

Person 2: Hi there, I want to understand more about the Precall videos.

Person 1: It's a powerful tool in our sales process, it's a 60-90 minute video introducing your opportunity, telling stories and testimonials, and anchoring the price of your product. We doubled our close rate within the very first week of implementing it.

Person 2: "Wow, that's amazing! Did you guys have to change anything else besides the pre-call video?"

Person 1: "Nope, not at all. We didn't change our sales script, our setting process, or anything. It was all about the pre-call video."

Person 3: "That's impressive! But what about the top performers versus the bottom performers? Did the pre-call video process make a difference there?"

Person 1: "Definitely! The pre-call process evened the playing field, so it was no longer just the top performers carrying the team. You want everyone to be an asset that produces a similar amount of money

Person 2: "I see. And how did it affect call time?"

Person 1: "It really shortened call time. With the pre-call video, we were able to handle objections and tell stories that were specific to each prospect, and that saved us a lot of time on the calls

Person 2: How does the pre-call video increase show rates?

Person 1: The pre-call video increases show rates by exciting potential customers about the opportunity and breaking their objections before the call. This makes them more eager to learn more during the scheduled call, and more likely to show up

Person 2: "Okay, I get it. But what's the problem with most people's pre-call video?"

Person 1: "Well, number one, many people just don't have one. They're trying to one-call close with no pre-call video that someone watched. And even those who do have them, only a tiny percentage of their leads watch it.

Person 2: "I see. So how do you get people to watch your pre-call video?"

Person 1: "We have people agree to a hundred dollars cancellation fee if they don't show up to their close call. And part of that is they have to watch the pre-call video. So if they show up to a call with a closer and they didn't watch the pre-call video, the call is gonna be canceled and there's gonna be that hundred dollars cancellation fee."

Person 2: "Wow, that's interesting. And it makes sense. People are incentive-driven after all."

Person 1: "Exactly. As Warren Buffet says, 'human beings are incentive-driven ants go where the sugar lies'."

Person 2: That makes sense. So how do you get people to do what you want them to do?

Person 1: By aligning their incentives with ours. For example, we have a hundred dollars cancellation fee, almost 50% of our leads watch a three-hour pre-call video, and 50% watch all the way to the end.

Person 2: That's impressive. But what if the pre-call video is too long and people don't watch the whole thing?

Person 1: That's a good point. The pre-call video usually lasts between 60 to 90 minutes, and if it's selling something higher ticket, it can go even longer.

Person 2: I see. So the pre-call video is like a webinar that gets people excited about the opportunity?

Person 1: Exactly! It combines the mass persuasion of storytelling and breaking beliefs with the doctor approach of asking questions and drilling deep.

Person 1: Now what you really have to understand is the objective of your pre-call video, number one, do as much discreet selling as humanly possible on the precall video.

the goal is not just to pitch them on the offer, but to sell them on the opportunity that we deliver

We want them fired up about the opportunity and excited about it.

We want to break as many beliefs around it as possible. Whatever it is we sell, people have limiting beliefs around it.

Person 2: Yes, exactly.

Person 1: And we want to handle all of those beliefs in advance, so they show up to the call excited about the opportunity and their negative beliefs around it have already been handled.

Person 2: "So, the idea is to compare the price to something extremely high to make it look affordable, right?"

Person 1: "Exactly. For example, if we compare our group coaching service, which costs \$5K for six months, to one-on-one consulting, which charges \$10K per hour, it makes our service look like a steal."

Person 2: "I see. And what about the authority figure on the call? How does that work?"

Person 1: "Well, having a strong authority figure on the call makes handling objections easier and helps with closing. If someone admires and looks up to the authority figure, they automatically have an authority status that can help with the sales process."

Person 2: "Got it. But what about outsourcing to a closer who's not the expert in our business? How can we maintain the authority frame?"

Person 1: "That's where positioning and edifying the closer comes in. We need to talk them up and make them seem like executive consultants who have all the answers. We need to hype them up and build them up to make the potential customers a little bit nervous before the call."

Person 2: "Okay, and what's the last thing?"

Person 1: "The better the pre-call video is, the easier it'll be to close and the shorter the calls will be. It's important to have a strong pre-call video that can help with the sales process."

Person 1: "You take what's working on calls and you put as much of it as you can into the pre-call video."

Person 2: "That makes sense. It seems like the pre-call video is really important."

Person 1: "Definitely. It's your obsession. You want to make sure it's done at the highest level possible."

Person 2: "So basically, the pre-call video is a crucial part of the sales process, right?"

Person 1: "Exactly. We use it to get the potential clients excited about our opportunity and address any objections they might have before the actual call."

Person 2: "And by doing this, we increase their intent to show up for the call and also shorten the call time, right?"

Person 1: "Yes, that's the goal. We want to make the call process as smooth as possible and have the potential client fully bought into our solution by the end of it."

Person 2: "But how do we get them to watch the pre-call video in the first place? That's always been a struggle for us."

Person 1: "Don't worry, we'll discuss that later. For now, we need to focus on the content of the video. We want to get them fired up about our opportunity and show them how it can get them the results they desire."

Person 2: "Right, because ultimately, they don't care about the opportunity itself, they care about the results it can bring."

Person 1: "Exactly. And we also need to handle any objections they might have in advance, so that by the time we get to the call, most of the work has already been done for us."

Person 2: "And we also want to tease our program without giving too much away, so that they're excited to hear about it and want to be a part of it."

Person 1: "Yes, and we can price anchor it really high to create that desire, but we also need to edify the closer before the call to establish authority and make the potential client feel comfortable with them."

Person 2: "And the more we do this, the better we become at it, right?"

Person 1: "Absolutely. We use an iterative process to continuously improve and make the pre-call video as effective as possible."

Person 2: "I see. And by doing all of this, we can ultimately close more sales and help more people."

Person 1: "Exactly. It's all about providing the best solution for their pain points and making the process as easy and effective as possible."

Person 2: "Wow, that's amazing. So it really is worth putting all your focus into getting it right."

Person 1: "Absolutely. And not just getting it right, but making it amazing. We made it to where man, if they show up and they watch this pre-call video, it is impossible they do not buy."

Person 2: "I see what you mean. And it sounds like it has a lot of other benefits too, besides just improving your close rate."

Person 1: "Definitely. It can make scaling easier, because all the reps are kind of on the same level playing field and you can just start hiring them left and right and you're no longer dependent on your top guy."

Person 1: Alright, so now we're gonna actually be diving into creating your outline for your pre-call video. Are you ready to go over the macro framework we're gonna be following?

Person 2: Okay, got it. So what's the first thing we should do in the pre-call video?

Person 1: So first things first is we remind them of the cancellation fee, We have our little intro, but then in the intro we remind them of our cancellation fee

Person 2: Ah, I see. So we want to make sure they know that if they don't show up to the call, they'll be charged.

Person 1: Exactly. Because if they feel like, "Hey, I need to watch this to the end, or I'm gonna get charged a hundred dollars", there's a much better chance they're gonna watch to the very end. And that's really what we're looking for.

Person 2: Okay, got it. What's next?

Person 1: The next thing is we're gonna tell them what they're gonna learn by watching the video, It's not just pain and consequence. We wanna do this quickly

Person 2: Okay, so we want to get them excited about what they'll learn.

Person 1: Exactly. We're gonna get them excited about the video, everything they're gonna learn in it to where they feel like, "man, yeah, there's a hundred dollars cancellation fee, but it is in my best interest to watch to the very end cause I'm gonna learn X, Y, and Z. And that's exactly what I'm looking for".

Person 2: Alright, what's next after that?

Person 1: We need to build credibility and authority, The slide that's like, who am I, what have I done? You know

Person 2: Got it. So we want to make sure they trust us and our expertise.

Person 1: Yes, the more authority that you have, the more credibility that you're able to create, again, the easier it is to sell, The doctor doesn't have to be good at sales to sell you any prescription

Person 2: That makes sense. So we want to show our accomplishments and any features we've had in publications.

Person 1: Exactly. People respect symbols of authority. They respect people who have accomplishments, people who have credibility, people who are taking pictures with other credible people, people who've been featured in things like Forbes, entrepreneur, Huffington Post news articles, that sort of stuff.

Person 1: "People believe you, they trust you. And when that happens, guess what? Their guard lowers and they actually listen to what you're saying. So it's really important."

Person 2: "I totally agree. It's crucial to establish credibility and authority with your audience."

Person 1: "Exactly. And the reason why it works is because it's deep in our human subconscious mind. Back when we were hunter gatherers and we were in a tribe and there was a leader, we listened to what the leader said."

Person 2: "Yes, it's a survival mechanism to listen to the person of authority because back then, it was the most logical thing to do."

Person 1: "Exactly. And that's how you stayed alive back then. You listened to the most alpha person in the group and that's how you stayed alive."

Person 2: "I see where you're coming from. It makes sense. So, what's the next step?"

Person 1: "The next step is to sell them on the opportunity. You're going to teach them what the opportunity is and why it's amazing by breaking it into simple steps, stories, and analogies."

. And the most important part is to teach them what the opportunity is and why it's amazing, not how to do it.

Person 2: "Yes, that way they feel like they need my solution to close the gap between where they are and where they want to be."

Person 1: "Exactly. And then we'll tease the offer. We'll tell testimonials and stories of people that we've helped and how it's changed their lives.

And then rather than giving the price, we're going to price anchor and compare it to something way more expensive."

Person 2: "That's a smart approach. People need something to compare it to, and if we let them pick the comparison, they might think it's too expensive."

Person 1: "Exactly. And that's how we'll get them interested in our offer."

Person 2: So, the main thing we want to do is control the perception of our price, right?

Person 1: Yes, exactly. If we let the customer pick what they compare our price to, they'll have control over the perception of our price, so we have to be the ones doing it.

Person 2: I see. So, how are we going to do that in the pre-call video?

Person 1: Well, we're going to structure the video in a way that controls their perception of our price before they even get on a call with our closer.

We'll handle every objection before the close call, and we'll go through FAQs to answer any questions or concerns they may have.

Person 2: Ah, I get it. So, the FAQ section is really powerful because it allows us to handle objections before they even come up on the sales call.

Person 1: Exactly. It saves us time on the call and reduces the chances of the closer messing up how to handle objections. Plus, we can handle it once and never have to handle it again.

Person 2: That makes sense. What comes after that?

Person 1: After the FAQ section, we'll go through some final reminders before their call we'll remind them to show up prepared and in a non-distracted environment.

Person 2: Right, because that's the bulk of the webinar. We'll need to break it down into simple steps, stories, and analogies to really sell the customer on our opportunity.

Person 1: Exactly. We can use things like "three secrets to X, Y, Z" or "five simple steps to X, Y, Z" to really break down the opportunity and make it easy for the customer to understand.

Person 1: "And then go, step one is this, step two is this, step three is this. Or we go, here's the first secret, here's the second secret, here's the third secret. And by the time you're done, they're like, "wow, that's the greatest opportunity ever". And that's really what we're trying to accomplish."

Person 2: "So we need to create an outline, right?"

Person 1: "Exactly. We'll create an outline and then we'll outline the FAQ section. We'll write down all the biggest questions and objections and figure out the best way of handling each one.

Person 2: "Okay, got it. And we'll use stories, analogies, stats, and case studies to really get the point across, right?"

Person 1: "Exactly. We want to break it down into a simple step-by-step explanation that even a kid could understand.

Person 2: "So we need to ask ourselves how we would explain the opportunity to someone who doesn't understand it at all, right?"

Person 1: "Yes, exactly. Before we do anything else, I want you to get out a journal and write down how you would explain it to the old version of yourself that didn't know about what we do. I

Person 2: "Got it. And once we've written that out, we need to consolidate our thoughts and simplify the concept, right?"

Person 1: "Exactly. Take out the good ideas and just really hone it down to a simpler concept. What are the things you do want to say? What are the things you don't want to say and how do you want to explain it?

Person 1: Alright, so now what we're gonna do is we're gonna create the template outline. Okay? So first thing what you're gonna explain is you're gonna say, Hey, this is the first piece.

Person 2: Okay, got it. So the first piece is basically breaking down what we do into three to five steps or secrets, right?

Person 1: Yes, exactly. So you're gonna say, here's the second piece and then here's the third piece. And you're gonna break it down into usually three to five steps/secrets.

Person 2: Okay, got it. So we need to break down what we do into three to five steps or secrets. And if we're not sure how to do that, we should watch some webinars to get an idea of how it's done, right?

Person 1: Yes, exactly. But for most of us, we already have a good understanding of what a webinar looks and feels like, and how to break it down. So you're gonna write out the first thing, and under the first step or secret or however you're gonna break it down,

Person 2: Okay, got it. So we need to come up with stories, analogies, case studies, and stats to emphasize each point. And we're gonna do this for three to five steps or secrets, right?

Person 1: Yes, exactly. And the most important thing when creating the outline is to think about how we want to order it.



Person 2: Alright, so we need to write it out in a Google doc and then mentally go through it.

Person 1: Yes, exactly. And we need to make sure the order makes sense for our specific opportunity.

Person 2: Got it. So we need to make sure the outline is clear and easy to understand for someone starting from scratch?

Person 1: Exactly. And once you have the outline, read it over and make sure you understand it and feel excited about it.

Person 2: Okay, got it. So we need to make sure the outline is exciting and motivating for us and others, and that it leads to the result we want.

Person 1: "Exactly, and it's important to know where they're at right now and where they want to be. We need to identify the result that our opportunity gives them and teach them the steps to reach that goal."

Person 2: "Right, so we need to explain everything we normally do on a call but break it down into simple steps that make sense. We want people to feel excited about the opportunity and see it as a clear path to where they want to be."

Person 1: "That's correct, and once we have the outline, we need to make sure it's clear and concise before moving on. We can take as much time as we need to make sure it's right."

Person 2: "So the FAQ section is important too. We need to map out every big objection and question we get about our opportunity and come up with a way to overcome them."

Person 1: "Exactly. For example, if someone says they're 'not good at talking to people and can't get clients', we need to help them overcome that on the phone."

Person 2: "Got it. So we're helping them see the potential in the opportunity and giving them the tools to succeed."

Person 1: "Yes, and by doing that, we're also showing them that we're the experts in our field and that we can help them achieve their goals."

Person 1: So, we've got your outline done and we're gonna go through how to turn it into actual slides. Are you ready to get started?

Person 2: Yeah, definitely. I'm excited to learn.

Person 1: Great. So we're going to start with the first slide, which is just a congratulations on scheduling your consulting slide. We want to make sure that you customize these slides and add as many testimonials as possible to make it unique to you. What do you think?

Person 2: That makes sense. I'll definitely add some personal touches to make it my own.

Person 1: Perfect. The second slide is a quick friendly reminder about the hundred dollar cancellation fee. We need to emphasize this because persuasion starts and ends with attention capture. If we don't have their attention, it'll be hard to close them on a high ticket package.

Person 2: Right, attention is key. So we want to make sure they're focused and not distracted during the call.

Person 1: Exactly. And then the next slide is just a breakdown of what they're going to learn. We want to make sure that we get them excited to stay until the end.

Person 2: I think I'll fill in those bullet points after I've made the whole presentation, so I can highlight the coolest parts.

Person 1: That's a great idea. We want them to feel like they're learning something really valuable and exciting. Anything else you want to add?

Person 2: No, I think that covers it for now. Let's get started on those slides!

Person 1: Okay, so we're gonna be breaking down how you're gonna take your notes and turn them into your actual slides. You should already have your outline done and know exactly how you're gonna break it down.

Person 2: Yeah, I have my outline ready.

Person 1: Great, so the rest of it we're gonna take and plug into this framework right here. We'll go slide by slide and I'll break down every single slide for you, explaining why it's there and what you're gonna do with it.

Person 2: Sounds good.

Person 1: The first slide is just a congratulations slide, where you'll replace a picture of yourself or a cool graphic. We want to customize these slides so they don't look like template slides.

Person 2: Okay, got it.

Person 1: The second slide is a quick friendly reminder about the \$100 cancellation fee. We break it down into three things: no-show, cancellation or rescheduling, and showing up to the call in a distracted environment. It's important to capture their attention and prevent no-shows.

Person 2: Makes sense.

Person 1: Next, we have a slide to keep them focused. And then, the next slide is where you'll put your bullet points of what they're gonna learn. This slide is typically filled in at the end, once you've created the whole presentation.

Person 2: Alright, I'm excited to see how it turns out.

Person 1: Me too! The goal of these bullet points is to get them excited and curious about what they're gonna learn. We want them to feel like they're going to learn some really cool, exciting stuff.

Person 2: I think I can make that happen.

Person 1: I have no doubt you will! So let's get started on building those slides.

Person 1: "So we want to open loops in their head to where they're excited to stay to the end. So basically every bullet point is a headline the same way you write a headline on a landing page, and your goal is to invoke curiosity and make people feel like I have to know what it is, therefore I'm gonna opt in.

Person 2: "I see. So you want to make sure that every bullet point in the presentation is attention-grabbing and makes people want to know more. That makes sense."

Person 1: "So, the more proof there is, the higher the perceived likelihood of achievement. And one of the best ways to increase the perceived likelihood of achievement is to have tons and tons of testimonials that you add in. What do you think about that, Person 2?"

Person 2: "I totally agree with you. But what if you're just starting out and you don't have a ton of testimonials?"

Person 1: "Well, you shouldn't feel discouraged. You just need to realize that as you start to get more testimonials, as you start to get more clients, you can add them into the pre-call video

Person 2: "That's a good point. But how do you explain the opportunity to someone who knows nothing about it?"

Person 1: "You have to break it down into simple steps, stories, and analogies that they can understand. Imagine you're sitting across from a version of yourself that knows nothing about the opportunity, and you have one chance to convince them

Person 2: "I see. And how do you structure the pre-call video?"

Person 1: "You want to structure the slides in a very simple way. Usually, you do one slide for the headline of what you're teaching, like secret one's how to x, Y, Z. That's the first step, And then do three to five plus slides explaining that step

Person 2: "That makes sense. And what if you have more than one secret?"

Person 1: "You repeat this for every single one of the secrets. If you have three secrets or five steps, or three steps or four steps, however many steps you have, you say, Hey, here's step number one or secret number one, X, y, z. Tell the headline of it. And then you do three to five slides, or 10 slides or 20 slides, however many slides you need in order to break down that secret."

Person 2: "Got it. And what if it doesn't make sense?"

Person 1: "If it doesn't make sense, keep tweaking it until it does. It's a very iterative process where you're just refining and refining until it makes sense."

Person 2: "Okay, and what about the transition?"

Person 1: "After you explain what the opportunity is, you want people to be excited about it and feel like they can do it, but they don't know how. That's the goal. By the time you're done with this section where you go through and you do the slides for each one, it should feel like, "I wanna do this."

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Person 2: And we don't reveal the price in the video?

Person 1: No, we'll price anchor. We'll compare it to something big, like how people pay \$40,000 for liposuction.

Person 2: I see. And we should include as much social proof as possible throughout the video?

Person 1: Absolutely. The more proof and testimonials we can include, the better.

Person 2: Okay, got it. So we can use these slides as a starting point and make them our own.

Person 1: That's the goal. With some tweaking, you'll have a really good pre-call video that matches your offer and helps you get more sales.

Person 1: "Alright, so we need to talk about recording your pre-call video. By now you should have the slides done and feel really good about it.

Person 2: "Okay, got it. So we're almost ready to present it. What else do we need to do?"

Person 1: "Well, now we need to focus on recording the actual video. We want to make sure that not only is the content good in theory,

Person 2: "Right, because we don't want them falling asleep. How do we do that?"

Person 1: "Exactly. We need to turn up our presenter mode five notches and be over the top. You don't have to be as extreme as Russell Brunson, but you need to be excited and make them feel like this is the best thing they've ever seen

Person 2: "Okay, that makes sense. And what's the third thing?"

Person 1: "The third thing is exuding absolute certainty. People trust certainty, so if you're certain about what you're presenting, they'll trust you more. It can be a crutch for any mistakes you might make. So focus on being super confident and certain."

Person 2: "Got it. So we need to captivate the viewer, be super excited and charismatic, and exude absolute certainty. Thanks for the tips. I'll make sure to keep that in mind when we're recording the video."

Person 1: Have you ever noticed that sometimes people can say absolute nonsense, but still manage to close a deal if they speak with certainty?

Person 2: Yeah, I know what you mean. It's like if they're confident enough, people will believe them even if what they're saying doesn't make sense.

Person 1: Exactly! Caleb used to do that all the time. He'd be on a sales call and say something totally ridiculous, but people would still ignore it and answer his question.

Person 2: That's hilarious. So, what's the key to sounding confident and trustworthy in a pre-call video or webinar?

Person 1: It's all about speaking with absolute certainty. Even if you're not sure, you have to act like you are the expert.

Person 2: I see. So, how can you practice that?

Person 1: One practical tip is to stand up while you're recording, so you can use your body language and really get into it. Also, record alone so you don't feel self-conscious about being over the top. And listen back to yourself to make sure you sound certain enough.

Person 2: Got it. So, it's all about exaggerating your energy and enthusiasm to make sure you come across as confident and knowledgeable.

Person 1: Exactly! Most of the time, we're actually under-exaggerating it, so it's important to really go for it and not hold back.

Person 1: Hey, have you ever given a webinar before?

Person 2: Yeah, I have. It can be a bit tricky sometimes.

Person 1: Yeah, I know what you mean. One thing that really helped me was using body language to keep people engaged.

Person 2: Oh, I never thought about that. Can you give me an example?

Person 1: Sure, let's say you're talking about something important, but you're just sitting there with your hands folded. It's not very exciting to watch. But if you use your hands to emphasize your points, it can really make a difference.

Person 2: Oh, I see what you mean. That makes sense.

Person 1: And it's not just about using your hands. It's about using your whole body to communicate your message. When you're passionate about something, it should show in the way you move and speak.

Person 2: That's a good point. But what if you mess up during the webinar? Do you have to start over?

Person 1: No, definitely not. The best speakers mess up all the time. You just need to keep recording and then go back a couple of slides to re-record the part you messed up on.

Person 2: Oh, that's a relief. I always thought you had to get everything perfect on the first try.

Person 1: Nope, not at all. The most important thing is to keep going and not let a small mistake ruin the whole webinar.

Person 2: Wait, what do you mean by that?

Person 1: So, let's say you're in the webinar and you messed up a few slides back. Instead of redoing the whole video, you'll just go back a couple of slides and start recording from there.

Person 2: Oh, got it. So i'll just re-record from that point on and edit it together later?

Person 1: Exactly. You can splice it together later and edit out all the mistakes. It's super simple.

Person 2: And you said I should record standing up, right? Why is that?

Person 1: Yes, you want to record standing up because it helps with your energy and enthusiasm. And if you mess up, don't stop recording, just go back a couple of slides and start over with even more enthusiasm.

Person 2: I see. And how do I edit out the mistakes?

Person 1: You can do it yourself or hire someone on Fiverr or Upwork to do it. All you have to do is tell them where you messed up and they'll cut it out.

Person 2: That sounds easy enough. And when should we aim to have the video live?

Person 1: Done is better than perfect, so we should aim to get it live as soon as possible. We can always improve it later by adding in what's working on calls.

Person 2: Okay, got it. So we should just focus on getting it done and putting our energy into it, and worry about perfecting it later.

Person 1: Exactly. The most important thing is to get it live and start getting results.

Person 1: have you heard about this method for scaling offers?

Person 2: No, I haven't. What is it?

Person 1: It's about listing out all the deliverables in your offer that aren't scalable and replacing them with scalable alternatives.

Person 2: That sounds interesting. Can you give me an example?

Person 1: Yeah, so if you're doing one-on-one coaching, a scalable solution would be group coaching. It may seem like people won't find it as valuable, but most successful coaches do

group coaching, and people often get better results because they learn from the collective of the group.

Person 2: Oh, I see. So we're basically swapping out the non-scalable aspects of our offers with scalable alternatives.

Person 1: Exactly. We want to be cookie cutter as much as possible, but still provide value to our clients. If there's something that we can't make scalable, we either remove it or ask ourselves if it's really necessary for the sale.

Person 2: That makes sense. It's all about making our offers more irresistible and decreasing effort and sacrifice for our clients.

Person 1: Right. And if we do these first two parts right, then we can focus on decreasing them even more to make our offers even more attractive.

Person 2: "So, you're saying that I need to do this part correctly to have more flexibility in closing sales?"

Person 1: "Yes, exactly. For instance, when creating content for someone, instead of doing all the work for them, you can do the first few videos and introduce them to their own video editor, who can create customized content for them."

Person 2: "I see what you're saying. By doing this, we can provide a more personalized service to our clients without compromising on the quality."

Person 1: "Exactly. And you'll still be able to deliver at the same level as someone in-house while getting all of our systems and training. You can even train the content creators on group coaching calls and make it feel like you're doing it for them without sacrificing too much of your time."

Person 2: "Okay, got it. So, we need to be creative and find ways to restructure our services to make them scalable while still providing the desired outcome."

Person 1: "Yes, that's right. And having a strong guarantee can also help in selling our services. The better the guarantee, the more confident the clients will be in getting the desired results."

Person 2: "That makes sense. So, we need to ensure that we have great fulfillment and are actually getting people the results they want before offering a strong guarantee."

Person 1: "Exactly. And if we do have great fulfillment, then a bold guarantee can actually help in increasing our close rate and getting more sales."



Person 2: Okay, I think we could offer a money-back guarantee or a free trial for a certain period of time.

Person 1: Great, those are good ideas. Now let's move on to manufacturing urgency. Urgency is the basics, guys like it, it works.

Person 2: Yes, I agree. If we give people a shorter timeframe to make a decision, they're more likely to buy.

Person 1: Exactly, there's a reason why urgency and scarcity sells. There is this man, Craig Clemens who does a billion dollars a year selling supplements, and he said, "You could be the best copywriter in the world, the most persuasive copy ever, but if I send my email with insane scarcity and you're not allowed to use scarcity and urgency, my email will avert your email every single time."

Person 2: That's a really powerful concept. So how do we add urgency?

Person 1: We can manufacture real scarcity or real urgency, but it has to be true. We can't lie to them. So we just make it true. We create a punishment for not buying on the first call.

Person 2: Okay, so what's the consequence we're putting in place?

Person 1: We have a few options. We can make the price go up, make the offer go away, or have the bonuses go away. We just have to choose which one aligns with what we want to happen.

Person 2: Got it. And what's the reason why we're doing this?

Person 1: We're doing this because human beings are driven by incentives. As Warren Buffet says, ants go where the sugar lies and there ain't no way around it

Person 1: "Did you know that you can turn your disadvantages into advantages?"

Person 2: "Really? How so?"

Person 1: "Let's say you're only selling a few packages a month, and your goal is only 50K a month. You can set a constraint of what you're going to sell that month. So you can say, Hey, we're only doing six packages this month, even if six is your dream goal.

Person 2: "That makes sense. But what if I want to increase my sales goal?"

Person 1: "That's easy. As you start to sell more each month, just raise the scarcity amount. So there's only X spots left this month. It's going to increase the urgency of the clients to make a decision. And also, it's going to make it a lot more valuable since people value things that are scarce. What's even better is that since you have a unique offer, you have a monopoly on your offer. That gives you an unbelievable advantage over most businesses that sell their services as commodities.

Person 2: "That's true. But how do I set my scarcity amount?"

Person 1: "You just have to set whatever your goal is for the month, and then you can divide it by your cost. For example, if you want to sell \$100,000 this month, and your package costs 10K, you have 15 spots available."

Person 2: "Okay, that's great. But how do I make it even more powerful?"

Person 1: "You can use fast action-based pricing where clients can get it for \$10,000 if they decide before later. But if they decide later, it'll be \$20,000. And then you can say, 'Also, just so you know, we only have seven spots left this month, and we're ramping to fill those spots a little bit quicker just so that we can focus on fulfillment the rest of the month.' That's a powerful combo that creates both scarcity and urgency."

Person 2: "Wow, that is really powerful. Thanks for explaining it to me. I'm definitely going to try this out."

Person 2: "Maybe we could offer a crazy discount or throw in something really valuable that they wouldn't expect."

Person 1: "Yes, I like that. And you're right, it's super important we take time to get the offer right. Everything is based around her value equation, so we need to make sure we're following that."

Person 2: "Absolutely. And we need to make sure we're checking the list twice and not missing anything. We don't want any failures that could cause problems down the line."

Person 1: "Right, geniuses prevent problems, they don't just solve them. Let's create an irresistible offer that people will feel stupid saying no to."