

The Most Important Thing

All right guys, in this video we're gonna talk about the most important thing. This is macro big picture before we even dive into creating your offer and really making your offer irresistible.

And that's this how capitalism works as a whole, right? At the end of the day, we're creating a business within capitalism, right?

We have a business within capitalism. And if we're not playing by the rules that rewards capital, that is rewarded in capitalism, we're gonna lose long term.

So how does capitalism work? Well, the market is an exchange of value. Simply put, the market is an exchange of value.

This is nothing new to you guys, but I really want us to like put emphasis on this. So we go into this with the right mindset, trying to create something that the market actually values rather than something that we like.

Now, when you create something, the market will perceive as more valuable than the money that they currently have, right? When you create something that's more valuable than what they currently have in terms of money, you create potential value.

So many people feel like when they create something that's valuable, that they've created value in the marketplace, and the marketplace does not care.

It doesn't reward potential value, right? It's just potential value. The same way if you raise a ball into the air, you have potential energy, but it's not until you let go of it that you realize that energy.

And so many people feel like if they build it, they will come and they spend so much time making something that they feel like the market's gonna love, and they get frustrated and confused when no one ends up buying it.

And because they've created potential value, they haven't realized that value. Just because you create potential value does not mean it's going to be realized, right?

More businesses die because they, people don't know about them than any other reason. Okay? Now, when you market, sell and distribute that potential value, that's when the value is realized.

Okay? But here's a key part. If what you're selling doesn't get people the promise result that caused them to buy, and what you be, what you've built will be a house of card that will eventually fall.

And what this means is yes, when you create something, it's potential value, when you distribute it, you realize the value.

But if the value discrepancy isn't what people thought it was going to be, then everything's gonna fall apart. Meaning when they buy a result, cause at the end of the day, they're not buying a deliverable, they're buying the result that you're promising, right?

That's how capitalism works. Everyone is buying a result. Even when you buy a pack of gum, you're not buying a pack of gum, you're buying the result of having the flavor, right?

Even though it's a silly little example, everything someone buys in capitalism is they are buying an outcome. And whatever outcome that you sell to whatever client base that you have, if they perceive it's gonna get them that result and they buy it and it doesn't, well then there's a discrepancy between perceived value and true value, okay?

And so even if we're able to create this potential value and we're able to realize that value by selling and distributing it, if it doesn't live up to the value that they perceived, everything will fall apart.

So this is the most important thing right here. You need to get clients' results, right? That's what I'm emphasizing right here.

You need to get clients' results. So many people, they focus on the deliverables, they focus on all the stuff that their customers get, all the stuff that their clients get, where they focus on all the marketing and the sales and the funnels and this and the that.

But they don't focus on the one thing that really matters. They don't focus on the one thing that capital's rewards, which is people getting what they actually paid for.

And they are not paying for more coaching, they're not paying for more consulting, they're not paying for more done for you parts.

They're not paying for fancier production value. They're not paying for any of that stuff. Nobody actually cares. The only thing they care about is that they get the result that they're paying for, okay?

The only thing they get, they, they the market cares about is that they get the result that they're paying for. So when you're selling something, it has to have a high perceived value more than the money that they have. And when they buy it, it has to live up to or exceed the value that they perceived or else you will not have a sustainable company over the long run.

And so many people in this industry overlook that, right? So many people just focus on the marketing and sales, or so many people just try to make it more flashy of a product that they're selling.

When in reality, all that matters is that you get your client's results, you get them the result that they paid for, and you over-deliver on it, right?

When this happens, this industry is at its best, right? You can change people's lives in a way. Most people can't.

When you're delivering a high value service or a high value offer because you're able to deliver at a higher level, people take it more seriously, right?

When people pay, they pay attention, as cliché as it is. But the opposite is true. When people do this just to make money, and they do this part really well, they just sell and distribute, but it never actually lives up to the value that they promise.

It's at its worst, right? Cause the last thing you want is someone paying for a high value offer and you buy it and doesn't live up to it.

And they're upset and they're unhappy, and it leads to refunds. And it causes nightmares and bad reviews. And that is not what you want.

We want you guys to have a long-term sustainable business. And this is such a priority in order to do that, right?

This is, this is mandatory, right? Or sorry, this is <laugh>. This is mandatory. We have to do this in order to realize that potential value.

But if that potential value isn't true, if it's just a mirage, everything falls apart. And I really wanna just harp and rant on this.

You guys go into this with the right mentality of I need to figure out how to get results. And every bit of effort I put into my fulfillment isn't into making it cooler or nicer or awesome, or for the client.

It's for making it to where they get more results. See people spend more time making, you know, if more flashy, they think when they work on their fulfillment, they're like, okay, well we need to make the the group have a better logo and we need to do X, Y, Z, and we need to make this look cool and ooh, this, this could be branded better.

But that is not what your number one thing on your triage is. The number one thing is can you get customers results in a scalable way, right?

So it's not just can you get your clients' results, but as you keep scaling and you keep growing the business, are you able to maintain, maintain that results rate?

Are you able to make it even better over time? Like that is what actually matters. It is not the the quality in which you film.

Let's say you, you have content created for you. You're doing, you're filming content to teach them stuff. They don't care.

You could be the worst quality camera ever, but if your clients get results and maybe see those results, you have a long-term sustainable business versus I know other people who've spent all this money on production, hundreds and hundreds of thousands of dollars on the quality of what they're making.

But they were focused on the wrong thing. They were focused on vanity, not the thing that actually mattered, which is getting people results, results, results, results, results.

I want you guys to obsess on it the same way you, you optimize marketing and sales to get the lowest cost per lead and the highest value per customer.

We wanna optimize our fulfillment in order to get the highest level of results for our clients, right? We don't wanna just offer our service and be, yeah, whatever the results are, they are, we wanna see, all right, where are people messing up?

Where are our clients struggling? And we wanna solve those constraints the same way we solve constraints from an acquisition side, right?

So we wanna look at fulfillment as an unbelievably important part of the business, one of the most important parts of the business.

And we wanna obsess on it the same way we obsess on sales and marketing. Alright? So no matter what, just make sure whatever it is that you do, whatever results that you promise, you're able to actually get them and deliver on that.

And when you're making your fulfillment better, you're not looking at how do we make it look cooler or how do we make it feel fancier?

You're looking at where a client's struggling, where are the holes in it? And how do I solve those constraints, which is the biggest constraint.

How can I solve one at a time? The people I know who've created the best fulfillment, they looked at fulfillment like a machine.

They said, what's my, my client's journey from where they are to where they want to be? What's every step along the way?

And where are people struggling? And they found the biggest part. People are struggling. They use machine mindset towards fulfillment. And they said, all right, how can we solve that problem for our customers?

And then they test this, they test that, and they test this and boom, they found something that works across the board and they get results, right?

And then they do what's the next constraint? People are struggling. They keep solving their fulfillment until they're able to get clients' results in an unmatched way to any of their competitors.

Like if you're able to do that, you will have more word of mouth, more clients coming to you than you could possibly imagine.

Listen, I know people who've literally built eight, nine figure companies, most of offer referrals, right?

They're not paying for every single new customers cuz their customers tell other customers.

And then those new customers tell more customers because of one thing. Not how fancy their fulfillment is, but cuz of how good their client results are.

Client results is one of the biggest differentiators between good companies and great companies. And truthfully, I don't think any company's good that doesn't get their clients results, right?

If you wanna scale to a massive level and you're not getting clients results, it will fall apart. I've seen it fall apart for so many people who are really, really good at this part, right?

Like, it, it's the worst thing ever. When you're selling, you're crushing, you're like, oh wow, we're, we're, we're focused on growing the business, but secretly the business is just collapsing in the background with clients not being happy and not getting results, right?

Cause you're building it this giant house of cards when you have this part, right? But what you sell isn't living up to the perceived value.

So very ranty, but is one of the most important things. And it, it's more than anything, it's not a tactic, it's a focus, right?

You, you need to make a decision that this actually is important to you, right? We never usually sacrifice our true values, but we sacrifice things that are second thought, right?

So you need to make it a value to you that customer results, customer obsession is important. And it's not just important, it's the most important thing.

The reason why Amazon grew to as biggest Amazon is, is cuz their number one focus is customer obsession. They wanna be the most customer obsessed company in the entire planet.

That's what they say. If you read every single one of Jeff Bezos's shareholder letters to am for Amazon from inception of when they first went public all the way to today, the number one thing he harps on, we're gonna be the most customer-centric company on the planet.

And that was the input goal, right? They weren't focused on their competitors, they weren't focused on the revenue. They never talk about that.

He said, if we are the most customer-centric company, we will win. And it's the same thing for you guys. If you focus on client results above all else, you will win.

So take that to heart. I want you to write it down in big, bold letters on whatever sheet of paper you're using to take notes and say, get client results.

And you're gonna constantly be running this through your head of, how can I get the more results? How can I get the more results?

The same way we're saying, how can we make acquisition and marketing more efficient? In the same way we're solving for constraints in the business, we're solving for constraints in the fulfillment machine. Mindset isn't something we use just to make more money in the company. It's something we use in every single aspect of the company, right?

Traffic, fulfillment, sales, everything. See, we're a customer's failing, all right? How can we solve that for them, right? All businesses is solving problems for, for our clients, right?

The person who's the best at solving problems creates for the best product. And so I want you guys to become masters of solving problems for your clients masters of getting results for your clients and masters of realizing when you're not getting it right.

When, when you're not living up to that expectation, looking yourself in the mirror and be like, all right, suddenly it needs to change.

Cuz there's been times where Caleb and I have scaled an offer to a million dollars a month and we're looking at the client results and it's like, Ooh, this isn't that good.

So we shut it off completely. And those are the hard decisions. Those are the decisions most people can't make. But when your confidence in your ability to scale a company is in your skillset, not in the the offer, then you'll have the the wherewithal to be able to shut something down that isn't getting clients' results.

Pivot to something that is, and then guess what we just do. The marketing and sales. Again, that part, this part can be applied to anything, right?

So this is the most important part. We need to make sure that we're getting clients' results. If we are doing something that gets clients' results and A valuable result, not just some random result, but a valuable result, a result of the market values and we're able to deliver that, we will be able to figure out this piece right here.

So that said, again, write it down. Get clients result results. Use machine mindset to get clients' results. And as we're going through this offer creation section, understand that this is all that actually matters, right?

If you're able to accomplish this, this is the, the 80 20 principle. This is the Pareto principle. This is the 20% that gets 80% of the needle moved, right?

If we're able to do this, creating an offer is cake. Someone who gets results for their clients in a massive way, creating an offer is easy.

Someone who doesn't, it's hard cuz you're just making this, you know, house of cards and this illusion that you're trying to keep up and that's the last thing you wanna do, right?

And also, the more you get results, the more easy it is to charge higher and higher prices. The more proof that you have, the more believability there is in what you actually do.

It is the one thing that makes everything else exponentially easier when you are creating and pricing your offer.

Creating an offer fundamentals

All right guys, in this video we're gonna be talking about the components of an offer. And there's really seven components of your offer.

And this applies to you whether you already have an offer that's absolutely crushing and you're doing a million dollars a month, or if you're starting from scratch and you're redoing your offer and you're starting literally from ground zero.

These are the seven components that matter that we focus on. And this is just overall macro context before we dive into making our offer irresistible and you know, packaging it and making it pretty.

So the first one is deciding what market you're serving. The second one is deciding what result you deliver. At the end of the day, guys, like we've talked about, this is really what matters, right?

The result that we are able to get for people, and this combo right here, these first two pieces, is the product market fit.

Like everyone talks about that, especially in like the VC world, but as simple of a concept as it is, if you take this one simple idea seriously, you can have crazy, crazy, crazy results.

Even if you look at, I have a Y Combinator pulled up right here, right? Y Combinator is responsible for all of these companies, right?

All these multi, multi, multi-billion dollar companies. Now, what do you think is the number one thing, really the only thing that why Combinator has these startups focus on, right?

Is it the marketing? Is it the sales? What is it? Is product market fit, right? They literally have people walking around with t-shirts that say product market fit.

The biggest thing they teach them is to get product market fit. And the reason why is it's, it's the lever that if you're able to get right, everything else really falls into place.

Everything else is easy, okay? But if you don't get this part right, you, you're fighting an uphill battle, right? You can't create market desire, you can only harness it.

And if you're just trying to like fit a round peg into a square hole, you're gonna be trying really, really hard and you're gonna do a lot of effort.

And if you would put that same amount of effort into a better product market fit, what's gonna happen is you're gonna get a lot more results.

Warren Buffet always says it's not what it's not how fast you row, it's what boat you're in, right? And the best boat to be in is the one with really, really good product market fit, where you get the market right, and you get the product right or the, the result, right?

Cause that's really what they're buying. When you're selling a client base, we have a client based business. And if you get those two parts right, everything else is gonna fall into place.

You can get a lot of other things wrong and still get massive, massive results. So those are the first two aspects.

And the third is how we get that result, how we deliver that result which kinda goes into that product market fit.

And then the fourth thing is deciding who is gonna create the fulfillment. Now, a lot of you guys, you already have your fulfillment done, created, you're already selling it.

But for some of you guys who don't have fulfillment in place, or you're starting from scratch, you realize, Hey, my offer was the problem and the reason why I'm struggling to, to get sales, cuz no one wants what I'm selling.

And you're re structuring fulfillment. We're gonna talk about who is gonna create fulfillment. We'll talk about a couple of options there.

And then fifthly, we're gonna talk about structuring your fulfillment, right? So many people are worried about like, all right, how do I actually arrange the deliverables to where they're willing, people are willing to pay higher ticket prices, especially as you raise those prices.

And we're gonna talk about that as well. Again, this is important, but way more important than that is this up here, right?

This is really what matters. People really don't care about the deliverables of the fulfillment as long as they're able to achieve this right here.

So although this is something we should focus on and we should get this part right, cause there's some really good proven ways of structuring fulfillment that we've found have worked for us and worked for other people.

Really what matters is, does it get the result? Is it an effective way of getting the result for people? And if the answer is yes that's really all that matters.

All right? So that people aren't buying fancy fulfillment, they don't care about the production value. What they care about is the fact that they're able to get results.

And if they aren't able to get results, it doesn't matter how much you invested into making your fulfillment look fancy and feel cool, they don't care if they didn't get results.

And at the end of the day, the only thing that your customers and your clients are gonna pay for is results. So you can promise the world. And if you aren't able to deliver, even no matter how fancy your fulfillment is and how much effort you put into it, people are not gonna be happy.

And your business is built on a house of cards. But reverse the reverse is true. If you're able to deliver that result and get massive results it doesn't really matter how your fulfillment structured.

People don't care. They're like, Hey, I'm getting results, we're good. But there is definitely some perceived value aspects of how the fulfillment is structured.

Cause obviously if you have an e-book that you're selling for \$20,000, and even if it gets the result, the people don't feel like they believe it's gonna get the result.

So that being said, we're gonna make sure we're structuring the fulfillment in a proven way. And then the next thing we're gonna talk about is pricing your offer.

How we're gonna actually price it and raise those prices. And a lot of the principles around pricing cuz really pricing your offer is one of the biggest needle movers you can have in your business, right?

Warren Buffet has a quote around price. Basically he says, businesses that are able to control their price have a wonderful business, right?

Where they're able to raise their prices without the market just competing them down. When you don't have a commodity based business, you have a really good business.

Cuz price is one of the biggest needle movers in a company. It's the biggest determiner of how much profit margin you have.

And here's what's really cool when you have an offer and not a commodity, we basically have a monopoly, right? We have our own little mini monopoly on our offer.

No one else in the world offers exactly what we offer and therefore we're able to fully control price. And guess what?

If you have a mini monopoly and you're not leveraging the benefits of having a mini monopoly, then you're, you're missing out.

So we're gonna make sure we're pricing our offer the right way. And then lastly, we're gonna be making our offer irresistible and scalable, right?

So if our offer's not scalable, maybe good to get our first few clients, but <laugh>, if we're trying to do seven figures a month or seven figures a year, then we're gonna be in a rough spot because we wanna make sure we're able to deliver the result, right?

Deliver the result that they're paying for at scale. So we're gonna make sure that When we go to actually scale our offer and we're, you know, we get ads working or whatever we're doing on the acquisition side, we're able to deliver the result at scale and we have a really, really irresistible offer.

So that is the, the macro seven components of everything. That being said, we're gonna dive into the very first one and the first one is your market.

Now, so many people just skip right over this part. They're just like, I, I have this, I deliver this result for people, I'm gonna start selling it.

And choosing your market is one of the most important things you do, right? Because if you get the market right and you're, you're serving a very hungry market, a starving crowd, then selling to them is gonna be very easy.

But if you're selling something to a market that doesn't really care, you're gonna be in rough spot. There's the old cliché marketing adage of if you have two hotdog stands, I think I've said this before, but if you have two hotdog stands and you're, you're one of them and you can pick one advantage to sell more hotdog than the competitor, what's the one advantage you want?

Right? What's the one thing that you get to have? What's your one thing that you get to have an advantage of the other guy?

And people always say, oh, I'll take the best hotdogs or I'll have the biggest sign or I'll have whatever it is. And the answer to that question, the correct answer is you want the advantage of a starving crowd, right? If you have a starving crowd, they don't even care what the hot dogs taste like, they'll just buy 'em anyways.

And that's the same thing with picking our market. We want a good market to serve. Now there's really two things we wanna look at when serving picking a market.

The first one is targetability. Right? Can we actually get in front of the crowd? Even if you have a starving crowd, but they're not like right there in front of you, guess what?

They're not gonna be able to buy any hot dogs. So make sure that you have a you don't want a target market that's like way too niche, right?

You don't wanna target a target. You don't wanna target a small niche within this market. So many people are like, they hear about nicheing down and being the, the specialist.

And although there's a lot of truth to that, we wanna be the specialist and be in a market where we're the expert.

We don't want to be serving such a niche audience that it's hard to find those people, right? We don't want our customers to be scarce.

We want them to be a plentiful resource that are easy to get the next one in, easy to get the next one.

And so what a lot of people do wrong is they pick a market where they're like, all right, I help chiropractors who have cats who are also single moms who struggle with this really, really specific pain point.

And like, that's my, that's my niche. And although, yeah, if you talk to that person and that's the only person you help, you're gonna convert them at a high amount.

It's gonna be really hard to get on the phone with those people because you have to talk to a thousand people to find someone who just is in your market that you wanna market that's easily targetable, right?

If you do outbound, you're outbounding them. You can easily find them in Facebook groups or on social media or in LinkedIn or you, there's affiliates who have lists of these people.

They're just plentiful. You want a market that is plentiful, all right? If your market's hard to get in front of, well, it's gonna be hard to sell to them, right?

You don't want a market that's this tiny little dot that you have no clue where to find them. So we wanna target the masses within a market, right?

Cuz market, if it's just a broad market, it's easy to get in front of those people. But we wanna target the masses within that market.

So we don't wanna be like, we help every kind of business owner, brick and mortar and this kind and that kind of this kind and that kind.

It's like, no, we help this type of business owner, right? Or we help this type of person lose weight or whatever, whatever.

It's, but you want to be able to target those people easily, right? On Facebook ads, on YouTube, ads on TikTok, ads on outbound messaging on affiliates.

If you can't target them easily, well then your market's a little bit rough, right? Your market's difficult. And the second piece is buying power, right?

So if your market doesn't have buying power, it's gonna be hard to sell stuff to it because they're not gonna be able to afford it.

Or even if they can't afford it, it's really tight for them. So really there's two types of markets, right? There's B2B where you're selling two business owners business to business, and then there's B2C business to consumers.

And now truthfully, business to business they have more buying power, right? It's harder to get in front of, a little bit harder to get in front of them, but they have more buying power and they can buy higher ticket things and they can buy more and more from you, right?

And the second one is b2c, right? And that's selling to consumers. Now. They don't have as much buying power. They still have buying power a hundred percent.

Don't feel like if you're selling to consumers, you're in a horrible spot, but they have a little bit less buying power.

And then for market segments of each of those, there's different business sizes and industries, right?

Some industries struggle a lot more than other industries.

If you're selling to, if you picked a small, let's use an example of restaurant owners who have one restaurant that's your business size.

The small, the smallest restaurants in the industry is, you know, restaurant owners. That's rough because the average restaurant has 3% profit margin and they're really, really tight on their margin.

And you pick the smallest size version of them. And if that's the only niche that you serve, it's gonna be kind of hard, you know, to sell them on it cuz they're, they're tight financially.

And same thing with consumer segments. If you're selling to, I'm just gonna use the example of you only help single moms, well, it's gonna be harder to sell to them than it is to sell, to stay-at-home moms because single moms just purely statistically probably make a little bit quite a bit less money than stay-at-home moms have in terms of disposable income.

So even though we can finance it the monthly payment is, is a much larger amount to them. So it's harder for them to say yes to.

Anyways, these are the really, the two things to consider. And picking a market's not black and white, like these are the good markets, these are the bad markets.

But really run this simulation in your head. And if you're struggling to, you know, to make sales, ask yourself, okay, is it the target ability of my market?

Am I having a hard time getting in front of them? And if the answer is yes, all right, can I change my market and just tweaking the market that you're serving?

Or is it buying power? You're selling to a very broke segment of the market, right? Am I like, if, if people can't afford what you're do selling to and you offer financing, it's like, all right, am I selling to a market that just does not have a lot of buying power?

And if the answer is yes, it's like, all right, let's tweak that. Now, one note before we move on to the next piece here is, I really believe it's far better to fall in love with the market and solve the problems of the market, right?

You pick a market that has both of these, right? Good, easily targetable has good buying power and it's better to fall in love with that market and solve the problems of that market than to have some solution that you personally have and be trying to force it into a market.

So many people, what they do is they have some solutions, something that they, they love, so passion and they're, they're trying to find a market for it.

And now, although you can for sure do that and you can find a market for, for a lot of things there's much more room for error.

Cuz you have this round peg and you're trying to find, find a round hole rather than finding a square, or sorry a square hole, or sorry a hole.

And then make exactly what you need to sell to that hole to fill that hole. The problem in the market, you're finding a gap in the market and you're solving that problem rather than having a solution that you don't really know if it fits the market.

And finding a market just to sell it to again, it's not that you can't find a market, it's just harder, all right? It's less guaranteed. There's more room for error. And if that's what you're doing and you're struggling to sell it, you should probably ask yourself it.

Am I basically selling something that I like and trying to get other people to like it too? Or am I finding a need in the marketplace?

And am I selling to that market? Selling to that need? You know, nine outta 10 businesses fail just as a whole, not even in the client industry, but in the marketplace.

And really, I really believe the reason why is there's a lot of reasons, but one of the main ones is people create ideas and they try to create companies out of them.

The companies that really succeed are the ones who create solutions to market problems. Or people will pay for solutions, they will pay for results that they already desire, but people create something and they try to force on the marketplace.

Now it's hard cause you're trying to create a market desire rather than harness one that's already there, all right? So that's, that's a really, really big thing.

And sometimes it's a hard thing to face, right? Sometimes we love what we do and we're passionate about what we do, but sometimes the biggest constraint in our market or in our business is that we're trying to force what we love on other people.

And it's not even a, a solution to a market need or market problem or a market desire. So that's a really, really hard thing to sometimes acknowledge.

But I've done that in the past. There's been things where Weeb and I have launched where we thought they were really, really cool and we like them, and then they were really, really hard to sell.

And like even get into the, the 50 k a month market was like a struggle with them. And it's like, oh, what's going on here?

We're we're doing everything right On a marketing side, what's, why is this so difficult? And it is because the market didn't actually want what we were selling, right?

So if, if you're selling, some people don't want to a market, it's hard. But if you have a market and you're selling to exactly what they want to solve, well then that's gonna work almost every single time.

So something to really keep in mind is your market. And again, these are all components that you should filter this through, and you should be running these mental experiments when stuff is, is hard and say, why is it hard?

Right? Why is this not working? And run them through these little mental experiments like, is it my market market? Is it hard to get in front of them?

Do they not have buying power? What's actually going on here? Alright, the second thing is the result, right? What results do you actually deliver?

Now the result, there's really two results that sell that you can charge high ticket prices for, and really two results only.

Either an ROI result where, hey, you pay me this amount of money and you make this much back. So a lot of times when you're selling b2b, that's what people are buying a lot of times, right?

It's like, Hey, you pay me this much money, I run Facebook ads, I'll make you more money than you paid me.

And it's easy to charge high ticket prices for it because it's, hey, you invest a dollar or you get \$2 back, and they're like, that logically makes sense.

I'm about it, right? With less effort or with less work, work, I'm, I'm all for it. So ROI based offers. So you're selling dollars for dimes. How hard is it to sell dollars for dimes? Not very difficult, right? If you go around, the hardest part about selling dollars for dimes would just be that people don't believe you. But if people believe you, you're gonna be selling those things all day long. And that's why ROI based offers really, really work.

That's why so many people have success selling to b2b, right? Whether it's to small size businesses, big businesses, B2B is always an easy sale and an easy, really high ticket sale because if you can get business owners more money than they paid you, it's not gonna be that difficult.

And they're gonna tell all the other owners around them. So with that in mind that's the first one. And then the second one is a solution to a high level of pain slash desire problem, right?

With that, in every good market, there's, there's, there's pains, there's desires, there's problems, right? If it's, if it's fitness, right?

You're selling to like the health market, it's people have a lot of pain, a high level pain attached to where they are, they're at right now, right?

They look in the mirror every single day and they don't love what they see, right? They're worried about not being at their kid's graduation because they're not gonna live as long because of developing serious health conditions like diabetes, heart disease, and all the things that come along with being severely overweight, right?

Or they, you're in a market where there's a, like, let's say even even to business owners, right? Like there's a high level of stress around a problem.

They don't know how to solve this problem. And it's this frustrating thing that takes so much of their time and you can solve that problem.

Now, every market, there's, there's solutions to problems. Sorry, not solutions. There's problems and desires and pains in the higher the level of pain or desire, the easier it's gonna be to sell, right?

The more emotion. So this is an emotional sale and this is a pure, a more logical sale, right? And the higher the emotion is around that level of pain and that desire, the easier it is to sell that solution, right?

The, the more people are willing to pay for that result, the easier it's gonna be to convert people over the phone because they want it so desperately bad, right?

This is the example of you want the starving crowd, right? You want the market that's easy to get in front of.

That's also a starving crowd. Now, people are always starving for roi, but when it comes to this, you want someone who's in so much pain, right?

Someone who wants to the solution to the problem. So desperately bad. And if you have to ask yourself objectively if what you're currently selling isn't one of those, one of these two things, all right?

Well, well, how can we, how can we make some tweaks, right? How can we change what we're doing?

Because if you're not providing an ROI, or you're not a solution to a extremely high level of pain slash desire problem, well then you're creating something and you're trying to fit a square peg into the round hole that is the market, rather than finding a round hole and then being like, all right, I'm gonna create, create a wooden dow that's I'm gonna sell to the marketplace that's gonna fit perfectly, right?

These companies didn't blow up because they came up with an idea, they blew up because they found a market and they found a solution to that market and they had product market fit.

And a lot of these are like tech companies, but it's the exact same underlying principles, same principle that makes a tech company goes from zero to a billion is the same principles that makes a client based business get clients really, really easily.

Now, a lot of times people wonder like, why do some client businesses seem to get clients like effortlessly? They don't even try and clients or seem to come to them, but with you, it's like, man, well, why is it so hard to get a client?

Everyone I reach out to wants nothing to do with what I have, right? And if that's, if that's the case, there's probably a lack of product market fit.

And sometimes that's a hard thing to acknowledge cause we love what we do, but at the end of the day, you have to look at business objectively.

You have to look at it without a emotion. And you have to say, all right, well, what do we need to do?

How do we solve the constraint? And if the constraint is you don't have product market fit, you need to either change the market or you need to change the product, right?

You need to change the result. I say the product, the result that you're selling. And it's a, it's a, it's sometimes there is no kind of going off on this.

It's a hard thing to do, right? It's when you, you have your company, it's your navy, you love it. It's a hard thing to do.

A lot of you guys, you guys already have product market fit. You already have it a result that people desperately want or it provides an roi.

And if that's the case, awesome, you guys already got this covered and you can also say, Hey, how can I maybe expand my market a little bit toward the target abilities a little bit easier?

Anyways, that being said, those are the first two aspects and honestly I'd say the most important aspects of creating a high value offer that you can sell for a high ticket price.

Thirdly is how you get the result, right? It's you're, this, is this the outcome, right? How do we actually achieve the outcome for our target market?

And really what it means is not like, well, I do coaching here. It's, it's not the deliverables. It's not I do coaching, I do it done for you service, I do X, y, z.

That's, that's the deliverables, that's the minutia. I'm saying, how do you get the result? What's the method? What's the strategy?

What's your unique solution to the problem? And then there's the coaching or the consulting or the dump for you service, et cetera, that implements that solution.

But this is the solution, right? It's not the deliverable. This is the deliverable. And so many people confuse the deliverable as a solution.

The solution is the method, it's the strategy, it's the solution that you provide. The deliverable is how you provide it, all right?

And the truth is, this is far more important than the deliverable. And so many people, they, the reason they're filming isn't scalable is cuz they're doing all this stuff because they think people are buying this, the deliverable when in reality they're buying the result and the method, right?

And if you get these two pieces right, you can structure fulfillment so that it's scalable, okay? You can structure toward it's scalable and people are still gonna buy it at the same rate, right?

Without hurting conversions too much. So that's the third thing. And then the fourth thing is who's going to create the fulfillment, right?

There's the market we serve the result, we deliver the method for delivering it, and then who delivers that, that result?

Like who creates the actual deliverable, right? And there's three options, right? First two, I highly recommend over the the last one.

You create the fulfillment yourself, right? Meaning you're already an expert. A lot of you guys watching this, a lot of you guys are doing 50 K a month, a hundred k a month, a million a month.

And if you're already the expert, you guys already have an offer, awesome. You guys know how to get the result already.

You already know you already have this down, you already have this down and you're the one who does it. And you have proof and credibility to back you because you've done it for others.

You've done it for yourself. Alright? So this isn't like, oh, I know how to get the result. I'll I'll teach it.

It's like, no, no, you already have proven that you know how to get the result because you've done it for yourself and or you've done it for other people and you are proven to get client results, right?

Not you think you can get client results if you're proven that you can get client results, that's the first type of person.

Most of you guys, if you're here you've already been doing this, right? If you're the expert, you've already been doing this and maybe you're gonna restructure fulfillment so that it's scalable.

Maybe just do a little bit of tweaking here and there to where we can deliver the result at an even higher level.

But you guys have already got this down pat. And then the second type of person is you're gonna outsource fulfillment to someone who is an expert, right?

If you're not an expert, don't pretend to be. So everyone, there's this whole cliché thing in this industry that I completely disagree with, which is, oh, everybody's an expert.

I disagree. Everybody is not an expert <laugh>. And guess what? Someone shouldn't pay \$15,000 to someone who's pretending to be an expert.

Shouldn't do it right Now, a true expert is someone's actually an expert charge whatever you want, right? You get to determine your price.

They, people can complain about it, but you're the expert. You determine your price. If you're not an expert and you're pretending to be though, and you you're telling people you can get a result that you don't know how to deliver, then guess what?

You should outsource the fulfillment in the beginning, right? Outsource the fulfillment to someone who's already an expert and knows how to get that result.

And there's two main ways you can do this. Number one, you can arbitrage professional services. This is a really, really, really good way if you don't have an offer and you're trying to get results for people that you can make sure that you get people results.

All right? So basically what this is is where you say, Hey, I'm gonna get people results with Facebook ads or whatever it is, right?

I'm gonna help business owners get an ROI with insert a professional service that is proven already, Facebook ads, copywriting, you name it, right?

There's a gazillion services, content creation, whatever it is, you're gonna do that service for them. And now if you're like, I don't know how to do that thing, that's the point.

We're finding somebody who does, and that's why we say arbitrage professional services. Now, a lot of times you can find people who are really, really good at what they do, but they don't charge what they're worth online, right?

Partner with proven offer

All right guys, this video's on partnering with a proven offer. It's literally how we do it. This is what we've done in the past and this is what I would do going forward if I was to do it again.

And I'm just gonna break this down for you. So overview, ideal structure. We're gonna cover that. We're gonna cover the ideal person to partner with.

Cause if you're gonna do a partnership deal, you wanna make sure you're partnering with the ideal perfect person or else it's better to just start something completely from scratch, right?

So it's like you, you don't wanna settle on a partnership. Some of the biggest mistakes you'll ever make is settling on a partnership, both picking the wrong person from a, like a, a character standpoint, number one.

But number two, if you partner with someone who has a bad offer, well then you're getting less margin on a bad offer and that's not a spot you want to be in.

Next we're gonna talk about where to find people to partner with. So like I'd recommend that if you, you don't know who to partner with, you should, you know, start something from scratch.

So you're not hoping to find a partner. That's not not the ideal situation. I want you guys to be able to move quickly.

But that being said, this is a great kind of idea to have in the back of your head so that when opportunity arises, you're kind of aware where that comes up set, or third or fourth first principles of landing a partnership.

So we're just gonna talk about some of the first principle concepts that you need to understand if you wanna land a partnership, landing a partnership, if you understand the first principles is super easy. Like every single event I've gone to for the last years, I have the opportunity to partner with like basically everyone I talk to.

Cuz if you under you understand these basic principles, you'll set up for partnerships really, really easily. And then you can choose which ones you want to do right?

At the end of the day, and most of my conversations, whenever I, I'm talking to someone who's got a great offer, what I'm doing is I'm laying the foundation for a partnership.

And if I want a partner I can, but a lot of times I don't. Cause it just doesn't make sense bandwidth wise, but I'm always laying the foundation that way I'm not missing an opportunity.

If one comes up, then we'll just talk about how to actually negotiate the partnership. And then what to do once you land the deal.

So this is gonna be a pretty in-depth video where we just go over all the concepts. So take notes really, you know, take this to heart because at the end of the day, a partnership could appear at any moment. And you wanna make sure that you're ready when that opportunity arises. So first things first is deal structure. Like how do we actually structure these deals to where it's a win-win and we're able to actually get someone to agree to give us a good profit share.

Especially if you don't have the same level of credibility. Like how do you get someone to agree to a deal that's fair to you, but it's also fair to them and they don't feel like they're risking anything by partnering with you, having no clue what kind of results you're gonna get, right?

Because at the end of the day, no one wants to partner with someone and have absolutely zero clue what the result is gonna be and give up percentage of their business.

They don't want to do it. So we're gonna basically make it a win-win where it's performance based to where there's no reason for them to say no.

But at the end of the day, it's still a win for you. And if you perform, You win. So what you do is it's, you get 30 to 50% profit that we generate.

That's basically the way we structure it is we do 30 to 50% of profit. We usually do 50 or more.

Me and Caleb will oftentimes do like 70%, but if you're starting out, you've never done a partnership before, you don't have the same level of credibility behind you.

30 to 50% profit that you generate, right? That you generate, right? That's the key word. So that's the first part of it.

I'm gonna underline that. Then if for some reason anything you test isn't profitable, you cover the losses ads, for example, right?

So the deal is, hey, you know what I'll do? We'll do XYZ marketing in the sales and we'll get clients and all the things that you don't feel like you know how to do.

And we'll take 30 to 50% and you give a specific number. Not the range of profit that we generate, all right?

Only the profit we generate. So whatever you're making or whatever your agency is making you or whatever your other partners are making you, you keep that a hundred percent.

Like I don't want to touch anything you're doing. I don't want to get paid unless I make you money. That's the way that I work.

I'm performance based 100%. And then if for some reason something I test isn't profitable, I will eat that loss. So all upside on your part, I take on any risk that we can incur, like I'm willing to take that risk personally.

And then next, if the revenue we're generating surpasses x a month, then we would get a percentage of the company and then we become actual partners.

So really it's like a trial deal. It's like, hey, if I make you a ton of money and I cover any losses we incur and then only if revenue surpasses x amount, crazy amount of dollar amount that they never before thought possible, then we actually become real partners.

But until then, hey, I'm just generating you money at no risk to you. And then this right here is hope, right? This isn't just good for you, but also it makes the deal seem way more enticing cuz it's like, ah, 30 50% of profit, maybe I want you to do that.

But if it's, hey, this guy wants to make me 30% of profit and he thinks he can get me to, let's just say a million a month, sure, I'll let 'em rip it.

Worst case scenario, you know, I, I get a little bit less profit on the deals that I otherwise wouldn't have gotten and he takes on any losses, but heck, if there's a chance that I get to X amount, I'll do that deal, right?

So it's not just good for you, but it gives them the hope of a number they never before thought possible, right?

It gives them hope. Hope is one of the most powerful human incentives, right? If people feel like there's hope, they'll do a lot of different things.

And then also what we say is they can end the partnership at any time for any reason before we reach that million dollar a month mark.

So really we're not pitching this right? This isn't what we're pitching, we're pitching this. It's like, hey, based off your offer, I'm so certain we can get it to a million a month.

Here's what we'll do, right? You keep everything that you're currently doing, any revenue you get, don't pay us a cent.

All we want is 30 to 50% of the profit. Give, give a specific number of the profit that I generate right on your offer.

And if anything I test isn't profitable or incur any loss or there's software costs that I need to do or this or that, or we hire a sales rep and you know, I I have to pay 'em outta my own pocket.

If anything happens, I incur the loss. You take on zero risk. And then if we get to a million a month, which I know we're gonna get there, but I know obviously I'm just some stranger telling you we're gonna get to a million a month.

But if we get to a million a month, only then do we become real partners. Where we get 30 to 50% of the company based off of whatever profit share that thing we have.

So it's like basically our profit share turns into equity if we get to a number they never before thought possible, right?

And you don't wanna say if they're at 50 k a month, you don't wanna be like, Hey, if we get you to a hundred k a month, would you, you know, do this deal?

You want it to be something outlandish, something wild or something that they don't think is possible, but something that you can do because you have systems that we have proven to be able to scale to multiple eight figures.

So this is really the overall deal structure. It's, you know, it's very loose. At the end of the day it's really more of a persuasive deal structure than it is anything else because now all of a sudden you get 30 to 50% of profit on an offer that you didn't create that's already proven.

That already works and it's a really, really good deal for you. And then also if you get to X amount a month, then you get equity in that company.

It's a really easy deal structure to negotiate because there's no risk to them. Worst case scenario, they can cancel the partnership at any time.

You know, best case scenario they get to this amount a month and also if there's any losses, you're the one who incurs those losses.

So it's super simple guys, but there's a reason why we are able to negotiate like a hundred percent of the deals we've ever tried to negotiate.

Like it, it's just easy because there's no risk to them and there's super high upside to them. And if it doesn't work out, then they can just cancel the deal like a week in.

So as long as you're not a total weirdo <laugh> there's no reason for them to say no. And like also this is on deals that they otherwise didn't have.

So it's not like they're giving up any percentage of what they're doing right now. All the risk is on you, but also it's up to you to perform, right?

And the reason why killed, and I always feel super confident making deals like this is cuz we always trust ourselves to perform.

And so you just have to like basically lean into your skills of what you're gonna learn and being able to actually implement and execute all the things that's inside air.

But if you do that, this is a phenomenal deal structure that is gonna be a win for you, a win for them.

And really just a win for everybody. All right? That said, who is the ideal person to partner with, right? The ideal person to partner with is someone who doesn't feel confident in their abilities to market, sell and scale their offer.

All right? That's the first thing, right? Doesn't feel confident in their abilities to market, sell and scale their offer. If you go partner with some crazy guru who already pushes millions of dollars a month, well it's gonna be a really hard offer to lock in cause they're like, dude, I don't need you.

Like I don't need another sales guy. But you want the person who already has credibility in an area of expertise, right?

Not only can they get people results, but they got credibility around being able to do the thing, right? The the that result.

And then second, they have an offer that people already want. There's not enough people know about it, right? The best place to be in is to find an offer where it is a really good offer that gets results for people. They have credibility, right? And guess what, no one knows about it. Like when they talk to people about it, they all want it.

They all, they they, they have a high conversion rate when they tell somebody about it, but no one knows about the offer.

They're just not good enough at the marketing side of things. And also, here's the big thing too, which I already said is it gets results and they have testimonials to prove it.

Like if you're gonna be partnering with an offer, you don't wanna be partnering with an offer where you got to do all the like, you know, offer building to begin with.

You don't wanna have to be like trying to get proof that it works and this and that. If that's the case, start your own offer, right?

But you want an offer that already has proof of results. And then also, this is a really, really big one.

They have scalable fulfillment, right? They have scalable fulfillment. You don't want them to have like one-on-one consulting or like a highly intensive dump for service.

And the reason why is because this deal structure's hard to negotiate. Cause they're like, man, it's not that they're giving 30 to 50% up, it's that they're giving their time up, right?

And they're having to trade their time and they're not getting paid in full for it cuz you're getting a cut.

But if fulfillment is scalable, they're not really giving up anything. It's like it wouldn't have those sales either way. And it's 30 to 50% of something that takes zero time to fulfill.

And there's this high pro or there's this chance that they get to a million a month that they're like, who knows, that'll happen.

But hey, it's worth the shot. So that's why you, you wanna make sure that they have scalable fulfillment.

And again, it's just way harder to negotiate a percentage if they have to do the work to fulfill on the clients, right?

It's way harder. And then lastly, and arguably the most important is you have to trust and align with the person you're partnering with, right?

You have to trust and align with the person you're partnering with. You don't wanna partner with someone who has a bad character, someone who doesn't align with your values.

Someone who doesn't have integrity and who isn't honest. I don't care how good the offer is. I don't care if you think the offer's gonna make you a gazillionaire, if they do not align with your values, they do not align with your principles.

You don't think they're a good person, right? You can't trust them. Don't do the partnership, right? I know it's easy to feel like, oh no big deal.

Like worst case scenario they screwed me over. I just find another offer to partner with. It'll just cause you guys so much headache.

Trust me. I have been there, Caleb has been there. Me and Caleb are very trusting people just naturally.

And we've been screwed over a lot, right?

We've been screwed over a lot and it's because we, we didn't listen to the whispers and therefore we had to hear the screams, right?

So if you listen to the whispers before you have to hear the screams, you're gonna save yourself a lot of headache, a lot of trouble.

Cause the last thing you wanna do is build up this offer and then you have a bad partner and you have to go separate ways and it's just a nightmare.

So with that said, make sure that you trust and align with that person that you're partnering with. The values are shared, et cetera.

And then here's the big thing too. Don't partner with someone unless they meet all of the criteria, right?

So it's, if you're gonna partner with somebody, partner someone who meets all the criteria, or just start something from scratch telling you guys, Caleb and I have made sacrifices on these before, right?

And what happens is it comes back to bite ya. So learn from our mistakes, learn from our trial and error.

<laugh> learn from millions of dollars lost, literally not an exaggeration. There's partners who have costed us millions of dollars because of just all sorts of stuff that I'm not gonna get into.

But you, you don't wanna partner with someone unless they meet all of these criteria, which means they're both a great offer, a great person, and it's gonna be easy to do a deal with them.

That said, where do you find people who meet all of these criteria? Cause that's a light a lot of criteria to meet.

So first things first, people you already know, most likely if you're watching this training is because you already have an idea of who you wanna partner with.

You know, people, you're, you're well connected and that's what made you think, Hey, I'm gonna go this path, right? So if you already know somebody, don't say our I like them.

They're good to go run them through this entire checklist, right? This checklist is vital. Second Facebook group, social media. Like a lot of times you're, you're in Facebook groups, you see people, you're like, man, that guy's got a great offer.

I would, I don't know him, but he's got a great offer. I, if I had that guy's offer, I'd be killing him, right?

If you see that person or reach out to that person, get on a phone call with him, right? Get on a phone call with him and see if you can negotiate a deal.

Next is networking and just asking for referrals, right? It's just, it's just going, talking to people and saying, Hey, who do you know?

Right? Do you know anyone who's got an offer that matches this criteria? You talk to friends and say, Hey, quick, quick question for you.

Who is the best offer you've ever seen? Right? The most irresistible offer you've ever seen. And just start asking people that question, right?

I'll tell you, if, if you know a lot of people in the space of like a lot of business owners, they're gonna be like, man, I saw this one guy, his name's Billy, and he's got this crazy offer where he does X, y, z.

Or another question you could ask, who do you know that has an offer with the best results rate, like the best client results, the most testimonials?

And just start asking your network That, right? And then if they say this person ask for referrals, Hey, you mind making a text intro, right?

And then lastly, and truthfully, this is where we've locked in so many deals that had so many deals presented to us, which is at events, if you go to business events, you're gonna find a lot of people with offers, right?

If you go to business and marketing events, you're gonna find a lot of people with offers who are looking to sell them, more of them to looking to scale.

And they don't know how yet, or they're not doing it at the level that they want to. So going to events is a really powerful one because a lot of times they're gonna meet this box right here.

And then obviously you gotta make sure they hit all the other boxes as well. But these are all really good places to find somebody.

All right? If you're, if you're looking for somebody, these are great places. And another thing too is these are great places to where even if you're not looking for a deal, but you're going, you're, you know, you already know people or this or that or you're going to events, just keep this in the back of your head so that when something does come up, you don't miss that opportunity.

All right? So here's the next thing. The first principles of landing a partnership, okay? Now you have to work the deal.

That's the biggest thing, right? You have to work the deal. This isn't a sales call, it's a negotiation. And that's what you have to understand, right?

And you're providing them with a risk free solution to getting them from where they are to where they want to be.

Okay? That's what you're doing. You're taking, giving them a solution you get from where they are to where they want to be of making more sales and getting in front of more people and helping more clients get more results.

You're a solution to them. That's literally a hundred percent risk free. Think about that 100% risk free because what do they have to lose, right?

You only get a percentage of new sales that they don't have to do any actual work to fill on. If for any reason you're not profitable on something that you test, you take the loss.

If revenue is generated, surpass the X amount, they're like, heck, that's a win to me. If it gets to a million a month, I am happy.

But if something doesn't work out between now and then, they can cancel the partnership at any time, right? It's, it's risk free on their part.

That's it. It's risk free. Often people don't want to partner with people they just met. So nurture the relationship. So even though it's risk free, nurture that relationship and work that deal, right?

Nurture the relationship and work that deal. Show them you can help them by actually helping them. Don't just be like, alright, I'm gonna go shoot a deal.

But like give them advice, provide them help, right? If you have ideas for them, tell them what they are.

Don't feel like I need to keep everything a secret because you can always help someone get from where they are to where they want to be and then they get here and then they're trying to get here and they don't know how to get there.

And literally everything that's inside of here, that's inside of air is everything. You need to go from zero to nine figures.

So it don't really matter where they're at, you're gonna be able to keep helping them. Nextly, if that's even a word, <laugh>, the more of an expert you are, the easier it is to close the deal.

The reason why kale and I can go to an event and even if we don't say anything about we've done what we've done in the past, we could land a partnership with almost anyone we talk about is because when we talk to them, they know we're an expert, right?

They know we are an expert. Cause when we break apart their business and we start saying, well what about this piece?

And what about this piece? Have you tried this? Have you tried this? People can feel it, people can sense it.

And when you feel like you're, you're an expert or when they feel like you're an expert, they want to partner with you, they feel like you're the solution to getting from where they are to where they want to be. That said, go through all this training and become an expert on scaling an offer. If you're trying to a partnership deal, you need to be an expert cuz if not, why partner with you, right?

Why partner with you if you don't know how to get them from where they are to where they want to be and you're not actually an expert, there's no reason to partner with you, right?

Charlie Munger says, the world's not yet a crazy enough place to reward undeserving people, right? So if you wanna get what you want, you have to deserve what you want.

And if you wanna land a good partnership, you have to deserve a good partnership, right? They should feel like they're getting the better end of the stick and they should be, right?

Cause if you know what's inside of air and you understand the principles and the processes that we teach and how we've implemented them to scale every single one of our companies, well then guess what?

They are getting the better end of the stick. You should be getting 80% of that deal, 90% of that deal for implementing these systems into their business.

Heck, you should getting 99% of these percent of their company for doing it. And they only gotta give up 50%.

Like they should be getting a better end of the stick. And the only way that happens is by you becoming the expert who knows how to actually get the result.

Who's deserving of that partnership, right? If you want the part, you want a good partnership, you have to deserve a good partnership.

And next it's a numbers game, right? The more people you have conversations with, the more likely you are to land a partnership.

It's that simple, right? If you talk to one person, you don't land a deal. Of course not. It's a numbers game, right?

But if you talk to a ton of people and everyone you talk to, you're always, you're setting up for a deal, you're setting up for a deal and you're always working deals, you're gonna land a partnership really, really, really easily.

So these are the first principles of doing it all right? Of landing a deal. First one is you have to work the deal.

You gotta nurture the relationship. Cause a lot of times people don't wanna do deals with someone within five minutes of meeting them, right?

You have to become an expert, right? You gotta understand all the principles, all the processes, all the SOPs inside of air like the back of your hand.

If you want to have a really good partnership, you wanna get a good partnership, you have to deserve a good partnership.

Charlie Munger, right? The world's not yet a crazy enough place to reward undeserving people. And the next it is a numbers game.

The more people you talk to who have good offers and you set up partnerships with and you nurture those leads, the more likely you are to land that deal.

You get a really, really good partnership. And again, this is why we, I recommend that if you don't already know somebody who you can do a partnership deal with or there's not already people off the top of your head start an offer from scratch.

Cuz rather than playing this numbers game, you could be focusing on building an offer from the ground up. But for those of you who already do know a lot of people that you can partner with, or there's just some offers that you're like, man, if I had that offer, I'd be able to crush.

This is a great way of being able to do that. And if you find an offer that you're like, man, I could crush with that offer and you aren't able to get that deal, go find a similar offer.

Usually offers or a dime a dozen people, there's tons of people who have very similar offers. Go find the next person and see if you can get a deal done with them and then how to negotiate that deal.

All right? So those are the first principles, but how do you actually negotiate that deal? Well, it's pretty simple. You're gonna use the exact same principles from the closing section.

Psychology is psychology is psychology, is psychology. So the same psychology that goes to getting someone to buy a \$10,000 offer or a \$20,000 offer a \$30,000 offer a \$50,000 offer, a hundred thousand dollars offer a \$1,000 offer.

A hundred dollars offer is the same psychology to get someone to do a partnership, right? When the, the pain of where they feel the pain of where they're at, they see where they want to be, and the desire and what it's gonna feel like when they're there and they don't know how to get there on their own and they feel like you're the solution, then they'll do a partnership, right?

The only difference is the solution to their problem is a partnership rather than an offer. So it's literally the exact same principles from the closing section and closing a deal.

That's it. Super simple. You figure out where they are, where they want to be, you create doubt in their ability to get there on their own.

And usually the best way to do this is by bombarding them with questions and the little pieces of their business.

Have you tried this? Have you tried this? Well, what about this? What about this? And they're just like, I don't know what's going on, but you seem like you do.

And then they feel like you could help 'em, right? And by explaining why what they're doing, X, y, z mathematical make, yeah, sorry, make them feel like you feel like you could help them by explaining why x, y, z that they're doing mathematically won't work.

And overwhelming them with ideas and solutions and leaning on the credibility of error and our ability and and our credibility and how much we've, sorry, and how much we've invested you invested into it can massively help you do that.

Making them feel like you can help them by actually helping them, by asking them really good questions by coming across as the expert and by leaning on the credibility of air and what we've done, right?

Because the good news is you don't have to be an expert from scratch. You literally get a stand on the shoulders of us who are standing on the shoulders of so many other people.

So if you're feeling like an imposter, it's like you're the exact opposite of that, right? You, you can land a partnership better than anybody because you have systems that nobody else has.

And then when you feel like they want your help, you simply present the partnership deal, right? You present the partnership structure we talked about above.

You just break it down to 'em in a super simple, logical way. You don't gotta do anything tricky. You literally just say, Hey, here's what I'd love to do.

I'd love to partner with you, right? It's a trial run. Let me just see what I can do, right? If it doesn't work out, you can just cancel the partnership.

But I really believe in what you do and I wanna help you guys. So let's do this. And you just walk 'em through the partnership structure.

And then once you land the deal, all right? And this is the part that everyone overlooks, they're like, all right, how do I get a deal?

But once you land the deal, what do you do then? Well, you go through the rest of your, the training, like it's your own offer and you take it piece by piece and you literally pretend, this is my offer.

This isn't somebody else's offer, this is my offer. And you, you treat it as such. And when you do that and you go through it and you just keep obsessing on it like it is your life the same way someone who is an expert in their own right is obsessing on creating an offer and obsessing on scaling it with air.

You're gonna do that exact same thing with somebody else's offer. And then next, you're gonna keep nurturing that relationship, right?

You're gonna obsess on the offer, you're gonna obsess on getting results, and you're gonna keep nurturing that relationship. You're gonna keep building more trust.

You're gonna talk to them on an ongoing basis. On a regular basis. You're gonna update them about everything that you're testing, everything that you're trying.

And one of the big things is setting expectations, right? You're gonna let them know you're in testing and dialing in phase and you're not gonna tell 'em, Hey, I'm gonna come out the gate and we're gonna do 10 million.

You're gonna say, Hey, what's gonna happen is I'm gonna be testing and trying things at a small scale, a very small scale.

And then once we get things to work, and sometimes it's literally immediately, and sometimes it takes a few weeks and sometimes even a few months, right?

Sometimes a couple quarters. But once we get something to work at a small scale, you're gonna break down mathematically what that looks like.

Because once you get something to work at a small scale, then you're gonna be able to duplicate it over and over and over and actually be able to scale it.

So if you do these things, you basically go through the rest of the training like it's your own. Once you land a partnership, you keep nurturing that relationship, you have a really good communication with them, and you set really clear expectations.

You don't exaggerate what's gonna happen in the short tier period of time. You let them know that there's gonna be testing in trial phase where you're dialing everything in, right?

But then once you get it to work, it's as if it's your own offer, right? You can scale it from zero to seven figures like that.

The moment you have paid ads working or from seven figures to eight figures, the moment you have something that works and a lot of times you find somebody who has an offer and they already have something kind of working, it's just not working quite good enough.

So you only have to make a few small tweaks and you're not starting completely from scratch, which is super, super good.

Which one of the benefits of partnering with somebody, and I highly recommend it. So just to recap real quick, we went through our deal structure, which looks just like this, and that's exactly how you're gonna present it to somebody.

The ideal person to partner with. We went through the checklist, do not make any compromises when it comes to this checklist.

I promise you, you will forget it later. We talked about where to find those people. We talked about the first principles of landing a partnership and really just being willing to work a deal, right?

Being willing to become the actual expert to deserve the partnership that you want. And then understanding that it's a numbers game that the first partnership you try to land most likely isn't gonna go through.

And then next we talked about how to actually negotiate the deal. It's using the exact same principles as a sales call, right?

The exact same principles in the closing section. When people feel like they feel the pain of where they're at, they see where they want to go, they don't know how to get there on their own, and they see you as the solution they're gonna wanna do a partnership.

It's really that easy. It's not super complicated. If you're not an expert, they're not gonna see you as the solution.

But if you are it's not, it's not difficult. It's a very easy thing to do. Partnerships will literally seem to just appear outta nowhere.

The more and more of an expert you become. And then once you land that deal, you're gonna go through the rest of this training.

Even if you've already gone through it, you're gonna go through it step by step as if it's your own offer. And then you're gonna keep nurturing that relationship with your partner. You're gonna have constant communication, and then you're gonna set expectations accordingly.

So they know out the gate, you're not gonna come out swinging because if you say we're gonna get to 10 million a month, and then you come out the gate and there's no sales, it's like, forget this guy, I'm gonna end this partnership.

Right? A big thing with, with a partnership is just having seriously, seriously good communication and trust. And that comes from setting realistic expectations, saying, Hey, the plan is we're gonna get you to a million a month.

And I'm a hundred percent certain we will get there. Like literally zero doubt in my mind. I will bet my life on it.

We will get to a million dollars a month. That said, the way this process works is very simple. In the beginning, it's testing and dialing in phase.

All we're trying to do is get proof of concept right In the beginning, we're gonna see almost no results. And that's how this process works because we're gonna be testing really, really small, subtle things at a really, really, really, really tiny scale.

But once we get that proof, then we're gonna be able to scale it, right? It's binary. Either we're able to scale or we're not able to scale.

There's no in between, right? Either ads or profitable. We're able to scale the moon or they're not profitable and we can't scale the moon.

It's very, very binary. So in the beginning, most likely with someone else's offer, unless they already have ads working. And if that's the case, you are in a good spot.

But if they don't have ads working, you'll be testing with like more organic methods. You're gonna be tweaking the offer and dialing stuff in.

And you just have to set really, really clear expectations and explain what you're doing to them, why you're doing it, and really just keep them updated and make them feel excited.

Your goal with nurturing that relationship is your partner's constantly excited. Whenever you feel like they're, there's certainty and you kind of dropping or you feel like you know, they're, they're not really sure if this is a good idea to keep staying partnered with you.

You gotta get their certainty level up. You gotta rein set expectations. You gotta get them refired up about the future, about where you're going.

You gotta pitch vision. And if you do this, you follow these simple principles. You can land really, really, really good partnerships that are extremely valuable to you.

And this is a great way to get an offer working. If you don't have one yourself and you don't want to create one, you wanna have kind of a skip button.

And skip buttons are a really great thing and partners are a great skip button when you find the right one.

Overview on pricing

All right guys, this is a quick overview on pricing and what we're gonna cover going forward in this section. Now at this point, you should know the market that you serve and the results that you deliver to that market, right?

At the end of the day, what people are buying is they're buying a result that they care about. And if we don't have the right market and the right result, then what's gonna happen is pricing's gonna be very, very difficult.

But if we have a market that we serve and a result, a result that they really, really want, it's gonna allow us to have a lot of control on raising pricing and having a lot more flexibility on how much more profit margin we can squeeze out of our offer.

That said, let's move into kind of what we're gonna be covering. The first thing is a couple core concepts three of 'em to be exact.

The first one is value versus price, right? We're gonna talk about the difference between the two and really their relationship.

All right? And then the second thing is price versus profit. We're gonna talk about the asymmetric relationship between the two, and it's something that is a little bit counterintuitive, but when you understand, you realize that it's okay that when you raise your price, you'll have less customers because profit goes up dramatically.

And we'll really break down the math behind how that works. So you understand how much you can pull the lever, and you're not looking at just the, the top line, like, oh, I made less sales, but you're looking at the bottom line of, okay, which was a more profitable decision.

The third core concept is simply price elasticity. This is a super, super, super, super powerful concept that allows us to make the most amount of money possible per lead, right?

Our goal is not to make the most amount of money possible for every client. Our goal is to make the most amount possible for every lead, right?

So we wanna make the lead that have a lot of money. We wanna be able to charge more for those leads, right?

And the leads that don't. We wanna be able to charge less for those leads. We wanna maximize the amount of money we're able to get from every single lead that we pay for, because at the end of the day, efficiency determines our profitability, right?

When it comes to advertising. And so price elasticity is another lever we can pull on to where it's not a binary, this is our price, but it's more of a, a spectrum that allows us to make more money from the leads that we have.

And then once we understand these core concepts, then we're gonna do a few tweaks, and we're gonna go through the irresistible offer checklist to make sure our offer is irresistible and has all the components of an irresistible offer, and then secondly, that it's also scalable, and then we can scale our fulfillment.

And then once we've done this with this all in mind, then what we're gonna do is we're gonna pick our ideal price point.

We're gonna settle on our price point that we're going to be charging for our offer. Now, there's a few big realizations I want you guys to have before we actually dive into this, all right?

And then here's the first one, price is one of the biggest leverage points in any business, right? Like, I already kind of said it going into this, because that's how big of a realization it is.

It is one of the biggest leverage points in our business. And at the end of the day, it's our price.

We get to determine what we charge, right? Customers are gonna complain regardless of our price.

They're gonna say, Hey, it's too expensive.

And we raise our prices. They're gonna say It's too expensive. And if we lower our prices, they're still gonna say It's too expensive.

People are gonna complain about prices either way. And guess what? That's not what we're optimizing for. We wanna optimize for what's most profitable for the business, all right?

And really the, at the end of the day, raising price, yes, you might get some more complaints about it, but it can make a massive difference.

Now, just to give you like a little bit of an example of how powerful this is. Now, Frank Kern once had a client named Brooke Costello.

All right? And now Brooke Costello now is super, super, super successful. She's like 50 million a year. And all of us really from following Frank's advice, right?

This main piece of advice is really what kickstarted that success. When she first became a client of his, she asked him, she came to him and said, Hey, what do I need to do to scale?

And he's like, well, what's, what's your concern right now? She's like, I just have all these clients and I, I don't know how to get more client, or I know how to get more clients, but I can't even fill on them.

What should I do? And he's like, well, just try doubling your prices. And she's like, oh, no, no, no, no, no, no.

I can't deal with my prices. I already charge a lot. And he's like, well, just, just give it a shot.

She's like, I can't do. That's like, just, just try it anyways. Just give it a, give it a go. If it doesn't work, you can blame me.

So she goes back to her business and she does the scary thing. Reluctantly, she doubles her prices, and what happens, her business doubles.

She literally doubles her business just by doubling her prices. Nothing else changed. She got the exact same amount of clients, but guess what?

She was charging twice as much. So she goes back to Frank like three or six months later, and she's like, Frank, my business doubled.

Thank you so much for that advice. What should I do next? What's the next thing I can do to grow my business?

Right? She's like, is it a new funnel? Is it a new strategy? What should I do next? And Frank's like, well, at work last time, let's give it a go.

Nothing really even changed conversion rate wise, so let's double your prices again. And she's like, again, no, no, no. Whoa, I already doubled my prices.

I was already expensive. I doubled them and I, it doubled my business, but like, this is the max I can't charge anymore.

And he's like, just give it a shot again. Blame me if it doesn't work. Just try it for a few people.

See what happens. So Brooke Costello goes back and reluctantly she doubles her prices again. And what happens? Her business doubles again.

For a second time, all she did was double her prices and her business doubled, and then it doubled again. And she goes back to, frankly, oh my gosh, it worked.

My business doubles. Really, my conversion rate didn't change, but guess what? I doubled my prices. So I made twice as much, and I had even more profit left over because of this up here, which we will talk about.

So she's like, what's the next thing I'm gonna do? Right? What's the, what's the next hack? What's the next strategy?

What you're telling me is working, what's the next thing? And Frank's like, just, I don't know. Just give it a go again.

Double your prices. If it, if it ain't, if it ain't broken, don't fix it, right? If you keep raising prices that people keep buying, just keep on raising them, right?

And she said, all right, man, I'll, I'll do it. And she raises her prices again. And guess what happens? Her business doubles again for a third time, Right?

That is the power of price. If you have the ability to raise price and still get the same amount of customers, or get even less customers you are in a powerful business, right?

And a lot of businesses that aren't in a client-based industry, it's commoditized. So if you raise your prices, you're gonna lose all your customers.

But when you're in a client based business, right? You're, you're not a commodity. You're one of a kind. What you deliver is one of a kind.

You have an offer, you have a mini monopoly on what it is that you sell. So you have the rare ability to keep raising prices.

And guess what? People don't have another option, right? You're a unique solution. And the solution that is you, that's one of a kind, will go away if they don't buy from you.

So you have the ability to raise your prices, right? It's such a powerful lever, and most people don't pull on it.

They pick up a price for their business and they've set on it, and that's their price for a decade, two decades, three decades until they retire.

And in reality, they could have done twice as much revenue or three times as much revenue simply by increasing those prices.

What you have to understand is price is 100% made up. It is a myth. It is not real as human beings, it is a construct of our imagination, right?

And maybe thinking, well, well, no, it's not. It's real. It's, it's very real thing. Like, this is what the market decides is worth.

I'm gonna tell you right now, after being in this industry, after selling services and all sorts of stuff online, in a gazillion different industries and like markets, I will tell you, price is made up.

I don't care what it is you're selling, you can charge more for it. And a segment of the market's gonna pay for it, right?

Price is fake. And guess what? Like I said, people are gonna complain about price regardless of what your price is.

People go to the store and they complain about a pack of gum. They're like, oh, that gum's a little bit overpriced, right?

People complain about prices regardless, but if the result that you deliver is worth more than the price that people are paying, people are gonna end up paying that price, right?

If we do everything right, people will pay the price. So price is made up. You can charge whatever you want.

You're the business. It's your, you're the business owner is your right to charge whatever you want in that, in for your services.

And no one can tell you different. Alright. Now, here's kind of our philosophy behind choosing our price point, right? With this in mind, price being kind of made up here.

How do we wanna choose our pricing? Now, most people price their offer based on what they think it's worth, right?

I guarantee you that's how 90% of you guys watching have chosen. Your pricing is, you're like, I think it's worth this amount.

And then that's your price. But we're gonna do the exact opposite, okay? We're gonna choose the mathematically the best possible price for the buying power of your market, and then we're gonna increase the value of our offer to match it.

All right? So we're gonna choose the perfect price point for your market, and then we're gonna increase the value to match it, which we'll talk more about later, but we're gonna do this backwards, Okay?

So that's why we talk so much about price first and understanding this first, and then we're gonna make our offer as irresistible as possible.

And then we're gonna really actually settle in on that price point. But we're really gonna be thinking about, all right, how, what's the price we're gonna charge first, and then how do we increase value to match that? We're not gonna decrease price to match value, we're gonna increase value to exceed price. That's really the philosophy that we're gonna attack this with.

So some super simple concepts here, but I want you guys going into it with the amount of focus on understanding how important it is to choose price to understand these core concepts, right?

These three concepts right here are super, super powerful. And then again, we're gonna make our offer irresistible. We're gonna go through the checklist and make sure we're taking all of the boxes, and then we're gonna settle in on a price point.

So that being said, let's dive into the next section, which is sec, or sorry, core concept number one, value versus price.

Value vs Price

All right, so in this first video regarding price, the first core concept we're gonna talk about is value versus price.

Understanding the relationship between the two. You know, most people, a lot of times they just feel like, oh, there's price and that's like the only thing there is.

But really there's kind of two metrics you're looking at and that's what we're gonna talk about here. And now the first thing you have to understand is this price is 100% relative.

Price is something the human brain, like there's studies on this. It literally cannot comprehend. It cannot comprehend. It's, it's arbitrary.

It's not a real thing. Our brand has a hard time understanding what it is, cuz it's just like this paper currency that we made up, right?

So the only way for us to assign value to this thing is to compare the value to something else. That is the only way otherwise, because our brain has no comparison, it has no like, basically footing in, in, in ration, in logic and reasoning.

So it needs something to attach it to. It needs something to compare it to in order for it to have value.

So what I kind of mean by this is this, if value is greater than price and they can afford it, they will buy it.

So that, that's what I mean by price is a hundred percent made up. If value, the perceived value is greater than the price and they can afford it, they will buy.

Right? I'm gonna say this one last time. I know I feel like I'm repeating it here because I am. Cuz this is a very, very, very simple thing that people are gonna just read past and feel like, oh, that's cool.

Yeah, value exceeds price, great. But if you truly understand this one thing in capitalism, you will never, ever struggle. You will always know why something is broken when it comes to an offer and you will always be able to sell, right?

Because if value is greater than price and they can afford it, they will buy. So if you just solve all these values and make it, yeah, solve, solve for all these variables and make it to where you pick whatever price you want, it could be the highest.

You could sell something for 200 k hypothetically, and you find a way to make the value exceed it, and you sell it to a market that can afford it.

Or you use something like financing to make it tour. People can afford it, people will buy. And then if you generate leads of people who will buy the thing, you're gonna have a successful business.

It's very simple. Sounds oversimplified, but that's the reason why we can start a business from scratch and go from zero to a million dollars a month within three days.

Because guess what? We understand this equation. We know if we create something valuable, right?

That's more valuable than the price we charge regardless of what price we charge, right?

We can charge \$30,000, a hundred thousand dollars. If the value exceeds it and they're able to afford it, they will buy.

And we just need to get leads of those people, right? So when selling, if the perceived value is greater than the price, it's gonna be easy.

Alright? You're gonna hop on close calls. If people genuinely feel that way, it will be the easiest sale of your life because you're giving them a deal.

You're not trying to convince them of anything, you're giving 'em a fair trade. You know what I mean?

You're giving them a more than fair trade.

They feel like they're taking advantage of. You want people to make an offer. So good people feel like They are taking advantage of you.

Like it should be. The value to price discrepancies should be so high that when you hire a sales rep, they're like, that's it, we're only charging 10 K for this.

Like, they get all of this and we're doing all this for them and we're only charging 10 K. Our results rate is X, Y, Z, and we're charging only 10 K.

Can we raise it to like 30 K? I feel like people aren't gonna b the price. Like that's the feeling that you want.

The offers we've had that have converted the best are the ones where our sales team complains that the price is too low, even though we're already charging more than everybody else, right?

The offers that succeed the most or the fastest and the most are the ones where our sales team is complained to us saying, Hey, I feel like we need to charge more.

I just feel like it's not really a fair thing to only charge this amount doesn't really make sense to me.

Those are the offers that crush. Now the reverse is true if your price is high or even low, but the value, the perceived value isn't above the price, you're gonna have a hard time selling it.

I don't care how good your salespeople are, you can hire the best salespeople in the world, or you can go find the best salesman who's ever existed.

He's not gonna have an easy time closing that deal at all, right? The reason why, truthfully, we've had sometimes closures come on board who look really, really, really good, but they go into another offer when they leave and, and they're not able to perform is because it wasn't really them, it was the offer, right?

They were on an offer that was so irresistible because the value to price discrepancy was so high that of course they looked like a wizard on the phone because everyone felt like they were getting the better end of the stick, regardless of what the salesperson said, regardless of how much they messed up the sale. So that being said, most people price or offer on what they think the value of it is. But if you offer an ir some, if your offer's irresistible enough, the question becomes, can I afford it?

Rather than is it worth it? Because if you get to a place where your offer's so good that people are asking, can I afford it to themselves?

Rather than is this worth it? Then you're gonna be in really good spot because then you just need to get in front of the people who can't afford it or you need to offer them financing to where everyone can afford it.

So if you do that, you're in a really good spot. Even if someone can't afford a Ferrari, they don't question its value.

Same thing with a Rolex. No one questions the value of a Rolex, regardless of if they can afford to buy one, right?

Like they understand the value of it, but it's like, oh, I, I can't afford the 10 k. Now there's obviously some, some just exceptions that someone doesn't like watches or something like that, but a watch enthusiast who is broke understands that a Rolex is worth the value of the Rolex.

So at the end of the day, all that matters is your values above your price. To simplify all that matters is your values above your price.

And it's gonna be super, super easy for you. So when we choose our price point, all right, we are going to choose the maximum price our market can afford and then we're gonna increase the value of our offer to exceed that price point.

Okay? The maximum amount our market can afford, which is gonna be a lot higher if we have financing available. And then we're gonna increase the value Of our, our offer to exceed the price point, right?

Because then it's not a question of if they can, sorry, of if it's worth it. It's a question of can I afford it?

And that's an easy objection to handle because it's a, it's a logistical one. You work with the prospect to figure out how they can afford it, you solve that problem rather than try to convince them that it's worth it.

You never want to be trying to convince someone that the result that you sell is worth the price ever, right?

That's, that's the the last thing you wanna be doing. And the way you do that is making your value so far above the price that people cannot even begin to question it, right?

So it's like choosing a car based off the market that you sell to. Sorry. It's like choosing a, a price of a car based off the target market of that car and then creating a Ferrari.

So no one questions its value. So that's what we're doing going into this section and that's why we're starting with price.

Cause I want you guys to look at it through this lens. We're choosing a price of the car based off of the market we sell and then we're gonna create the Ferrari, right?

We're gonna create the car that gets in there way faster than every other car that looks way cooler than every other car.

And no one's gonna question you the value to price discrepancy. People are just gonna be saying, can I afford it?

And that's a really good place to be in cuz we're gonna solve that constraint as well.

Price vs Profit

All right, so the second core concept around price is this price versus profit. Understanding the asymmetric relationship between the two.

Now here's really what I mean by that. The number one way to affect profit margin is to increase price. Okay?

Number one thinks, oh, I, I dealt with my prices if I'm gonna double with my profit margin, and it sounds right off the bat, but it's not even close, right?

The more you increase price, the more profit you have, and it's not linear, like goes up like this, it's exponential.

And the reason why is because your costs are fixed, right? Your, your cost of fulfillment, your cost of overhead, your cost of advertising is fixed.

Your advertising cost might go up a little bit, but for the most part, it's fixed. So if I'm selling something for let's say a thousand dollars and it costs me \$500 to fulfill, well then how much profit do I make?

I make \$500, right? Sell something for \$1,500, cost \$500 profit. Now, what happens if I double the price, right? What happens if I double the price?

So now I'm selling it for \$2,000? Well, my cost is only \$500, and even though I only doubled the price, I got a 300% increase in profit.

Now here's what that means. My close rate on the offer, this one right here, how much can it drop by?

Right? Can drop by a lot. If it's 300% increase in profit, my close rate can drop by basically three or what is it?

70, 50%? No, not doing the math off the top of my head, but you can. Your close rate can drop by well over 50%.

And guess what? You're still making more money and you have less clients that have fell, which means you can really over deliver for those people.

So you're gonna make way more profit by raising your price. Like you have to understand, it's okay if close rate drops, we're gonna do everything we can to stop it from dropping.

And a lot of times close rate doesn't drop at all. But guess what? It's okay if it drops. Cause our profit is way more, right?

Revenue is vanity, profit is sandy. Like all that matters is how much are we taking home at the end of the day and are we able to deliver results for our clients?

And if the answer is yes to both of those things, are we able to do those at a higher level to both of those things by raising our price?

Guess what that means, means we should raise our prices. So understand when you're raising your prices and if you have a drop in close rate, or you're like scared to do it, you have so much room for error just because of this math right here, right?

Super, super simple. And most people just don't look at the math behind it. But if you just increase your prices by double, you're getting a lot of times a 300% increase in profit for a lot of people out there. Some people, if you have a 20% profit margin and now you double your prices, the numbers get even crazier, right?

So you really wanna make sure that when you're selling something for high ticket prices, you have at least, at least 80% margins, like bare minimum.

If you're below 80% margins, you need to raise your prices a hundred percent. So if you're already, you know, at 80% margins, guess what?

They go even higher when you do this. If you're not, you need to raise your prices. Again, the the core theme here that you're kind of hearing repeated over and over and over again, and there's a reason why is raise your prices, right?

There's so many benefits for it and there's so much room for error to mess up. Like if I sell a \$30,000 program and someone else sells a \$5,000 program, I have to close 600% less deals than them to do the same revenue.

So it's like you, you just have so much room for error and obviously there's diminishing returns when it comes to raising those prices, and we're gonna figure out what's the actual price we should raise it to. Right now, we're purely in kind of theoretical world, but just understanding this right here and looking at this and seeing this, a lot of times we give people a lot of certainty and like, okay, I understand why I need to raise my prices.

It's okay if close rate goes down. It's okay if people complain about it being too expensive, they're gonna complain either way.

They're already complaining. So it's like, Hey, might as well have 'em complain at a higher price to make a heck of a lot more money at a lot more profit.

Be able to serve those clients at a much higher level than having them making those same complaints at a lower price where I'm making way less profit margin, right?

And also the biggest thing too is business is a game of math and logic. It's not a game of emotion, right? Your prices should not be determined by how you feel, and it's hard for a lot of people to hear that, but your prices should not be determined by how you feel.

You're gonna pick the price as the best mathematically, and that's it. So when you're doing that, look at the math.

What are your margins? How much does a hundred percent increase in, in price affect your margins? What about a 200% increase in price?

And you have to look at it and analyze and say, what is mathematically the most likely thing to make my profit margin the best?

Right? My overall amount I make from a lead that I call, right? Because if half the people buy, but my profit margin is 300% more on those people buying, guess what?

That's a better mathematical decision. And people feel like, oh, my close rate's going down. Guess what? No one cares what your close rate is.

It's better to have a 1% close rate on a million dollar offer, which obviously we're not creating a million dollar offers, but it's better to have that close rate on a million dollar offer than a hundred percent close rate on a, let's say, I don't know, a hundred dollars offer, right?

Close rate doesn't matter. All that matters is how much you make on average for every lead that you talk to.

And by raising prices, even if close rates drops just because of the math guys, it's so rigged in your favor, you're gonna make more money nine times outta 10.

That's why we charge high ticket. Like if you're at, if you're at 5K and you raise a 10 k, most likely you're gonna make more money.

If you're at three K and you raised a 5k, most likely you're gonna make more money just cuz there's so much margin for error.

So many people can say no, and you still make more money than before. So really go into it with this in mind, understanding that you're not just doubling price, you're three xing your profit, for example, in this, this equation by raising your prices.

So again, a little bit ranty guys, but I really wanna drive it home of don't be afraid to raise your prices.

Really look at the math and understand, okay, how much of an increase do I actually get? Not, not what on what's on the surface, but when you actually boil it down and look under the hood, how much more are you making by raising your prices?

And when you understand this, it comes a lot easier to, to justify testing those higher prices.

Price Elasticity

All right, so the next core concept regarding price is around price elasticity. Now, arguably, this is the most important concept because all the other ones are kind of just macro, 30,000 foot view perspectives on different ways of looking at it and understanding it.

But this is when you actually kind of put into action understand, you know, why those things matter, and how to figure out how to play with that math to find the right number.

And kind of like we talked about last video, really, you have to understand this as you increase price, right? Profit margin goes up and close rate declines.

So everyone's like, oh, I'm gonna, I'm gonna lose sales. And the answer is, yeah, you will lose some sales, but not nearly at the same rate that the profit margin goes up.

Especially when you do funding, right? If you do financing, you, you're able to have small monthly payments. It's obviously gonna make it to where a lot more people can afford it.

And also the big thing too is with price as it goes up, yes, more people can't afford it, but if you offers good enough, they're thinking, can I afford it?

And if that's the only objection they have, and you can make it to where they can with financing, again, close rate's really not gonna drop that dramatically.

We've literally seen it happen where we've doubled, tripled price and it not affect close rate by a noticeable amount, right?

Because when people wanna result enough and they're willing to commit to a high ticket price, there's a good chance the difference between seven K and 10 K really doesn't change anything for them, especially if they can afford it.

So again, as price goes up, profit margin goes up, and close rate will slowly decline, but not at the same rate.

So you have to be okay with that. Your, your metric that you're optimizing for is not close rate. The only thing that matters is profit, right?

The only metric that matters is profit and how much you make on average for every lead you talk to. So your goal is for every single person you talk to on the phone, you make the most amount of money possible, right?

Close rate doesn't matter. All that matters is you make the most amount of money possible for every single person that you talk to.

And really the way this works is there's, there's a, a price elasticity bell curve, right? So as you increase price, what happens is the amount you make per lead you talk to becomes more and more and more and more, right?

So say outta 10, every 10 people, 20% is closing at 5k. And then let's say 25% is closing at, if you pitch at 10 k and then 23% if you pitch at 12 k or whatever the number is, right?

So there's this bell curve where the more you increase price, the more money you make, and then eventually you get to a place where it starts to, the price starts to exceed value.

And then what happens is the close rate starts to go down. So your goal is you wanna find the top of that bell curve.

People say, what's the ideal price? And they're looking for a number when really it's all right, what's the ideal price for my offer that's at the top of that bell curve where people can afford it and they think it's worth the value.

So that's really the two things that cause that, right? When and why do people reach when and why do we reach the top of that bell curve?

Like I said, you get to the top of the bell curve either When price exceeds the value. So like we talked about earlier, let's actually scroll up for a second when this starts happening, right?

So it goes from this, and then we keep raising price, and then pretty soon the price goes above the value and it becomes harder to sell, and our close rate starts to drop to the place where it's not even profitable to charge higher prices, right?

That's what happens up here. And then the second thing, again, that's why we're maximizing the value of our offer and why we're making irresistible.

So we can raise that bell curve. And then the second thing is, if too large of a percentage of the people we're talking to can no longer afford the price we're charging, right?

So it's even if they think it's worth it. But if too much of the market can't afford it, guess what happens?

We start to have diminishing returns. So we're really looking for that sweet spot, like the very peak of that bell curve.

And really what, what funding does, what financing does is it increases the price elasticity. And the reason why is simply because more people can afford it, right?

\$2,000 becomes like 50 bucks a month, \$5,000 becomes around \$125 a month, \$10,000 becomes around 250 bucks a month, give or take, depending on, you know, where their credit at credit's at and that sort of stuff.

But what happens is, the only thing that's gonna really start causing this to happen is if the value starts to exceed the price.

So we, it kind of eliminates the people who can't afford it, and it makes it to the market can afford it.

But also if your value exceeds the price, sorry. If your price exceeds the value and people don't think it's worth it, it doesn't matter how cheap it is a month they're, they're not gonna buy it.

So that being said funding helps increase it. And the other really big thing is being able to downsell, right?

So the issue is, if you start raising the prices too much and people can no longer afford it, you're, you're basically alienating a percentage of the market who wants to buy, who sees the value, but they just can't afford either the upfront amount or the monthly payment or whatever it is.

And by downselling, it allows us to basically increase the bell curve even more for the people who do have money, but for the people who don't have the money to buy, it allows us to downsell within their budget.

Does that make sense? So kind of what that would look like is if a client can't afford \$200 a month for say like 10 k a 10 K package we could downsell them from six months of coaching or whatever it is we sell to three months of coaching, right?

And then it's only half the price. And so their payment goes from \$200 a month, \$200 a month, right? So it goes from \$200 a month to a hundred dollars a month.

We're able to sell the person who can afford \$200 a month without alienating the person who could only afford a hundred bucks a month, right?

So we, we wanna extract the most amount of dollar per lead possible. So for every person we talk to, we wanna extract the most amount of money possible.

And so the people who can afford a lot, we wanna make sure that we get as much as we can from them.

And the people who can afford a lot, we wanna make sure that they're still able to get in and we can still make money from them.

So that's really the goal. And by having financing plus being able to downsell, you really get the best of both worlds.

And note for service-based businesses, if you are doing, doing like a retainer type model to where financing might just not make sense for the kind of the model that you're doing, the same concept applies, right?

The exact same concept applies, is just, you gotta tweak it a little bit, right? So instead of finding the bell curve, when you're factoring in financing, you're doing the exact same thing with your retainer price, right? What's the retainer that starts to have the drop off? And guess what? We can keep raising it because we can downsell rather than having our, our, we raised, let's say from 2000 a month to 5,000 a month, we still have a 2000 a month option.

We just don't pitch it. We pitch the 5,000 a month, month option, and only if they can't afford it, only if they can't afford it, we downsell to our \$2,000 a month option.

Now again, we're gonna get really clear on what our pricing is, so don't feel like, how do I take all this and actually implement it?

We're gonna pick our pricing and we're gonna button it down and say, this is what we're doing. But I want you guys to understand the first principles of why we're doing it the way that we're doing it.

Because you understand why we're making these decisions, then you understand, okay, here's how I tweak it. Here's how I test my pricing.

Again, that's really the biggest thing, is you're trying to make the maximum amount possible from a lead, right? It costs money for every lead you get, whether it's in man hours or it's in paid advertising.

Every lead costs money. And if you wanna maximize the business, you wanna maximize how much you make from every lead.

So the leads who can afford a lot, you wanna be able to charge them a lot more money. The leads, who can't, you wanna be able to downsell them more.

And the way we increase this bell curve, like I said, is with two things, financing so that more people can afford it.

Number two is with downselling to where we can keep raising the bell curve without alienating the people who otherwise would've dropped off, right?

So it's like we can keep raising it, essentially going this direction, but rather than it diminishes, you start having people start buying here or buying here or buying here, and so on and so forth.

And then thirdly, what we're really working on in this section is making the offer irresistible, right? The higher the value to price ratio is, the more we can keep bumping up that price without people no longer seeing the value.

Because all this only works if people see your offer as worth the price, and they just are looking for a way to afford it.

Fixing Your Offer (Making it scalable & irresistible)

Okay, by now, you guys have all the context you need when it comes to actually pricing your offer and how we're gonna go about it.

Now it's time to make your offer irresistible and scalable. We wanna make the value as high as humanly possible. That way when you compare to the high ticket price, and especially with financing, it's nothing, right?

No one's questioning is it worth it? The only question we're getting is can we afford it? And the only way we make that happen is by making our offer irresistible, making it to where people feel stupid saying no, they feel like they have to find a way to pay for it, even if they can't afford it right now, that they're gonna crawl over broken glass to be able to buy your offer.

That's what we want and we want to be scalable. That way when we get something working, we don't get stuck at, you know, the 50 to a hundred k a month mark, where a lot of people get stuck.

So really the goal is to make our value of our offer far exceed the price for its fulfillment to be infinitely scalable.

Now note, if you are under say, 30 k a month and you're kind of like smaller and you have a service based offer, like that's what you do right now, don't worry about the the scalable fulfillment part.

Like you should just be trying to get some baseline. Like if you're under 30 K a month, you should just be getting some deals underneath your belt.

And the truth is, when you're selling fully done for you, a lot of times it is easier in the beginning to, to make that sale because you know you're doing it for them, which makes it, you know, easier to close. Cause it's easy to see the exchange of value in terms of your time. That said, we're gonna immediately transition out of doing that type of an offering once we're past that 30 k a month mark.

And we're gonna make our offer infinitely scalable and out the gate, if you feel like there's a clean way to make your offer scalable, I highly recommend it cuz it's better to prevent that constraint from popping up. But again, if you picked a service based business and you're an agency, like that's what I do, don't feel overwhelmed and feel like you gotta restructure everything if you're under 30 K a month.

So that said, let's dive in of what we're gonna cover. The first thing is Hermo Z's value equation. Now guys, I've seen every offer training you could possibly imagine.

I've gone through every course you can imagine. I've talked to all the people at the top of the industry and got their thoughts on it.

And by far the the most fundamental breakdown I've ever seen of how to craft an offer was done by Hermo Alex, her Mosi, a good friend of ours.

And what we're gonna do is kind of dive into that because he spent so much time creating that. And I think he just, just such a beautiful, simplistic way that encompasses the best way about going about it.

And we're really gonna dive into what it is, how it works, and how we can apply it to our offer.

So what we're gonna do is we're gonna have a checklist after we understand the value equation, and we're gonna apply that checklist to make sure our offer aligns with that equation and that it's actually irresistible.

And then lastly, scalable. So we're gonna look at all of the deliverables that we're doing and say, Hey, how can we replace this piece with this piece or this piece with this piece?

And make it to where it's not like, oh wow, people aren't gonna want my offer if I, if I make it to where it's scalable and make it to where it's literally just as sellable, just as easy to close, just as irresistible, but also it's not gonna have fulfillment constraints.

And Usually there's some pretty easy ways about going about doing that. And those two things are what we're gonna cover in this section.

Again, the first one, her MO'S value equation. Understanding all the components of it and why each of 'em are important, how to apply it to the offer.

And then we're gonna go through a checklist where we look at every single piece and we say, all right, does it hit this mark?

Does it hit this mark? Does it hit this mark? Does it hit this mark? And the other big thing too is when we go through this, you have to do it purely rationally.

If you find out, Hey, my offer's not hitting this equation. No sun cost bias. All right, we're gonna rework the offer, right?

And it shouldn't be discouraged. Oh man, I gotta redo my offer. It's gotta be, hey, we're reworking the offer. This is the greatest news ever because when we rework this, no matter how much effort it takes, it's gonna be so much better, so much easier to sell.

And guys, you can save yourself so much pain by focusing on this part right here and really making your offer great rather than on the pain of trying to close an offer that no one wants to buy.

I can't tell you how many times people are struggling that we see in their business and they've even maybe done well and they pushed it so hard and they've fought so hard for it in that same amount of effort to get to 50 K a month.

If their offer was better, they'd be at a million a month. So that being said, really put a lot of effort into following this equation exactly, and also understanding why things are the way they are.

So not just like, oh, well, does it hit the checkbox? But understanding at a fundamental level I know it's kind of a little bit ranty, but just look at it at a first principles level and ask yourself objectively, is this hitting the value equation or am I just trying to justify to myself that it is cause I don't wanna redo the offer.

That being said, we're gonna dive into the first part, which is her mo's value equation in the next video.

Hormozi's Value Equation

All right guys, in this video we're gonna dive into her mo's value equation. Now, to me, what this equation's kind of like, it's like Einstein creating $E = mc^2$, but for creating offers like the whole cliché statement of simplicity is the ultimate sophistication.

That's how I feel about this concept right here. And if you really understand this and you take this to heart and you create your offers based around this, you're gonna go super, super, super far, like super, super, super far.

Cause if you get this offer right, and you implement all the other stuff that we have, you're gonna absolutely crush no matter what industry that you're in.

Cause if something hits the value equation correctly, and guess what, the price is below the value and you know how to increase the value because of the value equation, you're gonna be in a really good spot because you can charge way higher prices than every single other person in your industry.

And you're gonna be able to rig the math to where you can scale really, really hard. And the best news is when you get something to work at a small scale, you're able to scale it really, really, really hard.

Because again, when something's repeatable, it's scalable. And that's really what we're going for. So that being said, let's dive in.

Now, obviously, we've talked about this and I have beat this like a, like a broken record. The more you increase value, the more you can charge, and the easier it is to sell, right?

The higher that value is, and compared to the price, the easier it is to sell. And people are gonna be saying, how or can I afford it?

Rather than is it worth it? That's really the, the what we want to happen. But the real question is how do you define value?

How do you define what perceived value actually is? And how do you kind of measure it? Cause it's this kind of wishy washy concept of like, oh, I don't know what it's worth.

I'm just gonna guess. And that's how all business owners usually feel. But there's a really simple way of kind of looking at this.

And if you look at it through this lens, you have a very clear idea of how value is determined through the mind of the consumer.

And when you understand that, you'll really be able to understand how to increase that value and make it to where it's even more and more irresistible and what you're optimizing for.

Now, here's the equation. It's dream outcome times the perceived likelihood of achievement divided by time, delay, effort, and times effort and sacrifice.

Okay? So dream outcome times perceived likelihood of achievement, time over time, delay times effort and sacrifice. And really what this means is the value is determined by how desirable is the dream outcome, right?

How desirable is the dream outcome? The dream outcome of making 10 million is a lot more desirable than the outcome making \$10.

That's an extreme case scenario. But the dream outcome in an ROI based offer is how much money is that dream outcome in a, in a fitness based offer.

It's like the dream outcome is to lose weight and feel better, and finally have the body you've always dreamed of.

And to look in the mirror and not have that fear that the pain that you normally have and not feeling judged and all the, you know, all the emotions that go along with it.

It's like the dream outcome is that thing. And the more usually pain or desire there is around that dream outcome, the more powerful it is, the more value there is in solving it, right?

The bigger the problem, the more you're gonna get rewarded for solving it. So that's what dream outcome is. Like what, what's the result you're offering?

Like as they snap their fingers tomorrow and everything you said was gonna happen happened, what is that outcome worth in and of itself, right?

Because for example, losing weight for people is an extremely desirable dream outcome. And that's why liposuction, they charge \$40,000 for it and people pay it all day long without blinking an eye, without ever questioning the value of it.

They're just saying, can I afford it? Because to them, instantly losing the weight and knowing for a hundred percent fact they could is worth \$40,000 to the market.

It's been proven, it's a fact. But guess what? The reason why they don't pay \$40,000 for fitness programs usually is because of these things, the perceived likelihood of achievement, the time delay, and the effort and sacrifice they take away from that equation.

So the first variable is the dream outcome. If they could snap their fingers tomorrow and have the result that you promise, how much would they pay for?

If it's not an absurd price, you're gonna be in a difficult spot because, you know, like that's the core of what you're selling.

You're not selling what you do, you're selling a result, right? When you're selling something high ticket, you're not selling the thing that you do, you're selling the result that the thing that you do get somebody, right?

And then there's the perceived likelihood of achievement if, how much do they believe that they're actually gonna get that result?

Or how many times has someone been promised, oh, you're gonna get lose weight, or, oh, you're gonna make money, or, oh, you're gonna x, y, z.

Oh, as a business owner, you're gonna solve X, Y, z problem with your sales team. They've been promised it a lot.

So the believe likelihood of achievement, you have to have a clear path of how they're gonna get that thing and they have to believe it or else it's worth nothing, right?

It's like a thousand level result that's worth a thousand. On a scale from one to a thousand, it's worth a thousand level result times a zero in terms of believe, likelihood of achievement.

It's worth \$0, right? But if you have a thousand level result and then a thousand belief level that they're gonna do it, it's worth a thousand dollars.

Or sorry, you, you know what I mean? But like, if the perceived likelihood of achievement is not there, but the dream outcome's there, it's worth nothing, right?

If the dream outcome's not there and the perceived likelihood of achievement's there, it's worth nothing.

So you have to have the dream outcome that people want, that if they could snap their fingers and click a button, they paid tons of money to do it, and you want a high perceived likelihood of achievement, which again, we'll talk about how to create, then you start to have value being created.

Now, let's go to the bottom side of that equation, which is time, delay, effort, and sacrifice. People want things with the least amount of time and effort in, right?

That's, that's how human beings are. We want, we want the shortcut. So the more perceived time it's gonna take them to get there.

And the more effort and sacrifice it's gonna take them to get there, the less likely they are to want that.

It's the less valuable. What you're selling is, right? That's why done for you stuff is usually a little bit easier to sell than stuff where they have to do it on their own.

Because the effort, sacrifice and time delay, you're doing that for them to where there's less, less pain. So they're getting the dream outcome.

It's a high perceived likelihood of achievement because you're doing it for them and they don't have to deal with any of the effort, sacrifice, and time, cuz you're the one doing it.

So that's why done for you Steph, a lot of times is really easy to sell, but again, it's not super scalable.

So you run to other problems there. But yeah, those are the variables guys. So you have to look at each piece of the variables and you have to analyze your offer, right?

And the most vital component of this entire equation is the dream outcome, right? People, they're not buying what you sell, they're not buying the course, they're not buying the coaching, they're not buying the service, they're not buying the deliverables, they're not buying any of that stuff, right?

The only thing someone's ever buying is this result right here. What do you promise, right? What is the outcome? If everything goes right, what is the outcome they're purchasing?

Everything else re resolve resolves, sorry, revolves around this one thing. And here, here's the big thing. You have to understand.

Market desires cannot be created. They can only be harnessed. So it's not about creating a product and thinking about, well how can the market like this thing?

It's like, no, no, no, you don't create market desires. Markets have innate desires within them and then you saw that desire through X, y, Z process.

You can't create a desire, you can't be like I do X, y, Z service. I'm gonna create a desire for this in the marketplace.

That's why so many businesses fail. They, they come up with an idea and they try to sell it to the market rather than figuring out what dream outcome the market wants, whatever market they're in.

This applies to any market you're in, figuring out what dream outcome they want and figuring out how a way to deliver it, right?

When you go idea first you're like trying to basically make the market want something. When you go market first, you're giving the market what they already want.

The reason why the last four outta five offers we launched get to a million a month is cuz it has nothing to do with us coming up with an idea and thinking this is a cool idea, let's sell it.

In fact, the one, the one offer that did fail outta the four, outta five that didn't get to a million a month that really struggled and completely flopped was because we did that.

We said, oh, this is a cool idea and we launched it and it failed. If you want an offer to work, you have to harness the desires that are already in the market, right?

You have to harness the desires that are already in the market. What does the people in your market want the most?

How can you give it to them? If you think that way, you're gonna have way more success with way less effort than if you go the other way around and thinking, what's a cool business idea?

Or what's a cool service I could offer? People do not care about the service. They do not care. They don't care about you.

They don't care about the service. They care about a result. Whether that result is escaping the pain that they're in, or they're getting to a result that they want, they care, they're buying an outcome, right?

They're buying a change in circumstances. It doesn't matter whether they own a Fortune 500 company or they're some single mom who just wants to lose weight.

They're not buying, she's not buying the fitness program and he's not buying the software. They're both buying a result, they're buying an outcome.

So like, write that down. They're buying an outcome. So ask, write yourself, write down right now what outcome are you selling, right?

Write down what outcome are you selling? What's the dream outcome you're selling? And now what I want you to do is I want you to pause for a second.

Even if you need to pause this video and, and journal for a second and say, is this actually the market's desire or is it something I'm trying to force upon the market, right?

Is it the market desire? Am I forcing this upon the market? And a lot of times if you're honest with yourself, you're trying to force what you're doing upon the market rather than just giving the market what it wants.

And then you ask yourself, why is it hard to sell it? Right? And if you are having an easy time selling it, maybe your close rate is already good.

Most likely the answer to that question is, yeah, I am selling the dream outcome that they want, right? And sometimes what we do does deliver the dream outcome already, but we're selling the thing rather than the dream outcome, right?

So it's like maybe we help them consolidate all their softwares together and we're selling them on how our, our pro platform works and that's what we're selling them on.

When in reality, that's not what you're selling. You're selling a business owner on less stress, less complexity, less worrying about all the stuff going on, and like why they have all these softwares that don't make sense how they work together.

And one employee's working on one software and the other one's working on this other one and nothing's ever consolidated and it's confusing and they're overwhelmed and they, they, they're just like, they're sick of it, they're sick of it.

You're selling the solution to that. You're not selling software, you're not selling, we help you consolidate your software. That's not what you're doing.

So really get clear right now with the outcome, right? Like are you selling the dream outcome that they want, that the market wants?

Or are you forcing something on the market that they don't actually want? Cause I'll tell you right now, some of the biggest mistakes in marketing throughout history have been because the people are trying to create a market desire rather than harness an existing one.

This is a concept from a book called Breakthrough Advertising. Sorry, yeah, breakthrough advertising. And is a powerful one. And people violate this all the time.

And that's why the majority, nine outta 10 businesses fail. Usually it's because of violating this one rule right here. They're basing a business off of an idea.

They're not basing it off of a market desire and trying to solve that market desire. Now, what is a good dream outcome?

We kind of already touched on this, but people pay for result that you deliver. So what, sorry, what would people pay for the result that you'd deliver if it was guaranteed, right?

Like if it was snap of the fingers, it's like the liposuction example is guaranteed instant. What would people pay for that result, right?

The the right type of, the right part of that market. What would they pay? So now I want you to write that down.

What would your market pay if it's the snap of the fingers, zero effort, zero sacrifice, 100% success rate guaranteed instantly they got the result that you sell.

How much would a lot of people in that market pay? Give a range. And if that range isn't really high, you gotta rework that, that equation, right?

Because it needs to be way higher than what you sell the price for. And there's really two types of dream outcomes.

If we bucket it down. There's ROI based offers where people say, Hey, I'm gonna give you X amount of money, a thousand dollars a month, or \$10,000 or \$20,000 and in return I believe I'm gonna get a return on my investment because of the service you deliver or the information that you deliver or whatever it is that you deliver, the software you deliver, whatever it is.

And if people see a clear roi, they'll do that all day. That's why people put money into the stock market, right?

People aren't invested in the stock market for no reason. They're doing it cuz they see an roi. And usually with a service-based business or an information based business, the return of business owner, for example, can get on the investment that they made with you.

And what you do and what you're an expert at is a lot higher than they're getting to get in the stock market.

So if they see a better ROI with you, then where else they can put their money? Guess what? They're gonna do it every single time.

Me and Caleb call it boomerang money, right? When we, we throw money out into the marketplace and we know we're gonna get it back, we'll do it every single time because it doesn't cost us anything.

We get paid to do it. So we're gonna do it every time we believe that it's gonna be profitable. So if you sell an ROI based offer that actually gets results to like business owners for example, and the perceived likelihood of achievement is high, which again, we'll talk about that here in a second, then guess what? Easy to sell for high ticket prices cuz of the dream outcome. If you write it out, they snap their fingers instantly do it.

You'd have a hundred percent close rate 100% of the time at any price point that's profitable. And then the second one is markets that have a high level of pain or desire around their problem, right?

Maybe it's not ROI based directly, maybe it is fitness. I'm using this example. And people have a lot of pain around it, right?

Like people wake up every day and they, they know that years of their life are being taken off because of their health and they've tried so much stuff in the past to fix it and, and they're just worried they're not gonna be there for their kids' graduation because of the path that they're going down and they look in the mirror and they, they are disgusted with themselves and they, they don't have the same relationship with their spouse that they used to have because of it.

And every single day it eats away at them from the inside out and they would do anything, anything to get rid of that pain that they're feeling.

Or you want markers with high levels of pain, right? High levels of problems that need to be solved, right? Elon Musk gets paid more because he solves bigger problems, right?

And in, in your marketplace, you gotta figure out what are the problems in my marketplace that have a high level of pain, right?

Different, different markets have different problems in, in some markets the levels of pain, the levels of desired outcomes is much stronger than others.

And that's why those markets a lot of times are easier, right? So you have to figure out this piece first. Everything that revolves around this piece, and I'll tell you this right now, nothing else matters if you don't get this right, nothing, there's nothing you're gonna do with perceived likelihood of achievement, time, delay, effort, and sacrifice.

If people don't actually want the dream outcome, if people wouldn't pay for the dream outcome instantly more than the price that you're, you're charging, when I say instantly, I mean like they get their result instantly guarantee with no effort to sacrifice and the price is already higher than that, impossible. You're never gonna be able to sell it. So you have to fix that equation. All right? So you have to make sure that you're harnessing a market desire rather than trying to create a market desire.

And a lot of you guys already have this, right? But really hone in on it and understand what you're selling. Again, it's not the thing, it is the dream outcome. You're selling a result. And if it's not one of these two things, an ROI based thing to where hey, they spend a dollar to get \$2 back, right?

Or they spend 10 K with me, it's worth a hundred k or it's not a high level of pain slash desire problem and there's a problem, we gotta fix it and it's okay.

It's, we just gotta fix it. But if it's not one of these two things, you're gonna struggle. If, if what you sell is some idea or some cool thing that you think other people should be excited about because you're excited about it, they're not gonna buy, it's gonna be an uphill battle.

And again, we wanna be like front heavy, we wanna sell, do most of the selling and the hard work and creating the offer and, and choosing what the result is that we deliver so that when we get on the phone and when we do our marketing, it's easy cuz everybody already wants it, right?

There's an old marketing question and basically it's this, if there's two hotdog stands right next to each other and you're compet, you're this guy and you're competing against this guy and you're allowed one advantage, just one, what's the advantage you want?

Is it to have the best hotdog, the best tasting hot dogs? Is it to have more condiments than everybody else?

Is it to have, you know, whatever? And, and, and people give all sorts of answers. Like, I want the, the flashing lights in front of my sign.

I want the one that says world's best hotdog and reality. The truth is, you want a starving market, right? If you have a starving crowd and the other guy doesn't, you're gonna win every single time.

So rather than trying to create the best hotdog <laugh>, in this case scenario, we wanna find the starving market. The one who's just desperately trying to solve their problem or is just willing to trade a dollar for \$2.

That's always a, people always are starving to spend a dollar and get \$2 back, then you're in a really, really good spot.

That's the number one advantage you could ever get if you do that one thing and get nothing else, right? You're in better spot than nine, nine outta 10 businesses.

Literally like not an exaggeration. Most businesses are based off an idea, not based off a market's desire. And that's all that a marketer is, right?

It's a marketer is someone who understands the market's desires, right? You wanna become a master of your market's desires, the master of your market's pains.

When you understand the problems that they deal with and the result that they just desperately want more than anything, it's really easy to sell to them because you can create what they want.

And then once you create what they want, it's really easy to speak to their pains and their desires and let them know that this is the solution to what they want, right?

So I know I'm really going hard on this one piece of the value equation, but it's one of the most important by far, right?

In fact, it is the most important by far. So that's the first piece of the value equation, which is the dream outcome.

And now before you just watch the rest of this video, I highly recommend you hit pause. You go through your offer and you really analyze, are you doing the dream outcome correctly, right?

Does it hit one of these two boxes or are you trying to create a market desire that's not there? And then if you are trying to create a market desire that's not there, hit time out.

And then you're gonna figure out what are my market desires and how can I appeal to those, right? So that's, that's what you're gonna do.

And then the second most vital component is the perceived likelihood of achievement. Again, a million times zero is still zero, right?

If you have a million level of excitement for a dream outcome, but the perceived likely of achievement is zero, it is still zero.

And so we need to make sure that not only is the dream outcome high, but that people believe that they're gonna achieve the dream outcome by buying whatever it is that we sell.

So how do we do that? So how do you calculate the perceived likelihood of achievement? Well, what's this a clear path that they can see with their eyes, they can actually see the clear path and there's proof and credibility to back that up, right?

They know that it works because it's worked before. Now if you just say, you know, oh yeah, I got this solution, it's gonna make you a million dollars, don't worry about it.

People aren't gonna really trust that. So you have to have a clear path plus proof and credibility. Now, a good example of this is the way that Shopify actually blew up and became the multi-billion dollar company that it is, is cuz a one big campaign is the main campaign where most of their customers came from.

In fact, I think it's like 20% of Shopify stores still sell this one thing. And that's print on demand like t-shirts.

And the reason why that works so well is cuz if you tell somebody make money online with Shopify, they're like, do they wanna make money online?

Is it a good dream outcome? Yeah, absolutely. But there was no clear path. There's no clear path. It's like, make money with what?

Like how does it work? But because they said make money online with Shopify selling print on demand t-shirts, people said, oh, I see a clear path.

I start Shopify, I sell this thing and I make money. It was a very clear path for people to start a store and exactly what to do.

And most people, when they're selling their offer, it's like, I help people make more money. How do I do it?

I coach them. It's like, you, you coach me on what? Like, what do you, what do you coach me on?

You know, like, I I don't even know exactly what you mean. Like you're just coaching me. Like I don't, they can't see it with their own eyes, right?

It's like someone tr tells you that your goals are on the other side of a bridge, okay? And you can't see the rest of the bridge.

It's like, you're like, is that a hole in the bridge right there? You you don't trust the bridge because you can't see a clear path.

It's, it's like all murky. You don't know what's going on and you're like, I don't know if I trust this bridge, right?

So it's old and creaky and there's parts of it that are missing and you're like, I don't know, man, I don't even see, you know, there's, there's a missing piece right there.

I, I don't know if I trust this bridge as a solution. I, I want what's on the other side desperately, but I don't know if I trust this bridge to make it across there safely.

So if you think about it, the proce, or sorry, the dream outcomes on this side of the bridge and your customers over here, and if they need to see a clear path, so a clear step by step path of how you get them, the result we do this, this, and then this, and they need to go, oh, that's everything, right?

Like, if you help business owners scale with X, Y, Z, they need to feel like, oh, so you do this, this, and this, and then I get there.

Wow, that makes sense. There's no missing pieces. That's every single one of 'em, right? Like if you came into air you and it's like, hey, we're gonna show you just how to close deals and you're gonna, you're gonna make more money as a business owner.

You're like, yeah, but what about the traffic? But also how, how do I get people to show up to calls?

Man also, like all, all my leads can't afford it. So even if they want it, like they're not gonna buy and it'd be a whole a bridge with a bunch of holes in it and you wouldn't trust it.

But because we've mapped out every single piece of the process and we've actually with proof credibility built a company around it, and we've gone through all those things ourselves, and we have so many friends at the top of the industry, at the bottom of the industry who we've helped do it over and over and over again and scaled to millions of dollars a month, you believe it works.

You see a clear path to it working and therefore the perceived likelihood of achievements is extremely high, right? It's like, here's how we get leads and then here's how we get them on the phones, here's how we get them to show up and here's how we get them to close.

And then here's how we use financing to get them to actually painful. And then here's how we scale it. Here's how we build the sales.

Like everything is covered step by step to get you the result that you want. And you need to offer the same thing to your customers, your clients, right?

Like if you're a chiropractor and people see a clear outcome to how you're gonna get them, you know, basically, you know what I'm trying to say, the, the result that they're looking for, which is to be pain free, they're way more likely to buy.

If they come in and you're like, yeah, we'll do an adjustment. They're like, ah, I want be be pain free.

I don't know if the adjustment is how we're gonna do it. But for example, if you come in and you basically tell them, Hey, what we're gonna do is we're gonna do a plan that looks like B B B B the first few weeks, what we're gonna be doing is B B B B.

And then what's gonna happen is B B B B. And because of that, you're gonna be pain free. And if you may lay out a clear path that logically adds up and people can get behind and they believe, then guess what?

The perceived likelihood of this achievement is gonna be very, very high, especially combined with proof, because you've done it before, whether it's yourself or other clients, you have credibility to back you up and they see you as the expert because of how you conducted the call, which is also adds to the proof and credibility.

Like if you conduct a call correctly, you can have proven credibility just because of how you're talking to them, right?

Just cause of the certainty that you instill in them because of how you ask the questions. And you're coming across as the expert when a doctor's asking you the questions to identify your pain points and figure out like exactly what's going on, okay?

What part of your knee hurts? All right? Does this or this feel like x, y, Z way? You're like, man, this guy knows what he's talking about and he has credibility just by default because he comes across as the expert and when he says, here's what we're gonna do to fix it, we're gonna get you on this medication, we're gonna do this for the next two weeks and then we're gonna do this.

Doctors don't get to the end of the thing. And they're like, gotcha. Well you're, you're not feeling well. Well you can buy these, this pills and it'll help with just the pain, but your knee's not gonna be fully fixed.

And you're like, I'm trying to look for a solution. This doesn't seem like a clear solution, so I know I'm kind of all over the place.

But to simplify it, you have to have a clear path if you want the perceived likelihood of achievement to be high, right?

To get your client's results, you need to process, right? Even if you're doing like life coaching, most people are like, I, I help people with their life.

But how it's like, well we do, first we do this, and then once we get you to this part of the bridge, then we do this, then we do this, and then we do this.

And that's how you get to your dream outcome. And this is how it's worked for all the other clients. So there needs to be a clear path.

It can't just be I coach people, right? It needs to be a process, a method for getting people results. People trust repeatable processes.

They don't trust up in the air. I, oh, he's gonna help me. How is he gonna help you? Right? If you go to a doctor, they don't have a clear path for how they're gonna help you.

They're just telling you, yeah, I'm gonna, I'm gonna help you take some medicine and we'll we will, I don't know, we'll figure it out.

It's like, I don't know about that. You want the guy who's the specialist who says, I've seen this a thousand times based off exactly where you're at.

We're gonna do this, then we're gonna do this, then we're gonna do this, and you're gonna be at your dream outcome.

That's what you want. So again, a little bit rambly, but you really need to internalize this and understand it. It's, it's both of these two pieces that are the most important part.

Because if the dream outcome's high enough, yes, we wanna decrease these two things, but as long as the perceived likelihood of achievement is high enough, people are gonna be willing to do these things. Because guess what? It's more painful than not be here than it is to do these things. So if we do a good enough job on these two parts right here, and then we do our best on these ones as well, we're in a good spot.

But again, if this is high enough and this is high enough, these two take care of themselves, I mean, obviously we're gonna do everything we can to maximize it, but even if the time delay, effort and sacrifice was high, the pain and the desire of getting to the result and the believability of it should be high enough that people are still willing to do that.

So that being said, those are the two most important factors in that equation that you really, really need to keep in mind.

So you need to get clear on both of those things. And the next video, we're gonna actually go through the checklist on how to make sure that we're hitting every single point of this value equation and what to do to, you know, tweak things to make sure that we are.

But this is a good macro understanding of the two most important components of it. And, and just really look at it objectively.

Like that's the biggest thing I could say. Look at it objectively and ask yourself, do I have a clear process when people hear it?

And also a lot of times you have a clear process, but people don't know the process, right? You have a clear process in your head, but they can't fully see it, right?

The, the more clear it is to the person that you're talking to of how you help them get there, the more they're gonna believe it, right?

The more they're gonna believe it. So we wanna make it as clear as possible and not by explaining everything that goes into it, but overall path, right?

They don't have to know every single brick on the bridge that you built, but they have to say, Hey, here's the first checkpoint, here's the second checkpoint, here's the third checkpoint and here's the proof in the credibility that we've done this before.

We've done it a thousand times in the past and we're gonna be able to do it again for you. And here's why.

If they feel that and then you do everything you can on your part to do as much of it to limit the the time, effort, and sacrifice of doing it, well then guess what?

It's gonna be an easy offer to sell. I promise you that if you're selling something that people truly desire, right?

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.

Irresistible Offer Checklist

All right, so this video is not gonna be something that you, you watch and you move on to the next video. This video is the start of a process. We're gonna do it as fast as we possibly can, but only as fast as like, basically necessary, right?

So we're gonna move as fast as we can, but we're not gonna shortcut it. We're not gonna move on before this process is done, and we make our offer irresistible.

Okay? So first things first, we're just gonna go through the offer checklist one by one, and then we're gonna not move on until we do that thing.

So pause the video. If you need to take an hour, heck, maybe two hours to do one piece of it maybe even more.

Hopefully not, but maybe even more. That's what we're gonna do. So the first thing is you have to have a clear path, methodology, strategy of getting people results.

So like we talked about for the, a perceived likelihood of achievement, there needs to be a clear path that people can see with their own eyes where they're like, oh, that's how he gets me results.

Cause if they can't answer that question in their head and they're like, I don't understand how he gets me the result, it's gonna be hard for them to believe it, right?

People don't believe what they can't see. So we wanna give them something that they can see. So it goes from I coach you versus clear steps of how you coach them and the, the steps that you take them through to where in their head that answers every question about how you get 'em from point A to point B, even if they don't know the nitty gritty details within each step.

All right? You need to be able to say, I help niche to super. I help get results. Sorry, I help get x, y, Z result by this step and this step, and this step and this step.

And that's how I get them to the result. And it has to logically be an airtight case of how you do it.

And the biggest thing is all questions need to be answered in the head of your prospect, right? It can't be like, yeah, I help you get clients and I show you how to close the deals.

They're like, but what about like, you know, this piece or this piece or this piece, what, whatever the thing is, like, they need to feel like the piece that you help them with is everything you need to give them the result, right?

If, if you help someone just with closing their deals, they need to feel like there's a clear path for just closing the deals, right?

You help them increase their close rates, like, we do this, then we do this, then we do this, then we do this.

And as a result, the CRO close rate is this. There needs to be a clear process, a methodology that you can show them that they can see with their own eyes that makes them go, ah, now I believe I can get the result, right?

It's, it's the same way Shopify had t-shirts to where they're like, oh, I can get the result of making money online because I get Shopify, then I get T-shirts and then boom, I'm good to go.

There's a clear path, a clear outcome of how to get that result. And that is extremely, extremely important. So that's the first thing.

Again, pause this video. And you need to make sure that if it doesn't hit this check, mark, mark, you pause this video and you say, what do I need to do to map that out, right?

Until you answer that question. For example, if you, your thing is, I run Facebook ads for, for you people are like, these are gonna run my Facebook ads, but what about like what does he run my Facebook attitude?

Does he run it to my landing page Or like, what happens? It's like, all right, who are you working with?

What are the questions they're gonna have? When you tell 'em what they do, that's still gonna be like the missing pieces in the bridge, right?

When you talk to your ideal avatar, right? And you tell 'em what you do, what are the missing pieces in the bridge?

The missing, like, you know, building blocks of the bridge where they see a hole, they're like, what about that part?

And if you can't answer every single one of the things that people are gonna be thinking about, well, what about this, what about this?

When it comes to your offer specifically? And also, this doesn't mean you have to do everything. It doesn't mean you have to help them with every part of their business.

If all you do is help them with split testing, for example, like, I help businesses increase the return on ad spend by split testing.

What questions do they have about how the split testing works? Like what's your process for split testing? Do you just randomly test stuff for like, how's it work?

So you need to get 'em a clear process of, hey, what happens is we test this many times a week, and on average we get this percent increase on we, this percent of them are correct.

And after about two to six weeks, we'll see this increase, and then this increase, and then this increase, and then we do X, Y, Z.

And again, I'm just making stuff up right now and I'm just kind of talking off the top of my head.

You know your offer better than anybody else. You need to say, what are the questions people have about my offer where they feel unclear, uncertain about how it works or your ability to get results.

And you need to map out a clear path, a clear methodology for how you do it. It's not like you randomly split test stuff.

It's like, yeah, totally understand that. Here's how it works. What we do is once a week we do two split tests, and then we do this, and then we do this, and then we do this, and then we keep running that process.

And then after doing enough tests, usually one in six tests will work and we'll get a massive list, Lyft, and over the course of this many weeks, here's usually what happens.

And that is how we get the result. You're like, oh, that makes sense. Versus I help you make money online with your website by, by coaching you.

And it's like, oh, well, how There's too many questions left in your head. The clearer the path is, the more people are gonna believe it and the more likely it's like a multiplier.

It's like if your, your dream outcome on a scale from one to 10 is a 10, but the believability is zero, it's gonna be a zero.

But if it's believability is a 10, it's, it's, it's a hundred value. You know what I mean? Like people are, it's a 10 value cause it's the full value of the thing.

Cause they believe they're gonna get that result. So that is the first one. We need to check off the list and do not move on until you can check that and you feel good about that one right there.

All right. The next one is adding in bonuses that handle the biggest objections. Now guys, one of the best ways to increase the value of something is to add in bonuses, right?

People love bonuses, it increases the perceived value dramatically. Like you should have bonuses in that. Maybe you'll feel like, man, the whole offer's worth it just for this bonus.

So the way we come up with bonuses is very simple, and you're gonna do this right now, so you're gonna pause the video so we can follow along again, by the time I get get to the next bullet point, you should have this checked off your list even if it took an hour to get done.

So with bonuses, we're gonna write out all the biggest objections people have about your method after explaining it to them right after you explain this method of getting people results, right?

We do this, then we do this, then we do this, right? What are the questions left in their head? Well, how do I do this?

Or what about this? Or Man, I still need help with X, Y, Z, right? That's what we need to write out.

Or I don't have the time to do this, right? Or I can't keep myself accountable to doing this. Or yeah, I understand how to create the fulfillment for my thing.

Maybe help with fulfillment, but how do I find clients? And then what we're gonna do is we're gonna write out what are all the ideal bonuses that if we added it into the offer and make it so irresistible people would have to buy.

Now, when you're writing these out, you're gonna make a list of all the things that, man, if I could add this in, you don't have to know how to fulfill it.

If I could add this in, people would have to buy, they'd be stupid saying no. They would say, this is the best offer I've ever heard.

What are those bonuses? And what I want you to do is first make a list of all those bonuses right now, and then when you're done with that, come back.

So hit pause now and go do that. Okay? So now you should have a list of all the bonuses that in an ideal perfect world got people to a place where like, man, I would buy this thing like that.

And you're gonna ask yourself, next, each one of those bonuses you're gonna brainstorm, how could I create this? Not can I create this?

How could I create this, right? Who do I know who, who does this thing? Alright, can I go on Facebook groups and get someone to fulfill this for me?

Right? Like if, for example, maybe you wanna show people how their, their question is how do I run YouTube ads?

Cuz like you're helping them film YouTube ads and that's what you do. You help them create their, their, their content for their YouTube ads or whatever.

And they're like, well, how do I run the ads? And you're not an expert. You don't know how to run YouTube ads.

So what you do is you write down next to that bonus, okay, I need to find someone to teach this for me.

And you do a deal with them. And then what you do is you go and you find somebody who has that bonus for you and you do a deal with them.

You say, Hey, I'll make a deal if you include this in the in as a bonus in my high ticket offer, what I'm gonna do is I'm gonna set up a link to send them to your calendar to where you can hop on a call with them and you'll get free leads from this.

So it's a win-win. My clients get a bonus, you get free traffic coming to you, right? So negotiating a creative deal to make to where they can fulfill that for you, right?

And now this is a super easy thing to do and it's worth it cuz guess what? That one bonus, if all it does give you just one extra sale, one extra person who pushes over the edge, it'd be worth it right Now.

Again, these are the things that take way more effort. They take more time and you need to actually do the things.

But if you can do 'em, it's worth it, right? If your offer's way more irresistible, more people are gonna buy.

So write out all the things and say next to each one, write out the ideas of how you can fulfill 'em and brainstorm it.

Take however long you need and figure out how could I fulfill this? Not can I, how can I? Everything is fulfillable.

Don't sacrifice your offer cause you don't know how to fulfill it. Say, I'm gonna create the best offer I possibly can and then I'm gonna figure out how I'm gonna deliver it not the other way around.

The same way we pick our price and make our value exceed it, we're gonna pick our value and figure out how we're gonna live up to that value.

So figure out what are all those bonuses and brainstorm next to each one. How can you create it? Do that right now.

Okay? Now that you brainstorm next to each one of the however many, hopefully 15 bonuses that you have ideas for, what you're gonna do is you're gonna pick the best four to five, the four to five that you can fulfill because everything's fulfillable, everything.

The four five that you can fulfill that are just unbelievable, that handle people's objections that make it to where the offer is just irresistible.

People are gonna be chomping at the bit to get their hands on it. The bonuses that are most likely to push people over the edge who are sitting on the fence.

And you're gonna write those four down and you're gonna make those four happen as fast as you ly can. You're gonna get minimum viable up as soon as you possibly can.

And you're gonna put that on your to-do list, on your triage list of something high priority to get done because that thing is gonna help increase your sales and make your offer irresistible, which will amplify everything else that you're doing.

So you should have a clarity by right now, this part right here should be checked off. You have the method figured out.

You should have the bonuses that you're gonna create added in or that you're gonna basically create and how you're gonna create them on a list.

And it's not like, maybe I'll do it. You're committing to making these three to five bonuses and when you're ready for that, you're gonna hit check on this and we're gonna move to the next one.

But you cannot let that slip through the cracks. You have to get that done as fast as possible. Don't say, I'm gonna take two months to get it done.

Say, how can I get it done in the next 72 hours? Get all those bonuses, create it, find someone who can fulfill them for me.

Find a unique way of delivering it. Whatever you need to do, get it done. Rather, you need to film a video for it.

If you need to partner with somebody, negotiate a deal with somebody, call them on, call them, find their phone number, call them.

Whatever you need to do, you're going to make this happen and you're not gonna move on until you've committed to how you're gonna do it and the fact that you're going to do it and the next 72 hours or so.

All right? Now the next thing is you're gonna add as many scalable dump for you elements to the offer as possible.

All right? So now this kind of intertwines with this I guess you could kind of overlap them. It might be one of the same, but it's something really important to keep in mind because the more done for you something is it more so the more done for you something feels the higher the perceived likelihood of achievement because it's done for them.

Right? And then also the less time, effort and sacrifice people feel like it's gonna take because they're not doing it.

They're not going through the, the effort and sacrifice. You're doing it for them. So you're gonna say, what are all the elements that write down everything that you have to do have to do them, they have to do themselves to get results.

So what are all the things that they have to do as a result of your process to get results? Write down everything.

Step step one through step 50. What are all the pieces of things that they're gonna have to do? All right?

And now you're gonna brainstorm next to each one. How could you make that step to as close to done for you as possible while still being scalable?

Okay? Now what that might look like is they have to create the funnel or whatever it is, all right? I can't create the funnel for every single person.

That's way too much effort and it's gonna be not scalable, but I could create funnel templates for every single person and for their copy and everything they need to write, I can create the templates for that to where it's almost done for you and they just need to plug in some of their unique stuff.

So you can write that. And then maybe another piece of it is you know, they have to do, I don't know, they have to hire, they have to hire a video editor for part of their thing.

I don't know, whatever it is you're selling. We have hire video editors say, okay, I can get a pool of video editors and I can just intro them to video editors.

I don't have to do the video editing myself, but I could get a bunch of people who are great candidates and I could just pass 'em off to some candidates for them to interview.

And that doesn't take a lot of work on my part, but it makes it feel more done for you on their part.

And they're like, wow, this is great. It simplifies it. Cause for you, that's an easy thing to get some people to hire cause that's your expertise, but you don't have time to hire them and train them and, and you know, do it for them is too much effort.

But to make the intro, you could do that. And what you're gonna do is for every single piece you're gonna brainstorm, how could you do it for them in a scalable way, in a way that's copy and paste for everybody, but on their side it's work taken off the table.

It's work that you can do for them one time that you can give to all of your clients. That's what you're really looking to do, right?

Even if you're helping, let's say chiropractors, all right? That's your client base and you help them get clients. It's like you build out a dump for your funnel template and you have done for you ads that you run.

So it's like, hey, this ad is proven to convert in your market and you have it to where they just need to fill out a couple little pieces.

Boom. Those are some insanely highly valuable done for you aspects where in their heads, like, man, there's so much that's done for me, but guess what?

It's super scalable for you. Cause it's just templates that you can deliver to everybody. So that's what you're gonna do here.

You're gonna figure out what are all the done for you elements you could do that wouldn't require, that would require you to do them one time, but it'd be done for you for all of your clients.

And you're gonna write down all of those elements now. So pause, brainstorm, take as long as you need and figure out what are all those elements and we are gonna add those to the offer.

Okay? Next, what we're gonna do is this bullet point right here. We're gonna list out all the deliverables that are currently in your offer that aren't scalable and replace them with scalable alternatives.

Now, if you already have an offer running there's a good chance there's pieces in it that if you were gonna scale to a million a month right now would blow up.

Like it would just completely break. And obviously we don't want that. So we wanna make sure we make it as scalable as possible.

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 whatever's 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 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.

Picking Your Ideal Price Point

All right guys, by this video, you should have your offer absolutely dialed in. So if you haven't fully done everything in the checklist yet, or there's any piece you're not certain about, or you're trying to figure out how to work the offer, don't watch this yet.

Like the, there's no benefit in going through something to say you went through something, the only purpose of watching something that you can execute on it.

So again, the most important thing is by the time you're getting into this video, your offer is irresistible and it's scalable, right?

It's at a place where the value far exceeds any price. You're gonna charge for it. And you've done everything you possibly can to just stack the deck in your favor.

You have urgency, scarcity, all those things. And that's the most important piece before moving on to the price point. But for those of you guys who already did that, congratulations and good job for taking the time to really craft an irresistible offer.

You should feel so unbelievable about where your offer's at right now. Just how irresistible it is. How much is gonna get people the desire result that they're paying for, along with a high perceived likelihood of achievement and the least amount of time, effort, and sacrifice they need to put in to get it.

That being said, let's dive into picking your ideal price point. Now, how do you find the ideal price point? That's a question everybody asks.

And the biggest thing is this, just pick a starting price point, right? There's, there's no magic formula of calculating the exact amount someone's gonna pay.

That's at the, the peak of the bell curve of the pricing. So what we're gonna do is we're gonna make our best guess and we're gonna take a guess.

That's a little bit scary for us, right? We're gonna take a guess a little bit outside of our comfort zone until we're like, oh man, that's more than I've ever charged before.

And that's okay, and that's what we want. And you're gonna get so numb to that, to that price point. You're like, it's nothing, right?

I remember back in the day thinking something for a thousand dollars was holy smoke. Cause that is high ticket, man.

If you sound something for a thousand dollars, you are charging a lot of money. I remember thinking that, cuz back then a thousand dollars was a lot of money to me when I was however old, like 14, 15, however old I was when I first started.

And really, when you get used to it, when you get into this industry for a long enough time, you start raising your prices, you get numb to that price and it just becomes normal.

It you normalize it and then you raise your prices again. And then you normalize it and you raise it again. You normalize it and pretty soon you forget that the price that you thought was so scary is just such a low price.

You would never even consider charging that again. So that said, we're gonna pick something slightly out of our comfort zone.

And then what we're gonna do is once we get baseline, meaning, you know, we start converting at that price point, what we're gonna do is we're gonna test big increases until we find the top of the bell curve. You know what a lot of people do is they find a price point, let's say 5k, and it starts working and they're like, man, ah, I'm, I'm gonna test 5,500 to see if it affects it.

And it really doesn't matter. In fact, it really shouldn't be this, it should be this. But what we're gonna take bigger jumps, bigger the jumps you feel comfortable with, it's better.

Sometimes kale and I will do 200% jumps to see what happens. Cuz worst case scenario, you always go down, right?

You always go down and you can always downsell. So you're not gonna lose the deal, right? That's the biggest thing to understand is it's not all or nothing.

It's, we're gonna pick a price point we can always Downsell. So there's, there's nothing to even risk. And then once that price point works, we're gonna start raising it to find the top of that bell curve and figure out how we can rig the math to where the leads who can afford to spend the most, spend the most that they can afford with us and the leads who can't afford to spend as much with us, don't get basically, you know, priced out of our market.

So that's really what we're going for and this is how we are going to accomplish that. Now, biggest thing, like I said, we're just gonna pick a price point.

So recommended starting price points. If you have an ROI based offer, right? Meaning you sell something, whether it's professional service or you sell Facebook ads, you do Facebook ads for people or whatever it is where you say, Hey, give me x amount of money and what I do will make you x amount of money back, it's ROI based.

You should charge at least \$9,800. That's a really good starting point. \$9,800 is a really solid place to start. That's a price point that we use all the time as a testing price point for an ROI based offer.

And that comes out to a round 250 bucks a month with financing if they're gonna finance it. And that is the, the price point I recommend if you're doing an ROI based offer or it's like a package, like a a done with you or a done for you package 9,000 bucks, it's gonna be your starting price point for other offers. I highly recommend \$5,800 as a starting price point to kind of fill out the waters. And when I say other offers, offers that aren't the ROI base so that they have a high paying or desire in the marketplace, and you're solving a problem that like genuinely the market wants to be solved.

There's a big desired result, but it's not directly ROI based. So it's harder for people to justify quite the same, you know, level of pricing with ROI based offers.

You can really keep raising the price in comparison to the value that you deliver with like high paying desire based offers.

You kind of reach a limit a little bit quicker just because again, you're, you're not gonna just spend \$30,000 to you know, get a result that you know, it doesn't have the same ROI as like, you know, a business owner buying a a professional service for example.

Again, you can get away with it, but usually price points are a little lower. And then if you have a retainer, so maybe you have an agency and you're not doing financing on an offer cuz for, for the small percentage of you guys who are doing like an agency model and you're already charging like 2000 a month or 5,000 a month, it doesn't really make sense to, to finance the monthly amount cause they're paying you monthly and it's a month-to-month basis.

So what you're gonna do is you're gonna choose a monthly retainer or pricing structure that makes you feel a little bit uncomfortable, right?

Just, just because we're not charging for a package doesn't mean we're not gonna get uncomfortable and, and raise our prices.

And the way you're gonna raise your prices is, here's what I recommend. Your starting retainer, right? The retainer that like is your, your core offer.

That is the first thing people hear about. And the only thing we hear about unless they can't afford it, starts at three to \$5,000 a month.

Like that. That's the, the the top tier offer that you offer. Everyone should be at least, right? If you, you're more experienced and you feel better about it, charge 10,000 A month, month 15,000 a month, 25,000 a month, whatever you know, your results can justify truthfully.

Cause there's agencies that we've paid personally that we were paying \$70,000 a month to, right?

There's single ad agencies that we were paying \$70,000 a month to.

So it that was between, you know, like the per performance fees plus, you know, the retainer, but three to \$5,000 a month to a business owner.

Nothing, right? If you're doing a, if you're selling professional services of any kind, three to 5,000 a month to a good business owner is absolutely nothing.

If you think about it, that's a low level employee, right? Three to 5,000 a month is, is just a low to mid level employee.

So it's nothing crazy if you're not delivering the value of one employee. We need to work on your value equation.

But this is the price point I would start at three to 5,000 is your, the offer that you make and then you should be able to downsell to as low as a thousand dollars a month.

So you're not losing out on those deals when you talk to a smaller business owner or maybe you can't afford 5K a month.

So that's really what you wanna do if you are basically doing a retainer type service, whether you're like an agency or whatever.

And then again, you wanna have the ability to downsell to any client budget, right? Any, anyone you talk to, you should be able to sell, but you only want to downsell to the lower price points, whether it's maybe 2000 a month to a thousand a month, right?

If they can't afford it, you're not down selling because they don't think you're worth it. You're down selling because they can't afford the other price point, right?

So you literally just gonna downsell only based off that reason. And again, we're not trying to say, hey, it's 5K month and they say no and we're like, oh, we gotta downsell, we're gonna choose a price, we're gonna stick firm, we're gonna stick hard to the price that we choose.

Whether it's 3000 a month, 4,000 a month, 5,000 a month really depends on what you're selling and what, what the, you know, the results you deliver are and how much you can justify.

But you should be able to do somewhere around here and you're gonna stick firm to it. And if people can't afford it, like genuinely can't afford it in their business, then you can downsell to whatever their budget is, right?

So it's like, hey, I can't afford 3000 a month. It's like you find out what their budget is and you downsell to that.

That said, action steps. Pick a price that makes you feel uncomfortable. Doesn't matter whether you're doing a retainer or an upfront fee.

Pick a price that makes you feel uncomfortable. You're an ROI based offer \$9,800 a great starting price point, which will come out to around \$250 a month.

If you're a non ROI based offer where you solve a pain or a desire within a marketplace, that's really valuable.

50 a hundred dollars is a great starting price point, which comes out to like 150 bucks a month. And then based off of that, we're gonna figure out what your down sell is, right?

So you wanted to have both of those things. You wanna pick a price that feels uncomfortable and you wanna figure out what your down sell is.

So what you're really gonna figure out for the down sell is how can you tweak your offer slightly to down sell to as low as 50% of the price, right?

Or even lower in some cases. So if you have a six month package, maybe you do like six months of group coaching, plus you get access to a course and some done for you aspects do do do three months at half the price.

Super simple. Or maybe you just take out a couple of the bonuses or maybe you do a discount and you literally just discount it and you say, Hey, pay us the rest later when you get results, right?

Whatever you need to do, figure out what your down sell options are gonna be to where you can downsell to whatever their budget is, right?

So if, if they can't afford 10 K, how can you make it to where you can downsell 'em to seven K, right?

What does your your down sell structure look like? You should be able to downsell to whatever their budget is. That's the biggest thing.

I'm gonna actually write that down. You add a down sell to whatever their budget is, right? So whatever that is, you're gonna downsell to that budget.

That's how it's gonna work. So if it's 30 k for your program, let's see, you have a something that you sell the business owners or you really get them massive, massive results and they can't afford it, you're not gonna downsell like, oh, what we have a three K option.

It's like, okay, well how much can they afford? And if the answer is 25 k, it's like, great, we'll downsell 25 K and offer changes just a little, little bit.

So I hope that makes sense. You gotta figure out these two things before you move on. Get really clear on 'em to where if you're on a call and you feel and someone can't afford it, you know exactly what to downsell 'em to and you know exactly what's the price you're gonna present it at.

So again, if you're presenting at at if you're an agency owner, you're gonna present it at the price point that you choose as the main price point and you'll have your down sales that you can sell to.

And then also if you are one of these offers, you have your main price point and you have down sells, you can sell to, to whatever their budget is, where the offer just changes slightly.

And again, you're not gonna downsell this upfront. You're not gonna be, oh, I don't think they have the money. I'm gonna downsell it.

You're always gonna present the main offer and if they can't afford it, then we downsell. And one of the benefits of that as well, and don't mean to go off on another tangent here, is by having higher prices, we actually close more at the old prices because when we do downsell, they're like, man, that's cheap.

I just got 50% off and I got three months of the coaching or whatever it is. So by raising our prices, a lot of times we actually have a higher close rate sometimes because if we have the ability to downsell, we're not like making it to where the people who would've bought before aren't buying.

We're making it to where now they just feel like they're getting a better deal. So that's one of the hidden benefits of actually structuring it this way.

And then another note about pricing another reason you wanna downsell is if they don't get approved for the full amount and you don't, you don't wanna lose the deal completely.

So if someone agrees and says, Hey, yeah, I'll buy your thing at 10 k, they'll finance it, it'll be, let's see, 250 bucks a month, but they don't get approved for the full amount.

It's like, hey, the lenders are only willing to lend them eight k. You go, Hey, no worries, we're gonna get you in for eight k and you're gonna get everything and we're gonna do five months instead of six months of coaching or whatever the, the down sell structure is.

That's one of the benefits of this cuz guess what? A bird in the hand is better than two in the bush all Day. So many business owners, they, they lose out on deals and they're like, well he did, he couldn't pay the full amount.

It's like, well you got zero, so I hope zero is better than the eight k rather than the nine K that you were charging.

So just figure out how do I make it to where my, my offer has a lot of price elasticity and I could just tweak a couple things and have a very clear downsell process, whether it's downselling from the amount of months that I'm doing the coaching or the amount of done for you aspects there are, or the amount of bonuses there are.

Or you're just simply giving a discount and saying, Hey, pay us the rest later. If you get results, something like that.

Maybe you're an agency owner and you wanna discount your prices, you're, you do \$5,000 a month and the business owner, your trucks say, Hey, I can do a thousand bucks a month.

You're like, Hey, you know what? We believe in what we do so much. Pay us a thousand dollars a month that you can do right now and if we don't get, and, and we'll get you massive results and when you feel like it's worth it, you can pay us what we're worth cuz we know you will.

And if not, hey, no harm, no foul in a few months from now, we'll get you massive results and heck, you even go with a different agency if you want, but we know the results you're gonna see are gonna be better than anything else of working with any other person.

And you're gonna want to pay us what, what we're worth rather than go with another agency in the future. So we'll do a discount for the first however many months, and then after that, after we make you the money to pay for it, then we'll continue our normal prices.

Sound fair enough? And it's like, no, no commitment, no contract. You're gonna get yeses all day on that offer. That being said, this is the action steps.

Pick the price that makes you feel uncomfortable within kind of what we talked about and then figure out your down sell flow.

Not really just down sell. It's, it's not just, Hey, I have a 50% down sell. You wanna be able to downsell to whatever their budget is.

That's really what you're looking for. That's how you're gonna make the most per lead possible. Yeah, that's, that's what you're, that's that's the goal.

And the biggest thing is you don't want it to be some crazy custom thing. You want it just change really slightly.

Not be very difficult on your part to down sell. And if that's the case, you're gonna be in a really, really solid spot and you're gonna be collecting more from the leads that you currently have rather than trying to spend more on ads to get more people through the door, right?

We wanna make the most possible from the leads that we have, rather than just wasting leads trying to find the people who are gonna fit for just this one offer who can pay in full whatever.

We want to make as much from each lead as humanly possible. And that is what we are going for. So do not move on until you have clarity on what your prices are, you've committed to them and you know, your down self flow to where you can extract the maximum amount possible from a lead based off what their budget is.