these principles to make sure our headlines are effective and cost-efficient.

Person 1: Exactly. And really, we're front loading the work. Our goal is to do this one time and get it right the first time. Hopefully, we might have to test a few times like we usually do, but the more upfront effort we put, the less likely we are to have to redo stuff later.

Person 2: I see what you mean. It's better to test it out in our heads first rather than spending money on ads and finding out it doesn't work.

Person 1: Yes, exactly. Now, before we actually start breaking down these principles, I wanna give an analogy of kind of the way Nicola Tesla used to run his experiments.

Person 2: Okay, sure. What's the analogy?

Person 1: Well, Nicola Tesla used to run his experiments by testing them in his head first. He would make it in his mind's eye and then start simulating it and looking for where it breaks.

Person 2: That's interesting. So he was able to figure out what was breaking and why it was breaking because of his first principle understanding of physics in the universe.

Person 1: Yes, exactly. And he would be able to fix it in his mind, fix it in his mind, fix it in his mind, and he'd run through it for days, weeks, months on one thing in his head.

Person 2: Wow, that's amazing. No wonder he was able to invent so many things successfully.

Person 1: Yes, and the same way Nicola Tesla had a first principle's understanding of the universe and physics and math is the same type of understanding that Caleb and I have built up over the years of studying psychology, understanding how human beings are gonna behave, how they're gonna react to different things.

Person 2: I see what you mean. You have a lot of context from reading books and studying different areas of experience, and then you test it out in your head before testing it out in reality.

Person 1: Exactly. And when you're doing something with ads, for example, you want to test it out as much as possible in your head before you ever actually test something in reality.

Person 1: "With these principles in mind, I want you to run every headline you write through these principles and ask yourself these questions."

Person 2: "Sure, can you elaborate on these principles?"

Person 1: "I want you to start studying psychology. Study all different types of schools of thought, classical type psychology, from like a more traditional psychologist standpoint. Also, study psychology from copywriters who sell through one to many sales and learning from salespeople who've had thousands of one-on-one conversations, and what they've taken away from those read books like 'Influence' or 'How to Win Friends and Influence People'. The more you understand human beings, the better your thought experiments are gonna be because they're gonna be rooted in truth."

Person 2: "That makes sense. How can we apply this to headline writing?"

Person 1: "When writing headlines, we tend to just write them and see what happens. But we should simulate the headline as much as we can from the mind of our prospect before we ever have it go live. This way, we can predict where we might mess up or what's wrong with it. And one of the principles is that you can't catch whales with minnow bait."

Person 2: "What does that mean?"

Person 1: "It means who you write to is who you attract. Your headline is your bait, and depending on what bait you put on your opt-in page is who you are going to attract. If you're fishing with minnow bait, you're not catching whales. And if you're fishing with whale bait, you're not catching minnows. Your messaging should attract the right clients, and not the wrong ones."

Person 2: "I see. So we need to be careful about the headlines we use, and make sure they attract the right clients."

Person 1: "Exactly. Even unethical scammers understand this concept. They intentionally write headlines that attract the most gullible people. We should apply this principle for good, and make sure we're putting on the right bait. Sometimes we put on bait that attracts broke clients or bad clients, so we want to make sure that we're running our mental simulations of our headline to attract the right clients."

Person 1: So what do you do exactly?

Person 2: I help coaches and chiropractors scale from six to seven figures.

Person 1: Okay, but are you converting those leads?

Person 2: No, because what I sell doesn't apply to them. I don't know how to help people get their first dollar online, or I just don't want to teach it. I'm trying to help chiropractors who are already successful and want to take it to the next level. But now I'm attracting all these broke people, and I don't know why.

Person 1: What's the problem with your ad?

Person 2: I'm calling out the wrong crowd. For example, "How to get your first sales call ever" is not going to attract the audience I'm looking for. Even if I'm trying to target complete beginners, it's not going to work. It doesn't matter how cheap our lead cost is if they're not good leads.

Person 1: So what should you focus on?

Person 2: The cost per qualified lead. I need to make sure my messaging is going to the right audience. I need to appeal to the right person, not the opposite. Ad platforms are advanced nowadays and will show my ad to whoever the messaging resonates with the most.

Person 1: But won't that make the opt-in more expensive?

Person 2: Not necessarily. It's more competitive in the pool of the right people I'm trying to talk to. The goal is to get the cheapest qualified opt-ins, not just cheap opt-ins. That's why we have a type form in our funnel to check the lead quality.

Person 1: What if you only talk to the top people in your industry?

Person 2: Then I'm appealing to a much smaller segment of the market, and I'm alienating everyone else in between. I need to find the right balance and appeal to the right person.

Person 1: "That's paraphrased, but it's an important one. It's a, it's a simple one as you can say. Also, another thing too, you can actually do from a more practical level is adding dog whistles into your headline to call out exactly who it's for. All right? Or a pre-headline or a sub-headline. Like, you know, if your headline's too long. So it might be like sub-headline, like the, the pre-headline."

Person 2: "What's a dog whistle?"

Person 1: "Dog whistle is a term used to describe a message that is targeted towards a specific group of people. For example, if you're targeting coaches in a client-based business, you might add a sub-headline like 'for coaches in client-based businesses' to call out exactly who your message is for."

Person 2: "Okay, I get it. So what else can we do to make sure we're getting the right audience?"

Person 1: "It's important to think about what you don't say as well as what you do say. You want to make sure that you're not saying anything that will attract the wrong type of person. For example, if you want to attract business owners who are already established and want to scale their business, you don't want to say something like 'this is how to get more sales calls' because that might attract people who are just starting out and don't know anything about sales."

Person 2: "That makes sense. So how do we simplify this process?"

Person 1: "It's all about the big promise, dog whistles, and what you don't say. If you can get those three things right, you'll attract the right audience. Sometimes you only need one of them to get the right people coming to you. For example, if you have a big promise that only resonates with a certain group of people, you might not even need to add dog whistles because the only people who want that promise are the people in your market."

Headline Writing Principles - 2

Person 1: "All right. The next principle of a good headline is novelty, right? This is one of the most important arguably principles when writing a headline and is novelty. And by novelty, I mean it's new, it's out of the ordinary, right?"

Person 2: "Yes, I agree. The human brain is wired to notice new and out of the ordinary things. It is a survival mechanism. We see something that's not within our daily routine, and our brain is trained to notice that thing."

Person 1: "Exactly. That's why we can leverage this principle to get attention. They notice it because it's novel, but also it's appealing because stuff hasn't worked for them in the past, right?"

Person 2: "Yes, I've been there. If someone wants a desired result bad enough, they've tried stuff, and it hasn't worked before."

Person 1: "That's right. If what you're advertising sounds like the old thing that they've tried in the past that hasn't worked for them, they got these subconscious beliefs that it's not gonna work. They're like, oh, that's, that's that headline on I've already tried that. That doesn't work. Oh, that's too similar to X, Y, Z. That doesn't work. People make these correlations and they write it off."

Person 2: "So, the headline needs to be something new and out of the ordinary. It can't be generic or similar to something they've already tried."

Person 1: "Exactly. The reason why the new ways are such a high converting, persuasive tool is that they're novel, so they get attention and stand out. There's curiosity behind it, which is probably the biggest driver of opt-in rate."

Person 2: "I agree. If you have a really high curiosity combined with a good big promise that they actually want, super high Optum rate, super cheap lead cost every single time."

Person 1: "Right. It cannot be the old way. It cannot be like if you have an opt-in that's like, for example, let's use the industry of getting clients. The amount of people who've already tried to do like a webinar is crazy high. So if you said a generic headline like how to get clients with a traditional webinar, what's gonna happen?"

Person 2: "Nobody is gonna opt-in. It's gonna be a very high opting cost, or you're gonna get people who are super green to the industry, and now you're just getting, like, again, it's attracting the wrong leads."

Person 1: "Exactly. It's like if someone's been in the market for a long time and they're existing culture or consultants and they're the ones opting into a funnel with the headline of how to get leads with a webinar, dude, they are not your ideal client most of the time because they're the most desperate part of the market who's the least educated."

Person 2: "Right. The headline needs to have novelty and curiosity to attract the right leads and get a high opt-in rate."

Person 1: Hey, have you heard of this company called Traffic and Funnels? They helped coaches, consultants and agency owners and had this whole campaign running for years that pushed multiple eight figures.

Person 2: No, I haven't heard of them. What was their campaign about?

Person 1: They had this two-step invisible funnel that gets them clients on demand or gets them a certain number of book sales calls. And it was the same funnel every other person was using, but they called it the invisible funnel.

Person 2: Why did they call it the invisible funnel?

Person 1: They just came up with a creative spin on it to add novelty to an existing result that people wanted. They wanted to make it sound mysterious, so people couldn't say it wouldn't work for them.

Person 2: So, what did they get out of this?

Person 1: They got some cheap opt-ins because it was really well done. It added novelty to the existing result people wanted, and they were able to show that they got results with it.

Person 2: That's interesting. How did they scale their messaging?

Person 1: Another example is P90X. They got people to get in shape by changing up their workouts every single day, and they called it "muscle confusion". They made it sound like a mystery, so people would be curious and want to opt-in.

Person 2: I see. So, it's all about coming up with a name for something that adds mystery or novelty.

Person 1: Yes, you don't even have to be that creative. You can just spitball a couple of things and go with one of them and call it good. You can also make it counterintuitive, which makes it even more mysterious. For example, "Free training reveals the number one productivity secret of billionaires. Hint: don't write a to-do list, do this."

Person 2: That's a good idea. It makes people curious and want to opt-in. Thanks for the tips.

Headline Writing Principles - 3

Person 1: "The next principle is curiosity. We already talked about it, but I want to go deeper. The biggest thing with curiosity is you want to leave people on a cliffhanger, right?"

Person 2: "I guess so. It's like a TV show. You get to the end of the episode, and they leave you on the biggest cliffhanger ever, and you just have to watch the next episode."

Person 1: "Exactly! Human beings are so naturally curious. If we tap into it, it's a really powerful thing. Our headline needs to be the cliffhanger. It needs to feel like the end of a really good episode of your favorite TV show, where you're like, 'Well, what is it?'"

Person 2: "Yeah, it's like you want to know what happens next. You don't want to miss out on anything."

Person 1: "That's right. And you don't want to reveal too much in the headline. You want to get them excited about the new thing, but not reveal how it works. You need to create so much internal pressure, and the only way they can know what it is, is by opting in."

Person 2: "I see. So you want to create curiosity, but also make it sound new and leave them on a cliffhanger."

Person 1: "Exactly! You don't want them to be contemplating if they want it or not. They should be like, 'What is it? I want that result.' And the only way they can know what it is, is by opting in."

Person 2: "I understand. So, you don't want to give away too much in the headline, and you also want to make sure it's not something they suspect it to be?"

Person 1: "Yes, that's right. You can take it one step further by saying something like, 'And no, it's not suspicions.' This increases curiosity even more because they will be wondering what it is."

Person 2: "I get it now. If we can do those two things, we're going to have a very high converting headline."

Person 1: "That's correct. So, the bottom line is we need to create curiosity and leave people on a cliffhanger to get a high opt-in rate."

Person 1: You need, the reason you a YouTube video gets clicked because there's curiosity, right? The reason a, a headline gets opted into is because there is curiosity, right?

Person 2: Yes, obviously there's all the things, but the ones we're talking about right now is curiosity. Like curiosity is a multiplier. When there's a result that people want, it's exciting and it's new and you have no clue what it is, and you're dying to know what it is, what's gonna happen. You're gonna have a high Optum rate. I promise you that. I don't care what industry in you're in, I don't care how boring you feel like your industry is, you can create something with curiosity, right?

Person 1: You can make curiosity out of thin air, right? It's like the, the world is given to the storytellers, the people who are able to conduct attention.

Person 2: And the cool thing is you can pay to get in front of as many eyeballs as you want if your ads are profitable. So it's like, all right, how do we make that the most of that opportunity? And the way you do it is with high impulse things, right?

Person 1: The more educating you're trying to do in your advertising, in your marketing, the more expensive it's going to be, right?

Person 2: Yes, that's right. I believe there's an old case study, and I'm probably gonna mess up this story, but you'll get the point. Like one toothbrush company or something like that was trying to educate the market on why they should brush their teeth, and it was like the most expensive campaign ever when it was like not a normal thing. Nowadays, it is very normal and they were trying to educate the market and it was the most expensive thing. There was no way they could possibly do it rather than just advertising to the market that already did that thing or they were trying to do it because the more educating there is, the more expensive.

Person 1: That makes sense. But what's the cheapest advertising we can do then?

Person 2: The cheapest advertising you'll ever do is high impulse advertising. The more of an high impulse advertising it is, guess what? The cheaper it's gonna be the same way people buy gum at the register. He's like, oh, I'll take some gum. Why not? Right? That's what you want the optin to be, right?

Person 1: Yeah, I get it. We need to add curiosity to the headline.

Person 2: Exactly. And again, I'm teaching you all these principles and what we're gonna do with them is when we're going through and writing our headline, we're gonna be running our mental simulations like Nicola Tesla does with these experiments and running 'em through this thing. Like, Hey, is there curiosity when they read this, are they curious? The answer is no. That's all right. Let's tweak. How do we make that that way?

Headline Writing Principles - 4

Person 2: What is the fourth headline writing principle ?

Person 1: Believability.

Person 2: Okay, I see what you mean. So, what are these four core principles you're talking about?

Person 1: The four core principles are curiosity, novelty, speaking to the right audience, and believability. And if you just run through these four core principles, I promise you your headline's gonna be really, really, really, really solid.

Person 2: I'm interested in the last one, believability. What does it mean?

Person 1: Believability is about credibility and proof. People believe things that are true, right? They believe things that they can see with their own eyes. We want to overcome the market's skepticism by adding proof to our headline. That way, not only is there insane curiosity, there's novelty to it. They feel like it's new, they don't know what it is.

Person 2: I see. So, how can we add proof to our headline?

Person 1: You want to show proof in your headline, not just make promises. Don't just say you can get someone more sales calls. Show proof in that headline. For example, you could say, "This allowed us to book 2,649 sales calls in a single month." If you add that into the headline and the result that you're promising is more sales calls and there's curiosity behind it, people will be excited about it.

Writing Your Headline

Person 2: How do I write a Headline?

Person 1: 95% of your results are gonna come from the headline. That's why we're putting so much time, energy, and thought just into writing a simple headline.

Person 2: Why is the headline so important?

Person 1: Well, the headline is what's going to get people to click and opt-in, so it needs to be attention-grabbing and make them want to learn more.

Person 2: Okay, so how do we come up with the best headline?

Person 1: Put yourself mentally into a purely hypothetical world and what you're going to do is try to figure out what the highest converting headline would be if we had zero boundaries on what we had to fulfill. You're not in logical, rational reasoning mode, purely creative mode of coming up with ideas.

Person 2: Alright, so how long should the headline be?

Person 1: Length's not gonna hurt you in most cases. You can break it up into a pre-headline, a main headline and a sub-headline if you need to. A lot of times a longer headline can actually convert better. If the extra words are increasing the curiosity or if it's making it more believable, there's a good chance it's gonna help it more than it's gonna hurt it.

Person 2: Person 1: How do I get the headline to pass the checklist?

Person 1: Right, we put ourselves into the mind of the prospect and ask if it meets the first principle, if it's new and exciting, and if it creates curiosity. We need to make sure it's specifically for them and that it attracts the right person. We also need to make sure we have proof to back up our claims.

Person 2: Alright, got it. And how do we come up with the headlines?

Person 1: We created 31 AI generated templates for headlines, and these are all great starting points. You just fill in the blanks. Here's the four-step process you're gonna follow:

Person 1: Step one, you're gonna write 20 unique headlines that are so irresistible that people in your ideal market won't be able to go to sleep at night because they're so curious to find out what it is. the top three to five headlines that you wrote, what you're gonna do is you're gonna look at it and you're gonna have these, the three to five over here and next to each one of 'em, you're gonna start playing with the headline one at a time until you get it to meet every single one of these criteria.

Person 2: Okay, got it. So we pick the one that naturally was the best headline based on being in the mind's eye of the prospect. Then we mold those headlines to meet the checklist that we have created.

Person 1: Yes, exactly. We want to refine and make sure we hit every single one of these points. So have that checklist next to you, like a pilot double-checking to ensure everything is met.

Person 2: And what if some of the headlines are missing some of the criteria?

Person 1: If any of them are missing, make sure you add those to the headline. If it's too long, add a sub-headline or a pre-headline to make sure it meets all those criteria.

Person 2: And what if we need more thoughts on our headlines?

Person 1: Go look at other headlines from your industry. See what other people who are crushing it are saying, who have a similar result that they're delivering.

Person 2: Okay, got it. And how long should we spend on creating a headline?

Person 1: You don't want to spend the next two months doing a headline. If you have to take longer than a day to do a headline, there's a problem. You're not moving fast enough.

Putting your headline into the funnel template

Person 2: How do I create a funnel template and put the headline?

Person 1: First thing you're gonna do is download the funnel template or you can create it from scratch. The design doesn't matter, just get the headline on the page, keep it super simple.

Person 2: Okay, got it. So what's next after creating the funnel template?

Person 1: First things first, opt-in page. Add your headline to the opt-in page, make sure it looks good on mobile, and make sure the phone number is mandatory on the opt-in page.

Person 2: Okay, that makes sense, what is the next step after creating the opt-in page?

Person 1: The biggest next thing is the qualification page where we are able to see and get insight on our lead quality and get immediate feedback. Create a tight form which is just like a Q and A, just a quiz ability to do like questions and quizzes.

Person 2: Got it. So we'll create a quiz to get insight on our lead quality. What kind of questions should we ask?

Person 1: We'll give you guys a list of questions to add. Depending on your market, you have to give a reason why you're asking them. So a lot of times even saying something like, Hey, we're giving you some free bonuses. Answer this quiz to these quick questions so we can customize them for you and then just send 'em some extra stuff based on their answers.

Person 2: Alright, that sounds good. What's next on the checklist after creating the quiz?

Person 1: Embed the Typeform on the page. We wanna make sure that we're embedding it on the qualification page rather than linking out to Typeform. That way we can make sure our Facebook pixel is able to fire. Make sure the Typeform forwards to the thank you page on completion.

How To Create Your MVP Without Damaging Your Brand

Person 2: What is an MVP?

Person 1: Minimal Viable Product.

Person 2: Got it. How do we create the MVP fulfillment?

Person 1: The easy way to create an MVP fulfillment is to create, for example, a one page PDF that breaks down exactly what you do like really quickly or a quick five minute video explaining it.

Person 2: Okay, and how should we deliver the MVP fulfillment?

Person 1: If you're just starting to get this thing live, don't put the freebie on the thank you page where they can see it on the spot. Instead, have it sent through email a few hours after they opt in.

Person 2: I see. Should we add anything else to the MVP Fulfillment Email?

Person 1: Yes, add a bunch of free other stuff into the email. So with an MVP fulfillment, it's not something we're super proud of. So just be like, Hey, this is a brand new thing I'm filming a longer one later. If you're not gonna create a longer one, send the free thing and over-deliver with a bunch of other free bonuses in that email that take you like five minutes to add in.

Person 2: Got it. And what if we need to make improvements to the MVP?

Person 1: You can launch before the MVP is done if you want. And then on the thank you page, just say thanks for doing it. Join the wait list. It'll be sent out in the next X amount of time.

Person 2: What if the MVP fails?

Person 1: Repeat the process, change a variable and compare the results till you resonate with the market.

Personal Brand: Creating Your Bio

Person 2: Why do I create a bio?

Person 1: The idea is to direct people to follow us and opt-in to our free lead magnet. Once we get a phone number, we can reach out to the lead, set up a meeting, and close the deal. The end goal is to deliver amazing results for our clients.

Person 2: Okay, so what's the bio template?

Person 1: The first bullet point in your bio should say, "I help avatar your market to whatever result you deliver, buy whatever your unique method is without, and then whatever the big pain point of the market is." This will attract your ideal market. You can write a credibility sentence about your past accomplishments. This will establish your credibility in your space. Sign off with a call-to-action to get your free training on whatever your lead magnet is. People should be able to click the link in your bio and opt-in.

Personal Brand: Messaging framework

Person 2: How do I turn followers into booked appointments?

Person 1: The first part of this is who you message. We have to convert people. We have to start conversations because conversations lead to conversions. Message everyone who engages with your brand, even for a like or a comment.

Person 2: Wow, so what's the messaging framework that we should follow?

Person 1: It starts with the social context, "Hey, thanks for the follow." or, "Hey, saw your comment on my last post and thought I'd shoot you a message." You're just getting a reason for reaching out and then you say, "I just created a lead magnet," whatever your free thing is that you're offering that's on your opt-in page. The link for the opt-in page should be in your bio.. It shows you how to headline whatever the big promise is, whatever it actually teaches people how to do.

The 3 free traffic methods

Person 2: What are the main traffic methods?

Person 1: Well, the first one is outbound methods. Basically, you find people in your market, whether it's on Facebook groups or in LinkedIn or somewhere else, start conversations with them, and turn those conversations into set calls and then those set calls into close calls and those close calls into clients.

Person 2: That's interesting. So, what's the second traffic method?

Person 1: The second method is affiliates. Essentially, you're finding people who've already spent millions of dollars building their audience, who will promote your offer for you in return for a percentage of the sales that you make.

Person 2: That sounds good. What's the third traffic method?

Person 1: The third method is free methods. This includes anything that doesn't require a paid ad, such as search engine optimization, content marketing, social media, and so on.

Person 2: That's great. So, which method is the best traffic method?

Person 1: Well, every single one of these methods works, but the key is to pick one and make it work. If you can't scale to seven or even eight figures off of one traffic source, it's probably not a good traffic source. Choose either outbound or affiliates as your primary free traffic method. You're gonna commit to one.

Person 2: Okay, got it. What about the pros and cons of personal brands?

Person 1: The pro of personal brand is warm leads. The only con is that it's not a hundred percent in your control. You can't increase the volume of how many people are watching your videos. If you're already doing a personal brand, you're already generating leads that way, we're gonna optimize it that way.

Person 2: "Which is the best approach for traffic, outbound or affiliates?"

Person 1: "Affiliates are probably the way to go versus outbound. But the question is, how many people are there in your ideal audience already on their emails? If there's a ton of potential affiliates, it's better to outbound to get one affiliate who will get you in front of a million people than just manually reaching out to potential clients."

Person 2: "I see. So, how do I find affiliates?"

Person 1: "Anybody with an audience, someone who's like a guru, an influencer, a company, a brand, or maybe the founder of a Facebook group. It's literally any single person who has the audience that you're trying to get in front of. It's best to just use other people's audiences."

Person 1: "Is it easier to use affiliates with B2B or B2C?"

Person 2: "It's easier to do affiliates with B2C than with B2B. But it doesn't mean that you can't find good affiliates for B2B. It just might be better to do outbound if that's the case scenario."

Person 1: "Okay, that makes sense. So, which one do you think is more effective, affiliates or outbound?"

Person 2: "Both work, and you have to do outbound for both of them. But if you wanna follow up with affiliates and really pound the follow-up game trying to get them to promote, it's really high leverage. Or do you wanna just start reaching out to people and get one client at a time? It depends on which one you wanna do more and which one excites you more."

Person 2: If I'm not locking in affiliates or we're not scheduling calls with our ideal market, what do I do?

Person 1: Then the messaging is off and all we need to do is tweak the messaging.