

# Paid vs Free Traffic: Overview

All right, so in this video we're gonna talk about generating leads and we're gonna talk about kind of the difference between paid traffic versus free traffic and which one that you're going to be focusing on.

Now, really the goal is to get to a place where you have paid traffic working. That is the ideal outcome.

It's consistent, it's predictable, and it's infinitely scalable. I mean, to the market size, of course, but that's really where we want to be because we want our business to be able to scale at the click of a button.

We wanna be able to say, Hey, the math is working. Let's scale the math and have as little operational complexity as possible.

And having paid ads working really allows us to do that. Cause if we're doing, let's say a hundred k a month and we wanna get to 500 k a month and we are doing an outbound type strategy, what the issue is, you gotta hire a bunch of people to do it or you gotta scale the system up.

But with ads, all you have to do is say, spend more money, hire a couple more sales reps to field the calls and make sure fulfillment is scalable and you're good to go.

You go from a hundred k a month to 500 K a month, cuz guess what? It's math, right? Two plus two equals four, 200 plus 200 equals 400.

It's no more difficult to do one equation than the other. And the same thing goes for scaling your business.

You just need a couple more sales reps to field the calls.

So if you can spend a dollar, get \$2 plus back, ideally \$3, \$4, \$5 back, it's literally like having an infinite printing, infinite money printing machine.

And those guys who are in business and you run off a paid ads. I don't think we internalize this enough.

We literally are giving a dollar to a machine and it's giving us two or more dollars back. And if we got a machine in front of us and it wasn't this conceptual thing that these ads, we'd be giving it as much money as we possibly can.

And if we needed more people to help us collect that money, we'd be getting them and bringing them to help us.

And the funny thing is, that's where a lot of you guys are at in your business. We're just not doing it.

So if you are doing ads, we're gonna double down on that and spend as much as we possibly can and hire as many people as we can to field those calls and scale from seven to eight to nine figures.

And again, that's why, you know, once you get as profitable, you're at seven figures minimum because you have an infinite money printing machine.

And really, this is why we're all aiming for this. So most of you guys are already here, but for the few of you who are not yet here, that is okay, we're gonna get there.

Because here's the issue. If you're, you're starting out and you're not at a place where you can just dump a ton of money into testing ads and getting them to work, you gotta understand it's not guaranteed to work first try, right?

Anyone who tells you differently, like, Hey, you're gonna run ads, you're gonna make money immediately, I promise you is lying to you, alright?

Anyone who is at the top will tell you they themselves cannot guarantee their next ad campaign's gonna work. They themselves cannot guarantee their next offer is gonna work at first, right?

So most of the time it doesn't work out the gate, right? It doesn't work out the gate. That doesn't mean you're not gonna be able to get it to work.

Cuz that's the whole point that all marketing and sales is, is just testing and testing and testing until till it works.

It's not a matter of if it's a matter of which piece is broken. And solving that, that piece, I remember the first time I started testing ads, I remember texting Frank and being like Frank Kern, I, I can't get my ads to work because blah, blah, blah, blah, blah.

It's not working. This whole ad thing doesn't work. And I thought, because the ads didn't work, the whole advertising thing didn't work.

And I'm like, you said that you spent a dollar, you get \$2 back here, a landing piece like this, and I spent \$20 and I'm not making any money back.

And he kinda laughed at about about it and he's like, well, what, which piece isn't working? I'm like, well, what do you mean which piece isn't working?

He said, which piece isn't working? Said, are they clicking the ad? Are they opting into the thing? Are they buying the thing after that?

Are they scheduling a call? Like, which piece isn't working? And that's the truth about ads. You're gonna launch 'em and you're gonna say, Hey, my optin rate is horrible.

I gotta find a whole different angle for my funnel of what my free lead magnet is that I'm giving away and I gotta change it until the optin rate's good.

I gotta change my headline. Or maybe they're opting in, but you can't get all like you, you're just not able to set any of the leads.

You're like, all right, which piece is broken? So that said, I'm going on a rant, but really it's just understanding ads is a game that you're not gonna get to work first try.

You're gonna test and you're gonna tweak and you gotta be willing to spend money testing. You gotta be willing to lose money.

It's okay. And testing is expensive, right? Every time we test me, you're gonna need at least one to \$3,000 for every little test that you do, right?

And you have to be okay with mentally just losing 100% of that money. People get so emotionally attached to ad money, they, they go in the ad panel and they spend money and they're like, they're like a day trader who just made a bad trader.

They're like, ah, I hope it goes bad. Good. You know what I mean? And in reality, you have to be able to have resolve.

It's like being a good investor. You have to be able to do it, set the money aside for it, test it, look at the results, and be okay if it didn't work.

All right? You have to get to a place where you're okay if the advertising does not work, you have to, there is no other way around it.

If you're not at a place where you can just spend a few k every time you test like, Hey, I'm gonna, I'm gonna put two K this week into testing this new, new funnel, right?

For the, to get lead costs down and I'm, I'm gonna call the lead and see if I can make it profitable.

And if you lose money, you have to be okay with that and have no emotional attachment to it. Like for me, when I get inside the ad account, my brain's so detached from that being the real world.

I'll test with any amount of money, even even when I wasn't where I am today. I would test with any amount of money that I had that I didn't absolutely need for survival.

And if it didn't work, I didn't care because most people think, oh, I lost all the money, I got nothing.

But what you really got was feedback. You got the test results and with those test results, you can make a hypothesis and why it didn't work, test the next thing and I get it to work.

So that's the biggest thing when it comes to ads. You have to be willing to do that. You have to be willing to do the expensive testing or else you're not at a place where we can do it.

And another little side note is, for me, I always test on a short time span. Me and Kayla, we always test on a short time span and we just spend whatever the total budget was for our test we spent in a shorter amount of time.

Cuz you get a faster feedback loop, right? Why spend a hundred dollars a day over the course of a month rather than just spending all that in the course of like three days, right?

Yeah, it's gonna be slightly more expensive than three days, but you learn so much faster at speed is everything. Speed is everything.

Especially when you're doing ads. The speed is everything. The faster you get a feedback loop, the better. So when we're testing ads, when you're putting money into ads, only test with what you can afford to lose, right?

And set aside as much as you're willing to lose, like stretch that number, what am I willing to lose to get ads to work?

And you're gonna test with that, all right? Over and over and over again. Live off the bare minimum as you start to, if you like, scale with some free methods, right?

If you're not at a place where you're doing ads yet as you scale three methods, don't increase your lifestyle as your income goes up, as you start getting more clients, don't increase your lifestyle whatsoever.

Stay exactly the same. Every increase is just ad budget to test, testing budget. That's it. Period. End of story. And if you're not willing to do that and you're not committed to winning, but I know for most of you guys, you guys wanna win really bad and you understand that if you get ads to work, when you get ads to work, you're at seven figures.

And when you're at seven figures, you can scale eight figures. You're gonna do everything you can to put that money aside because that money aside, yes, let's say it's only an extra 5K a month that you put aside or three k a month or whatever the number is, right?

That money you put aside, yeah, you could spend it in buy a Rolex <laugh> or that, that could be the reason that you basically turn on this infinite money machine where you put a dollar in and get \$3 back every single time and you're able to scale to seven figures just by click and duplicate on your ad sets and hiring couple sales reps.

So it sounds overly simplified, it sounds like a, like the, the cliché internet marketing dream <laugh>. But it is true.

When you run a business and you get ads to work, you have the ability to get an infinite amount of people in your door, right?

If you were a brick and mortar store and you literally could at the snap of your fingers have any amount of people in your store that you wanted, you'd be doing as much revenue as you wanted to do, as much revenue as that you could fill on.

But with an online business, when you're doing any kind of advertising online, that's the position you're in. Once you can mathematically afford to get people in at will, you can have as many people there as you want, as long as you can fulfill on them, both from a sales call standpoint and a fulfillment standpoint.

Right? Now, if based off of the ads aren't right or free, sorry if based off of that, ads aren't right for you right now, again, first off, that's okay, right?

If you, you don't have budget to set aside towards doing ads, that's where everyone starts off. Now, a lot of you guys already crushing it, you just need to scale them to go from seven to eight figures or six to seven figures.

But if you're not, it's okay. Just start out with the free methods, which we're gonna talk about, and that's the path that you're gonna go down.

And with those free traffic methods, you're gonna dump 100% of the excess capital into ads. So again, don't increase the lifestyle, increase your budget into advertising and testing advertising to get it to work.

And when you lose the money, don't feel like you lost the money. You paid for feedback, right? Like all the money I've lost on advertising, it's not lost money.

It's, it's why I know what I know, it's why I understand what I understand. It's why I understand not just advertising but the markets that I've like sold to in the past.

And you're gonna learn more about your market and what it responds to and that's worth more than any amount of money you could spend.

So that's what you're gonna do if paid traffic isn't for you right now. Now paid traffic is for you. You're gonna go straight into the paid traffic section and we're gonna get paid traffic absolutely cranking. You might already have it cranking. And if that's the case, we're gonna ramp spend and keep crushing. And if you don't have it cranking, we're gonna get it started from scratch.

And that's where you're like, if you're, you know, testing your advertising button, you're sorry you're setting aside advertising budget. That's what you're gonna go through when you're ready to do that.

Now again, free traffic methods, yes, they usually take some more manual effort to get going. There's a lot of things we can automate and systematize.

But you can scale with them, right? You absolutely can scale with free traffic methods. They're just more operational complexity to scale them than ads.

The reason why the goal is to get to the place where we're doing ads is because there's no operational complexity in scaling ads.

You don't have to hire teams, you don't have to do this or that. All you need to do is click spend more money.

That's it. With a lot of free traffic methods, like obviously there's more operations that go into building that out and scaling that.

That being said, to scale free traffic, if you hire more people, you're gonna be able to get more lead flow. And with ads you just click a button. And although people have scaled to, a lot of our friends have scaled to literally nine figures with paid or free traffic methods again, highly recommend you just get ads to work. Cause it gives your your business a level of consistency, predictability, and scalability. That takes a long time to get when it comes to free traffic, right?

Free traffic works outbound methods work, affiliates work, all the things. We talk about work. We've personally made millions of dollars with all the strategies we teach.

We've had friends who have done multiple eight or even nine figures that we basically basically consultant say, Hey, which strategies you guys think are best for these guys?

And we've added those in there as well. And I'm, I promise you, free traffic works. The free traffic methods work and if you can't get them to work, most likely it's an offer problem, not a traffic problem.

Right? Said if you can't get to 10 to 50 k month pretty pretty easily with paid ads, I'm sorry with free traffic then obviously there, there's some bigger problems in the overall, you know, offer and in our sales process.

That being said, hope you guys have some clarity of who should do what, what you're gonna be diving into. If you're ready for paid ads, then dive into the paid ads section.

If you are need to get free traffic methods going, drive into the free traffic methods. And if you're someone who has budget set aside but you don't have ads working right now and you don't have a way of consistently generating clients right now, I would still recommend you start out with the free methods and get consistent clients coming in to have a stronger base.

Cause the last thing we wanna do is have our budget burn all of it on ads, get no clients and be like right back to where we started.

So I highly recommend you get the free methods working to where you have consistent income coming in on top of what you currently have to where you can keep dumping that in every single month to where it's not a one-time ad budget or you have a loan that you're like, oh, I have a bunch of business credit. I'm gonna spend just all of that on advertising. Cause like advertising's not guaranteed, but what is guaranteed you have to pay back that business loan.

Cause a lot of people don't just take out a big loan. I'm gonna, I'm gonna put it on on ads.

What I recommend is get free traffic working until you have money that you have left over from that to dump into ads that you can afford to lose.

Cause it's your money to lose. Is that being said, those are the options depending on where you're at. And I look forward to really breaking out all those strategy for you guys.

# Free Methods: The overall process

All right, so this is gonna be the process that we follow regardless of what free method we do, whatever free traffic method we do, this is the process we're gonna follow.

It's very simple, but we're gonna follow this religiously. If we just obsess on this one thing, and we follow this religiously, we're gonna be in a really, really, really good spot.

So we have our free traffic methods, right? Whatever one you choose. And then guess what? All of that traffic we drive to a set call, right?

That very first call we have no matter what, where the traffic came from, we have a set call, whether we outbound and call them, or they schedule a call with us.

That very first call is a set call where you set the appointment, right? And we push to a pre-call video, right?

And then that pre-call video, they show up to the close call. Remember there's a hundred dollars cancellation fee for not watching the pre-call video and not showing up to the close call.

And then on that close call, there's only two outcomes. Either we aren't able to close them or we are able to close them, right?

If we are able to close them or that money's gonna go towards advertising budget, if we aren't able to close them, both of these outcomes, we're gonna get referrals.

So if we're able to close a client, we're gonna ask that client for referrals. If we aren't able to close a client, we're gonna ask that client for referral or that that prospect for referrals.

And guess what? Those referrals, they go back to a set call, which go to a pre-call video. We should then go to the close call.

And then on that close call, whether we close them or we don't close them, we get more referrals from them and we're gonna squeeze as much juice as we possibly can out of every lead that we get, right?

We want the highest possible lead efficiency rate, not just of the leads that we get, but of turning those leads into more leads.

We want it to be like a flywheel, right? Every lead we get turns into more leads. We get more and more referrals.

And the biggest reason people don't get referrals simply cuz they don't ask for them, right? Or they ask for too little.

And then we're gonna take what we need to survive from the business. And as we start to scale with free traffic methods, and by the way, free traffic's not like, Ooh, I'm gonna eek out one or two clients here and there.

If you do things right, you could easily scale to basically as much as you want with, with just the free methods.

But advertising is much more predictable, it's much more scalable. There's less operational complexity. So any dollar we make over what we need to survive, we're gonna put into our advertising budget and we're gonna dump into testing advertising.

And this is the process we follow. We get paid ads to, or sorry, free traffic to work. We get as much referrals from that traffic is possible in every dollar we get that we don't need to survive.

Like bare minimum we put into testing advertising and getting paid ads to work to where we have a scalable machine that literally we hit duplicate on our A sets and we're able to go from six to seven to eight figures simply by making sure our fulfillment scalable.

And we have the sales reps to be able to take that volume of sales calls. So this is the process.

It's super simple like this graph is, or this flow chart is all you need to do to go from free traffic methods and bridge that gap to pay traffic methods and having a consistent Machine that you can scale from

seven to eight figures or six figures to seven figures, or even if you're just getting started, get that to seven figures or to six figures.

So that being said, this applies to anyone who's doing free traffic methods and you're not quite ready to do advertising and you're trying to bridge that gap.

This is the process that you're gonna follow. And we're gonna break this down much more in depth, like how to actually drive that free traffic and then how to actually get those referrals.

And then obviously when you guys are ready, you go to the advertising section to deploy that advertising budget.

## The 3 free traffic methods

All right guys. In this video we're gonna be talking about the three main three traffic methods. We're gonna be talking about the pros and cons of each one, which ones are good for which type of people. And at the end of the day, our goal is to get to the end of this video and have a clear plan of action of which method we are going to go with.

Because so many people, they feel like, oh, I want more leads. I need more traffic sources. When in reality, what you need to do is you need to find one traffic source that works and that's it, right?

The key to going from zero to six figures is one traffic source. The key to going from zero to seven figures is one traffic source.

The key to going from seven to eight figures is usually one traffic source, right? You can add more traffic sources in, but you're gonna get this tiny little marginal increase in what you're doing.

If you can't scale to seven or even eight figures off a one traffic source, it's probably not a good traffic source.

And the same thing goes with free methods, right? If we can't get one of the free methods to get us to a place to where we have plenty of capital to dump into advertising, to get paid ads to work, well then guess what?

It's, we're probably not doing that method, right? Every single one of these methods without fail, I know people who push tens of millions of dollars with right tens and tens of millions of dollars with people who push nine figures plus with these free methods.

So these free methods work. You just have to pick one and you have to make it work. That's the biggest thing is every single thing works.

Usually all the strategies you see people teach, you can make them work, but that's the key word You have to make them work.

They don't just happen automatically and they crush out the gate. You have to play with them. You have to tweak them, you have to refine them.

You have to figure out, all right, what's the constraints? And you have to keep solving for those constraints until you're able to make it work.

I'll tell you what, every single person I know who does eight figures and who does it not based off of luck, but based off of they knew how to get there and they did a process and they got there.

If I said, Hey, pay traffic is gonna be stripped away from you, you can only use free methods. I guarantee you every single one of them could get back up to multiple seven figures, if not eight figures, just by doing free methods.

I know I have friends who the industries that they're in, they can no longer run paid ads just cuz whatever the advertising platforms don't allow it or it's just not a good way to target their market and they get free methods to work.

All right, I'm ranting that said, let's dive into what each of the methods are, the pros and cons of them so you guys can create your plan of which one you're gonna do.

The first one is method one, all right? Which is outbound methods. So this is kind of multiple methods kind of put into one category, but outbound methods is the first one.

So basically to simplify this, you find people in your market, whether it's on Facebook groups or in LinkedIn or somewhere else, okay?

You start conversations with them and a lot of this can be automated, right? There's a lot of things we can do to automate this process that we'll talk about if this is the method you go about.

And then when we turn, what we do is we turn those conversations into set calls and then those set calls into close calls and those close calls into clients.

Very, very simple. There's really two aspects of it. It's finding your market, right? And then there's what's our messaging to actually get them on the phone.

If you get those two pieces right, you're good. And a lot of that again, can be automated and we can really scale a lot of this process.

Again, we have friends who do multiple, multi eight figures just with this right here. We know people who actually have done nine figures a year just with this right here.

The second method is affiliates, all right? So affiliates, so you basically with affiliates, if you're like, Hey, what's affiliates? How does this work?

If you get other people who already have audiences to promote your offer in return for percentage of sales, right? You can call it a JV deal, a joint venture deal, affiliates, a partnership, whatever you want to call it.

But essentially you're finding people who've already spent millions of dollars building their audience, who've already spent years or decades building their audience, whether it's on social media or it's a lot of times in the form of their email is cuz they're a business owner and they're gonna promote your offer for you and return for a percentage of the sales that you make.

Alright? So either they can permit promote a front end offer. So maybe they promote a webinar that sells something for a thousand dollars or they promote something that's a \$97 offer, or they promote something that's a two \$97 offer.

Whatever that front end thing is where you sell, sell something on the actual webpage and you give them a big percentage of those sales and then you're left over with all the leads that you call set and sell you how to take a thing to.

And now if you don't have a front end offer that you can have them promote, right? What we do is we just have them promote to a free lead magnet and we give them a percentage of the back end sales.

So either you're doing a front end offer or you're giving them a really big percentage of whatever they promote on the front end or you're doing just straight to your backend offer.

And again, this is what most people are gonna do unless you already have this set up and you give them a percentage of your deals, a little bit smaller percentage than with this right here.

And then we turn those leads that we get into set calls, we collect all the phone numbers the same way we do with paid traffic and we turn them into set calls.

And again, we turn those set calls into close calls and those close calls into clients. And then method three which is, this is bonus method because we're gonna really focus on one of these two methods as our primary traffic sources cuz they're fully in our control, right?

We can fully control the results of these two things. And at the end of the day, when you're trying to scale a company, we don't want anything to be left up to chance.

We don't want anything to be in the hands of luck. We wanna be fully in control of the results that we get. And with these two methods, you are right, it's very, very, very, very controllable. Now with this third method, there's only so much we control, which is building a personal brand.

So organic content, right? So many people, they feel like this is the end all be all. They're posting content like crazy, they're doing all stuff with all sorts of stuff with their brand.

They're getting on podcasts, they're doing interviews and they get no clients or they don't get as many clients as they'd like to.

So we're gonna talk about how to actually use your personal brand to generate clients and generate leads like clockwork. Basically this is literally where you post content, you grow your brand, and then what we do, just like the other ones, we start conversations with every new follower, every new like every new comment and we turn those conversations into set calls.

So this is really how we number one, grow our brand. And number two, we're gonna talk about how to actually monetize it to where we're squeezing all the juice out of as possible, right?

I know people who have built massive, massive brands, but you look at their following or you look at how big their, you know, their influence is on online and then you look at how much revenue they're doing and it just doesn't really add up.

Like if you do a personal brand, right, you can make a lot of money off not that many followers. And we're gonna show you how to do that.

And again, the reason I say this is the bonus method is cause we're not gonna rely on this if you're already doing your personal brand.

This is how we're gonna optimize it, right? This is how we're gonna make sure we're getting the most out of what we're already doing.

But these are our primary methods for generating leads, all right? When we use these methods, the whole goal is we're gonna stack as much cash as possible so we can dump into advertising and get advertising to work.

Cuz again, it lowers the complexity of scaling cuz all you gotta do is spend more money when you have to pay ads working.

But in the meantime, we're gonna focus on the things that we can control, and that is outbound methods or affiliates.

And then for those of you who already have a personal brand, we are gonna do this to really optimize what you're currently doing so that all the effort isn't in vain.

You're getting the most out of it with the least amount of, you know, effort put into it. All right? So let's go through pros and cons of each.

That way you guys have an understanding of who should be choosing what, because different people, depending on what market you serve, et cetera, should be choosing different strategies.

Truthfully. So outbound, the pro of this number one is it's fast and easy to start, right? You can get this thing up and live and you can start doing outbound immediately, right?

There's no long setup process or complicated, really anything you can get going immediately. Next pro, because you're doing outbound, you're getting a hundred percent of the profit or you're not sharing any of it with affiliates, you're not sharing any of it with paid ads.

The only really cost of doing outbound is if you're gonna automate it or automate parts of it, you're gonna have some software costs probably but nothing in comparison to giving up a percentage of your sales or obviously paying for ads where the advertising platforms don't care if you're profitable or not.

They're, they're taking their cut either way, right? It's an auction. And then the big con of this is obviously you have to test a lot more messaging before you see results in order to get outbound to work.

Usually the reason people struggle with it is, a, they don't have a system for, you know, doing it at scale, but b their messaging is off.

So they gotta message way too many people to get way too little of responses and it's just not a good process at all, right?

And again, like I said, the next con is there's some monthly cost to automating it. So if you don't wanna be doing it manually by hand, you're probably gonna want to do a lot of automation and there's some software costs behind it.

So that is the pros and cons of outbound as a whole. With affiliates, here's the biggest thing. It's super high leverage, right?



You get one affiliate. One affiliate can bring you a hundred clients if you land a big enough affiliate. It's one of those things where you're still doing outbound in a way, but you're outbounding not to get clients. You're outbounding to get partners who are gonna bring you clients for not just a day but sometimes decades. So it's a very, very high leverage thing to do.

And once you get one affiliate, right, that affiliate can bring you who knows how many clients. And the good news is we're not limited to one affiliate.

We'll get two and then three and then 10 and then 20, and then a hundred and then a thousand affiliates. And pretty soon we have a very consistent scalable traffic source. Also, another thing, it's a great stepping stone to ads.

And the reason why is because it's very, very similar of a process to what we do on advertising, right?

We're driving to our front end funnel where we call the leads and we actually do set calls versus with outbound we're kind of doing a slightly different process as a whole.

Cuz you know, we're actually the ones outbounding people rather than people clicking on our ad and opting in versus affiliates, it's people clicking on the promotion and opting in.

So it's very, very similar to the process of ads. And once you laid a lot of the groundwork for affiliates in terms of how you kind of set up your funnel you already are basically done for ads.

You're just gonna copy and paste it, track it separately and you'll be good to go. Next thing is it's a little bit more complex.

That's one of the cons of it. There's a little bit more complexity. You gotta get tracking set up, right? You gotta set up the softwares to make sure you're tracking leads correctly so that whoever pushed your front end offer or your lead magnet is getting credit for the sales that they make.

Cuz that is one of the fastest ways to blow up your whole affiliate program you have set up is to not be paying out affiliates correctly.

It'll get people really frustrated, they'll stop promoting and all the work you did to get those affiliates will quickly be in vain.

Next thing is there's more set up time, right? In order to get affiliates set up, like I said, you gotta set up tracking, you gotta set up the funnel, you gotta have email templates and email swipes and promotional material for those affiliates.

You can do this stuff really quick if you operate the way that we operate which is just like your life depends on it and move as fast as you possibly can, compress time, the stuff that normally people will take months to do, you just make the decision that, hey, I'm gonna get this done today.

And you literally work sun up to sun down. Getting it done, set of time doesn't have to be long, but I've seen people just drag this out for literally a month, taking their their time, getting their affiliate program set up.

If you are gonna do this, you have to commit to, even though there's gonna be some upfront stuff you need to get done, you need to commit to getting it all done in record time.

Like set a hard deadline for yourself and operate like your life depends on it in order to actually make this happen.

All right? And then lastly, personal brand. The pro of it is a really warm leads. Usually when you get on the phone with someone from a personal brand where you have content where they reached out or you start a conversation with them, them, it's usually an easy lead to close simply because they already know, like, and trust you.

In fact, a lot of times people think their close rate is really, really good because all their leads are coming from their organic brand and when they start running ads and people aren't closing at the same rate, they're like, what's going on?

And it's like, hey, they haven't been watching your Instagram stories for the last two months before they hopped on a call, so they're gonna be a lot colder.

But with personal brand the leads are very, very warm. Now, the only con is it's not a hundred percent your control, right?

You, you can't just increase the volume of how many people are watching your videos. Like there's, there's some I wouldn't say luck, but there's, I'm gonna use that word just for the simplicity's sake. There's some luck involved in how viral your videos go, how much traction you get online, and it's not fully in our control and that's why this is not gonna be our primary source of traffic, even though it can be an effective one.

So if you're already doing a personal brand, you're already creating content, you're already generating leads that way, we're gonna, you're gonna go through this and you're gonna optimize it that way.

What you're doing, you're getting the most out of. But if you know you're not doing this and you're like, I wanna do a personal brand, that's how I'm gonna generate leads, guess what?

That's not a replacement for either of these two strategies. I wanna make it impossible for you guys to fail rather than possible for you guys to win, right?

Like, I'm not satisfied with you getting to a place where there's a good chance of you succeeding. I want it to be like literally impossible that you fail.

And that's really how we operate, right? When we're figuring out what we're gonna do to get from where we are to where we want to go, we're not trying to say, all right, what could work?

We're saying what would be impossible to fail? Like if we put all of our eggs in x, y, z basket, how would, how can we make sure that basket's gonna get us there?

How can we make sure it's as a for sure thing as possible? And here's what I'll tell you. If you do outbound or affiliates and you just go all in on those things, you can get them to work, right?

If you can't get them to work, there's something else broken in the machine and that's great, we just fix that piece and then we come back to that strategy.

But that being said, those are the pros and cons of each kind of from a macro level. And now here's really what your plan is.

You're gonna choose either outbound or affiliates as your primary free traffic method. We're gonna talk a little bit more about some of the questions you should ask yourself in terms of making that decision.

But I need you to know we're gonna pick one, right? Not outbound and affiliates, not outbound and affiliates and personal brand between outbound and affiliates.

You're gonna commit to one, right? You're gonna commit to one. So write down which one you're gonna commit to by the end of this video.

And like you're gonna plaster that on your wall and you're gonna make that your your idol, right? You're gonna look at that every single day and you're like, I'm going to make this work.

And here's the biggest thing, don't switch methods five, five days into trying and it doesn't work, right? A day into trying and it's not working, you're not gonna switch methods.

The only reason you're gonna switch methods is because you aren't able to get in front of your, your audience, right?

For some reason the traffic source you're using, you literally can't find a way to get in front of your ideal audience.

That's the only reason you switch traffic sources, right? So many times people, what they do is they, they're this guy up here, right?

They're just digging, digging, digging, digging with one method and then it's not working. So they switch methods and then they're digging, digging, digging, digging, and they pretend to be extra focused this time and they go a little bit farther and they try a little bit harder and they give up and then they try the next method.

And they never really get to a place where they're able to get clients at will with like free traffic methods because they never actually spend the amount of focus required to solve the constraints, right?

Whenever you try something new, there's gonna be problems like to sit here and say, oh, everything we tried just works out the gate will be a complete and blatant lie.

So much stuff we try miserably fails out the gate, right? We try x, y, z new thing. And we have a friend who's crushing it with the strategy and he told us exactly what he's doing.

Guess what? Most of the time it still doesn't work. First try because every business is slightly different. Every market is slightly different.

Everyone has to have slightly different messaging. And if you, if you expect to get it right the first time, you're gonna be massively disappointed because it's not gonna happen.

So what's gonna happen is you're gonna commit to one and it might work out the gate, but for most people there's gonna be constraints we have to solve it's business, right?

This isn't, this isn't get rich quick, you know, you try something, you plug and play, it instantly makes you rich.

It's like, all right, we gotta make some tweaks. The overall fundamental principles aren't gonna change, right? The overall fundamental strategy's not gonna change, but the little details are and we wanna make sure we just keep on digging until we get to that gold.

So that being said you can still do your personal brand in addition to one of these two methods. You're gonna commit to one of 'em, right?

But you can still do your personal brand in addition, if you're already doing it, you already have a system in place.

Now again, if you're spending tons of time on your personal brand and it's not generating you clients, I wouldn't even focus on it.

It's a hard thing to hear, but I wouldn't even focus on it. So many people will spend eight hours a day on their personal brand and to get, let's say one client a month from it and that client a month each each month makes them let's say three K <laugh>.

And if you really do the math, they're making less minimum wage for all the effort they're putting into their personal brand, right?

And the real clients are coming just from like word of mouth or whatever, but the actual new clients they're generating through their personal brand is like very, very minimal.

So if you're not already having success with your personal brand, I wouldn't even focus on it. I wouldn't put the energy into it, I wouldn't put the effort into it cause it's not fully in your control.

And I take so much output to really, you know, see that exponential growth versus with outbound or affiliates, it's fully in your control.

There's fixed variables, there's no like, hey, the algorithm's gonna determine how much money you make this month. It's not like that, right?

You can fully control these things. So that being said, you're gonna commit to one of these two, you're gonna figure out, hey, am I gonna still do my personal brand?

So usually have a plan of am I doing outbound and personal brand? Am I doing affiliates, personal brand, am I just doing outbound or am I just doing affiliates?

And if you're still not sure which one to do, these are some really good questions to kind of run thing your, your thought process through in order to determine which one is best for you.

Right? So when deciding between outbound and affiliates, here's some things to consider. The more mass market you are, the easier affiliates are gonna be specifically, okay?

So lemme repeat that. The more mass market your market is, right, that you're targeting, the easier affiliates are gonna be.

So let's say you're doing something in, I don't know, the health space, right? You're doing something in the health space is very mass market.

Your audience is huge. And what that means is there's so many people who've already built massive email lists of those ideal customers who spent decades building their brand on social media to have a massive audience of your ideal customers, right?

People who've built massive companies in your space who have a giant list of your ideal customers. So the more mass market you are, usually the affiliate easier affiliates are gonna be, right?

Because so many people for so long have been building their brands and their audiences and their email lists and their purchase their buyer's lists in that space.

And again, affiliates are really high leverage. You land one affiliate who spent a decade building their brand, building their audience, and they send out one email.

Well guess what? Now that entire audience is gonna see your thing. So it's really, really high leverage. And if you're in a mass market, right?

Affiliates is probably the way to go versus outbound. All right? So how many people are there in your ideal audience already on their e on their, have them on their emails?

That's really the question we're asking, right? So when it comes to this, it's mass market, but also it's like, hey, it's not just a mass market offer, it's are there a lot of gurus, influencers, Facebook groups, businesses in your space, right?

Because every single one of those people is a potential affiliate. If there's a ton of potential affiliates, a ton of like gurus, influencers, businesses, Facebook groups, communities in your space, well then every single one of those is a potential affiliate.

And guess what? It's better to be doing outbound to get one affiliate who will get you in front of a million people than just manually be reaching out to potential clients.

And least in my opinion. So that being said, really think that through, again affiliates, everyone's like, well where do I find affiliates, guys, affiliates are literally anybody who's affiliating your product or service or lead magnet, right?

So it's anybody with an audience, it's a, it's someone who's like a guru or an influencer or it's a company or it's a brand or it's someone who's the, the founder of a Facebook group and they have this massive Facebook group of 20,000 people, right?

And they make a post in their Facebook group. It's literally any single person who has the audience that you're trying to get in front of.

And if there's already people, a lot of 'em who have that audience, why try to start from scratch, right? Or you can use other people's audiences.

People always talk about using opm, other people's money. It's best to just use other people's audiences. If you use other people's audiences, you're not gonna have to use other people's money cuz you're gonna have plenty of your own coming in, right?

So that being said, that's the next thing to consider. Another big thing to consider is are you B2B or are you b2c, right?

Are you business to consumer or business to business? So obviously usually if you're business to consumer, it's more mass market typically, right?

There's gonna be more people with massive, massive audiences in that space just simply cuz it's to consumers, right? Consumers are much more plentiful than business owners as a whole.

Now it's easier to do affiliates with B2C than it is b2b doesn't mean that you can't find really, really good affiliates for b2b, but just for example, there's a lot less affiliates for chiropractors than there is for like the health space as a whole, right?

If you're selling B2C health, you're helping people lose weight, you're gonna have a lot more potential affiliates than someone who is selling to chiropractors.

Specifically. You help chiropractors, you know, scale their practice. Like you can for sure find affiliates but there's gonna be a lot less of them, right?

It might just be better to do outbound if that's the case scenario. If you're that niche of a bus, that type of business you serve, it might just be best to do outbound cuz it's easier to just find those people and reach out to 'em versus find somebody who has a massive list of those people.

So again, if you can still make affiliates work, but it's something to consider when you are deciding between outbound and affiliates, like how easy is it to find those potential people who have a list of the people you're looking for.

If you're selling to consumers, it's gonna be a lot easier. You're selling to a bigger group of business owners, it's gonna be easier than if you're selling to a really, really niche type of business owner and you just have to really be cognizant of all the factors that way you're making the best possible decision.

And then also lastly, which one do you wanna do more, right? Which one excites you more? Do you wanna follow up with affiliates and really like, you know, pound the follow up game trying to get them to promote?

But when they do promote it's really, really high leverage. Or do you wanna just like start reaching out to people and get one client at a time?

And honestly both work, right? At the end of the day, the whole goal of this is to build up capital to test on advertising so that we can get paid ads to work.

And at the end of the day, both methods work, right? You have to keep in mind you have to do outbound for both of them.

For those you are like, oh I'm gonna do affiliates cause I don't wanna do outbound. It's like, well you're doing outbound regardless, but keyword, but affiliates, you're outbounding to get people who promote you rather than people who are gonna buy for you directly, right?

So it's indirect verse direct outbound. If you really think about it. You're directly trying to make a sale when you're doing outbound or when you're doing outbound and then you're indirectly making a sale when you're doing outbound to affiliates.

And here's the truth, it's, it's almost like a high ticket sale versus a low ticket sale, right? A high ticket sale might take more follow up, it might take more working of the the deal in order to get it to go through.

And that's kind of like affiliates, right? You have to find the affiliate, you have to get them on the phone, you have to get them to agree to promote and then you gotta work that deal, right?

You gotta get them to actually follow through on what they said they're gonna do and actually promote.

Versus outbound, you find somebody who's an ideal prospect, you get 'em on the phone and you close 'em, but that's one sale and the affiliate might be two or three or more or it's consistent traffic that they just keep promoting for month after month after month.

So again, it's really something you should consider the biggest thing that's targetability truthfully whichever one you think is gonna be easier to get in front of your ideal prospect, I would go with that one, right?

At the end of the day, we're not, we wanna consider which one we want to commit to, but really we're looking for which one is the easiest to get in front of our ideal market.

Like if we don't think there's a lot of people who have lists of our ideal customers just do outbound. But if you think about it and you're like, okay, there's probably a lot of people, there are a lot of influencers, a lot of companies, a lot of Facebook groups who already have my ideal market.

Like if I were in their shoes, I can make a ton of money off of whatever it is that I sell.

And if that's the case, then again I'd probably go with affiliates. It really just depends which method is best for you.

And then here's really the the question, when do you switch strategies? When do you cut your losses and try something new?

And really it's this target targetability times messaging is going to equal the results that you get. So if you aren't able to find a way to get in front of the right people, right?

Maybe like I'm gonna do, there's probably tons of affiliates out there who already have my ideal audience and you start doing research and you start reaching out to people and it turns out you're like, dang, no one has this audience, this is a really niche audience that I didn't realize it.

Then targetability is a problem, right? Not getting, not like getting them to agree, but getting, even finding people who have an audience that you want.

If targetability is a problem, it might be time to switch, right? And secondly, if you're getting in front of the right people but they're not responding, then it's the message.

So if this is the problem, like you literally cannot get in front of the right people no matter what you try then switch methods, right?

Like if you literally, not that they're not, affiliates are saying no, but like they literally, there are no affiliates who can promote your stuff right there.

There's no one with that audience. You find out then I would switch methods. Or if you're doing outbound and there's like no way you can possibly get in front of the ideal person, then what would I do?

I would switch methods. And then if you are able to get this right and they're not able to, you know, you're, you're not getting clients still your messaging off is off.

Either you're messaging to get affiliates to promote, to you promote you or you're messaging to get clients for your outbounding, right?

Either one of these two things are off. And now if, if you're like, man, I can't get money in front of my ideal prospect outbound or with affiliates, well there's time to face a harsh reality, which is our market's probably too niche then.

And we should go back into the offer section and rework, you know, who who, what market we're targeting and what we're selling to them.

Cuz if on all of social media, on all of the platforms we can't find someone who has our audience already or we can't find somebody who, or find those ideal people on, on the platform, then there's a good chance we're way too niche down, right?

We're way too specific and if that's the case, it's gonna be really, really hard to scale. And my goal is not for you guys to get one or two clients a month here and there, my goal is for you guys, if you're at seven figures to get to eight figures, if you're at six figures to get to seven, if you're restarting your offering from scratch to go from zero straight to seven figures and skip the six figure market, like I want you guys to push volume.

Like there's no point in pushing these baby numbers. It's like let's get something to work and let's scale hard. Cause at the end of the day, all the businesses is math and it's just as difficult to add two plus two and say that equals four as it is to say 200 plus 200 equals 400.

It is literally math. Scaling a company guys is literally math. And if you guys can't find, get something to work at a small scale, it's gonna be very hard to scale.

And if you feel like, oh well I can't find them through outbound and I can't find 'em through affiliates, I'll just run ads.

Well I'll tell you what, it's gonna be really, really expensive to get in front of those people if there's not even a single affiliate out there who can promote you, right?

If there's not even a single way of doing outbounding to find those ideal prospects, right? Facebook's gonna really charge you a lot trying to get in front of those people because the majority of the people they're gonna show the ad to aren't gonna be your ideal market.

So you have to understand ads isn't the secret end all be all to target. If you can't find the people you're trying to get in front of organically, it's gonna be rough, okay?

It's gonna be rough. So we wanna make sure that we're able to get this right. You should be able to find someone, someone someone you can target, someone with good target ability through either affiliates or outbound.

You should be able to get in front of your market through both either of those strategies. And if you can't, you need to rework what market you're serving cuz it's gonna be very, very difficult to scale in the long run.

And if you're really passionate about this tiny little market, you gotta face the harsh reality and realize business is a game of math and fighting math is like fighting gravity.

There's been so many times, especially early on in my career where there's things I really wanted to work and I was fighting math.

And no matter how much skill I put towards it, no matter how much how good the funnel was or how good the copy was or how good all the strategies were, it was like pushing a rock up a hill.

It was not easy. We wanna make sure that we're going with the flow of the current that is the marketplace rather than against it, right?

If we fight capitalism, it's gonna punish us. If we go with it and we give it what it wants, it's gonna be very, very easy.

So again, just to simplify, the only time we switch our strategy is if this part is wrong, right? If our targetability of the market that we're serving, we're not able to reach them with affiliates for the outbound strategy.

And if we have this part right, we're getting in front of the right people, but we're just, you know, we're not locking in affiliates or we're not scheduling calls with our ideal market, the messaging is off and all we need to do is tweak the messaging, right?

It's like the scientific method. It's you test something, you say, did it work? Yes or no? If not, why? We make a hypothesis.

We tweak the messaging, we test again, did it work? If yes, awesome. If no, why tweak the messaging and we repeat that process over and over and over again.

All right guys, before we move on to the next video, what I need you guys to do is come up with your plan, right?

Commit to a plan. And this isn't like a tentative commit. Make a hard commitment. You just make a decision. So you're gonna pick if you're gonna do outbound or if you're gonna commit to affiliates as your primary traffic source and you're gonna decide if you're gonna keep doing your personal brand or not. Does it actually make sense? Is it actually profitable? And you're gonna make a decision? And so many times when people are picking what path they're gonna go down, they have a really hard time being decisive about it.

Cause they're like, well what if, well what if, what about this? What if this is actually better? And I don't know, and I don't know right now they're gonna do, you're gonna decide, right?

A big part of getting results is just making decisions and committing to them and committing to making them work. It's like the old story of the general right?

They come to him and they have like six different options and this is a life or death situation and they put all percentage, there's six different options that they each thought was best all the people below him.

And at the end of it, they were all arguing over which one they should do and the general is silent.

And at the end he said, guys, here's what we're gonna do. We're gonna go with this option. And so they're like, okay, yes sir.

And they decide to go with that option. And afterwards, one of you, the lieutenants or whatever comes up to and says, Mr.

General, do you mind if I ask you a question that permission to speak freely, sir? And he goes, permission granted.

And he says, how did you make the decision of which path to go down when you didn't have nearly as much information?

All the, all the people who were presenting it were experts in their field and they all were so certain about the direction you should go that and they had so much information backing up their claims and you only had a five minute meeting and you made a decision.

How could you possibly know what the right answer was? And he said, I didn't. I just picked one of the directions and we decided to go that way, right?

When there's really good options on the table and all of them are well thought through, sometimes the best way to pick the best one is just to pick one.

So if you're not sure which one to pick, just pick one. Pick outbound or affiliates and commit to making it work, right?

If you're like sitting there and you're like, I don't know if outbound works or I don't know if affiliates works, I promise you this, they both work.

We know plenty of people who built nine figure companies off of just one of them. So I promise you they work.

And if they're not working, there's a bigger problem in the business, okay? There's a bigger problem in the business. Don't blame the strategy, blame the fundamental underlyings of your own company, right?

That's what we do. And guess what? It doesn't mean that it's broken permanently. It means we have to identify the constraint, solve the constraint, move on to the next constraint, and we repeat that process over and over and over again until we get something working.

And the good news is once you get something working and you're able to scale it, right? Even with free traffic methods, we can scale free traffic methods pretty, pretty hard.

And guess what? Then you have a ton of capital to dump into ads. And with those ads, you get those working.

And like I said, it's a binary game. Either you're not profitable or you're profitable and you're at seven figures. There's really no in between if you know what you're doing.

So again, pick which method you're going with outbound or affiliates and decide if you're gonna do your personal brand or not, or if it's just, just a distraction at the moment.

## Understanding the funnel for paid ads

All right guys, so in this video we are gonna be talking about the overall understanding of the funnel that we use for paid ads and how to apply it to whatever it is you're currently doing, if you have something working and how to build one from scratch if you don't have something working.

So really there's three types of people watching this right now. The first type of person, you're someone who has ads running and they're already decently profitable, right?

That is the best boat to be in. Like if you're already there, you're in a really, really good spot, cuz these tweaks will take you from profitable to extremely, extremely profitable.

If you're profitable without doing these things and you start doing these tweaks you're gonna be in a very, very good spot.

And what we're gonna do is we're just gonna tweak your funnel to add the couple core principles that make our process work.

And then the second thing is, later on, when you've done everything else, when you've optimized every other piece, if lead cost starts to get pretty high, or if that feels like it's the number one constraint later on, then we'll test some other funnels in order to get that lead cost down.

But with that said, if you have a funnel that's already working, you're already making money, your two x plus roaz on that funnel, we're gonna keep exactly what you're doing because our goal is to do focus on the biggest, most needle moving things at a time.

And if you're already profitable, let's just make some tweaks and focus on all the other areas of the business that we need to tweak.

Cause we can't do everything at once. So we're gonna pick the biggest needle movers. And if your ads are already profitable, don't worry about trying to find something completely new to work.

We're just gonna make what's already working more profitable. Like a lot of times the easiest way to make more money in business is not to do something new.

It's just to do more of what we're already doing. And in this case scenario, we're gonna do more of what we're already doing with a couple of tweaks to make it more profitable and more efficient with the leads that we have.

Now, the second type of person you have ads running and they're almost profitable, right? You're, you're trying to get ads to work, you're playing with them and maybe you're five x row as to one x row as you're breaking even.

So you're losing a little bit of money or you're breaking even on your ads. Or you have like a 20% plus Optum rate.



You would also fall into this category. So if you're not making any money back, cause you just don't know how to convert the leads, but you're getting 20% plus Optum rate on your Optum page for whatever it is that you do.

You, you're in a solid place. And what we're gonna do is we're just gonna tweak the funnel slightly and we're gonna see if we can get it to work with what you already have.

Cause our goal is to do the minimal amount of work to get the result right, the minimal amount, like that way we're not doing all sorts of crazy stuff.

We're doing the minimal amount, amount of things in order to get the result. And if we don't have to focus on the funnel and we can focus on all the other pieces of the business we need to work on, that's the ideal situation.

So what we'll do is we'll tweak your current funnel and if it doesn't immediately kind of make you profitable we're gonna build a new funnel from scratch.

But the first thing we're gonna do is just tweak it, see if just these slight tweaks can get it to work.

Cuz that is the ideal situation. And really the third type of person watching is either your ads aren't profitable or you're not running them at all, right?

So a lot of business owners are in this category. You get your clients from like free methods, organic methods, referrals, that type of stuff.

And maybe you're doing 10, 20, 30 k a month and you're ready to start running ads, but at the same time you just either don't have anything running or you've tried stuff and it just did not work in the past.

And if that's the case, you're gonna build your funnel from scratch and we're gonna show you exactly how we do it internally.

And again, most of this stuff is very principle based, more so than like here's the exact funnel that works and this is the the best thing.

Cuz at the end of the day, you wanna look for principles, not tactics. Because tactics die, principles don't, right? Principles are immutable.

They're immutable, immutable laws to marketing, there's immutable laws to building a, a company in this space a client-based business. And we're really gonna try to apply those.

Now for every single one of you, we're gonna give you full context on exactly what we do in terms of funnel structure.

That way you have full context. And then we're gonna figure out, all right, are we gonna tweak your funnel to, to match some of those core concepts or are we gonna build one from scratch?

Now, when I say this, this is all that there is. This is, this is literally how simple our structure is.

It is not complicated. It's this, we have an optin page where we collect name, email, and phone number.

And the reason I say collect phone number is it's like a mandatory thing.

We collect phone number on every optin. You cannot opt in unless you give the phone number, right?

That is the mandatory step because our setters are gonna call those opt-ins.

And if we don't have phone numbers, we can't call them. And if we have to rely off email, we're not gonna get ahold of them.

So we collect phone numbers on every single opt-in. That is the first and most important concept. You need to understand.

You have to collect phone numbers on every single person. I don't care how much it hurts conversion rate, it usually doesn't hurt it that much.

I don't care if people don't want give you their phone number that you think and you're like, all right, I'm just gonna do email and it's gonna be optional.

You must collect phone numbers. All right? So that's the first step in our page, our funnel, we have an Optum page, and then the second page we have is we have a type form like qualification page and the reason why.

So we get just really good context on our lead quality and we can see which leads we wanna prioritize. And then the last lead, we have a thank you page where we literally, right now currently with air specifically, there's not even anything on it.

Literally all it is is a thank you page that says, Hey, we'll send you an email with your case study later. It is not optimized at all. And that's okay, right when we get out the gate, we're trying to do the minimal amount we need to do on that constraint so we can focus on the biggest needle movers.

And truthfully, what you do on this thank you page is not gonna be the biggest needle move in your business for 99% of you guys, right?

We could put a webinar on this page and we can recruit some ad spend. We could sell something on this page, right?

We can do all sorts of stuff on this page and we probably will later down the line when it becomes priority. But right now, top of triage is not that right? In launching air. And guess what? This funnel right here, this simple three-step funnel, right?

Nothing complicated. This simple three-step funnel took us from zero with air to a hundred k a day and under a week.

All right? So if you're wondering does this work? Is this, this seems too simple, I promise you simplicity scales fancy fails, right?

You know, the funnels with a gazillion upsells and this and that. All that matters is we collect the phone numbers of our ideal market.

If our funnel does that one thing, it collects the phone numbers of our target market for a cheap cost. We win everything else, but is bonus, right?

So if you wanna throw a webinar on the thank you page, awesome, rip it. But it's not, it's not vital, right?

This is our funnel structure. There's no secrets, there's no crazy downsell upsell flows. We just collect the phone number, right?

We just collect the phone number. We've ran other offers in the fa the past where we did sell stuff on this page that have done millions of dollars a month.

And basically it was just opt-in page qualification, page three plus shipping offer. So they opted in for that three plus shipping.

We asked 'em a couple qualification questions and we kind of phrased it as, hey, answer these qualification questions so we can better customize your bonuses for you.

And then basically just directed 'em to the next page, which was the order page for the free book. Super simple.

It doesn't matter what happens after this, as long as this first step happens, everything after this is really just bonus, right?

That, that's just the first concept you need to understand. So core principles a takeaway. We want a high opt-in rate of phone numbers.

The number one goal is the highest opt-in rate possible of getting people to opt-in with their phone numbers on this first page.

Cuz the higher the opt-in rate is gonna be the cheaper our lead cost and the better our overall roas, right?

So that's, that's what we're aiming for. We want the highest opt-in rate possible. And what you gotta understand is when you test different optin pages and different headlines, you can dramatically affect your lead cost.

Like even when we were launching air the first thing we launched the lead cost was super high. It was like a hundred dollars in Optin, one of the worst <laugh>, one of the worst tests we ever did.

3% Optum rate on the page. Worst thing we ever did, but no big deal. We launched like eight other funnels and out of those eight funnels, some of them did really bad, some of 'em did decent and some absolutely crushed and got really cheap sub \$10 leads, right?

Of our, of our ideal market. So really that is the biggest, most important component of that entire funnel is just your optin page.

It's a high optin rate. That's it, right? Doesn't matter. It doesn't matter what happens after the Optin page, right? It doesn't matter whether it goes to a lead magnet of a PDF and template that you fulfill on the next page or a free resource or a VSL or a case study or you have a webinar where you sell something before they even show up to the call or you have a free plus shipping offer like we've done in the past or recoup just some ad spend.

Do you have another low ticket offer or it could be a quiz funnel to where hey, they opt in and then it takes 'em to a quiz.

Or it could be a challenge funnel, it could be a virtual event. What happens after really they opt in? Does it matter, right?

If we recoup some ad spend bonus money, great, awesome, right? Or if we've optimized everything in our funnel and we're like, what else can we optimize?

And we don't see any other big niva movers and we're like, hey, if we could recoup some ad spend that'd make a difference, then we focus on what happens after here.

But biggest most important thing is that we collect phone numbers on the Optum page. I will say it a million times and I'm gonna check some of your guys' funnels and it's gonna be optional and I'll be upset at you guys cause it's so simple.

But it makes massive difference. I know a lot of times people are afraid to make that phone number mandatory cause cause they think their lead cost is gonna go up and it will go up a little bit.

But the truth is, leads who opt in with phone numbers are worth exponentially more than a lead who opts in with email.

Cause we can get ahold a lot of the people with the phone number, but with the email it's like, it's out of our control.

We email 'em and we hope with the phone number we can keep calling 'em until they answer with the email.

Unlikely nowadays, especially with the 20% open rates, like you're just not in a good spot and getting them on a call from there.

Cuz the same way, it's easy. You're not gonna close a high ticket deal by sending an email and just like someone's gonna send you money is the same way.

Reason why it's easier to get them to set over the phone versus through an email. So that being said, I'm ranting, but core principle collect the phone number right now, if you're a person one and two, meaning your ads are currently working or they're close to working, right, or you have a good optin rate, you're you're running ads, what you're gonna do is I don't want you to rework the whole funnel.

And the reason why is I don't want you to spend all this time trying to create something new and getting something new to work when you already have something that's almost working, we're just gonna optimize it.

So what we're gonna do is you're just gonna adapt the principles behind why we're doing this. So to simplify that, if you have a sales page with no opt-in page, what you're gonna do is put an opt-in page before your sales page.

So like originally when we were selling that free plus shipping, when we partner with that offer you just like watched the sales page and then you went to the order page.

What we did is we had it to where it was the first page and then it was you click the button and you had to opt-in first and then go to the order page.

So we collected phone numbers and we had about a 20% opt-in rate on that page. So if you have a sales page selling something, all right, you're gonna have an opt-in page if you have yeah, literally whatever your funnel is, add an optin page in front of it if you don't already have one, I know a lot of you guys probably already have an optin page in front of whatever it is that you're doing cause that's very typical.

Second thing, you're gonna make phone numbers mandatory on the Optin page. So if you're using ClickFunnels or really any funnel builder there's an option is that you can hit mandatory and you're gonna click it all right?

And then lastly, you can add a qualification step as well. But it, that's not mandatory. It's just really to see lead quality.

And not to get too complex in this video, we will dive into kind of this stuff later if our lead quality's not good, but we've done in the past is we have it to where our Facebook pixel only fires if they click certain things, right?

So that way Facebook only, the pixel only learns off of good leads. So that's just one reason we have this here in place, especially in the beginning when we're trying to get our lead quality good.

But if your lead quality's already good, cuz you're running the funnel and you just need to get ahold of more of those leads and you need to get, like, convert more of them, then I wouldn't even worry about it. But also optional. So those are the three things you need to do. So before you move on to like how to actually how we run ads, how we scale ads, all that good stuff, what you're gonna do is just make sure all three of these boxes are checked.

Again, the reason I say this one's optional. If you're just doing like a lead, lead magnet and you don't have like, you know, you're not selling something on the page, then I would recommend highly doing this.

However, if you have like a sales page where that might mess up the entire flow of your sales process, again, that's why I say it's optional, but make sure you've at least checked these two boxes before you move on.

And ideally, ideally this box right here to make a decision whether or not you're gonna do that. We can always add it later too.

Now, person three is the person you aren't running ads currently or you're running them and they're not working right, they're not profitable or you're not running them at all.

And in this case scenario, we're just gonna build it from scratch, okay? So we're gonna build your funnel from scratch and we're gonna walk through that entire process of figuring out, you know, how to actually create that optin page, how to come up with the headline to get lead costs down.

And then if you're some one of these people up here, this is something that you can do in the future and try to get lead costs lower.

But for most of you, the reason why I say don't do that, even though it sounds like, oh, lead costs cheaper, that's gonna make me way more money.

It's not the lowest hanging fruit for you guys. The lowest hanging fruit is taking what you're currently doing.

We fix show rate, we increase close rate, we increase set rate, and you can 3, 4, 5, 6 x what you're currently doing off your existing lead flow.

And then your roas, which is only three x or two x right now, which you like, ah, it's not that good.

We can get to five x six x, 10 x 20 x, right? Just by increasing those numbers versus lead costs, we're only gonna get lead costs down.

If let's say you're paying 20 bucks a lead, now getting it down to like, let's say 10 bucks, it's like, all right, that saves us a little bit of ad spend, but we could have instead focused our time on increasing what we got out of that ad spend, which was a lot, a lot more.

So that is what we're gonna be doing. Figure out which person you are, you guys know, and then literally just decide which path you're gonna go down.

If you're going down to this path right here, you're gonna watch the next kind of section of videos on that.

If you're not building your funnel from scratch, just skip over it and move on to the next biggest needle mover.

The goal is not to be a professional student. The goal is to be ruthless in your execution. Pick the one thing you need to do and then stop everything else and just do the one thing.

If you're feeling overwhelmed, like there's a lot of things on your plate, say, which is the biggest needle mover right now, and only do that thing.

Don't be like, oh, I'm gonna optimize my YouTube, I'm gonna do this, I gotta do this, this, this, this. It's one thing.

You're gonna pick one thing, all right? And in this case scenario, you guys right here already have something working or close to working.

You're gonna make these tweaks, right? These two to three tweaks, and that's your one thing right now. It's gonna take you like five minutes <laugh>, that's your one thing.

And once you're done with that one thing, which has a very high impact to time ratio, which is why it goes high on the triage list, you're gonna move on to the next thing.

And that next thing is, all right, let's figure out which piece of the puzzle we need to fix next. And we do that thing and we keep making our ads more and more profitable.

And once we're in a good spot, we scale, we spend more money, we hire more people, and we just keep on scaling.

Again, scaling is a decision more so than it is a Tactical thing. If you guys already have your ads profitable, we're a few tweaks away from you guys being at seven figures.

And for those of you are seven figures, we're a few tweaks and a few hires away from you being at eight figures.

So stay focused. Do not get distracted. Don't worry about saying, oh, well I need to fix my fulfillment now and I need to add this new thing and this new strategy and this, just do the one thing.

And I'm gonna keep reiterating this and all, a whole bunch of videos. I'm gonna go on annoying rants about why you guys should focus on one thing.

But I've seen it through talking to you guys. What happens is we have all these things we wanna do as a business owner when all you need to do is one thing, simplicity is the ultimate sophistication.

Simplicity, scales, fancy fails. Do the one thing in front of you, right? If you're, if you have three things on your to-do list that are you're trying to do and that you think you're gonna help you scale, delete two of them and just do the one thing, all right?

And anything outside of what I'm telling you guys to do, ignore it. I don't care who told it to you.

I don't care if it's your friend who's doing seven figures and you, he's in a similar model to you. So you feel like you need to do that.

And this, all you are going to do is this one thing. All right? Once you're done with this one thing, you're gonna say, what's the next biggest needle mover that Ryan says to do?

Or Caleb says to do, or someone on our leadership team says to do. And you're gonna do that one thing.

All right? So there's my rant for the day on top of <laugh>, the, the, the path for both of you guys.

Again, first person, if you're already working on ads, make these tweaks again, second or third person, if you aren't currently running ads or they aren't profitable at all, you're gonna build your funnel from scratch and continue through that section and we will walk through that process together.

## **Building a funnel from scratch: Overview**

All right guys, this is building your funnel from scratch. This is for those of you guys who either you're at a place where your ads aren't working at all, or you're not running ads, you need to build an opt-in page, right?

You need something to drive traffic to. Or your ads already working, you're crushing it, you got them super profitable, you scale them like crazy and you've solved all the constraints in your business.

Or you have a team member who you put on this task and you're really just trying to get lead costs down. So you're gonna launch more funnels to try to optimize your lead costs down. So for those of you on either side of the party, it's the exact same process, right?

This is the process that we use and it's very, very, very effective. So we'll kind of start with a macro higher level picture.

Again, just kind of overall the funnel structure and how we're gonna go about it. Choosing, you know, what we're, what we're doing.

And then also we're gonna get more tactical about what's the process of coming up with that like headline, what's the best lead magnet on the front end, et cetera, et cetera, that we'll dive into.

It's gonna be all good stuff, but again, our final structure is super simple. I know you guys already know what it is, but again, I'll just reiterate, it's an Optum page that collects name, email, and phone numbers.

The reason I have phone numbers in parentheses here is cuz that's the part everyone always messes up. They get name email or just email or they do name email and phone number, but it's not mandatory.

It's mandatory to have phone numbers and it drives to a tight form where we can see the lead quality.

And this also allows us to optimize our ads a little bit as well, which we'll talk a little bit more about later if that's a constraint for you guys, like the lead quality coming in.

And then lastly, it goes to a thank you page or a sales page slash sales video where we sell something else to recruit some front end ad spend.

Very, very simple funnel. It's literally three steps, maybe more if you have, you know, a sales page and some upsells, but that's totally, totally optional.

And very few of you are actually even gonna do that cause it's just not a priority to focus on. People spend a month building out some complicated sales funnel when reality, our three page funnel made a hundred k, this, this one specifically made a hundred k a day in the first, I don't know, I think four days or whatever the, whatever the, however long it was, but it got to a hundred k a day in that short timeframe.

And guess what? I'll tell you what, it wasn't The funnel <laugh>, the funnel has nothing to do with it.

Everyone thinks funnels are the key to success.

I'm telling you they're not. Funnels are in necessity, right? We need them, but also the only purposes to get phone numbers, we're just trying to get people to opt into something.

And also, same thing. It doesn't matter if it's paid traffic or you're doing organic traffic. Like you're, you're generating, you're doing content and you're driving to your free thing.

Super simple opt-in page is all you need. So that being said, here's really the question we're answering right now is selling on the thank you page.

I know a lot of you guys are gonna be like, oh, I wanna do that simply because recouping ads spend makes sense, right?

If I'm spending money on ads, then I can make some of it back before I even have my sales team call them.

That's really good for a couple of reasons. Number one if you recoup ads spend, number one, you have more profit margin on your backend offer, whatever your high ticket offer is, you have more profit because less of that profit is going towards covering the ad cost.

Cuz this page or whatever you're selling here is covering some of it or ideally all of it, which is not, not likely, but you can do it if you really optimize it hard.

And the second thing is I'm trying to say here, yeah, if you do do that, you wanna make sure there's congruency.

Cause a lot of times people have this opt-in page and they sell something completely random on the, the following page and it just doesn't make sense.

So if you are selling something, it needs to correlate to exactly what they just opted in for. So there needs to be congruency and that this opt-in or this thank you page could be, you know, a webinar where you sell something for a thousand all the way up to \$3,000 to recruit some of the ad spend.

And this is what's most likely to recoup more ad spend up front than like a low ticket offer, for example.

Or you could do a low ticket offer and have some upsell. So like a free book plus shipping and then, you know, you have your classic upsell flow.

We're not even gonna dive into all this stuff really because this is just not a priority. Simply because if you need this to make your funnel profitable, there are much bigger problems and it, yeah, there's much bigger problems if you need that to make your funnel profitable.

So should you do it now, if you already have a webinar or sales page in fulfillment you're selling, that's a hundred percent done.

Like ready to go plug and play, you can literally just copy some of the videos and just put it on a page and you don't have to build anything new.

Great. You should definitely do it. Because it's just like, hey, why not just throw that on the, the, the page. That way, you know, we recover some of the ad costs and doesn't take any effort, but keyword if it's already done, you know, people go to build their funnel and they build this optin page and they get it done in like 10 minutes and they're like, all right, I want to recoup some ad spend.

And then they spend the next month building out their, their webinar for this page and their funnel and their upsell flow.

And it's like, dude, that's just not the needle mover. And the way we work at air here is we say, what is the biggest needle mover?

And we only do that. And then most of the time this is not the biggest needle mover. So if it's a hundred percent done, you're ready to go, you can just put it on the page cuz you have it, cause you built it in the past.

Great do that because that's a very high impact to time ratio. You copy and paste a video link on the page, you add a order button and you're good to go.

But for most people, that's not the case, right? Most people are gonna spend way too much time doing that. So this is not you right here, then do not do it right, do not do it.

So we're just trying to do the thing with the highest leverage on our time. And it's, it's not that. So for most people, all that matters is creating a great opt-in page, a great qualification page.

Well, it's not, there's nothing you can really do on the qualification page. I can ask some questions and then just a thank you page where we have our deliverable on it.

Or if our deliverable isn't done yet and we're, we're gonna be sending it out later that day cause we're tested fast.

It says, Hey, we'll email you shortly with your case study like ours does. So that being said, the macro process, we write the headline first.

95% of the contribution to success and failure in an Optum page and getting people to opt in, getting cheap lead cost is going to be, be your headline, right?

It's not what the page looks like. It has nothing to do with any of that. It is literally what is the headline.

And if the headline doesn't get good opt-in rate, you're gonna be in a rough spot. It doesn't matter what you do with your Facebook ads, it's gonna be expensive.

Everyone thinks media buying is some magical thing where if you're a good media buyer, you can make anything work. No, fundamentally I will tell you that is not the case.

I've spent more on ads than you can possibly imagine. I've spent more of my time on ads than you can possibly imagine.

There's been times where it's Christmas day and I'm just obsessing on ads cause I'm trying to make sure that they keep working back in the day before I understood all the processes we do now, just trying to stay afloat with ads.

All that matters is the creative, the headline. And really if you have the opt-in page with the headline that converts any ad you write about, that page is gonna convert for the most part.

Obviously some will be winners, some will be losers, but overall the headline contributes 95%. Not an exaggeration to success and failure.

And what your lead cost is. So the first step, we're gonna write the headline first together, we're gonna go over a lot of principles around writing headlines and kind of the process we take.

And then second of all, we're gonna build the funnel around the headline. Again, it doesn't matter what funnel type it is, as long as we have an opt-in page with the headline we created.

And then if you know you have something to sell on this page and who cares, awesome. Doesn't matter.

All that matters is we get the opt-in.

And then once we do that, we also are gonna create an MVP fulfillment for the free lead magnet, we promise in the headline.

So we're gonna write the headline that's gonna get the most people to opt-in. And it doesn't matter whether it's a free, it's supposed to say quiz, not quick <laugh>, a free quiz or a free PDF or a free case study or free training, whatever it is, we're gonna create an MVP version of it.

So if we're opting in for a free case study on or free training on how to whatever, we're not gonna make some masterful three hour long training.

That's the best training we've ever made. What we're gonna do is we're gonna make a five minute training that we film direct to camera with the general concept of it.

That's just okay and we're gonna get it live because if the opt-in rate isn't good on this page, there's no reason to waste three hours or maybe even days or weeks trying to create some perfect thing to find out. No one wants it and then it just is thrown in the trash and we have to start all over and pick something new that we're going to get opt-ins for.

Next thing, once we have the MVP ready to go, we're gonna launch the funnel. So meaning we're actually gonna launch ads and drive traffic to it.

If it works, meaning it has a high Optum rate and you're attracting the right type of leads then we're gonna make the freebie really good.

So we'll make the case study that's, you know, five minutes long that we just film direct to camera. We'll, we'll actually brainstorm it out and make it really good that way.

You know, it represents our brand in a really good way when lots of people are seeing it. But at first it's like it's a five minute case study that only a few people are gonna opt in in for it really doesn't matter, right?

It's not gonna affect your brand. And we'll talk about how to, you know, set that up later. And again, biggest thing with launching the funnel is if it works, great, you're literally at seven figures.

If you, you know, you have your fulfillment in place and you can, you can convert those leads. If it doesn't work, we're just gonna repeat this process until we cut lead cost, right?

Because if you just keep testing, you're gonna cut lead cost, right? You test different headlines, you're gonna cut lead cost.

Everyone does their one fu they write their one headline on their funnel and they launch ads to it and they test all sorts of ads to this funnel and it's super expensive.

When in reality if they just kept tweaking completely different angles, they could have found an angle that was really, really, really cheap.

And if it was really, really cheap, all the ads became cheaper. So 80% or here's really how it works. It's like the majority of your results is gonna be in how well you convert the lead.

That's like 80% and then like 90% is of the, the, the remaining 20% is how good is the headline on the opted page.

And then the remaining like 10% is running the ads. Okay? So we want to put a lot of effort and emphasis on just testing the funnel and the headline on that funnel for what the opt-in is.

So again, this brings me to test, test, test, all right? You're gonna hear me say it over and over and over again.

You guys have already heard me say over and over and over again. The more you test the cheaper cost is gonna be the most cliché marketing thing is test, test, test, test, test, test.

And I've gone through a kind of a wave of feeling like in the beginning that's the most important thing.

Cause we hear everyone say, and then you start running a business and you have too much other stuff on your plate and you're like, forget testing, I'm just gonna make it work for what I got.

But I'm telling you guys, testing makes a massive difference. You can cut lead costs by 50%, a hundred percent, right?



I mean, technically not a hundred percent would be zero, but you, you get my point. If you just keep on testing, I already kind of briefly talked about this story, but I think it's it's, it's one that's fresh in my mind that really kind of drove this point home for me.

Because when you've been in this space a long time and you sold tons of stuff, it's not that you learn new principles, it's more so that they get re-anchor, they get, you know, reaffirmed.

And this got reaffirmed even more so when we were launching air because we hadn't tested truthfully a lot of funnels in a while because we got one funnel to work, okay?

Truthfully, on one of the last offers we were running that was doing 4 million a month and it was running okay, it wasn't even that great of an opt-in rate.

It wasn't that cheap a lead cost. In fact it was kind of expensive, but it wasn't the biggest needle mover to focus on cause we were profitable.

So we just kept scaling and building out the team and so we just didn't focus on it. So in my head I had, I wasn't really, you know, in, in a fresh set of like test test tests, but doing air really drove the point home to me cause we tested and it's like, wow, I can't believe you can get lead cost as cheap as we got it nowadays.

So we launched a funnel for air just to remind you guys, and we thought it was really, really good. Like when I first made this funnel, I'm like, dude, this is going to crush.

It's gonna absolutely crush. And I was even was like trying to make it to where we had a something to self liquidate on the front end where we were selling something, breaking my own own principles.

Cla classic, right? We all, we all do that where it's, we know we know things and we just don't do the things we know, including us, right?

And I spent like a couple days make building this out, which was just totally, totally unnecessary. And we launched it cause I, I was really confident like, oh that's gonna crush.

And we launched it and it got a 3% off dairy. Now for those of you who are not aware, that is atrocious, that is horrible.

One of the worst Optum rates I think out of anything I've ever launched. And I have a a few theories as to why that happened.

And it makes sense kind of looking back, I'm like, what was I thinking Ryan? You know, you know better. But at the time I was like, oh, this is gonna crush.

And I got in my head and I got in love with an idea rather than doing it the right way.

And what happened was lead cost was really expensive. It spent like a hundred up like 70 a hundred bucks in opt-in.

It was ridiculous, right? Good quality opt-ins but like ridiculously expensive for no reason. I was targeting too small of a percentage of people within the marketplace.

So not enough people were clicking on it and not enough people were opting in. That said, what do we do when something doesn't work?

Do we say, oh this doesn't work. We're gotta throw away the whole business. No, we test, right? We test until we solve the problem.

If you look at business as a series of constraints, the same way as scientists or an engineer looks at the problems that they face and you attack each constraint with single minded focus, you will solve it.

Period. End of story, right? If you're working on 10 things at once, you probably won't. If you have a one's constraint that you solve, you solve it.

And so with air, the first constraint we ran into was, wow, opt-in rate's really low and our cost per leads is really high.

This is going to be a problem. So what do we do? We focused on just that one constraint. Didn't worry about the sales team, didn't worry about the set script, didn't worry about the pre-call video, didn't worry about anything.

All we worried about was getting opt-in rehired. So what did we do? We didn't create new ads, we didn't launch a single other ad for it.

What we did was we launched eight new funnels the very next day. So me, Caleb, and someone else on our team named Thomas, built eight funnels, right?

Ourselves personally with which building the funnels not that complex. We really just wrote eight different headlines that were completely different of what we were offering.

And then we tested with a thousand dollars a day on each of them. And again, don't worry, you don't have to spend eight k a day to start out when you're testing a campaign.

That's what we do. Cuz we value speed more than anything else. And we know that one of them is gonna work.

So just cuz we've done it over and over again. So we test with AK a day and then guess what happened? Two of two of them flopped. They completely failed. They just didn't work. Cost was super expensive, just like the first campaign, not as bad as the first campaign, but super expensive.

Another two outta the eight worked kind of like, okay, they were, they were decent. Three out of the eight crushed, right?

And then there was one that in particular that was crushing really, really well. I mean it was like the right, you know, messaging that we wanted to get the right leads.

And so guess what? We scaled that one, the one with the best lead quality, right? So you don't get it to work first try.

And a lot of times what happens is you get something to work, okay? And you go, ah, this is working and you just keep On going with that.

Now that's okay. If you get something working okay and it's profitable, then maybe it's not the constraint for a while and you should just keep running it up until later.

You can hire someone on your team whose full-time job is the lower lead cost because your number one priority is increasing the efficiency cuz there's so much you can increase basically how much money you're making from the leads almost exponentially.

But with cost you can only cut it so much, which is why we focus on that. And this is what happened on our last offer.

We had something working okay and we just left it. And the reason why we left it is because it wasn't the number one priority.

If I could go back, I wouldn't have done anything differently simply because guess what? It didn't matter.

That said, when you test, the point is you can get lead costs down just by changing the angle, by changing the messaging, right?

People all the time feel like, oh, if I change the messaging, it's not gonna affect cost that much. But if you think about it this way, and this is like a silly example, if you wrote on a, in in a card to your mom on Mother's Day, I hate you and you gave her that card, what would happen, right?

She would, she would burst into tears, be so emotionally like it, it would wreck her. It'd be the worst thing you could ever do.

And she'd be teared up and like just super sad be out of her mind. But similarly, if you write the opposite, you write, mom, I love you, thank you so much for everything you've done for me growing up it just looking back over my life.

And you go through this whole long thing and you write something that really does resonate with her in the opposite way, guess what's gonna happen?

She's gonna feel a certain way and she's gonna be grateful and she's gonna, you're gonna have a great moment. So extreme example, but two separate sets of words can dramatically affect one individual differently.

And it's the same thing in your market. Two different messages, two different headline angles of what the thing is will dramatically affect the market differently.

One might appeal to a much broader set of the market and for that reason a much higher percentage of people click on it and opt in.

So just getting the point across, if you guys keep testing, you will find something that gets your opt-in rate high that gets your cost per click or your, your clickthrough rate high and gets the overall cost per lead. Super, super low. And the biggest thing is this, like Bezo says, I think I've said it probably 10 times by now, I love this quote In business, you only have to hit one ball over the fence to score a thousand home runs.

And it's the same thing with the funnel, right? You only gotta get one funnel right to score a thousand home runs.

And here's the cool part too, when you're trying to just get opt-ins, right? When you're just trying to get opt-ins, it's really easy to test funnels cuz you can write a headline, create an MVP fulfillment for the headline, and it's more about the curiosity of the angle and what it is that you're promising than it is. So about the deliverable and you can test really, really quickly, right? You can test eight funnels in a day, right?

Again, I'm not saying you guys should create eight funnels out the gate to rip because you gotta spend a decent amount of ads to test each one.

We usually start with a thousand dollars a day, which probably a lot of you guys won't be doing, but just getting the point across, test, test, test, test.

And I promise you'll be able to get something to work, maybe not immediately, but eventually if you just keep doing it.

Because if you test enough messages with the, with an audience, one of them is gonna resonate and you only need one of them to, to resonate to get to eight figures.

So that's really, really how we approach it. Okay? So super simple, nothing crazy, it's the basics. If you read books on marketing, it's the basics, but it works.

People say test, test, test for a reason because it works. Now here's the math behind getting the cheapest leads. All right?

To do this, what we do is we create an Optum page with a headline that has the highest click clickthrough rate and Optum rate possible.

So the higher the click, this is literally just a simple straightforward thing, but most people don't even think this through.

The higher the click-through rate, meaning what percentage of people who see the ad with the headline that's on the Optum page, click through.

All right? And then what percentage is the optin rate, right? How high is the clickthrough rate? How high is the Optum rate is gonna equal the cheapest lead cost, right?

So when we're testing ads, what we're gonna do is we're gonna test them with the same headline that's on our Optum page.

So we're only testing one variable, so we're only trying to find one message that resonates with our audience. And guess what?

The higher that click-through rate is and the higher the opt-in rate is, the cheaper the cost per lead is going to be.

So all we need to do is find messaging a headline that has a high click-through rate and a high opt-in rate. And that's how we're gonna get cheap leads. More so than any strategy that you're gonna run on the advertising platforms.

Any strategy you use on Facebook ads or YouTube ads or TikTok ads is gonna get you incremental improvements. But what's gonna make the really big massive difference is simply testing the messaging, right?

It's, it's fundamental basics, but there's a reason why the basics works. Professionals focus on the basics. Now, with that said, how do we actually accomplish this?

Cuz this is a very obvious statement to say, just get higher, click through rate, get higher opt-in rate and you'll make more money.

But how do you actually go about doing that? And really, here's what you have to understand is this, don't figure out what you have to give away as a lead magnet and write a headline around it.

Instead, we're gonna write the headline that we think will get the highest click-through rate and the highest Optum rate possible, purely in a hypothetical world.

Like if we're just writing a hypothetical situation, we're like, what's gonna get the highest Optum rate possible? And we're gonna write that headline and then we're gonna create superv MVP fulfillment, right? We're gonna figure out what's, what's the free thing we're giving away in the headline? How can we create an MVP of it if it's a free case study?

Rather than making a six hour long case study, we're just gonna do a five minute direct to camera video talking about the thing.

Or if it's a free pdf, we're not gonna write a 300 page pdf, we're gonna write a one page PDF that we can write in an hour, right?

If it's like, I don't know, a free quiz, we're not gonna create the craziest quiz with a custom solution. All we're gonna do is we're gonna go on into Typeform, put a couple questions and throw a five minute video on the thank you page to start out.

We can make it good later, but all we're testing right now is the headline, right? All we're testing is the option rate, is the click through rate.

And then if the funnel converts, only then do you spend time making fulfillment for the free thing really good, right?

And it's probably not your number one priority either, but eventually we wanna do that just so that you know, it's our, our brand isn't just like, Hey, this guy has crappy opt-in.

That's not what we want. But really this is an old copywriting trick, right? So what old co old school direct response copywriters would do is they wouldn't say, all right, I'm gonna find a product, I'm gonna write a sales letter for it.

What they would do is they would write a sales le they'd pick a market and they would write a sales letter to that market selling what they think they'd be most likely to buy, and they'd pitch it the way they think would be most likely to persuade them to pull out their credit cards and buy from them.

And then once they write the sales letter, they'd say, okay, how can I fulfill it, fulfill on this? And they go partner with somebody who could do the fulfillment and they get it as close to they possibly could to what they promised in the sales letter.

And if there was any last little bits they just weren't able to fulfill on, only then would they tweak the sales letter.

Do you see how that backwards approach is way higher at converting? Because you're not, you're not picking something like this cup of coffee and be like, all right, what can I say to sell it?

You're going to the market and you're saying what does, what do they want? And I'm creating something custom for them that I know for a fact that if I created, they would buy and then I'm gonna figure out how I create to create it.

Now, we're not doing this with our, our offer right now, but what we're doing is we're doing this with what's getting them to opt in, right?

What would the market opt in for? What's the headline that everyone would be like, holy smokes, how do I, how do I get this free thing?

What is a free quiz, a free pdf, a free training, a free kc, whatever it is, something that anyone you told about would be like, what is that?

I, I gotta know what that is. Let me opt in for that. You wanna create that thing and then, and only then do we figure out how we're gonna fulfill on that thing.

And most of the time, 99% of the time you come up with the ideal headline, you can find some way to fulfill on it, right?

That is what you are going for. And biggest thing is we're we're not just taking our old stuff and saying, Hey, what can I write a headline about my old PDF I wrote or my old training I wrote?

Now, a lot of times you come up with the headline, you're like, Hey, that old training I did kind of talked about that in a way, right?

So again, it's the backwards, it's a counterintuitive backwards process. But if you do this and you test using this framework, you're gonna get something to work, right?

Because if you're, you're literally saying what does the market want? And you're in an imaginary world where you can create anything and you're, you're writing the headline for it and then creating an mvp, eventually you're gonna be right enough testing, you're gonna be right.

If you're right one time, that's all you need to have a funnel that can get you to eight figures as long as you're, you can scale the sales team and as long as you can scale the fulfillment.

So next steps, all we're gonna do is we're gonna write your headline. And this is where 80% of our time is gonna go.

And this is where 80% of the training is gonna go is right in the headline. Building a funnel is nothing special, guys, you copy the headline into the funnel and literally just paste it into the funnel template and maybe tweak a couple things, you know, tweak your, your logo at the top And it better be really, really quick cuz we're not, it doesn't matter how good it looks.

I'll tell you that the, some, a lot of the people I know who do multiple eight figures have the ugliest funnels cause they're the people who realize it matters the least and therefore focus on it the least.

Anyways, side tangent. But after we do that, we write the headline, we throw in our funnel, then we're gonna build an mvp fulfillment for our lead magnet, which we'll kind of talk about how you can go about doing that and when you should switch over to making the fulfillment really good.

But that's what we're gonna be covering, okay? So kind of unique, different than what most people say.

Most people have this whole crazy funnel process that you're gonna follow into a t and it really matters.

But all that matters guys, is this. You have an opt-in page that gets opt-ins that people click on, right?

People click on the ad cause they're like, this seems really interesting.

I wanna know about this thing, or I want this free thing. They opt in for the free lead magnet. Then there's the qualification page and then there's a thank you page.

It is not rocket science. You can sell something on the thank you page if you already have something you can literally copy and paste and you just wanna throw it up there.

And then macro processs, we write the headline, we build the funnel around the headline, we create the MVP fulfillment for the lead magnet, whether it's free quiz, PDF case study training, or whatever it is, whatever is the thing that you think is gonna get them to opt in.

And usually, by the way, people don't, we'll go into this deeper. People don't opt in for this. They opt in for the big promise, right?

They opt in for the big promise and then this just delivers on the promise. They're opting in because they want to know how to do the thing.

And then the way you get them to the thing is with the free pdf, the free case study, the free whatever, the same way when people buy your offer, they're not buying the coaching and the course and the this and the that.

They're not buying when they go to a chiropractor, they're not buying the fact that they get this many sessions and this and this.

They're buying the outcome, right? They're buying the result that you delivered. If you call your client and say, Hey, why did you buy for me nine times outta 10?

They're not gonna say, oh, I really like the way that the fulfillment was structured and this and this. It's gonna be, I wanted to insert result, right?

And so same thing when people opt in, they opt in because of the result that it's promising and the fact that they're curious.

So the result and the curiosity is why they're opting in. And all this does is fulfill on that result slash promise, right?

All this is, is a believable way to fulfill on that. So then we're gonna test until we find something that works, right?

When you're creating a funnel, if it doesn't work, just cut your losses, try something new immediately, right? Even if you're running affiliate traffic or you're doing this kind of traffic or whatever kind of traffic you're doing, if your funnel's not converting, just test a new one.

That's it. And then again, the math is just the higher the clickthrough rate and the higher the option rate, the cheaper the cost per lead.

And the way we do that is by creating the ideal perfect like headline and then we basically fulfill on the headline with an MVP fulfillment, whether it's a quick video or whatever it is, this is the overall process. This is how we're gonna build our funnel from scratch. And if you're someone, someone who's already has a funnel converting and you're coming here because it's time for you to optimize lead cost down, or if you're a team member watching this right now, first off, hello, welcome <laugh>, but then you're just gonna follow this exact same process, right?

It's the same for someone at eight figures. It is for someone starting from zero. All it is is figuring out the headline, the angle that's gonna, you know, make the biggest difference.

And when we test different angles, we're not gonna be testing slight little tweaks to the headline. We're gonna test radically different angles, right?

We're gonna try completely different angles and that's gonna make the biggest difference in our Optum rate. Maybe good, maybe bad.

We have to test and find out. So that being said, we're gonna dive in and I hope this made a lot of sense to you guys and just stay focused.

Like I said in last video, stay focused, right? You're just gonna keep staying focused, dialed in until this one piece is done and done is better than perfect and then you're gonna get it live.

## Choosing The "Big Promise" Of Your Headline

All right, now we're gonna be talking about the first step in creating our headline, which is choosing the big promise that our headline's gonna be written around.

Now a lot of times people just write a headline and they think, oh, I'm just, I don't know, just writing some random words that get people to opt in for a thing.

But you gotta understand your headline is the most important part, right? And what you make the headline around the big promise of your headline is the core of what the headline is.

It's the big idea behind what the headline is. And really people they think, you know, it's just words. But at the end of the day, when you have like a free lead magnet, a free opt-in for something, it's an offer.

And the same way with our offer, what do we need? We need to result that we're promising that the market wants.

If we don't have that one piece, if we don't have that one big promise underneath, like the underlying foundation of what we're writing around, then it's just gonna be meaningless words that we're type in and hoping that people opt in for.

And it's gonna cost us a lot to get a lead, but if we're speaking to what the market actually wants, right?

The big promise they actually deliver, and guess what? We're gonna be in a much better spot that gets us much cheaper.

Optins. Now here's the thing. We want to choose a specific big promise that resonates with our market. Specific makes your promise more believable.

People don't believe when you say a lot of people do X, Y, Z, right? But they believe you when you say 34 point or 36.4% of people do X, Y, Z.

Why? Because that just random statement is specific. And it seems harder to, you know, come to, to discredit something so specific.

Cause you're like, man, they had to have gotten that thing from somewhere. They wouldn't just be saying some general broad, they would be saying some general broad statement if they didn't actually mean it. And it's the exact same thing with solving people's problems, right? People opt into things because they wanna solve a problem.

And this sounds like a very exciting way to solve the problem. And guess what? People wanna hear you be specific about their problems.

The more specific about what problem you solve in how you solve it, the more believable it is, right? And the same way with an offer, the greater the desired result that you deliver, the greater the perceived likelihood of achievement.

And the less time, effort and sacrifice to accomplish that thing, the more valuable your offer is. And very similar thing with an opt-in page, it's an offer.

At the end of the day, you're offering a free lead magnet. It needs to have a high desired basically outcome, right?

A specific one, which also makes it more believable. And then guess what? You have your free thing. So it's very low barrier for people to get it.

Now that being said, we wanna pick a big promise that appeals to the highest percentage of your target audience as possible.

All right? And we wanna write our headline around that this lowers ad cost because more people in your market want it.

So a lot of times the mistake I see people making is being like, man, this percentage of my market really wants to solve this problem.

And they write a headline around something super specific, but it's only specific to to a tiny percentage of the market.

I think about this, even if 20% of your market wants what you're offering, 80% of your market, meaning 80% of your advertising dollars are gonna go to waste.

Does that make sense? So you wanna make sure that the result that your free thing helps them get is going to the part of the market that is the masses, right?

That everybody in the deal in the market deals with. Like what's the problem that the biggest percentage of the market deals with that they want solved, right?

Is it for example, if you're selling to coaches and consultants, is it that they want more, you know, more appointments on their calendar?

Is it that their no-show rate is high? Is it that whatever? And in, in that example right there, more people are struggling with not having enough appointments on the calendar than people are struggling with, you know, having nohow, right?

Even though everyone's struggling with nohow, so many people in that market are struggling to get points on their calendar. That's their biggest, you know, problem.

That's the big promise that's gonna attract the biggest percentage of the market. Now, David Ogilvy, those of you guys don't.

David Ogilvy, he's a legend. He's a advertising icon. He basically says this, when you've done your keyword research, you've written 80% of your headline.

And really what he's saying is simple. When you understand the big promise that your market wants, then 80% of your headline's already written.

We just gotta spice it up a little bit, right? So what is the opt-in page gonna say? 80% of it's gonna be determined by when you really look at your market and you analyze it and you look at what your competitors are doing and you figure out like what people are opting in for already and why you're gonna have 80% of your research, you're gonna have 80% of your headline written cuz you already know the big promise that your headline is written around.

Does that make sense? So what you're gonna do is you're gonna figure out what's the most desired big promise in your market, right?

When I say most desired, it doesn't mean that 10% of the the market desires this one thing more than anything else.

I'm saying what out of the masses of your audience does the, the majority of them want? Because the last thing we want to do is have 80% of our advertising dollars go to waste, right?

Or 70% or whatever percentage. Like the more of our advertising dollars we can utilize, we're gonna have a higher clickthrough rate, right?

So if you have basically any message that is, you know, specific, the people who click on that are gonna have a high optin rate, but we want a high clickthrough rate and a high optin rate, meaning out of every a thousand people in our market who see the ad, we want the highest percentage of them to click on it as possible.

Okay? And then out of that, we want them all to opt in at a really high rate. So if we don't pick the right big promise, what's gonna happen is our click-through rate's gonna be really low because not enough percentage of our market is gonna resonate with that thing is gonna want that thing no matter how good of a headline we write around it, right?

If I said how To, I'm just gonna make something up. You know how to make sure your dog doesn't jump too high, right?

Maybe, maybe 10% of the the market or what 0.01% of the market their dog is jumping into the ceiling.

But, you know, everyone else is like, I don't even know what that means.

Super stupid example. But the point is, if you write to a promise, a big promise that not enough of your market actually cares about, you might have a high optin rate of the people who do click on it.

Cause they're like, man, I'm struggling with my dog jumping too high. But most people aren't dealing with that, right? And in your market there's a, a less ridiculous example I'm sure you can think of.

And I've made this mistake as well. You, you start writing a headline, you're like, this is the problem I deal with.

I have a great way of solving it, but only a small percentage of the market's dealing with it. So those people who do click on it, they opt in like crazy, but no one's clicking on the ads.

So our cost per click is gonna be really expensive. Or maybe Facebook finds a groove and is able to target those people, but your offer's gonna burn out way quicker and your advertising spend is gonna be a lot less stable.

And our goal is for you guys not to scale from 10 K a month to 30 K a month. Our goal is for you to be able to scale from wherever you're at now, whether it's 10 K a month or seven figures or even eight figures to millions of dollars a month.

That's our goal for every single person watching this. So yeah, that being said, how do we actually accomplish this? First things first, make a list of your market's desires slash pain points in order from what you think is the the most or the, yeah, the most collective, what am I trying to say?

The highest percentage of the market is affected by it to the least. Okay? So like what are the biggest pain points?

Meaning the ones that affect more people in order from number 1, 2, 3, 4, 5, so on and so forth. So if you're just targeting coaches and consultants, it might be, you know, more sales calls, it might be increasing cash collected, it might be decreasing no-show rate, increasing close rate, hiring, sales reps, running ads, all sorts of stuff.

You're gonna list them from what you think the majority of the market deals with the most. And then also the level of pain involved.

Cuz if everyone in the market deals with it, but no one really cares, it's not a good big promise. You want the thing that has the highest percentage of the market and the highest level of pain.

In fact, I'm gonna write that out for you guys. So basically you want highest percentage of the market deals with it times the highest pain slash desire level.



That is what your big promise is gonna be. That is literally what you're aiming for right there. This is a beautiful way of looking at it.

And that's really what you're looking at. Also look at and think back to what the most successful people in your space are advertising, right?

What are they advertising? And then see what big promise they're leaning on. What is the big promise that people are opting into their ads for?

Okay? And in order to like, you know, actually do this, what you can go do is you can go to Facebook ad library.

So let's do that right now actually. Okay? So you go to Facebook ad library and what you're gonna do is you're gonna just type in all your competitors, right?

So let's, if we wanna see what Frank Kern's advertising we go here and we go Frank Kern, right Middle Frank.

We click on Frank Kern and he, all these people also keep in mind, don't, when I say people in your space, I don't mean who are the people who are really big, who make a lot of money, but serve a different market.

All the people in your market, right? What do the people in your market advertise, right? If it the person who has the same clients as you who's running a lot of ads, who's like making a lot of money that you know about, go search their ads, right?

Go search their ads and you can just start seeing what is the promise that they're doing. New discovery combines AI and lost market seekers to make you famous overnight.

All right? So that's one angle. And then he's got you scroll down a little bit more and you're like, how to get new customers or how to get marketing courses for \$4.

Okay, that's another one. And then let's see what else has he got here? Let's see, let's keep scrolling. What else does he have?

How to get consulting clients using ugly ads? And we should start seeing what are other people doing?

And I know he has a lot of ads related to how to get more customers using email.

And he has this new angle, it's like how to use ai to get X, y, Z. And basically you just start looking at what your customers are doing to get an idea of what the big promise is behind their headlines, right?

So there's different ones that Frank has. Also a lot of you I know are retargeting ads for Frank, so he's retargeting a lot of his customers.

But you'll start to get an idea of like, what are your competitors advertising? What's the big promise behind what they're doing, right?

So that being said if we use an example, if you're looking for big promises for high ticket business owners, right?

Or client based business owners. Like when I was looking at our space when we started doing air, I said, all right, what is everyone advertising?

And I went and I looked at what Cole Gordon was advertising cause like he has a very similar client base to the people that we have.

We looked at a bunch of different people and basically there's a couple promises that are being advertised. A couple promises that you know, people want, at the end of the day, more people want book sales calls.

So many people struggle to get book sales calls cause they feel like, hey, I'm closing out a high rate. If I just have more calendar slots like taken, I'd be crushing it.

Other people want to increase like cash collected, right? Others said the decreased no-show rate, others said increased close rate. And we didn't see this one as much because guess what?

People don't struggle with this as much cuz they feel like this is a much bigger problem. Other people were saying higher sales reps, right?

Other people were saying running ads. Now also higher sales reps. We talked to some of our friends and it has a more expensive cost for Lee because the lead quality is really good, but less people are dealing with that in the market because they just need more sales appointments, right?

They need, they just wanna get more clients. That's all they want. So this is an example list of a bunch of big promises kind of for our industry, right?

For our niche that we were targeting when we first launched air. And these are the ones we wrote out.

And we said, Hey, which ones are we gonna write our headline around?

And truthfully what we did is we just wrote 'em around all of them, right? That's, we launched eight funnels. But you're gonna pick the one that you think is the most probable, the one where you think there is the highest percentage of the market dealing with times the highest level of pain and desire.

That is the big promise we want to go with first. Now what we're gonna do is we're gonna write a headline around the one we think meets that equation, right?

That's what we wanna do. Super simple. I know this was a long video, especially to say we're gonna pick one big promise just to you know, go on a bunch of rants here and there.

But it's important and I wanna emphasize it. And there's really simple ways of doing it, which is looking at what your competitors are doing using Facebook ad library.

Also talking to customers, right? Talking to people in your market. Say, Hey, what are you guys dealing with? And really getting a feel for it.

That's why doing set calls right yourself when you're first starting out is so valuable. Cause you learn your market better than anyone on closed calls.

You only get the people who opted in for the thing, like for whatever it is you do. And they schedule the call with you and they're the highest intent leads.

And you know, you, you're not as you have as many conversations you get, maybe if you're, you're doing less than 50 k a month or whatever you're doing, I don't know, a couple sales calls a day, you're not getting a lot of context.

But when you're setting, you're talking to like 20 people a day, right? And you get a lot of context on what their pain points are, what they're struggling with.

So that's another great way to really understand what the best, you know, one of these is. So when you're trying to figure out the next test later down the line and you've had a lot of set calls, you might change your, your approach completely.

But that being said this is a very simple concept. It's super, super, super powerful though when you understand it because all advertising is, is a game of math, right?

It's not some wizardry, it's not this crazy creative thing. You need to be creative for it's math. And the good news is, it's not complicated algebra or calculus or anything like that.

If it was, I wouldn't be as good as it good at it <laugh>. But it is very simple math of my understanding.

Wow, if I'm gonna spend money getting in front of people, I probably want the message that resonates to those people.

At the highest percentage, people say niche down, niche down, niche down. And they're like niche themselves all the way down to selling to chiropractors who have a dog and they wanna get more clients using the kangaroo marketing strategy from Australia.

And it's this tiny, tiny, tiny niche group of people. And that's in a ridiculous statement. But I've seen people do just as ridiculous stuff <laugh> when choosing their niche basically where they're narrowing down so, so, so, so much to this tiny one, tiny percentage of the market.

And if you're advertising or doing any kind of outreach or using any kind of traffic source, the majority of your lead flow is not gonna want what you're, what you're offering on the front end, right?

The same way we want an offer that everybody wants when we get on the phone with our, our market, we want an opt-in that everybody wants when they see the headline, right?

Because guess what, if we Add add curiosity and we add so much like of the other stuff we're gonna talk about to a, to a headline, but people really don't care about the outcome, right?

They're not gonna opt in if it says this new marketing strategy found in the lost things of Brazil that shows chiropractors how to do X, y, Z and blah, blah, blah, blah.

It don't matter how interesting or curiosity driving it is, the dentist doesn't care. You know? So the same way a message that applies to chiropractor isn't gonna resonate with dentists is the same way that one message might not resonate with everyone in your market.

If it's the wrong big promise, it's the wrong result, result that the headline's written around, right? If someone's not struggling to get appointments, well then guess what?

This, if you write a headline that says how to get appointments using and you insert the greatest headline ever, the people who don't want appointments aren't gonna opt in.

But the good news is, and for example, this market, everyone wants appointments. So if everyone wants appointments and it sounds like a really, really great way that's interesting and intriguing of getting appointments, you're gonna get a high optin rate.

So when you understand that it's math, you understand that you want to appeal to the masses within your market, right?

You wanna appeal to the masses within your market. That's how you lower ad costs appealing to the masses within your market.

And then writing a good headline around that. Like 90% of copywriting is what you say, not how you say it.

And I think most people get that backwards. You know, when I was first writing copy, I thought it was how you say the words and how, how you word it.

But you can write really basic simple copy, basic simple headlines. And guess what? You're still gonna get high optin rates if you're writing to what the market actually wants.

What you say is more important than how you say it and what you say needs to appeal to a high percentage of your market or else a, it's not gonna scale.

Because even if somehow you are able to get the targeting rate and you get that little segment, it's not gonna scale.

Especially as you, you raise ad costs, like as you raise ads, ad budgets, ad costs will rise. And then b, also, it's hard to get to be profitable to begin with.

It's hard to get a tiny niche thing to convert, right? Everyone says you wanna go niche, you wanna appeal to the masses within your market.

There's a reason why when investors like ECS go to invest in the company, they say, Hey, what's the, what's the total available market?

What's the tam? Because they know you can scale way more if there's a bigger available market size. And guess what?

If you have a big tam, total available market size, but you're only speaking to a tiny result that only a percentage of them want, you just cut your market size, right?

So like a VC looking at it would be like, Hey, that's a bad business model and I, I want you guys to scale the millions of dollars a month, not 10 k to 20 K a month.

That's not sustainable. I, I don't want you guys to have this stress of trying to figure out what's the, how to get the next client and what to do when the ad campaign breaks.

I want you guys to get one thing to work one time and I want You guys, guys to scale it.

I want you to spam it as hard as you possibly can. That's my goal for you guys. And I know I get ranty sometimes, but I'm really trying to get across the underlying fundamentals so you guys don't just do the thing, but you understand why we're doing the thing.

# Headline Writing Principles - 1

Okay guys. So we're gonna be talking about some headline writing principles in this video before we even put pen to paper and even start brainstorming.

So I want you guys to take really detailed notes and really take this to heart because when you're writing your headline, the more principles you apply from this, the higher your opt option rate's gonna be and the cheaper your cost per lead.

And really, we're front loading the work. Our goal is to do this one time and get it right the first time.

Hopefully, you know, we might have to test a few times like we usually do, but the more upfront effort we put, the less likely we are to have to redo stuff later.

And it's much better to almost test in your head and simulate in your head than it is to do by spending money on ads and just finding out it doesn't work when you easily could have thought through it and you could easily fix some of the basics according to the principles and not had to pay as much money.

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

Now, Nicola Tesla, for those of you guys who don't know, he he's not the guy who embedded the car, the Tesla, that's obviously Elon, but he's one of the greatest inventors of all time.

And he was kind of crazy, but big man came up with some crazy inventions. Some of the biggest breakthroughs. He was a genius in his own right, but also in the, the minds of everyone else who ever has studied his work.

And when asked if he worked hard, some, someone asked him if he worked hard in interview or whatever it was back in the day and he said, if you consider hard work as actually physically doing work and actually doing things, I'm one of the least hard workers you've ever meet, you'll ever meet.

And to hear that coming from one of the most prolific invent of all time is kind of counterintuitive. How did he build so much?

How did he invent so much if he never worked? But what he followed up and said, if you count thinking as working, I am the hardest person you will ever meet.

He said, the way I do my inventions is not by testing in the physical world, is by testing in my head.

What I do is I literally make it in my mind's eye and then I start simulating it and looking for where it breaks.

And when I find something that breaks inside my mind when I'm simulating it. And as human beings, we have an unmatched ability to simulate reality within our own head to play things out without them actually happening before they actually happen and solve the problems in our mind before it happens in reality.

And what he would do is he would run these experiments in his head and he'd figure out what was breaking and why it was breaking because of his first principle understanding of physics in the universe.

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

And then when he finally created it, he said, A lot of my inventions, most of them in fact worked in the very first time.

So now people saying that, seeing that will be like, how do you have an invention work the first time? And it's cuz it's the first time he did it in reality.

But it's not the first time he did it. He did it thousands and thousands of times in his his head before he ever actually ran the experiment, right?

Just because it wasn't ran in the physical world doesn't mean it wasn't p played out a thousand times before. And one of the reasons why Kleeb and I are able to write really good headlines, the very first try and able to have a lot of success in business the first try where people feel like, wow, that doesn't make any sense.

Why, why are you guys able to get it to work without testing when I have to test way more than you guys? Obviously we still test a lot. That's not what I'm saying. But we do a thousand times more testing in our head than we ever do in reality.

And the reason why is because the same way Nicola Tesla had a first principle's understanding of the universe and physics and math and this just other aspects of science that I could tell you nothing about, right?

Is the same type of understanding that Caleb and I have built up over literally probably close to a decade now of studying, of psychology, of u understanding how human beings are gonna behave, how they're gonna react to different things, right?

I know when I say something how someone's gonna emotionally respond in their head, the thoughts that are gonna happen to do it because of years of studying psychology and making it a focus from reading books like Influence for example, why Robert Cialdini, you start to understand what makes people make the decisions that they make, right?

You read hundreds and hundreds of books on copywriting and sales and persuasion and negotiation and you start to get context from all different areas of you know, different, different what's the word?

Just different areas of experience, like different people who have completely different philosophies behind it, schools of thought. And you get all this context and then when you have it, you don't just sit there and write something and test it because you already know so much you can test it so much in your head before you ever actually test something in reality.

And when you're doing something with ads, for example, you wanna test as much as you can in your head. You wanna run as many simulations as you can with your own mind before you push out to the masses and it costs you money.

So that being said, with kind of these principles, I want you to run every headline you write through these principles and ask yourself these questions.

And also, I don't mean to distract you guys here cuz you know, my number one thing is focus is make it a priority to start studying psychology.

All different types of schools of thought study, classical type psychology from like a more traditional like psychologist standpoint. Study psychology from copywriters who sell through one to many sales study psychology, from learning from salespeople who've had thousands of one-on-one conversations than what they've taken away from those read book.

Like influence read books like how to Win Friends and Influence People. And the more you understand human beings, the better your thought experiments are gonna be because they're gonna be rooted in truth the same way.

Nicola Tesla was able to run the experiments in his head because they were rooted in reality of the sciences that he already understood so well that he could play out how it works and how it affects things. Cuz he understood it so well and he could think through the first order consequences and the second order consequences of every piece of his invention cuz he understood the science behind it.

And the same thing goes with psychology, right? The more you understand it, the more accurate your mental simulations are of the prospect.

And what most people do is they just write a headline and they say, Hey, let's see what happens. But if you write a headline and you run through all your mental models and you figure out, hey, what's what is the other person gonna be thinking?

What are they gonna be feeling? How are they gonna react to this? You can very accurately predict where you're gonna mess up or what's wrong with it.

And although you can't get it right first time, you're gonna be able to save yourself a lot more trial and error.

So big rant, nothing super practical that you can take away from that other than just run them. Simulate the headline as much as you can from the mind of your prospect before you ever have it go live.

And that these are gonna be some of the principles that you're able to do that with. So let's start off with the first principle, which is you can't catch whales with minnow bait.

All right? So here's what that means. Who you write to is who you attract. Okay? Sounds super, super obvious, but 99% of people I see write headlines don't think this through.

And there is horrible consequences that we will explain here in a second. But who you write to is who you will attract the same way.

If you're fishing with minnow bait, you're not catching whales. And if you're fishing with whale bait, you're not catching minnows.

It doesn't, it's physically impossible, right? It's not gonna happen. So here's what we gotta understand. Your headline is your bait, all right?

You're a fisherman, your headline is your bait. And depending on what bait you put on your opt-in page is who you are going to attract, period, end of story, right?

The, the quote you can't catch whales with minnow bait is Frank K's classic quote. Okay? And that's something he always told me when I first started writing a copy.

He's like, dude, you, you can't catch whales with minnow bait. You just can't do it. So look at your messaging and say, Hey, who is this attracting?

Right? The same, the same way. You're not gonna attract a whale with Minnow Bait is the same way. You're not gonna attract a really good client with a headline that attracts a really bad client.

You're not gonna do it. Now a very extreme example of this, but also very powerful is this, why do you think that unethical scammers write all these like ads that they spam out to people through email to the most gullable people, right?

You know what I'm talking about? The ones where it's like Indian Prince wants to, Nigerian prince wants to give you all his money, right?

And you're like, who falls for that? Like, I can't think of a single person on this planet that I know of who would ever fall for that email, but they've been sending emails out like that.

These horrible scammer people have been sending emails out like that for years. Why don't you think that they could have come up with a better message that gets a higher conversion rate?

I mean, definitely a higher response rate maybe, but they're not looking for a response rate. They're looking for the most gullable people.

They're intentionally writing that headline cuz they know the people who respond to it are the global people who will, you know, get them their freak in, I don't know, they're, they're Google Play gift cards that they send them to, to pay their tax bill, right?

These are horrible people and we want nothing to do with them, but there's something to learn there, right? Even in evil case scenarios, there's principles to take away, right?

So that being said, they understand this concept. Now how do we apply it to good? That's what we're really looking to do.

And what we wanna do is we wanna just make sure we're putting on the right bait. Sometimes we put on bait that attracts broke clients.

Sometimes we put on bait that attracts, even if they're not broke, we, we attract bad clients, right? So we wanna make sure that we're running our mental simulations of our headline.

Hey, who's gonna, who's gonna be attracted to this bait, right? The same way you look at bait on a fishing pole and be like, what kind of, what kind of fish is gonna go after this?

If you got some massive like fish attached there as bait, you're gonna, you're gonna get a much bigger fish, right?

Because a little small fish isn't even gonna go after that. But the same way you have a tiny little bait, you're not gonna get the big fish because the big fish doesn't care about that.

If I say how to get your first client online, the guy who makes eight figures is scrolling right on past it.

If I see an ad that says, learn how to get your first online client and start making money, my mind's like, wow, that's bad targeting.

I just keep on scrolling, right? Because that's, that's doesn't apply. Like, it just doesn't apply. It's silly. But all the time people overlook this principle and they just write these headlines to the bro's most impoverished section of their market, right?

Or they write it to a section of the market that just has zero interest in, in, in what they're doing.

So we gotta make sure we're putting on the right bait. This is one of the most powerful concepts of marketing.

One of the ones that will dramatically affect your lead quality even more than lead costs. Cuz sometimes you don't want the cheap leads, sometimes the cheapest leads, there's a reason they're cheap cuz nobody wants them.

Like advertising is an auction, right? It's you're literally competing against other advertisers and sometimes you get some really cheap leads and you're like, oh, I'm crushing it, but all these leads are broke.

It's like, yeah, cuz none of the other advertisers are advertising to them because they don't have any money or they are the worst mentality people, whatever it is.

Now, picking the right bait, how do we actually pick the right bait? Here's what you have to understand.

You don't want everyone to click, you don't want everyone to click, you don't want everyone to opt in.

What you want is everyone in your ideal market, your ideal avatar to click and opt in. We're trying to appeal to the masses within our market, right?

To our ideal. When I say our market, our ideal customers, right? Sometimes there's people in the market who are, you don't wanna attract, like you don't want them to opt in, you're willing For your ad costs to go up.

So you never have to have those people opt into your funnel. You don't want them eating up any of your advertising budget.

So you don't want everyone to click to opt in. You want everyone in your ideal market to click and opt in.

It's that simple. So I'm gonna give you guys two little example headlines to, to give you more real world example of what I mean by this.

So first headline, right? Let's do this. How to get your book or so how to book your first sales call ever.

Even if you're a complete beginner who doesn't have anything to sell, let's say that's getting crazy good option rate, you're getting really good options.

And what you do is you help coaches scale from six to seven figures. You help chiropractor scale from six to seven figures.

Guess what? You're not converting those leads, right? Because what you sell doesn't even apply to them.

You don't know how to help people get their first dollar online or you just don't want to teach it.

You know, you're trying to help the chiropractor who's already crushing it and you're trying to help 'em crush it at another level.

And guess what? Now you're attracting all these broke people. And why do you think that is? What, what about this headline is not gonna get the people to opt in?

What is it? Well, how to get your first sales call ever. That big promise is not gonna resonate with the the audience you're looking for in this example, right?

And even if you're a complete beginner is calling out complete beginners who in this case scenario we're not trying to target.

So it doesn't matter how cheap our lead cost is here, those aren't good leads. So what you really wanna look at is what is the cost per qualified lead, right?

How much is the cost per qualified lead? That is all that we're care about. We don't care about chief leads.

There's no reason to brag about cheap leads. If they're trash leads. A lot of times cheap leads are cheap for a reason.

Like advertising is an auction. And if you're getting really cheap leads and you have messaging that's just like going after the wrong crowd, there's probably a reason why it's cheap.

Now another example of how you can do this differently in this example is coaches, here's how to book an extra six to 11 sales calls per day, right?

So in this case scenario, I'm calling out coaches, which means you're most likely already an established coach if you're seeing this not, hey, how to become a coach, but coaches or chiropractors or dentists.

How to book an extra, read that word right there. An extra six to 11 sales calls per day. See in my head I'm able to simulate, okay, when I read this, like coaches I can simulate, all right?

That's most likely not gonna get the majority of people who are like, you know, brand new and don't have anything.

They're not a coach who's looking to scale their coaching business. And then here's how to book an extra six to 11 sales calls per day.

In your mind you're like extra, that means I probably already need to be booking appointments, right? Cuz it, it's not how to book your first six to 11 appointment today.

It's how to book an extra, oh wow, extra six appointments today. So you really think that through and you're like, okay, wow, this one <laugh>, for very obvious reasons is gonna book a much better appointment, a much better lead.

That's what it's gonna get than this top one up here. Why is that? Why do you guys think that is?

Well, simply because it appeals to the right person, right? This, in this case scenario is minnow bait and then this is whale bait in this example.

And so many people, they're, they have their ideal market, they know who it is. And then in their ad they're like, if you are, and they proceed to say the exact opposite person that they're going after, then opt in and they're like, I don't know why my lead quality's bad, I just can't figure it out.

I tried changing the targeting but for some reason I just keep getting bad lead quality. The messaging, the messaging's gonna change the targeting more than the targeting is.

And the reason why is nowadays these ad platforms, the AI is so advanced in their, their like algorithm where they're optimizing their pixel is so advanced it's gonna go to whoever the messaging resonates with the most, right?

It's gonna go to whoever resonates with the most. So if you're talking to broke people, it's gonna show it to broke people.

If you're talking to wealthier people, it's gonna show it to wealthier people. Now the lead cost will change.

And that doesn't mean this opt-in page is worse than this one.

It means that it's going to the right people and it's more competitive in the pool of the right people that you're trying to talk to.

Now again, your opt-ins may be cheaper with Minnow vape, right? It's a lot easier to get a lot of minnows, but that's not the goal.

The goal is to get the cheapest qualified opt-ins. Don't brag about how cheap your opt-in is. How cheap is your qualified opt-in, right?

How much are you paying for a qualified opt-in? That's one of the reasons why in our funnel we have the type form and we can check the lead quality cuz we wanna see what the quality of the opt-ins we're getting.

When we're testing, we don't wanna just get anybody to opt-in. We wanna see, hey, are these good opt-ins or are these bad opt-ins?

Also, also reversely, if you're speaking to only the top people in your industry, cause you're like, oh, I'm gonna attract whale.

So what I'm gonna do is I'm gonna have the biggest whale bait and I'm gonna talk to only the big guys and I'm gonna alienate everyone else in between.

What's gonna happen? Well, you're appealing to a much smaller segment of the market, and guess what? You're gonna have a much higher ad cost, right?

And your ads are gonna be less stable because the moment you would've scale them, they're gonna break. So that being said, again, going back to this, you don't want everyone to click an opt in.



You want everyone in your ideal market, right? In your ideal market, you wanna appeal to the masses within your market, right?

And you want to, the only people who wanna be alienated is the people you don't want to opt in. That's it. So it should appeal to everyone except for the people you don't want. Super simple. But I would say literally 90% of people I talk to who run ads don't understand this one fundamental concept.

So how do you speak to the right audience, right? A big part of this is picking the right big promise that we talked about, the big promise that you already chose.

Run it through this mental model. Does this big promise appeal to the right audience? Or am I gonna get the wrong type of people?

Because even if your big promise resonates with everybody, you might be resonating with just the masses. In, in a, in a, in a different slightly different market that you know is not the right market you're going after.

So your big promise is gonna dramatically affect your lead quality. It's gonna dramatically affect the people who are opting in the same way.

If you say, Hey, this is how chiropractors can X, Y, z, versus an opt-in that says, Hey, this is how dentists can X, Y, z, what's gonna happen?

Those ads are gonna get completely different people. And now, although that's a big difference in the headlines, the subtle differences also have an effect as well, right?

So what you wanna do is if you pick the right big promise, usually your ideal market will resonate with it and people outside it won't by default, right?

So if you're talking to chiropractors, the dentist most likely aren't gonna opt in. You might have a few slip in here and there cause they're just curious.

But for the most part, you're gonna be getting the right audience. All right? But be cautious when writing your headline not to include language that would attract the wrong person, right?

Like I said, it's like, Hey, I'm gonna, I'm gonna attract chiropractors. Then they get the first part, right?

They're like, how to x, y, z. If you're a chiropractor and you're dead broke and you struggle as a chiropractor and you're just starting your practice and they add this languaging in there that they think sounds good, or like they hear headlines like that that other people use and they're like, oh, that's what a good headline sounds like.

And all of a sudden they go from attracting the right audience and then because of a couple words in there, all of a sudden you're attracted to the wrong people, right?

It's like, do you say here's how to scale your client business and do x, y, z. You're like, oh, that's a good headline.

Or like, it's tracking the right person. And then you add do do, even if you're a complete beginner and you're starting completely from scratch, all of a good clients are like, I don't want that.

I'm not starting from scratch. Like I'm gonna keep scrolling, right? Super simple concept, but super powerful, right? It's, it's, it's how seriously you take the simple ideas dramatically affects how successful you are in your business, right?

How seriously you take the simple ideas dramatically affects how successful you are in your business.

And that's not a quote from me, it's a quote from Charlie Munger and Warren Buffet.

That's paraphrased, but it's an important one. It's a, it's a simple one as you can say. Also, another thing too, you can actually do from a more practical level is adding dog whistles into your headline to call out exactly who it's for.

All right? Or a pre-headline or a sub-headline. Like, you know, if your headline's too long. So it might be like sub-headline, like the, the pre-headline.

It's like for coaches in for consult sorry, for client-based business owners, colon. That's your little sub-headline. And then you write your headline.

That might be how you call 'em out. Or you might just be like, if you're a coach who wants to blank or the XYZ framework for client-based business owners, owners who want to blank and using dog whistles in

your copy, I believe this is a Dan Kennedy term where you literally are calling out and speaking the things to speaking to the people that you're trying to attract.

Cause when you call someone out directly, they feel like it's, Hey, this is for me the same way. If you're in a crowd and someone yells your name, they're like, if I'm in a crowd and someone yells, Ryan, guess what's gonna gonna happen?

I'm gonna turn around and everyone else who isn't isn't gonna turn around cause their name's not Ryan.

So what is the, the title or the type of person, like what is the, the, the wording they resonate with?

What is the title they resonate with, right? And you adding that into your headline can make a massive difference and making sure you're getting the right type of people, right?

If even if you start having people opt in and it's like, man, these people are, even though I said for this type of person, these people are opting in.

You could say something along the lines of, this is for client-based business owners only. Or maybe you have all these weird client-based business owners opting in that you don't really serve.

It's like, this is for coaches, consultants, agency owners, and X, y, z only, right? So there's different ways you can play with it, but really just think about it like someone's name.

It's like you're calling out their name and if you don't want everyone else to turn around, it's like, Hey Ryan, come to the front of the room.

Only Ryan, no one else coming to the front of the room, right? You go, Ryan's, that's me. I'm gonna come to the front of the room.

So really getting their attention knowing, hey, this is for me, not somebody else. Also a big thing, like I said, is also what you don't say.

It's not just what you say, it's also what you don't say. So you say coaches, this is how to get more books, sales calls.

And then it's like, okay, even if you've never gotten a client before and you don't know what to sell and you're starting to plead from scratch, and people say, they're like, I'm just like I'm in this persuasive mode and I see headlines like that.

Well, guess what you're doing? You just got their attention and then you lost it. Right? And then the people who aren't this person who, who you want, who's the ideal client who's already has a business going and you're trying to help 'em scale to the next level, what happens?

They have nothing. They don't wanna be a part of it, right? So it's not just what you say, it's what you don't say.

So really what it is, is to simplify this actually for you guys, it is the big promise, promise plus dog whistles plus what you don't say.

It's really what you're going for on exact exact frame. You know, sometimes you only need one of them in there to get the right audience coming at you because if you pick the big promise correctly, and it only resonates with a certain type of people, you might not even need to add the dog whistles in there because the only people who want that big product or that big promise is the people in your market.

And the biggest thing is just what you don't say is just as important as what you do say. Cuz if you say something that just totally throws off your target market, it'll, it'll mess up your lead quality.

And you won't be talking to the right people. Like the other day I was talking to somebody and what they wanted is they wanted to get people on the phone who were a little bit older, right?

Cause they were getting like literally fif like 16 to 18 year old kids opting in and they're like, ah, we don't know what's wrong with our messaging.

I said, well, what's the messaging? And they, they help people. They're e they consult people on e-commerce and what, what, what is their messaging?

It's if you make below 10 K a month, then sign up for mentorship and be like us. And I'm also 19 year old. You know what I mean? It's like, okay, well most likely you're gonna also get 19 year olds who don't make any money online.

And you know, they're not super serious about like, you're just gonna get the wrong person. Whereas if you wanna take, make, build a serious business on e-commerce consulting, you say, Hey, if you're ideal market and you want ideal big promise that that market wants, then we can show you how. And we have this free resource that's gonna help you do X, y, z. You're gonna get a much better audience, right?

But then if you say, and this is for if you're broke at the very end of it, now you're not getting high quality people, right?

So you wanna speak to the audience you're trying to target. And that is the very first principle inside of this section.

And then I'm gonna make a separate video on the next principle, which is novelty, making it feel new.

## Headline Writing Principles - 2

All right. The next principle of a good headline is novelty, right? This is one of the most important arguably principles when writing a headline and is novelty.

And by novelty, I mean it's new, it's out of the ordinary, right? And now the reason why this works, and I'll kind of explain how we use it, but the reason why it works is the human brain is trained.

It has evolved to notice new and out of the ordinary things. It is a survival mechanism. We, we see something that's not within our daily like routine, that's not normal, that we haven't seen before.

Our brain is trained to notice that thing. That is the biggest thing that gets our brain's attention because in the past, we had to do it to survive.

That's why we've evolved that way. There is millions and millions of years of evolution training our brain to give our full undivided attention to something that's new and out of the ordinary.

Again, it's a survival instinct, but we can leverage that rather than trying to make up some new way to get attention or just use millions and millions of years of survival evolution to get attention and just leverage that, right?

They notice it because it's novel, but also it's appealing because stuff hasn't worked for them in the past, right? If someone wants a desired result bad enough, they've tried stuff, right?

You can probably relate, like if you wanted more sales calls in the past, you probably tried all sorts of stuff. You tried all sorts of organic strategies, you bought courses, you watched YouTube videos, you talked to friends, you've tried stuff and it hasn't worked before.

Everyone's been there. No matter what industry you're in, no matter what market you serve, someone's tried something that hasn't worked for them.

If someone has back pain, they've tried all sorts of stuff to get rid of their back pain, right? They've tried all sorts of stuff.

They went to the, the acupuncturist and then they did these workouts. They saw online. They were supposed to strengthen the muscles and fix it.

They've tried all sorts of stuff. And guess what? If what you're advertising sounds like the old thing that they've tried in the past that hasn't worked for them, they got these subconscious beliefs that it's not gonna work.

They're like, oh, that's, that's that headline on I, I've already tried that. That doesn't work. Oh, that's too similar to X, Y, Z.

That doesn't work. People make these correlations and they write it off, right? The same reason when as a kid, you touch a hot stove and you go, ow.

And you learn never to touch it again, right? You, you touch it one time and you're like, I'm done. I'm out. You see anything in the, in the future that looks like a hot stove and you're like, nah, I'm good. I'm gonna pass on that one, right?

That's exactly what's gonna happen. So that being said what most people do is they write a headline that's generic, and everyone's like, already tried that, that doesn't work, and therefore their Optum rate is low.

And they're like, why did that not work? Because they feel like it's the old thing, right? The, the reason why the new ways such a high converting, you know, persuasive tool is because it works.

Number one, it's novel, so it gets attention and it stands out, right? There's curiosity behind it, which is, I don't have this written down here, but I would say that's probably the biggest driver of opt-in rate, right?

Like even if you have a core desire, if there's a lot of curiosity around a way of solving a core desire in your headline, your Optum rate's gonna go through the roof, right?

If you have a really high curiosity combined with a good big promise that they actually want super high Optum rate, super cheap lead cost every single time, okay?

And again, just it, it, it cannot be the old way. It cannot be like if you have an optin that's like, for example, let's use the industry of, we'll just use this one of getting, getting clients.

The amount of people who've already tried to do like a webinar is crazy high, right? So if you said a generic headline like how to get clients with a traditional webinar, what's gonna happen?

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

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

It's just not, not a good fit, right? And it's got it's no curiosity. Everyone knows how a webinar works for the most part.

Like it's just not gonna convert because it's not novel, it's not new, it's not out of the ordinary. They've seen it a million times.

And guess what? They feel like it's the old way that hasn't worked for them, right? They feel like it's the old way.

So let's move into ways that we can add it. This part's super simple, but it'll make a massive difference for you guys.

Number one, make up a mystery slash random name for how you get them that result that no one's ever heard of.

But it sounds super exciting and interesting, right? It doesn't even have to make sense. It doesn't even have to be like you could just make up a name for something, right?

Like there's nothing stopping you from making up a name for a method that's already existed. If your thing genuinely isn't new, just make it sound new, right?

There's no rule where you say, Hey, you're not allowed to come up with a new name for something out there.

It's not even false advertising, it's just you're, what you call it? Some, someone calls it a banana. Others call it a banana.

You know what I mean? So it's like if you have, if the way you get people results is whatever method webinar, make it sound like a new way of doing webinars cuz everyone's got their own unique way of doing something.

So just call it something new that makes them go, well what is that thing? For example, here's a good example.

A company that called Traffic and Funnels that helped coaches and consultants and agency owners. They had this whole campaign running for years that pushed multiple, multiple eight figures I believe. And it was this invisible funnel gets us this two-step invisible funnel gets us clients on demand or gets us x amount of book sales calls or what, whatever the promise was.

But it was this invis two-step invisible funnel gets us promised result, right? And how we use it to scale our company to eight figures or whatever it was.

Guess what it was, it was the same funnel every single other person was using. I was like the invisible funnel.

What is this? And I, I was curious myself to be honest with you, and I opted in and I went through it and I'm like, ah, it's literally the, this is normal stuff.

But guess what? I guarantee you when they started running that they got some cheap opt-ins cuz it was really well done.

It was like this invisible funnel and really what the reason they call it invisible funnel is they just came up with a creative like spin on it.

Cause like, wow, it's kind of an invisible funnel because you don't really see what's happening cuz you opt in and really what's happening is we have setters calling or we like, you know, it goes to a webinar and it doesn't even feel like a funnel because we're going to a call.

And so they're like, oh, we'll call it the invisible funnel doesn't even fully make sense. Like it's just a name they came up with, but that one name cheapened their ad cost because guess what?

It added novelty new or out of the ordinary to an existing result that people wanted. And they're like, invisible funnel.

Haven't heard of that before. Meaning they can't say, this won't work for me. And they're like, wow, it gets results because they, they show that they got results with it.

Cause we scaled our company to 50 million a year, whatever their promise was. And then they're like, all right, well I gotta opt in for this.

So it's not some magic here, but it's simple. You come up with a name for something and all of a sudden it's a mystery, right?

You, you can make anything a mystery, right? You just have to be creative about it and you don't even have to be that creative, to be honest with you.

If you're not creative, you can just spitball a couple of things and go with one of 'em and call it good, right? The x, y, Z method, right? You don't have to go crazy with it. It's not that hard. And then another one is let's give another example of just making up a name.

The way that p90x, I, I believe I might be a little bit off on the story based off my memory.

But the way that P90X was able to, to scale their, their messaging was the way that they got you to get in shape was this thing called muscle confusion.

You know, by changing up the workouts every single day, what happens is, you know, you're able to confuse the muscles and they, a, they adapt quicker because blah, blah blah, blah, blah, blah, blah.

And now is there some truth behind what they do? Yeah, for sure. But really it's, it's a workout program where they change the workouts, but rather than just saying, yeah, so here's our workout program, we change up our workouts every day, learn how, click the opt-in.

It's like, learn how muscle confusion does x, y, z for you. You're like, wow, muscle confusion. Never heard of that before.

What's muscle confusion? And like this look on my face is what's muscle confusion? Like what is that? I want this result and I don't know about this thing.

What is it? I have to know, right? And, and that gets you to opt in cuz there's a high level of curiosity.

They want that outcome really badly and therefore they, they're often cause it's free, right? So that's really what we're looking to do.

Second thing to do is you can make it counterintuitive, right? So this one's just mystery. You're like, I don't know what this is the like, kind of going even a step further.

You can make it counterintuitive. For example, this is just a, a silly example I just now wrote, but free training reveals the number one productivity secret of billionaires.

And hint, don't write a to-do list, do this. Instead you're like, I want that result. Maybe you're selling productivity, I don't, I don't know, I'm just making something up at this point.

But you have this result. And it's like, okay, well what isn't then if it's not the most common thing people say for, for productivity, well what is it?

Right? It might be something as simple as don't do a to-do list. Create a not-to-do list where you create a list of all the things you're not gonna do, right?

In fact, I had an ad where we basically said that there was 36 habits 36 success habits and we went through three of them in the ad and we said, if you want all 36, then obviously get the free book.

And that was our best converting ad out of selling literally 500,000 copies of that book. Our highest converting ad ever was an ad that said here's 36 habits that made a millionaire my twenties.

It was just a free book that we had or yeah, free plus shipping book. And the three bullet like things we taught on in that short little ad was number one, don't create a to-do list.

Number two, don't set goals number three X, y, z and we didn't tell 'em what to do instead. Right? Or actually we told 'em what to do instead.

And like, wow, those are counterintuitive. I've never heard of those before. So making's an encounter intuitive makes you curious cuz if it's outside of the normal, right out of the ordinary, well then what is it? It's novel and people want to know what it is. It creates curiosity and it makes them feel like, man, maybe this will work for me.

So again, this is just a random example I thought of to get the point across, but whatever it is in you do in your market, what's counterintuitive about what you do then what everyone else does.

And ask yourself, can you basically add that to your headline? Is that a way you can add novelty to the headline?

And again, these are all things we're simulating in our mind when we're writing our headline. We wanna be like Nicola Tesla running the mental test and saying, what are they thinking?

Right? And if you read your headline, you are the prospect and you're like, oh, that's just probably X, y, z I already know about that.

I tried, I didn't work, then you gotta fix that, right? But you can run that experiment in your head long before you ever spend money on ads.

All right, moving on. The third thing, the third way to add it is just adding the word new into your headline. This one's not the most powerful way of doing it, right? But it works, right? Saying, Hey, this new X, y, Z shows you how to x, y, z.

And that word new will increase the optin rate a little bit. A lot of times, right? New is literally saying, Hey, it's, this is new and novel, but guess what, if you say this new way of getting clients is how you're gonna get your next, you know, client, and it's, it's webinars.

They're like, it's not new. So you can't be like, reveal something they don't, they already know and be like, it's new because they're like, ah, I don't know about that.

Already knew about that. It's not even new. And then the BS meters often that'll hurt you, but if you, you don't reveal what it is and you say it's new, they're like, well what is it this new way of getting X, y, z clients that blank, blank, blank.

You're like, well what's the new way? Again, not the most powerful way, these are much stronger. But it's a tool to have in your tool belt when you're writing these ads.

Again, these are principles and like some tools that you can use before we actually go into writing them. That way your tool belt belt's full before we put you on the construction site.

And then the fourth thing is adding trending topics that your market will know about within your headline, written around the big promise example.

And also by the way, before we get into this one, this is not the, the best one to base everything off of.

And the reason why is cause if it's, if it's like a short trend that's not gonna be a forever thing, then you're just gonna have to redo your funnel later.

But sometimes there's like new trends that you know, it, it's just a really good thing. But you can test and lean on.

For example, if you sell Facebook ads on example, back when the algorithm first changed or the Apple update first happened, it was like iOS 14 update when it first came out.

And it's like all these headlines, the highest converting Facebook related ads were about how to get blank result. Even with the new iOS 14 updates, you're like, oh man, I gotta, I gotta learn this thing cause it's new because it's how to do it without this.

Anyways, it's just kind of leaning on a trend is another way of increasing that curiosity or in that newness around it because obviously if it's a trend, a trend's usually a new thing.

So by incorporating that trend into your headline, it makes your whatever it is, you're doing a new thing which hits that novelty point which increases, you know, people's opt-in rate.

Again, same thing with Facebook ad account bans for a while, Facebook ad account bans were raging. They were just like everyone was getting slammed with them.

Everyone still get slammed with them. But that being said, it was like really bad for a while and all these ads were how to get blank, blah, blah blank without ever getting a single ad account ban on Facebook, right?

So like it was just leaning into that thing right there, which was like a trend that was happening. And then lastly, virtual events.

When Covid first started happening like these virtual events was like the new way to get clients. This, I'm talking about our industry specifically, but in your industry there's obviously the trends that are happening and all the eyes of a convertor were like, how to use virtual events to get x, y, z result.

Or for example, if you don't do virtual events, but virtual events are really big at the time, and I'm using virtual events as just an example.

But again, there's examples of this in every industry, in every market. I don't care what market you're in, you could say the only thing better for getting clients is right now than virtual events is this.

And people are like, wow, better than virtual events. What's the thing? And it's your thing. So you don't even have to be doing the new thing.

You can just say, the only thing better than this new thing going on is this and don't reveal what it is and people are gonna be curious.

Or you could say the virtual events right now is this new strategy. Add the word new it. So super, super simple stuff, but it's super, super powerful.

Just adding novelty, adding newness into it makes it really, really, really strong and makes the opting rate way, way, way higher.

People don't opt in for old boring stuff. They opt in for the new, the exciting thing, there's a reason people will literally camp outside the Apple store For like 24 hours in advance, 48 hours in advance to get the new iPhone.

That is exactly the same, but like some couple tiny minor tweaks why they want the new thing. Human beings want the newest and latest.

There's a reason why people buy a new car when they don't need a new car. They want something new. And same thing when they're opting in.

You want a high Optum rate. You want people to feel like, I'm getting the new thing. What's this new thing?

I'm so curious. What's this new thing? Right? And we'll touch on curiosity even more, but newness, the novelty, making it feel out of the ordinary counterintuitive will massively, massively increase the success of your headline.

No one wants to opt into a generic boring headline that everybody's already heard before. You want something unique that stands out.

You want their survival instincts to kick in and be like, I want this thing. I feel like I can't be left out. I need to know the thing that others don't know. What is this thing? Right? So you have novelty plus you have a big promise that your market actually wants and you're talking to the right people. Or you can't track wells with innovate just these three things alone and we're gonna move into the next principle. But just those three principles and you start stacking those on top of each other, you're have the recipe for a much better headline.

## Headline Writing Principles - 3

All guys. The next principle is curiosity. We already kind of touched on this, but I want to go even deeper on it.

Curiosity. And the biggest thing with curiosity is you wanna leave people on a cliffhanger, right? You can't let them know what it is that they're opting in for, right?

You want them to know the result and you want to tease it, but then you wanna leave 'em on a cliffhanger the same way you're watching a good TV show and you get to the end of the episode and they just leave you on the biggest cliffhanger ever and you just can't help it.

And even though it's one in the morning and you need to be up early, guess what you do? You click play, right?

You click the next episode on Netflix and you watch the next episode. It's because they leave you on a cliffhanger and because of that you have too much curiosity not to do it.

And human beings we're so naturally curious. Curiosity drives hu so much human behavior. It's one of the biggest drivers of human behavior, right?

So if we can tap into it and we can leverage it, it's a really powerful thing. Now, I want you to imagine this. Imagine this instead your favorite TV show. Instead of leaving you on a cliffhanger made every single episode just end really smoothly.

Like they just came to a really good closing end. And then that way, like you're not left on a cliffhanger.

So then you could start the next episode later and not feel like you need to watch it. Now wouldn't that be better for the audience?

No, of course not. Then they wouldn't have anyone watch their series and binge watch the whole thing in, in a weekend and be, have them begging to come out with more of them, right?

That's what keeps people watching is keeps them hooked. And the same thing goes for an opt-in. If we want people to opt in, our headline needs to be the cliffhanger.

Our headline needs to feel like the end of a really good episode of your favorite TV show where you're like, well, what is it?

Tell me. I gotta know. That's the reaction you want. You don't want them going like, gotcha, okay, I don't know if I want that or not.

You want them going, well what is it not? I don't know if I want that or not. They shouldn't even be saying, I dunno if I want that or not.

Cause they don't know what it is. They want that result. And they've never heard of that thing before. And that's why it really ties into novelty.

But I want to kind of talk about it separately as a separate principle, is you need to have curiosity, right?



Once you've made it sound new and they feel like they've never heard it before, right? You need to make it feel like you just need to leave 'em on a cliffhanger.

Alright? That's how this works. That's how this works. If you do those two things, guess what? You're gonna have a very high converting headline.

And the biggest thing is you can't reveal how it works in that headline. Okay? So you want to get them really excited about the new way, this new thing that they wanna opt in for and like it's this new way of getting a result.

And guess what? You don't reveal how it works in the headline. You don't give it away. You don't build it up and then give it away.

Or you're building up all this energy and then if you give it away, just deflate the balloon, right? You, you wanna create so much internal like, ah, I need to know what it is.

But if you pop that pressure and it goes, you already satisfied that itch, right? The only way they can know how it works is by opting in.

The only way they can know what the thing is that they want is by opting in. This is how you get really high opt-in rate, right?

People sometimes they tell too much, they give away too much in in the headline. They're like, oh. And they, it allows people to contemplate if they want it or not.

They shouldn't be contemplating if they want it or not. They should be like, well, what is it? I, I want that result.

And this thing sounds interesting. What is it not? Do I want the the thing? You don't want that, right? Right.

So even if you're like, Hey, it is a free book. It's like they know that it's the free book, but it's like what's in the free book?

What is the, the thing that's revealed that they're so curious about? If there's nothing, then the Optum rate's gonna be average at best, right?

You can take it one step further by saying something along the lines of, and no, it's not suspicions. And what I mean by that is you write your headline, they're like, I'm so curious what it is.

I want that result, but I think it might be X, Y, Z, right? So it's like this new way to get clients of blah, blah, blah, the invisible funnel, blah, blah, blah, blah.

And know it's not webinars outreaching like or cold messaging people, blah, blah, blah, blah, blah. And you say all their suspicions.

That's a really clean way to increase the curiosity even more. Because if they're really curious what it is, but they think it might be X, Y, or Z, just by the way it's worded, just tell 'em and no, it's not X, Y, or Z.

They're like, well then what is it? I don't understand? And you can get really creative with this and you can make anything just feel super, super just like a cliffhanger.

And that's what you want to go for, right? And the next thing you can do is be hyper-specific, right? Not only does it increase the believability of it, because the more specific you are, the less people feel like you're making it up in generalizing.

But also it makes people curious. For example, five little known secrets to X, Y, Z, right? 17 proven email templates that did X, Y, z.

Crazy thing. These 36 pages contain every secret to get X result except for one. And you see how like just adding these numbers makes you feel like, well, there's five of them.

What are the five secrets, right? What, what are the 17 proven email templates that did this crazy result and the one that failed, right?

Like what is it? Or, or something like these 36 pages contain every secret to get X, Y, Z result except one. And they're like everyone except one. What are they and what's the one that's missing? The, A good headline leaves big questions in your head you feel like you need to have answered, right?

That's a really good statement, right? So I'd write that down. A good headline leaves questions in people's heads that they feel like they need to have answered.

It's just like this burning desire to know, well what is it? The more they feel like that, well what is it? What are these emails, right? Like what is this? What is the, the free training about what, what do you teach?

Like the more like what is it the better, right? It's a free quiz. It's like this free quiz will get you to x, y, Z result.

And you'll find out if you're this, this, or this type of person, you're like, which 1:00 AM I? Right? This free quiz will show you which of these three methods your business should do.

They're like, the quiz is gonna tell me, well, which one's it gonna recommend for me? And I, I, I know it's like I'm being like exaggerated right here of like the, the emotion.

But that's the subconscious like track that's you want playing in their head. And if it's not, you're gonna have people logically opting in rather than impulsively opting in.

And something that gets a high I opt-in rate comes from impulse not ration, right? I write that down.

Impulse not ration is what drives high optin rates.

You're trying to appeal to the monkey brain, the part that's like, what is it? I need to opt in, right?

The little kid who sees like candy and they're like, ah, I want the candy. That's the feeling you want tap into, not, well logically, my business does need this.

And the way they broke that down makes sense. And therefore, you know what I think I will put in my phone number and name.

You don't want that. You want somebody to go, this curiosity thing helps me do the result that I'm looking for.

And there's believability. What is it? Oh, it's probably x, y, z. Oh no, it's not x, y, Z because of X, because it can't be because of that.

What is it? I, I gotta know what it is. And then you click on it. It's like you ever see a YouTube video with like clickbait, right?

You got a thumbnail. It's like, what the heck is going on? Like Mr. Beast is a great example for those of you guys who don't know who Mr.

Beast is, he is the biggest YouTuber in history. And that guy is obsessed with his craft. And his craft is, he literally said when he is creating a headline for a YouTube video, which isn't much different guys, it's literally basically the same thing, but the result they want is entertainment.

So they wanna be entertained. And when he's creating a headline, he says, I wanna create a headline for my YouTube video and the thumbnail for my YouTube video to where if people go to sleep without clicking on it, cause they were in the middle of their day, they're literally going to bed thinking, what was in that damn video?

Like, what, what actually happened in that video? I'm gonna go back and play it. And they pull out their phone in the middle of the night cause they can't go to sleep and they play the video.

That's Mr. B's standards for writing a headline and thumbnail for his YouTube videos. And that's the standard I want you guys having for creating your headline on your Optin page.

Cuz if it's something that someone can scroll past and have no emotional, I don't really care, then it's not good.

You want someone to scroll past and be like, I gotta scroll back up. What was I doing? I gotta know what this thing is.

It's driving me crazy. That is the feeling you want when you're creating an Optin page, right? That's the feeling of curiosity.

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

Obviously there's all the things, but the ones we're talking about right now is curiosity. Like curiosity is a multiplier. When there's a result that people want, it's exciting and it's new and you have no clue what it is, and you're dying to know what it is, what's gonna happen.

You're gonna have a high Optum rate. I promise you that. I don't care what industry in you're in, I don't care how boring you feel like your industry is, you can create something with curiosity, right?

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

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

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

I believe there's an old case study, and I'm probably gonna mess up this story, but you'll get the point is one like toothbrush company or something like that was trying to ed, this is like, like a hundred years ago or something ridiculous, but they were trying to educate the market on why they should brush their, on why they should brush their teeth.

And it was like the most expensive campaign ever when it was like not a normal thing or I, I might have even been a different product, but it was like something that nowadays is very normal and they were trying to educate the market and it was the most expensive thing.

There was no way they could possibly do it rather than just advertising to the market that already did that thing or they were trying, trying to do it because the more educating there is, the more expensive.

It's cuz like you're trying to like make people understand it and, and ration through it and think through it and make a decision.

But the cheapest advertising you'll ever do is high impulse advertising. The more of an high impulse advertising it is, guess what?

The cheaper it's gonna be the same way people buy gum at the register. He's like, oh, I'll take some gum. Why not? Right? That's what you want the optin to be, right? Obviously gum has no curiosity and, and all that sort of stuff, but it's just low barrier to entry of like, oh yeah, I want that.

You don't want them thinking through, do I want this or not? Does this make sense for me? Like, I want this result.

This sounds new, I'm super curious what it is and it's gonna drive me crazy if I don't know opt in.

Does that make sense? So now I'm going all over the place, but just to simplify guys, it's add curiosity to the headline.

And again, I'm teaching you all these principles and what we're gonna do with them is when we're going through and writing our headline, we're gonna be running our mental simulations like Nicola Tesla does with these experiments and running 'em through this thing.

Like, Hey, is there curiosity when they read this, are they curious? The answer answer's no. That's all right. Let's tweak.

How do we make that that way? All right, I, when I read this, does this sound like new? It's like, well, it sounds new, but it kind of also sounds like you're gonna just tell them to do webinars, whatever, whatever your, your market is thinking, right?

And it's like, well, then I should probably add to the headline and know it's not webinars. And then it's like, oh, I read, I read through it again and I let's go back up here.

You know, I think the, the really good clients are gonna be turned off by this headline because I said this one statement in it, right?

It's like, all right, maybe it's like, all right, instead of your first six to 11 sales calls a day, you're in extra six to 11 sales calls a day.

It's say, all right, now that's still gonna attract the kinda the mid tier market, but it's also gonna get the big guys.

So you're like, I'll add an extra six to 11 sales calls a day. But you're really just running these mental simulations and you're asking yourself all these questions and you're fixing it, right?

You're not testing it. And they're like, why didn't it work? Boom. Because you can, you can be the prospect and feel like you're the prospect reading it, and you're gonna be like, oh, well I'm curious, but I also think it's this, or I'm not, I'm not that curious.

When I hear this, I'm not that excited when I hear it. I feel like this is pretty generic and you just keep tweaking it before you ever spend money on ads, right?

And you write out all sorts of ideas like we're going to do. And then guess what? You pick the one that invokes all the right emotions, the one that has all the right bull, all the right principles in it, and the ones that are close but not quite there, you can play with them a little bit more and you say, all right, this one doesn't quite have believability, which we'll talk about here in a second.

But I can just add one little sub-headline to it that says this, or I can just add this one specific piece that says this, or I can mention this in the beginning of it, and then boom, you got credibility.

So that being said, we're gonna go through the, to the next one here in a second. But going back to curiosity, this is one of your biggest needle movers on the entire thing, cuz this is what creates that high impulse.

So make sure when you read your headlines and you're running your mental simulations, if you were the prospect, you'd be curious and you wouldn't know what it is.

So you'd feel like you need to opt in.

## Headline Writing Principles - 4

All right, the last headline writing principle we're gonna be talking about before we actually put pen to paper or start typing, whichever you prefer to do, is believability.

Now, although this is the last one, there's a gazillion other headline writing principles I could add to this list that I wanna add to this list.

But I wanna keep you guys hyper focused. That way when you're running your mental simulations as you're writing these headlines, you're only thinking about like four different principles rather than 400 mm-hmm <affirmative>.

And if you just run through these four core principles, I promise you your headline's gonna be really, really, really, really solid.

And you'll, you'll start to pick up more principles. The more you read about psychology and the more books you read on copywriting and on influence and on persuasion and on sales, and on all these different like, schools of thought when it comes to persuasion and psychology.

Like the more mental models you'll have when it comes to running those mental thought experiments and being able to do them more accurately, especially as you run task tests and you start to get feedback, real world feedback of stuff working and not working and understanding why.

But let's dive into believability, which is the last principle that we're gonna talk about. And basically what it means is just credibility and proof, right?

So what do people believe? They believe things that are true, right? They believe things that they can see with their own eyes.

Like, why do we believe the things we believe? Because through our own experiences, we've seen them, right? That's why we do it.

We've seen proof in some shape or form. That's why we believe the things that we believe. Now, people are subconsciously skeptical.

You have to understand that the market is skeptical. Someone's trying to sell 'em something at every moment of every day at all times, right?

They're asking themselves this, how do I know this is true? And not just some gimmicky headline again, for the thousandth time.

This day, people see like, I don't know the number. It's like 3000 ads a day, or even more than that. It's ridiculous. It's like some crazy number, right? So how do we overcome this by adding proof on our headline? That's the question we wanna ask ourselves.

That way, not only is there insane or insane curiosity, there's novelty to it. They feel like it's new, they don't know what it is.

There's, there's speaking to the right audience, to the right person is like looking at you like, well, what is this?

But they're also not like bs because the last thing you wanna is do an amazing headline and then to go, I don't believe it.

That's bs. That's just a gimmick scroll, right? So if we handle that last piece, then guess what? People are gonna be excited about it.

You're gonna be targeted at the right market, right? The right people are gonna be interested in it. You're gonna be speaking to the desire that they want, the big promise that they want.

They're gonna feel like it's new and they haven't heard about this before. And then they're gonna be super curious, meaning not only is it new, but they don't know what it is and they wanna know what it is cuz it's a new way of getting the result that they want, that nothing's worked for them in the past.

And then lastly, they believe it's true because there's proof, there's something to back it up. It's not you're, you're not a 12 year old in, in your mom's basement promising people that you're gonna show them how to start, you know, a billion dollar company, right?

Cause no one's gonna believe that. It's like if a 12 year old kid in his basement's promising that it don't matter how good the headline is, no one's gonna believe it if he has no credibility and proof, right?

One of the reasons why our stuff works so well is cuz we have a lot of proof to back it up, right?

And the bigger you get and the better results you get for clients, the more proof you have to back up what you've done, right?

If you have more successful clients who you've helped, let's say a chiropractors helped 4,000 people with back pain, I'd probably add that into my, my my headline somewhere, right?

So it depends on what you're doing and what like, you know, result that you deliver, but you want proof of it, right?

Don't just say you can get someone more sales calls. Show proof in that headline, right? This allowed us to book 2,649 sales calls in a single month, right?

Every month. So how, how can you add that piece into the headline? If you add that into the headline and the result that you're promising is more sales calls and there's curiosity behind it.

Like there's this new way of booking sales calls, like for example, how to book sales calls with ai. With ai. And basically what you're really talking about is basically you, we have an the max, which is the AI dialer that's gonna basically do all this stuff on the backend, a crazy increase pickup rate and make you more lead efficient.

But on the front end we're not saying all that stuff. All we're saying is basically this AI allow is how you can book X to X appointments a month.

And then maybe a sub-headline that says that allowed us to book 2,649 sales calls a month and scale to x, y, z revenue, right?

Like that's a ton of proof, right? And you're like, wow, never heard of that before. That's new and novel. I have no idea how that works or what that, what that looks like.

I want that result and I believe it. Therefore, high converting headline, right? Super simple stuff. But I promise you guys, little stuff added into a headline can make a massive difference when it's compounded on top of each other.

Again, just adding, adding proof into it whether it's proof cause it's worked for you or proof that it's worked for students, right?

Maybe you say something about a or and one student who used it to do X, Y, Z or one client who use this new strategy to get x, y, z result.

And this much time or what, whatever it is. It literally, it's gonna depend on what your market is, what the result you deliver.

But in your headline, you should have some sort of proof that this works, right? Whatever proof that what you're saying is true.

And the biggest thing too when you're doing that is be specific, right? Not only does it increase curiosity like we talked about, but it also increases believability, right?

When you're specific, people don't feel like you're lying because you're specific. Like if I said how we book a ton of appointments, you're like, first off, I'm okay, sure, but second off, like, I don't know if I even believe that, but if you say how we book 2,649, you're probably not lying about that, right?

So like, if you're gonna show your number, if you're gonna say a number in there or how many people you've helped, like pull up the exact number, like don't just say, ah, I think it was like 2000 appointments, I'm gonna round to that.

It's like, no, pull up the exact amount for whatever your, you know, whatever result you deliver and like give a specific number.

That's a really, really powerful way of doing that. People don't trust generalizations. The more specific something is, the more likely people are to believe that it's true, right?

People assume you're exaggerated when you speak in broad terms, but when you're hyper-specific, right? You're hyper-specific in your language. The only way for it to not be true is if you are blatantly lying and people rarely assume that you're blatantly lying to them, especially in advertising cuz it's illegal to just blatantly lie in advertising, you legally cannot do that.

So people, if you're hyper specific and you're advertising something, usually people are gonna believe it, right? So it's like, it's literally illegal to make stuff up in advertising and like just say a number that isn't true, right?

If, if you're, you're struggling to book appointments yourself and you start running ads that say how to book 2,694 appointments a month, well then guess what?

Your business is gonna get shut down eventually. So it's like you gotta be hyper-specific and you wanna add proof, but it has to be true.

It has to be true. I know you guys know that. I know that should be a default if I'm, if that's new information to you, you gotta do some value check in within yourself because one of the most important things is not just how much money we make, but more importantly how we make our money.

So it needs to be true. And I don't mean to be lecturing you guys on that, but I've seen people do that in the past.

And I, I'll tell you this right now, if I see somebody lying about stuff just to increase their conversion rate, I will kick you guys out of this program so fast.

But for most of you, I know you guys have really, really good intentions and you believe in what you guys do and you get amazing results.

So for you guys, just find the proof within your business. It doesn't have to be as crazy of a number as this, but wherever the proof is and however much you can add into the headline, the better.

It's gonna massively improve it. And when I say be specific, here's just some examples of what that looks like. Instead of saying how we got a huge increase in conversion rate or how we got a huge increase in blah, blah, blah, blah, say the exact amount, drill down and figure out what was 36.5% increase in conversion rate or in show up rate or in, I'm using examples that apply to us, but you know your market and you know the things, the results that you deliver.

And so you can basically use this. And then next thing is basically instead of how to blank sometimes if there's not enough, you know, specificity say the three step process we use to blank, because again, it's more specific, it's more believable, the three steps we use to get results.

It's like, okay, well they said there's a three step process to get this result there. Probably not just saying it, there probably is an actual process for it, right?

How to get result fast, right? It's like, okay, fast, sure fast, but in seven to nine days and how 326 clients we worked with did it in a shorter time period.

I'm just making stuff up at this point, but you get my point. The more specific you can be, the better.

And the more proof and credibility you can use, the better in your headline. Again, you don't need to go overboard, but it just needs to be believable.

You need to hear it and go, wow, how did they do that? Or, wow, what is this? So that being said, that is the last principle.

And now what we are gonna do is we're gonna actually dive in and we're gonna write the headline. We're gonna take all these principles.

So just a to recap 'em here real quick. We're gonna take all these principles, which is the first one, the messaging, right?

You can't attract wells of middle bait. We gotta make sure we're, we're speaking to the right person in our headline to where we're attracting the right type of person to opt in.

We use novelty new out of the ordinary to where they don't feel like they know what it is. And then we use curiosity.

We make them not only they're excited about, but they're like, well, what is it? We want them asking that question in their head.

And the mental simulations we're running is this right? Starting with the first one. When I read my headline, who is it attracting?

If I'm, if I'm a lower ticket client, what am I like someone you're not trying to attract? What are they thinking?

Oh, that's not for me. That's what you want them to be thinking. If you run that mental experiment again, but now you wanna be your ideal client.

What are they thinking? Are they thinking, oh yeah, this is for me. Are they thinking, is this for me? If they're thinking that one you all right, well, we gotta tweak it.

Tweak it so they know it's for them. That's the first thing. So that's the first mental experiment you're running. And the second mental experiment you're running is not a novelty experiment.

When I read this, am I going, what's this? This seems out of the ordinary. I say, oh, this seems new.

Or am I saying, oh yeah, another one of these things, right? What's, what's my mental thought process? If I'm the prospect, what is it?

Is it that's that? What is this? Is this outta the ordinary? I've never seen this before. Or is it, what is that? Like, that's what you want. Like that seems new. I've never heard of that before. I've never heard of that before.

That's the goal. I've never heard of that before. That's the thought you want them having. You want to be almost confused, a little bit like, huh, right?

And also what that does is that drives the curiosity, right? So again, these are kind of one and the same, but I wanna break those apart and kind of run an experiment and say, not only are you, is it novel and new, but are you curious about it?

Are you like wondering what is, and do you feel like when you read it, when you're the put yourself in the mind of the prospect and you read the headline, what are you thinking?

Are you thinking, oh, that seems new, but ah, that seems whatever. Or you thinking it seems new. What is it?

I gotta know. I gotta know what it is. I, I, I can't scroll past this. I need to know what it is.

And put yourself in, in a prospect's mind and ask yourself, are they gonna be feeling that? Don't just say, oh yeah, they're curious, but ask yourself if you're the prospect, how are you feeling?

Right? You want a headline that just drives people wild with how curious it makes them, right? So that's the, the next like mental experiment you're running whenever you're writing headlines and when you write

a headline, you write it and you run all these mental experiments and you see which ones it passes and fails, and then what do you do?

You tweak it to fix it and you rerun it through your head and you tweak it and fix it, and you rerun it through your head and you tweak it and fix it.

And now all of a sudden, wow, the headline, I'm super curious about it. Like, I'm like, if I'm the prospect, it seems novel and new and you're speaking to the right person and you've ran all those experiments that pass and you're like, but is it believable?

Does my BS meter go off? Right? Because prospects are skeptical and you're like, wow, I believe it now because I added this little piece, right?

So we're writing these experiments as we're writing and we're basically like, we're testing with millions of dollars, bad spend in our head before we ever spend a single dollar.

That's really the goal we're going for. And that's what we wanna do as we're going into This, this next section of writing your headline, actually putting pen to paper and coming up with a ton of ideas and then narrowing it down to the best ones.

And then figuring out how we're gonna fulfill on those with a minimum viable like lead magnet of whatever that is.

## Writing Your Headline

All right guys, now is the time we are actually going to be writing our headline. This is where we go from all the principles that we've learned, all the, the mental notes that we have, and we're actually gonna start brainstorming ideas and figure out what our headline's gonna be for the very first opt-in page that we test. Again, 95% of your results are gonna come from the headline. That's why we're putting so much time, energy, and thought just into writing a simple headline.

A few sentences, right? So before you start, here's what we're gonna do, all right? We're gonna do this differently than what most people do.

We're gonna put ourselves mentally into a purely hypothetical world, okay? So no rational brain is, is going right now. You're not thinking, oh, this is, this is what I can make, this is what I can have fulfillment ready for.

Like we're purely in like fairytale land right now. And what we're gonna do is we're trying to figure out what the highest converting headline would be if we had zero boundaries on what we had to fulfill, right?

So not what case studies do we have available. We can send clients, not what documents can we send them, just you're not looking at any of that stuff you're saying based off the result that they want.

What is the sexiest headline that I can write that is true or I'm not lying about my credibility or something like that.

But the, the best headline we can possibly write that's gonna get every single person in your market who sees it to click on and opt in, cuz they're gonna have an insane amount of curiosity.

There's novelty, there's all the principles we've talked about it incorporated in that headline. And here's the cool part guys, if we don't worry about fulfillment at all right now and all we do is focus on creating the headline, then we can get creative and figure out how to fulfill it.

And guess what? 90% of the time we're gonna be able to find a way that we could, oh, I could do this, this, this, and this and fulfill on it.

Versus when we put ourselves into like, all right, what can I do based off of the resources that I have?

What happens is we like mentally box ourselves in and we cut off all our creativity. So the best way to be creative is to let go of the boundaries and cliché as it is step outside the box and just purely being creative mode.



You're not in logical, rational reasoning mode, purely creative mode of coming up with ideas. All right? Now what you're gonna do is you're gonna write the headline that you think is gonna get the highest opting rate possible and the one, not the one that's easiest to fulfill, right?

So now that we're in hypothetical world, we're not even thinking about what's how easy it is to fulfill or hard it is to fulfill.

The only thing you're thinking about this current point in time is what is the headline I could write based off all the principles we just talked about that's gonna get people to opt in my marketplace, opt in within my marketplace.

That is what we are going for. Now, the first question a lot of times people ask me is, well how long should my headline be?

Like, is it a short headline, a long headline? Is it okay if it's long? That's really the big question.

And the answer is yes, right? You can break it up into a pre-headline, a main headline and a sub-headline if you need to.

Right? Length's not gonna hurt you in most cases. Now, in fact a lot of cases it actually massively helps you.

I can't tell you how many times where we have a short headline, I'm like, oh, this one's gonna crush.

Cause it's simple to the point, it's punchy.

And the one that out converts is the long headline. There's been so many times that we would just test these really long headlines that like sold it more and they just destroyed the ones that we thought were gonna win that were like shorter and punchy.

And if you look at so many case studies and just statistics on long copy of her short copy on a sales page, usually the longer copy wins when it's like a full sales letter.

And from what we've seen a lot of times a similar principle applies when you have a little bit longer headline that really sells it more and is able to accomplish all of the bullet points.

We talked about all of the principles we talked about, a lot of times it'll convert better because within more words you can accomplish more, more stuff, right?

We don't want wasted words, we don't want pointless words, but if the extra words is increasing the curiosity or if it's increasing the novelty or if it's increasing the the desired outcome of that, the headline's written around, or if it's making it more believable, there's a good chance it's gonna help it more than it's gonna hurt it.

Because the only reason it would hurt it is if it's so long that someone doesn't read the whole thing or the only reason it's gonna hurt it is if they read it.

And because there's so much going on, they get confused. That's one area where I do see longer headlines like messing people up and hurting conversion rate, not because it's long, but because they say too much stuff in it, right?

A headline should be around one core desire and everything else is just amplifying that thing. It's increasing the curiosity, the novelty, the belief, everything is increasing is based around that one result.

The same way when you sell an offer, everything is based around getting them to this result. It's making them believe they're gonna get to the result faster, easier with less effort with a higher probability, right?

So it's the same thing in a headline. Everything is emphasizing the result, right? You're gonna make it to where it's a new, better, more exciting way and they're more curious about what it is and they have more belief that it's gonna work for them.

Cuz there's proof in the headline. So that being said, how long should it be? As long as it needs to be, but no longer, right?

So as long as it needs to be, but no longer. So no fluff and random stuff in there that doesn't accomplish anything.

Everything in the headline should be accomplishing something, right? Everything in the headline should be going back to all the principles that we talked about, right?

All of these headline writing principles, making sure we're attracting the right person. Like if we have to add a a, a pre-headline that's about attention, whoever our market is, guess what?

That extra length in a lot of cases is good, even though it adds a little bit of length, it calls out the right people adding more novelty in it by giving it a unique name or whatever, whatever we do for novelty.

Adding more curiosity, making a, a sub-headline that says something along the lines of and know it's not all the things that you're thinking about X, Y, and Z.

So it's okay to have length but not pointless length. And again, what I mean by pre-headline, main headline and sub-headline and something like this, like this is for client-based business owners who want to use a pre-headline.

And then this is a headline that makes a big promise that you're markedly market deeply desires that use the principles we taught in the previous video.

And then a sub-headline is something down here. It might be something along the lines of they, no, don't worry, you can use this sub-headline too, right?

So you have a lot of space, you have a lot of room, don't waste it. Use every single word intentionally.

But at the same time, don't feel like, oh, I have to make it really, really short of a headline, right?

You, as long as you're not just all over the place talking about all sorts of stuff and everything has a purpose in the headline, usually that's fine as long as you're not writing, you know, a page <laugh>.

But it can be a couple sentences, it can be a few sentences that really drives home the point as long as it's clear and it's not confusing.

Now, when writing our headlines, what we're gonna do is we're gonna use template headlines and then we're gonna use a checklist to kind of build on top of it, right?

So templates are generic, that's what they are, right? They're generic. And a lot of times what people do is they, you know, they just create a template heline, they're like, all right, how to blank without blank.

And they fill that, those two blanks in and they're like, all right, that's my headline, right? And now that can work, but you're not gonna have some crazy high optin rate usually unless the market you're speaking to desperately needs this thing and no one else is serving it.

And that's usually not the case. But yeah, templates are generic. That's simply a starting point that we're gonna build on top of.

So once we kinda have our generic templates, we're gonna fit what we're, you know, whatever our headline is into it.

And then we're gonna use our checklist to make sure our headline accomplishes everything it needs to accomplish psychologically, meaning it hits all the principles that we talked about, all four of them, right?

And the way we get our headline to pass that checklist, meaning we're able to check those off, is by running a mental experiment like we talked about, right?

You put yourself into the mind of the prospect and you ask yourself, is this first principle, right? If I am I thinking second principle, third principle, fourth principle.

And you run through each principle and you say, Hey, what is the prospect thinking right now? Are they curious or do they feel like, oh no, that's just x, y, z.

All right? They are curious check, or I don't know if they're curious and you just keep running that mental experiment.

Like, what could I do to increase the curiosity if I added this word or I tweaked this word or I added a sub-headline that said, and no, it's not all the things that I'm thinking it already is, or whatever that may be, what can I do to increase that curiosity?

All right? Now, now I have curiosity. Check man, there's really no proof in this. What, what can I do to like make them believe it?

Maybe we could say something along the lines of how I did blank results in this timeframe and use really specific examples that way they're like, oh, that must be true.

Anyways, I don't wanna go through each one of them, but what you're doing is you're running these little mental experiments, right?

That's literally all you're doing to get it to pass the checklist. Now, what our headlines should make your ideal prospect think subconsciously is all this, and this is our checklist right here.

Number one, wow, this is specifically for me, right? The headline speaks to the big promise that they desire, right? Whether it's solving a pain point or getting a result.

And then also there's a dog whistle that calls out your deal prospect is another way of doing it. And also, is there anything that you don't say that you're sorry, is there, don't, you don't say anything that's going to directly attract the wrong person, right?

If you're trying to attract a higher level business owner and you say how to make your first dollar online, then guess what?

You're gonna attract a lower level person, which at the end of the day is not what you're looking to do.

So that first check box is, wow, this is specifically for me. In order to check that off, run the mental experiment of put yourself in your ideal prospect's mind, right?

Your ideal prospect's mind, all of 'em, right? From the person who's just barely qualifies to be your ideal prospect all the way to the top of the market and run that experiment and say, Hey, does this headline attract me?

Am I gonna click on this? Does this feel like it's for me? And if the answer is yes, you're almost there to checking it off, but the one thing you're gonna wait about is say, Hey, if I put myself in the person who I don't wanna attracts mine, am I also gonna opt into this?

Right? And a lot of times, sometimes the answer is yes, and it's like, Ooh, we don't want them to opt in, so what can we say so they don't opt?

How can we make it slightly just out of their, you know, realm of what they want or what they think is gonna be for them, right?

So that's, that's really the question. It's not just, is my ideal prospect gonna opt in, but is this really not an ideal fit for the person who's not my ideal prospect?

And when you run both of those mental experiments and you tweak the wording a little bit until you can pass it, then this one gets checked off.

Alright? The second check box in our checklist is, this sounds like new and exciting way to big promise, big result, right?

So if you're the prospect and you put yourself in that mental experiment and you say, Hey, does this sound like a new and exciting way to get the result that you want?

And if the answer's no, well we don't check the box. It needs to feel new and exciting. So it's like, all right, well how can I make it make it feel more new and more exciting, more novel, right?

And the way we do that is all the ways we already previously talked about. Maybe you give it a unique name or you change or you say, I don't know, whatever you, whatever you say, go back to the that video and listen to the principle and how we apply it.

And you apply that piece, tell boom, all of a sudden you can check that box. And the goal is we go to check this box and we're able to check V box and then we get to the third thing.

And they feel like not only are they feel like it's specifically for them and they feel like it's new and exciting way to get the big promise, but they also have no clue what it is.

And it's, they're painfully curious to find out why you want them to be awake at night thinking about, man, whoa, what, what was that?

I have to know. That's really what we wanna accomplish. And then once you run that mental experiment and you tweak the wording and you get it to work to where, oh wow, I, I feel like they're gonna have no clue what it is and they're gonna be curious about it, boom, we check that off.

And then last and fourthly do they say this in their head when they read it? I believe this because proof slash credibility, it's like, I believe this because they did it, or I believe this because their student Jimmy did it.

Or I believe this because what proof do you have in the credibility that can fill in this statement? Proof do you have in the headline that they can fill in this statement with?

And if the answer's none, you probably should tweak the words a little bit. Like, can you add a little sub-headline or a pre-headline or whatever.

So that's really what you're going for. And as you notice, all this checklist is literally the four principles that we really talked about.

And if you hit these four principles in a headline, most likely it's gonna be a really, really good headline. If you hit these four principles and you run the mental experiments and you launch and it doesn't work, most likely you ran the mental experiments incorrectly.

Like your hypothesis about what the prospect was thinking was slightly off. And you gotta identify why was that? And then you figure out, alright, how can I tweak it?

And you move on. And a lot of times if you do all this right and it's still not working, you might have got the big promise wrong, right?

And if you have the big promise wrong, well then I guess what, it's like you, you can't polish a turd <laugh>.

It's like people say that about an offer and it's the same thing about a headline. And people don't want the thing that you're telling 'em to opt in for.

They don't even want the result. No matter how curious how much curiosity there is, they're not gonna opt in. So our goal is for, to every single one of these check boxes, and we're gonna run that mental experiment and we're not gonna test on ads until we feel like it hits all of these check boxes.

And the reason why is because why spend money on ads when we can save thousands and thousands of dollars on experiments by testing 'em in our head first and just running them through this process?

These are immutable laws of human psychology. And if you have these things in a headline effectively, guess what? It's gonna convert at a higher rate.

The more excited they are about the new way of getting big promise, and the less they feel like they know what it is, the higher the Optum rate's gonna be, right?

So we're really trying to just amplify all of these because it's not one plus one equals two, it's it's multiplication.

We're multiplying the effect of each one. The more new and exciting it is, and the less they feel like they know what it is, the more curious they're gonna be, right?

The more they believe it. The more proof you have in that headline, not meaning you're gonna say a thousand lines of proof, but like the proof is like, wow, that's really, really interesting.

Like this, this is something I need to look at. Then guess what? The more excited people are gonna be and the higher the Optum rate will be.

And guys, the reason we use a checklist is because a lot of times we mentally just forget something, right? No matter how good we are, we forget things as human beings.

That's, that's just the way we are. We are not computers. And as Charlie Munger says, I'm a great believer in solving hard problems by using a checklist.

You need to get all likely and unlikely answers before you, otherwise it's easy to miss something important, right? And so a checklist just helps us run these mental experience.

Even honestly, as I'm looking at this right now, I should be using this every time I wrap my headlines because sometimes some of those headlines that didn't work, if I ran through this framework, I would've definitely rewritten them.

I would've had to make sure they hit these other boxes. And usually you can get away with not hitting every single box, but checking every single box is gonna help every single time, right?

That being said, we're gonna use a checklist. There's a reason why all pilots use a checklist even though they've flown a million miles, because guess what?

Even the best people who know something like the back of their hand, forget stuff. Even me when I don't use a checklist, I forget stuff.

I test stuff and I spend money on it tests, and I lose money that I didn't need to lose. So we're gonna use this checklist when creating our headline.

Now again, it's templates that we're gonna start with is kind of like a base for our headline. And then from there we will start tweaking them and changing the wording until we are able to, you know, make it hit every single one of those four boxes.

So for the headlines, I have a bunch of templates that I just had AI, right? For you guys. Here's a bunch of them.

There's, I think there's like how many, let's see, we got 31 templates for headlines. Like these are all great starting points.

Again, literally all a headline is a starting point. Or, or sorry, a template is for, this is a starting point.

It's not the end all be all. You just fill in the blanks, which is what most people do and they wonder why it doesn't crush.

But it's a really good starting point. So here's the four step process you're gonna follow to actually pick your headline.

That's gonna go on the first Optum page that you test. And if it doesn't work, guess what? You're gonna go back through this process and repeat the entire thing again, don't skip on it.

Don't be like I already know how to do it. The entire process start to finish. We're gonna save money on ads by doing the testing mentally beforehand, and the brainstorming.

So we have a ton of options to figure out, not just what hits the checklist, but what hits the checklist.

The absolute most. Cause it's not binary is it's not a yes or a no, it's to what degree, right? So here's what we're gonna do.

Step one, you're gonna write 20 unique headlines that are so irresistible that people in your ideal market won't be able to go to sleep at night because they're so curious to find out what it is.

So you're gonna take these templates and you're gonna write 20 ideas. You're gonna brainstorm 20 ideas for headlines, which seems excessive, right?

But here's the best part, or here's the reason we do it, is because the best ideas for headlines usually happen after you run out of ideas.

Now you're like, what does that mean? What do you mean the best ideas happen after you run out of ideas?

You see, one of the most powerful things is usually people will write three to five headlines and then they're out of ideas.

But pushing past the boredom and like the, the frustration of not knowing what, what it is, like what what to write next is usually where the most creative ideas come from.

And you have to be okay and not judge your, your headlines. If you write 20 headlines, a lot of 'em are gonna be terrible.

And you have to be okay with that. Right Now, James Altucher, he, he has this concept called i, I don't know what it's called, but basically where you just create a list of a hundred ideas for something and it's like way too much, right?

And it's, but you create a hundred ideas and you don't judge the ideas. You just write out as many as you possibly can.

And some are horrible, some are terrible, some are no good, very bad, awful. But guess what, in there, there's some really good ones.

And sometimes, and a lot of times the horrible ideas spark a good idea or the horrible idea spark a mediocre idea.

But that mediocre idea sparks a great idea. And so when you write out 20 headlines, you're gonna find something in there that's good.

You're gonna, it's gonna spark more ideas that are good. So push past the boredom of sitting there with a blank page and just write ideas for your headlines, filling in the blanks, and then adding to them, trying to get them to match this checklist right here, right?

You're, you're, you're writing them through that lens of trying to add all those things in as you're writing those headlines.

All right? So you're going through and you're thinking, how can I write this headline with this angle and this way of presenting it to have all those criteria in mind?

And a lot of times what you find out is why you're writing headlines you write maybe. Cause when you're writing these headlines, it's not just one headline.

It's like the sub-headline or the pre-headline, the sub-headline or the pre-headline, the headline and the sub-headline. That'd be considered one, right?

Then you write the next version of it and then the next version of, and you this 20 times, which is over the top.

But, but a lot of times you'll happen is you'll find out, wow, this was a really good idea here for the main headline.

Ooh, this sub-headline is really good if I combine these two and then also add this angle and you start using like Lego pieces to where you're like, man, I I, what about this and this and this, and you find gold in there, right?

If you have, it's just, it's just math. Like if you have a hundred candidates to hire, you're more likely the the one, the best candidate is gonna be better than in a pool of 20.

But in a pool of a thousand, the best candidate is gonna be better than in a pool in a hundred.

It's like if you're trying to hire the best sales reps, you want a massive hiring pool, right? Cuz you're gonna get better candidates by default.

It's literally purely math. And it's the same thing with ideas. If we come up with more ideas, it sparks more ideas and we can combine more pieces together and we can have three, or we can have the best three to five ideas in there compared to if we only write three to five total.

Okay? So with that said, what I want you guys to do is you're gonna pause this video and you're going to write 20 unique headlines.

Headlines. It would look like this one, one example would look like this one right here, right? Where you write the full on headline of what's gonna go on the opt-in page and you'd write one of 'em, and then you write the second one and then you write the third one.

This is gonna be a process and it's gonna take you a few hours, but you're gonna get tons of ideas on paper.

Some are gonna be good, some are gonna be bad, some are gonna be horrible, some bad ideas give you good ideas, some good I ideas end up leading to bad ideas.

But at the end of the day, what you're gonna do is you're gonna have a massive list of these and we're gonna pick the best ones, right?

So as you're writing, they don't all have to be completely unique. You might write one this way and you write a slightly different version of it.

And then you say, Ooh, what if I do this one with a completely different sub-headline? Or what if I do this one with a completely different pre-headline?

Or maybe I take that pre-headline out on this one, I write it this way. And you're gonna have 20 different headlines, but you want as much variation as possible.

You don't wanna like tweak one word and then move on to the next and then tweak another word and move on next.

So what I want you guys to do right now, and for sure this time you're gonna pause the video and you're gonna go and create 20.

And then we're gonna choose the best three to five after you've created those 20 headlines. All right? So now you should have 20 unique headlines written, and the next step is you're gonna choose the best three to five.

All right? So you're gonna read through them and you're not gonna read, read through them from a logical perspective. What you're gonna do is you're gonna put yourself in the mind of your prospect, right?

The mind of the masses of your prospect. And you're gonna read them as if you were scrolling through Facebook and you saw this headline, right?

That's all you're gonna do. And you're gonna ask yourself, you're in their shoes. What's your emotional reaction to it? And what I want you to do is I want you to pick the best three to five ones that we're gonna revise, but the three to five ones that jump out at you the most, that you feel like, oh, I, I need to opt in for that.

Oh, I, I need to get that thing. Or what is that? Like the ones that evoke the most emotion and the most impulse.

So you're gonna read through all 20 and say which ones evoke the most? And now maybe there's even one pre-headline or like pre-headline that got your attention and then a sub-headline that was really, really good and a different, you know, main one.

But you're gonna pick three to five of those headlines, meaning the full, however many, if there's a pre-headline, if not, that's fine.

A headline and a sub-headline. And you're gonna pick the best three to five, the ones that elicit the most of that impulse, that that most of that curiosity, the most of the, the novelty, most of all the things in that checklist.

And you're gonna pick those three to five that we're going to revise. But first you need to pick them. So again, pause this video, look through it, put yourself in the mind of the prospect and read it as if you are them right?

And also when you're reading 'em, maybe put yourself in the mind of kind of multiple different prospects, like someone at this level and this level, someone at this level and this level.

And really feel what those headlines kind of evoke in you as the prospect. And you're gonna pick the best three to five.

And once you have them circled, or maybe you like slightly tweak them when you rewrite them. Cuz one pre-headline was good and the other sub-headline was good and you wanna kind of combine some together.

Frank can sign 'em together. Then you're gonna basically write out what those three to five headlines are, whether it's on your computer, wherever you're doing this or like physically.

And then you're gonna actually come back to this video and you're gonna click play. But finish that. Don't keep moving on.

Literally hit pause, write now. Okay, now what we're gonna do is we are going to revise the top three to five headlines you wrote to meet every criteria in the checklist if they don't already.

All right? So the top three to five headlines that you wrote, what you're gonna do is you're gonna look at it and you're gonna have these, the three to five over here and next to each one of 'em, you're gonna start playing with the headline one at a time until you get it to meet every single one of these criteria, right?

So you pick the one that naturally was the like the best headline based off, you know, being in the mind's eye of the prospect.

But we wanna now kind of mold those like this is the rough sculpture now we wanna like chip away and really get it detailed and refined to make sure we're hitting every single one of these points.

Okay? So have that checklist next to you, right? You're like a pilot right now, just double checking, making sure everything, every criteria is met.

There's a good chance if you wrote them with this lens and you picked the best one out of 20 headlines they're already gonna have a lot of these criteria, but if it's missing any, make sure you add those to the headline.

And again, if you didn't have like a sub-headline or a pre-headline on it, cause it's getting a little long and you don't know how to add it to the headline, maybe add a pre-headline or add a, add a sub-headline to make sure it meets all those criteria.

But again, pull that checklist up next to you. And what I want you to do is go do that now.

Alright? So after you choose three to five headlines that you think resonate with the checklist, sorry, after the three, All right?

So after you've basically taken those three to five and you've edited them and made sure they kind of are molded to fit that entire checklist, what you're gonna do is you are gonna pick the headline that resonates the most with that checklist.

Which one do you feel like? Cause again, it's not binary, it's not yes or no, it's to what degree does it hit that checklist of each checkpoint, right?

The one that you feel like hits the check box the most, like go through each one and rate 'em on one through 10 and say, all right, cool, which one has the highest total score?

And I just feel like if it's you're, I'm scrolling through Facebook or whatever and I'm the prospect and I see that, I'm like, I need to opt in for this, right?

You're gonna pick that one. And here's the truth also, guys, if whatever you came to after all your 20 headlines still doesn't elicit that emotion, don't go spend money on ads, rework it more, right?

Write another 20 and keep going. But you want this headline at a time you're picking and be like, dang, that is a, that is a good headline.

Like, I would opt into that if I were them. Like everyone in the market is gonna opt into that, right?

That is, that is exactly the emotion you want. And if you don't feel that way about the headline, don't settle for it because you're just gonna spend money on ads uselessly, right?

That's all you're gonna do. So if it doesn't hit all those check boxes and you don't know how to make it hit it, keep working on it until it does.

When you've written a headline as David Ogilvy says, you spent 80 cents out of every dollar of your advertising budget, the headline is the most important piece.

And especially with when you're doing a page that's literally just a headline and a button the optin, the, sorry, the headline is really, really, really important.

And there's no point in just wasting advertising spend when you could just save the money by spending more time brainstorming and tweaking and testing.

And also if you need more thoughts on like, man, I'm just at a loss, go look at other headlines from your, in your industry, right?

What is other people saying who are crushing it, who have a similar result that they're delivering, right? So just go look at that.

But at the end of the day, by the time you get done with this, you pick a headline that is just great, right?

You want your headline being world class. That's really what you wanna do. I was looking at one of the air clients actually their headlines today, and when I read it I was like, wow, that is good, right?

They do content creation. I read the headline like, that is a good headline. The way they wrote it. I was like, dude, I literally thought, man, I would opt into this and I want to buy this.

And that's how you know that it's a good headline, right? Like just the results that she delivered, the way she wrote her headline, I was like, wow, that is really, really, really, really, really good.

And if you don't have that feeling, if you're, you put yourself in the, the mind of the prospect and you don't feel that way, well then guess what?

Most likely the prospect's gonna feel that way. And there's no point in testing until you get one that you feel like, man, this is really good.

But again, you're gonna pick one. You don't wanna do this process quick. You don't wanna spend the next two months doing a headline.

If you have to take longer than a day to do a headline, there's a problem. You're not moving fast enough. It's better to be done than perfect at that point. But if you spent the last hour or so and you don't feel good about the headline, then spend the next hour.

And if you still don't feel good about the headline the next hour and spend a full day on it if you need to, right?

Max, max, max is, I would say 48 hours on a headline. But yeah, that being said, this is an extremely important part guys, and congrats.



You're literally 90% done <laugh> with everything you need in terms of launching ads. Cuz even with our ads, we're gonna talk about it, but we're gonna use this headline in our ads.

We're not gonna do anything fancy or crazy. And then also you wanna make sure that whatever headline you end up settling on, it's something that you can fulfill on, right?

So we wrote it in the hypothetical, but now we gotta say, all right, I have to create whatever resource or whatever the thing is that we promise.

So we gotta make sure it's nothing too crazy. So if you pick one, you're like, wow, this is unbelievable, but there's no way I could ever create fulfillment for this in any reality whatsoever.

Then there's a problem. So if it's really good and you're not sure how to create fulfillment, that's okay, we can brainstorm that.

But if it's just like you just made up some crazy out there thing, and if you did, that's that's on me because obviously I told you guys be in hypothetical world, but just basically do the old copywriting thing and say, Hey, how close can I get to this right?

With the fulfillment? And then we'll just tone the headline down slightly. If you're all the way out in Never Neverland, which is okay copywriters do that all the time.

They write a sales letter and it's really, really, really good. And there's a couple things that man, we're not gonna be able to fulfill on that.

So you have to tweak it. All right guys, I know I'm all over the place, but I'm just getting excited cuz you guys are at the, almost, you're at the starting line, but you're also almost at the finish line away because the headline is again, 90% of getting this to work.

And if you get the headline right and you get cheap optins and you're able to convert those, you guys are at seven figures.

And for those of you who are already at seven figures who are just trying to get lead costs down, this can save you guys a lot of money.

So that being said, I'm excited for you guys and we are gonna dive into the next part.

## Putting your headline into the funnel template

Sorry guys. This could be an extremely simple video. All we're doing in this video is actually building out the funnel, which is super simple cause it's literally a template that you guys can follow and copy and paste in like five minutes.

So this should not be a long task for you guys. So first thing you're gonna do is download the funnel template or you can create it from scratch.

If that's something you guys would prefer to do, I'd prefer just you guys download the template. That way you're doing it faster.

Cuz again, the design doesn't matter, nothing else matters. Just get the headline on the page, keep it super simple. Literally, some of the highest converting pages we've ever tested are a headline and a button with a white background, right?

In fact, this one, like in this image, obviously it doesn't have a white background, but usually just do a white background.

Write your headline and plain black text, put your button there and if the headline isn't good enough on its own, then the problem is the headline, not the design.

Cause if your headline's good enough, the design does not matter whatsoever. I've seen some really, really, really, really ugly landing pages, like to the point where you're like, is this legit?

That are actually doing multiple, multiple way figures a year simply because of the messaging on that page. Now let's go to the check, go through the checklist really quickly of everything you need to make sure you get done.

So first things first Optum page. All you're gonna do is you're gonna add your headline to the Optum page. That's it.

Alright, make sure it looks good on mobile. You know, the classic cliché stuff make sure phone number is mandatory on the Optum page, this is the part I see everyone messing up on.

They add the phone number, but they don't make it mandatory. I know I've harped on it in previous videos, but you're gonna make it mandatory.

And really the good news is we've seen it not really affect conversion rate significantly at all. Everyone feels like, man, if I add the phone number, less people are gonna opt in.

But really that means that your opt-in page headline isn't like, irresistible enough to make people want it bad enough to where they're gonna put in their phone number.

And that's really what we want. Then the biggest next thing is the qualification page where we basically are able to see and get insight on our lead quality and get immediate feedback rather than having to wait till we're calling the leads.

So what we do is we just create a tight form which is just like a q and a or sorry, a, you know, just a quiz ability to do like questions and quizzes.

If you guys don't know that, it's just typeform.com. And then we'll give you guys a list of questions to add.

So you guys can just copy some of those questions. And one of the big things with this part right here is just framing the questions, right?

Depending on your market, you have to give a reason why you're asking them. So a lot of times even saying something like, Hey, we're giving you some free bonuses.

Answer this quiz to these quick these quick questions so we can customize them for you and then just like send 'em some extra stuff based off their answers.

And then, so basically we have a couple questions we want in there them to answer that are important for like understanding like lead qualification and if they're like our right market.

And then just we throw a couple other questions in there so it doesn't feel, you know, like you just asked it for that reason.

And then embed the Typeform on the page. Don't forget to do that, obviously. We wanna make sure that we're embedding it on the qualification page rather than linking out to Typeform.

That way we can make sure Our Facebook pixel is able to fire. So just basically you're gonna use the embed option rather than sending them to typeform like slash typeform.com.

You don't wanna do that because then the pixel's not gonna be able to fire on Facebook and we're not gonna be able to track things effectively.

And like make the algorithm learn. The next thing is make sure the Typeform forwards to the thank you page on completion.

Super simple thing. But you know, people forget to do simple things all the time. So that's why we have a checklist.

And then lastly, the thank you page. You're gonna add, you know, this free X, y, Z will be sent to you shortly if you haven't created M V MVP yet.

And you're gonna create it immediately. That way you can just get it live. But again, you have to make sure you create some sort of MVP to send out to people.

And then nextly, which is b I don't have next is a word, but we'll go with it. <laugh>, is we're gonna add the MVP to the thank you page if you've created it or see if you're going to sell something after they opt in.

This is where the funnel quote unquote starts. So if you're doing a webinar to recoup some mad spend, maybe you, again, this is for people who already have that in place so you don't have to spend time working on it.

It's not the number one priority, but if you do have it in place, obviously this is where that will go.

And then you can just email them whatever freebie you gave them. And one thing I would say is basically if you are like doing something completely different on the thank you page, I would make it congruent. So make sure like the, it's not like they opted in for one thing and then all of a sudden the next page is this weird webinar that don't make sense.

Like somewhere on the headline, on the first page you might add, plus get a free training on x, Y, Z that's your webinar or whatever.

Or just on the next page say, Hey, we just emailed you this also, here's your extra additional bonus training on X, Y, Z, and that's your webinar or whatever it is.

You have a thank you page. But for most of you are not gonna be doing this, but if you are doing this, just make sure there's congruency.

So that's your, your checklist. Just follow it. Exactly. This should be a very quick process. You should be able to get your funnel done in under an hour.

And if not, you guys are being too slow <laugh>. So move faster. Don't worry about being perfect as long as the headline's on the page.

That's really all that we're really going for.

## How To Create Your MVP Without Damaging Your Brand

All right. So really the last component is creating an m MVP of the fulfillment of the free lead magnet, whatever you said in the headline.

So that's what we're gonna do here. We really wanna make sure we're not damaging our brand by having people opt in for something and not delivering on it.

So what we wanna do is follow this process right here because we have the headline, we have the funnel, we're good enough to go live now we just need to make sure that we can send them the thing that they opted in for the free thing.

So to create your MV V M V MVP fulfillment minimal viable product fulfillment. What I recommend is if it's just super m v mvp, like if you, if you have this really crazy headline, you have like a five minute video that is just kind of underwhelming.

That's not the first impression you want people to have on your brand. So what I highly recommend if you're just starting to get this thing live, is don't put the freebie on the thank you page where they can like see it on the spot.

Instead, have it sent through email a few hours after they opt in. So less people see it. Cuz obviously email open rates are pretty low.

A lot of people like, you know, the excitement dwindles less people go through it. So I would just send it to where like, you're not proud of it.

So like you don't want to, you know, show it to everybody. So it's, if they really want it, here's the fulfillment that's MVP and you can send 'em the really good fulfillment later, which we'll talk about.

But that's what I highly recommend just cause again, that's not what the perception of the brand you want it to be.

But also you wanna deliver on the thing you promise regardless. So that being said, how do we create it? The easy way to create an MVP fulfillment is create, for example, a one page PDF that breaks down exactly what you do like really quickly or a quick five minute video explaining it.

Or maybe it was like a free quiz, like free quiz, help you determine X, y, Z. And if that's the case, you just make a quick little tight form, like make the tight typeform actually even longer.

And then based off of it, just like give them all the training that answers all the questions, which is like a five minute training, right?

Let's see here. Also another thing I recommend is just adding a bunch of free other stuff into the email. If you are doing like MVP fulfillment and you're sending out an email with everything they get, send 'em the freebie but also send 'em a ton of other really cool free stuff.

That way you're over-delivering to the people who are really, you know, helping you test this new headline. Again, we want clients to feel really taken care of in everything that we do.

We want them to feel like everything they touch when it comes to our brand is magical. So with an MVP fulfillment, it's not something we're super proud of.

So just be like, Hey, this is a brand new thing I'm filming a longer one later. Or if you're not, if you once, it's proven, but if you're just testing it, send 'em the free thing and also just over-deliver with a bunch of other free bonuses in that email that take you like five minutes to add in.

Don't go crazy spending a ton of time on this. The whole point of this is speed and once we get something that's working we'll double down on it and making it amazing.

Again. You can even launch before the MVP is done if you want. And then on the thank you page, just say thanks for doing it.

Join the wait list. It'll be sent out in the next X amount of time and then create the MVP that day or the next day.

And you know, get it done. When I say get it done and then do it later, blah blah, blah. I'm, I'm talking on really short time horizons cuz the way that that Caleb and I operate is we have an idea and then we get that live immediately, right?

Like the first day our first funnel didn't work or for air, what did we do? We didn't say, all right, let's spend the next week making funnels.

We said, all right, it didn't work today. What are we gonna do? We are gonna launch eight funnels today and obviously we fulfill on eight things like two today.

So what you do is you launch it and then you make MVP afterwards. Right? Now again, speed is the name of the game when it comes to testing.

Get things live and then get them perfect, not get them perfect, then get them live. Cause otherwise you're gonna end up not getting them live at all.

And that's why most business owners work on a project for months and months and months and months and they don't get it live.

Or they do, but they're just able to operate at such a slow speed in comparison to if they're competing against us, like you're competing against us and you're operating on even week long time horizons rather than day long time horizons, you're gonna lose.

We're gonna, we're gonna beat you cause we'll test more stuff than you and therefore we'll get more stuff working. And then again after you test your funnel, here's what's gonna happen.

Either a, the offer's gonna convert and if that's the case, we're gonna make the free lead magnet, the, the MVP we created really, really, really good.

So it represents our brand well and it's part of the sales process rather than detracting from it. So what you'll do is if it works and the offer's converting, number one, congrats.

You assume that you can scale to seven or even eight figures likely as long as you have the fulfillment in place and you scale the sales team and you're gonna remake the free resource to really set up for that high ticket sale.

You're gonna put in tons of testimonials, tons of credibility, tons of free value in it to where just a really, really good resource pre-call it like, it's almost like a a mini webinar pre-call if it's a pdf.

What are all the beliefs you wanna have pre sales call? And you can start putting those into there to where they're indoctrinated before they even have a set call.

So it's like you have an indoctrination piece and then a set call and then a pre-call video and then they talk to a closer and actually close.

So that's really what you should do when the offer, when you find something that works. And then second, if it doesn't, where you're gonna do is you're gonna restart the process until when does, cause the last thing you want is to get something to work.

Or sorry, you test something that you spent a lot of time on, you film this long training you spent a week on and it doesn't work and then it just goes to waste.

So we make the mvp if it works, we make it really good. If it doesn't work, we restart the process, right?

So if it doesn't work, guess what? Don't get discouraged, right? It happens. In fact, it's likely to happen.

You have to be okay with it.

And the better you get at this game, right, you get better at guessing, but you don't get better at knowing, right?

So I will get a higher percentage right, of guesses, but at the end of the day there's still guesses. I'm guessing what the market wants.

I'm guessing the messaging that's gonna resonate with them. And we're gonna be wrong because we're human beings and we can't simulate every single person or head perfectly the people I know who win the most test the most.

It's that simple, right? So take the approach that Thomas Edison took right? Test 10,000 times and don't be like, I didn't, it didn't work 10,000 times.

Say No, I figured out 10,000 ways that it didn't work before I found the way that it did. Okay? So that's the approach you're gonna be mentally taking.

And guess what? If we're gonna be testing 10,000 times and the fulfillment doesn't in any way affect the opt-in rate, what we wanna do is we wanna create MVPs for that fulfillment, right?

We don't wanna create the perfect looking light bulb the first try. We wanna just test the fulfillment in between it to see if it works.

And if it does, then we can make the light bulb look all pretty and fancy and branded and all that good stuff.

And the big thing too is when it doesn't work, analyze it and try to figure out why, right? Like what psychology didn't like, what part of the psychology didn't work, right?

What happened, what went wrong? And a lot of the times it's something that you were like, oh, that makes sense.

Other times like, I don't know why and just keep thinking on it. So many people go, oh, didn't work. And what they do is they just move on to the next thing.

But for me personally and for Caleb, when something doesn't work for us, we are just fascinated by it. We are so unbelievably curious about why it didn't work.

We don't harp on the fact that it didn't work. We don't care if it didn't work, but what we do care about is why it didn't work.

So we look at it and we say, what did we miss? Right? Because we ran all these mental simulations beforehand and we thought this was the best possible headline out of everything we could have picked.

Why were we wrong? And you'll learn more from that question right there about marketing than you ever will in a course than you ever will in a book, than you ever will from basically anything is asking, why didn't my hypothesis work?

And what happens is over time you get better and better at running experiments cuz you get new little mental models and shifts and tweaks, but why it didn't work.

And if you don't know why, stick with that question longer, have that in the back of your head. You should have it on a notepad and be going through life and, and eventually think eventually you should gain enough context where you understand every single test that's failed for me and Caleb, I now have a really good hypothesis as to why it didn't work.

There is not a single failure in marketing that me and Caleb have that we don't have a really clear and well thought through hypothesis as to why it didn't work.

Even the first thing that failed with air. I have a very clear hypothesis that I believe is very accurate of why the first test didn't work, right?

And based off all the context of all your failed tests, if you understand why they all didn't work or even if you don't, but you're still trying to figure them out and they're like puzzles that stick with you for the rest of your life until you do, you get really, really good, really, really fast.

Versus most people, they're like a blind man in a room trying to feel their way around and every time they bump into something they forget about it and then they just keep bumping into it over and over again, right?

But you wanna be the blind man who slowly expands his vision and starts to be able to see the world and have a paradigm in which to view marketing in your market and start making better and better hypothesis. You wanna be able to run better mental experiments, right? Like if you or I are gonna create an invention, most likely we're not gonna be able to solve all the problems in our brain before we ever even build it the same way that Tesla is.

So why is he able to do it? It because he's grounded in like this, the all the context that he has about the the world and he has his his this paradigm he has about how things operate to where he can literally simulate them in his head when it comes to science and when it comes to math, then when it comes to all these things that most people are like, what do you mean you solved it in your head?

But it's the exact same thing with marketing. You wanna be able to solve all the problems in your head, just like run the, like the you know, the experiments in your head to where you're understanding how the market's reacting.

It's like, well if I say this, they're gonna feel this way. Ooh, but they're also gonna feel this way. So if I say this, it's gonna come combat that and they're gonna feel this way.

And I know I'm kind of going in in a direction, it's very theoretical here, but I don't want you guys to just get something to work and then not understand why it worked.

And then when you guys lose, when something breaks it just not be able to fix it quickly. I want you guys to understand how we came to these conclusions, not just the conclusions we came to.

Because if you understand how it's like the whole cliché statement of you can teach man to fish or you can give him fish, sorry.

Or you can give him a fish, right? So you give him fish for a day, he eats for eats for a day, you teach him how to fish, he eats for a lifetime.

And I want you guys to understand how he did this so you guys can eat for, for a lifetime, right?

So that said, this is what we are doing guys. You're gonna test the funnel, get it live. If it converts, you're gonna basically redo the, you know, I'm sorry say the the minimum viable product version of whatever the free thing you gave away when it's top of triage, all right?

Again, everything's based off triage, always based it off a triage. Most likely. It's not the first thing you're gonna do, but eventually as you start to scale it, it'll be one of the things you go back and do a little bit lower on in your tri triage list unless it's like really bad.

In that case it could go a little bit higher on the triage list. And if it doesn't work, the funnel does not convert.

You're not getting cheap leads or you're getting cheap leads, but they're not the right quality of leads.

What do we do?

We repeat this process from the very top of building a funnel from scratch. We restart from the headline, we pick a different big promise and then we rewrite the whole entire thing.

And that is what we do guys. It's super, super simple stuff, but it works. I promise you that. And the better you get at hypothesizing and understanding your market and the thoughts going inside of their head, the more effective you're gonna be, the less testing you're gonna have to do, the less money spent on ads you're gonna have before you get something to work.

And the best news is if you're sitting there being like, man, this is a, is a lot of a long process to do, to come up with a headline and get it on a page just to just to see if it works.

Guess what? You only gotta get it right once. As Bezo says you hit one ball over the fence in business, you can score a thousand home runs and say anything with a headline.

You write one winning headline, forget even one funnel away, you're one headline away. And you get one headline right? And you have a seven figure eight figure potential company as long as you fix the other pieces.

So I hope this all made sense guys. Biggest thing is do not move on until this is done. Do not move on to the next section.

Like I'm gonna build my funnel later. I'm gonna go work on the setting process now I'm gonna go work on the pre-call video and this at the same time.

If you're working on this and you guys should have been going through this whole section with that in mind, but if you're working on this, this is the only thing you're working on and once it's done, then you can move to the next thing on your triage list based off of which is top of the triage list.

You are not allowed to do multiple things at once. Like I like if you do, you can do multiple things at once.

Like cuz you, you're your own free person. But I'm gonna letting you know right now if we're having a conversation, you're like, Ryan, why is stuff not working Caleb, why is stuff not working?

And I find out you're doing multiple things and I'll be like, dude, that's why. And it's gonna be annoying cause you'll gonna be like, well I, I'm trying, I'm trying to get it to work and I'm gonna be like, dude, try and get it to work when it's your only focus and you're gonna be mesmerized at how much more effective you are at that thing.

Human beings, we think we have the ability to multitask. We think we have the ability to do two things at once.

We do not. Our depth of focus shallows in direct proportion of the amount of things we're working on. And if with something like this that is such a big needle mover of you get this part right and you have a seven or eight figure company, as long as you dot your eyes and cross your t's in other areas, you don't wanna have shallow focus, you want a full depth of focus.

And that's why we spend so much time just writing a headline that most people would sit there and they go ready, they go like this how to blank without blank.

And they just write a headline of like, all right, good to go. And they're live. We take a level of mastery, a level of obsession, a level of gravity towards this one task, this one task, and really towards every task that we do in business.

Because guess what? If you get enough things right, you succeed. But if you get a bunch of things half right, you never will, right?

If you need a lot less things to get done, fully right to win than a bunch of things kind of half done, right?

The the half done right compounded equals zero. But if you have a couple of things perfected, you're gonna be extremely profitable as a company and you're gonna be able to scale.

So we want to go all the way down, we want depth, not width. So we go all the way down first and then we move to the next thing, then we go all the way down second and we move to the next thing.

We don't try to dig five holes at once, right? The gold's at the bottom of the hole. So we shouldn't be digging five holes at once.

We should dig one till completion and then the second one till completion and then the third one till completion. And then pretty soon our business is absolutely cranking and we can actually start scaling. Cuz if you guys are at a place where you don't have anything to scale, it's really hard to get that ball moving.

So you have to focus even more on depth, right? Everyone needs to focus on depth, but for you, if you don't focus on depth, it's you're gonna struggle.

For other people it's disguise cuz they already have dug deep enough in certain holes to where they're like, well I'm digging lots of holes now.

So they feel good cause they still have their, their gold coming from the holes they went deep on or got lucky on a lot of cases.

So again, guys, go all in with this, make your funnel great, And get it live fast. So like do it with a level of session and extreme focus, but also speed so we don't sacrifice speed for, I'm gonna spend six months on going deep, right?

It's going all in when that's what you're doing until it's done, getting it live testing, and then moving on to the next constraint.

## Are you making this advertising mistake?

All right guys, before we dive any deeper into advertising, I wanna make sure we cover this very, very, very common advertising mistake.

I see so many people make this, even people at a super high level, which is silly cuz it's such a simple thing we can fix that's gonna save us tons and tons of money.

So if you're all already running ads, make sure you're, you're dotting your I and crossing your Ts and you're not making this simple mistake.

And if you are, I promise you it's costing you a lot of money. And there's some simple tweaks we can make about how we're, how we're doing this.

And you're gonna save a lot. And for those of you who aren't running ads, and this is your first time, I want you guys to be extra careful and make sure you're calculating this the right way.

Now, what is the most common mistake? And what do I mean by calculating? Alright? And most people don't accurately track the RO ads, the return on ads spent.

They think the RO ads is way higher than it actually is. And because of that, they either spend too much on ads thinking they're making money, and as they increase their budget and their revenue doesn't increase with it, they're confused.

They're like, what's going on? I thought my RO ads was 10 x and I spent more money and my revenue didn't go up at all.

What is going on? And here's what you have to really, you know, look at objectively, this is not how you calculate your total roas.

It's not total revenue divided by total ad spend equals your roas, right? Total revenue divided by total ad spend does not equal your roas.

And now saying that, for those of you guys who understand this, it probably sounds absolutely ridiculous me saying but I can't tell you how many times I look at someone's business and I say, all right, how much spinning on ads?

How much are you making? They're like, my row ads is X amount. And I'm like, that's amazing news. We're ready to scale.

We can just increase your budgets and you'll be good to go. And they increase their budgets and doesn't work. And they're like, Hey, I don't know what happened.

Stuff didn't work. And I dig in even deeper into the business. And it turns out the numbers that they gave me on the ROAS wasn't accurate at all.

Right? They said they were five X roas or they said they were 10 X roas. Or I've had people tell me I'm 30 X roas and it turns out their ads aren't even profitable.

Now, how could you be that far off? How can you make that big of a mistake? And really what they're doing is super, super, super simple <laugh>, but it is completely the wrong way of calculating.

They take how much money they've made and they divide it by how much ads spend they've done. And they think that's what their return on ads been is.

Cause they're thinking, oh, I'm only spending three K a month on ads and I'm making 30 K a month. My row ads is 10 x.



But in reality, they're spending three key a month on ads and 95% of their sales is coming from organic, right?

Or 90% of their sales is recurring customer or recurring clients. We're paying them a retainer, right? That ad spend each month isn't responsible for the revenue.

So you have to make sure when you're calculating it, you're only calculating, calculating the ad spend you have and the revenue that this ad spend generated.

So if the revenue came from somewhere else, this ad spend is not responsible for it. And again, it seems like such an obvious thing, but I have literally no joke.

See Eight figure companies making this mistake. And it just absolutely destroys the profit margin. In this example in particular, I won't say the company's name specifically, but they were spend, they were making about 10 million a year, all right?

And I asked them like, what's your like were, how are you generating that? And they thought they were generating it from ads.

Okay? So they had one funnel that they were driving all their traffic to and they thought it was all coming from their advertising.

And they were spending, I don't remember the exact amount, but tons and tons and tons and tons and tons of money on ads.

They're doing 10 million a year. I think they were spending like three, \$4 million on advertising. Which sounds good because they're like, wow, our RO ads is like three x, right?

Where three X roas were in a good spot as a company. But when I started drilling down and start breaking down what was happening, I looked in their ad accounts and it didn't really make sense.

I'm like, these ads don't look like they're doing very well. What's what? What gives? And it turns out that they were spending 3 million a on ads.

They were generating about 1.5 to 2 million from that 3 million they were spending on ads. And the remaining 8 million was coming from affiliates and basically like influencer deals and a tiny little amount of other budget they were putting towards other traffic sources that was generating the majority of their sales.

All right? But they thought they were profitable on ads cause they were looking at total revenue divided by ad spend and they thought that was the RO ads when simply that was not the case.

And if all they did was cut all that ad spend they would be way more profitable as a company because they were literally negative RO ads.

They were losing money. So to calculate it accurately, all we do is we take the revenue from one ad platform and we look at the ad spend that that one ad platform had, and that's the roaz.

So whatever we spent this month on ads and then how much revenue came directly from this ad spend, right? That's our roaz and only from one platform.

We don't, we don't lump platforms together. We don't lump traffic sources together. We separate everything out separately and we need to track it accurately, right?

That's the next thing. You need to track all your traffic sources. Organic, paid separately, right? And with paid, it's like if you have Facebook ads and YouTube ads and TikTok ads, you don't say, what's your total roaz?

You say, what's your roaz on Facebook? What's your roaz on YouTube? What's your roaz on TikTok, right? You're separating everything out.

That way we can make good decisions. Cause if we don't separate them out, we make bad decisions, we lose money and we don't scale the winners, right?

We wanna make sure we're scaling things that are profitable and turning off things that aren't profitable. And we can't do that if we can't track it, right?

We simply cannot do that if we do not know our numbers. So again, this is a very, very simple concept, but take this simple concept seriously and you'll make way more money.

And just as importantly, you will lose way less money when you're trying to get stuff to work. And really, the way we do this, the way we separately, we track these separately and accurately is we use something called, called Hiro.

It's just a tracking tool. We'll show you guys how to set that up, but you have to track things accurately.

Guys, if you feel like just paying a little bit extra for tracking's gonna cost you money, just wait till you see how much money it costs you not tracking stuff, wait till you're the the eight figure company that's literally burning 3 million a year in advertising unprofitably, right?

You don't wanna be that person. So keep this in mind when you are doing ads and when at next time someone asks you what your RO ads is or someone on your team asks or you're trying to calculate it, don't look at your total revenue, look only at the sales tracked and can be measurably tracked back to your ads, right?

You have to look at that and you have to do it over an actually decent size time window. The other mistake people will make is they'll spend money on ads for a week.

They'll have a five x row as that week on a really low budget and they think they're really profitable so they spend way more money.

And guess what? It's simply not a good way of measuring it. You have to measure it on a statistically significant time horizon.

So we wanna make sure we're tracking it accurately, sep separately, and over a statistically significant time horizon when we are advertising.

So as we go into this advertising section, if you're already running ads and you're already doing that, great, just double verify, double check.

If you're not doing that, fix it immediately, right? Don't do anything else until you solve the tracking problem. Cause otherwise it's just gonna be a mess.

And if it's your first time running ads, do it right from the start, right? There's zero point in running ads if you're not gonna track it accurately because you're just gonna be guessing.

And guess what? When you can't measure, you're not gonna be able to grow or, or you're gonna grow something that's unprofitable, which is even worse.

So that being said, don't make this advertising mistake. It's a simple one. It's one that if you're not making it sounds absolutely ridiculous.

For those of you guys who are making it, it's okay. Just switch it up and you're probably like, duh, why wasn't I thinking to that?

And yeah, it's gonna save you guys a lot of money.

## Creating your ads

Okay guys, in this video we're gonna talk about creating your ads. This is gonna be a shockingly simple process for testing.

Cause again, at this point, we're literally in the testing phase. So what we're gonna do is we're gonna keep things super simple and I'll explain why.

So what we're gonna do for step one is we're gonna write the copy. So guess what? Nothing complex. We're simply gonna use the headline from the Optum page and nothing else, right?

Zero zip, not a simple. All we're gonna do is use the headline from the Optum page. Once we have something proven and working we'll try all sorts of creative ads, longform videos, this, that, this.

But in the beginning, we're only gonna test this variable. Now, the reason why we're doing that is not because it's gonna get us the cheapest cost per optin, but it's gonna give us true data.

We're gonna know, does the message on the Optin page resonate with the market, right? That is the question we're asking.

Does the message we wrote, does the headline we wrote convert? Right? And if you can't get your ads converting with just the headline that you wrote for the opt-in page, it's broken, right?

It, it is not a good enough offer. And you're trying to, if you're trying to compensate by writing long copier videos or this or that to get it to convert, it's, it is a fundamental flaw.

It is a problem. And the reason why is because if you're opt-in page, the the main thing you're driving all the traffic to isn't good enough to get someone to click and opt in, then you're, you're like trying to, you know, a race a, a car with a broken wheel <laugh>.

Like it's just not a good idea. So we're gonna test this one variable. So our first set of ads, and we'll talk about scaling ads later, but for the testing period where we're trying to get proof of concept, all we're gonna do is test this one thing.

Step two is we're gonna pick two to three creatives. So images that we're gonna use and basically some just basic core principles.

Again, this is nothing fancy here, but just some simple principles is ads that have faces in them convert better, right?

All right. Ads that faces convert better. People like seeing faces. If you look at the top converting ads we've ever tested, or anyone I know has ever tested, usually it's got a face in it.

Next thing doesn't look like a stock image, right? The less something looks like an ad and the more it just looks like it's supposed to be organic native in the newsfeed, the higher it's usually gonna convert.

So for the example down below, it's like, this looks like a stock image versus this looks like not a stock image.

You're like, what's going on here? It looks like a real image taken by a person. This is just a silly creative for lady boss.

The next thing is it catches your attention. It's something that's like, wow, it captures your attention. Super simple principles, but these are what you're looking for in your ad.

And again, here's the biggest thing. If they do not work, like if simple creatives plus your headline do not work, there's a good chance the message and the audience is not mashing, right?

Because if you write the headline and it's a solid image, it doesn't have to be anything crazy, but it's a solid image And, and you're not able to get opt-ins from it for a decent cost, there's a problem, okay?

Because if you're not able to get decent opt-ins from the headline alone, basically it means the message is not resonating.

But I promise you this, if your headline is good, even though you're going super simple, you will get really, really cheap cleats, right?

The messaging is more important than anything else. Especially when you're first testing the offer. So you don't wanna overcompensate trying all sorts of ads trying to get the headline on the Optum page to work. You want it to either work or not work, and you wanna get that data back and you wanna test the next thing and the next thing and the next thing until you get something that converts just raw and it's purest form.

And then we can get really, really fancy. Okay? So in this example, as you notice, catches attention. She like, there's cake on her face cause she's selling cake flavored protein shakes or whatever.

It doesn't ha look like a stock image, right? It looks like that is not a stock image has a face in it, it's related to the ad.

So it's relevant. And then this one over here looks like a stock image. It doesn't stand out. It doesn't have a face in it.

It's just too generic. It looks like you Googled fitness and that's what popped up. So that being said, this is not rocket science.

My goal is to keep ads as simple as possible for you guys. Cuz if you just focus on the core fundamentals, the thing that actually matter, which is the messaging and everything that happens on the back end, ads don't need to be hard.

All right? That's what you guys gotta understand. Ads don't need to be hard Media buying doesn't need to be complex.

It doesn't, it doesn't have to be. So before you move on, you're just gonna choose three images that you're gonna run as ads so that when we move into the ad section, you can just be in flow state and upload the images you already decided to run.

And with that said, you don't have to write any copy because we already have the copy dialed in and ready to go.

So for this video, literally all you need to do is find those three images and understand from a principle level why we're doing this.

We wanna test it in its purest raw form because we wanna know that it, it's working or we wanna know that it's not working without handicapping it by writing.

Really, really good copy. That being said, go ahead find those three images and do not move on to the next video until you are ready to upload those images like you found 'em, you're ready to go and you're ready to just make those ads go live.

## Launching ads - Strategy

Alright guys, so in this video we're gonna be talking about launching ads from like a macro strategy standpoint. So we're not gonna be getting into the Facebook ad panel or setting up pixels or doing any of the minutia.

But what we are gonna do is we're just gonna get a big picture understanding of how we're gonna launch this campaign.

And just kind of, you know, the first principles of it and why we do it. So the first goal is that we launch with medium budgets, right?

So the reason I don't say small budgets is I don't believe in this thing that a lot of people say, like you launch with \$5 a day campaigns and you're gonna make it work.

Like if you can only spend really low budgets, it's probably not a good time to start advertising cuz you need to pay for statistical significance, otherwise you're gonna make bad decisions.

Cuz if you're making decisions based off tiny amounts of ad spend, you're making decisions off of tiny amounts of data and sometimes you know, things that start out unprofitable that most people would turn off can kind of come down and be profitable over time, which again, we'll explain to what degree, cause obviously you don't wanna lease something on that's crazy expensive.

But here's the purpose. As soon as we get our budgets to work at a medium spend medium to smallest spend and we have proof of concept, we're gonna immediately scale a budget, scale our team, make sure our fulfillment's scalable.

Like I said, ads is a very binary game. Either you're profitable and you can scale or you're not profitable and you're losing money.

It's very, very binary. Either you're at seven figures or eight figures or you're at zero and losing money on your ads.

So the goal is test with medium budgets. The reason I say medium not small is just cuz I don't want people going into this thinking I'm gonna use these tiny little budgets and get it to work.

So that being said, we're gonna talk about campaign structure. So really the way we structure campaigns, super simple optimize for conversions.

So basically you optimize the algorithm to get optins, which we'll show you how to set up from a technical level.

And then what we do is we have one campaign which is kind of like, think of it like a folder where our ad sets are gonna be inside of.

And then we have three to five audiences where we spread budgets evenly between those audiences.

And the audiences I would recommend starting with is one broad audience, meaning literally zero targeting.

Everyone feels like you need to get super niche down about this interest and this interest and this interest. But the Facebook algorithm is really, really smart.

They have a pixel that uses AI to figure out who your offers most likely to convert to. So look is the messaging and it's like in the background really choosing audiences for you.

So it's not that you're doing no targeting, it's that basically you're letting Facebook target for you. The other audience I would do is like a one to 3% lookalike of past buyers slash leads.

So take all your past like clients and lead list of people who've opted into stuff from you in the past, which it needs to be I think a minimum of 200 people.

And you're gonna upload that into Facebook, you'll create a custom audience and you'll turn that custom audience into a lookalike audience, which basically just means Facebook's gonna look for more people who look like the people who opted into your list, which just gives 'em some direction to really start targeting.

And if you don't have the list this size, there's a good chance you haven't been doing enough organic stuff and free methods to you know, be able to do this.

But if you're testing ads anyways and you don't have this, just ignore this one right here and you can do maybe another broad audience or another interest grouping.

And so the next audience which that brings me to is doing an interest grouping. So this is really where you have five to 15 interest targeting things selected to have a minimum combined audience of at least a million people.

Cuz you wanna make sure that the algorithm gets some direction but you don't wanna get too, you know, you don't wanna be too what's the word?

Too restrictive of it cuz the algorithm's so smart there's no reason for us to do the targeting. Let's just let Facebook figure it out.

Makes our life easier, it makes Facebook's life easier, it's just better. So those are the the first three audiences I test.

And then more audiences I test. If you have a a thousand dollars, a plus thousand dollars a day plus budget is you can do a three to 5% lookalike.

You can do a five to seven, a seven to 10, like this is one audience right here, this is another audience and this is another audience.

We'll show you how to set those up as well. And then also you can do a lookalike of different lists.

So like rather than a list of your like let's see your, your people who've opted in in the past. Maybe do a list of people who've bought low ticket stuff from you in the past and you can create lookalikes and different lists to see how those perform.

You can also do different interest groupings. So these are just audience ideas that you can test. And then basically what we do is we do three to five ads per audience.

So minimum of \$50 an ads set is what we kind of recommend. I wouldn't go any lower than that really.

But yeah, so these is the overall campaign structure, one campaign three to five audiences within that campaign, which are called ad sets and then three to five ads per audience.

And it would look something like this. So the campaign is literally basically like a folder, think of it that way.

Like this is your one campaign, the folder that you're gonna put all this in, each ad set has the audience and the budget on it.

And then each ad is literally just the creative. So it'll be the image that you picked out plus the headline from your Optum page that you were testing in its rawest form.

And then again, like I said, I wouldn't do more than or less than \$50 a day per ad set cause it's just not enough money for the algorithm to learn anything and it's just not a good test.

Cause even if you're running it over a long period of time at lower budgets, like you just have no data like significant on a day-to-day basis to where you know what's working and how much you can scale it.

So \$50 a day minimum recommended starting budget is 150 to a thousand dollars a day. The higher your budget is to start with the better in my personal opinion, which I know I guess you guys are probably saying that's easy for you to say <laugh>, but I'll tell you this just truthfully, there was times when I was struggling to get stuff working right and we were not in the best financial place, but what I would do is I would take whatever budget we had years ago and that we could afford to lose and I'd be willing to spend it.

All of it. Like I said, you guys should increase how much you're making from the free methods and when you're ready to do paid any extra amount you have, don't increase your lifestyle, dump it all into testing cuz when you understand that it, when it's working, you basically have an infinite money printing machine in your business, you realize it's probably worth investing in it.

It's not dollars lost, it's lessons learned and one step closer to being there. So that's what I do for budgets.

When you're estimating how much your lead cost is gonna be, I would estimate five to \$20 per lead.

That's what you should kind of be paying in that range per for a lead.

Depends on what market you're serving. Obviously if you're targeting a much higher end market or a much more competitive market, it's gonna be more expensive.

Lead cost is only in your control so much, right? The biggest thing you can do with lead cost is get the messaging right.

But at the end of the day, Facebook is an auction. All the advertising platforms are an auction. So you can only get the cheapest price, you know you can by getting better at beating the auction because everyone, everyone's competing.

So it's not like you're gonna do some secret strategy that's gonna cut your ad cost by 70% because you're competing against other people.

If you do find a way, it's gonna only last for a short amount of time cause it's like a little gimmick.

But if you wanna sustain business, we wanna make sure that we can compete in the, the auction fairly without trying to do any trickery and sustain the ad cost that we're basically paying for to build a business on.

Cause if you find some hack that works this month but dies next month, well then guess what? You can't build a business on that.

So we're not trying to beat the auction, we're trying to learn how to play within it. Like the rules that they want you to play in get something to work and then scale it really, really hard.

If you look at massive companies who are built off of advertising, they're not trying to find the latest Facebook gimmick.

What they're trying to do is they're trying to learn the game Facebook wants you to play and they're trying to win that game, right?

And the way you do that, how you do it, you'd be really, really, really profitable with those leads. And also you have really, really good messaging to where you get the cheapest lead cost possible within the fair auction.

And also the other reason why the other thing too is lead cost often drops is a lot of times you start out with your budget and Facebook is trying to figure it out cause the algorithm just doesn't know to start out with, it has to learn and therefore lead cost starts a little bit higher and we'll drop down.

So if you launch ads and it's, we'll talk more about this later. If you launch ads and you're paying 60 bucks a lead for the first day, I don't, wouldn't freak out, right?

I wouldn't be like, oh that's not working. It could go from 60 all the way down to 15 bucks a lead if it figures it out.

Which we'll talk more about what to look for and the initial conditions to look at, but just want you guys to be aware of that.

And then another thing is just spread the budgets evenly between the assets. So if you have a basically a \$200 a day budget for example, you would spread it across, let's say you have three ad sets that you're testing and I'd do 60 to \$70 a day per ad set, just each one of those.

That way you know, I'm evenly testing all those different audiences cuz no other variables changing other than the audience, right?

So we have these ads and then we're just testing basically different audiences. That's really what you're testing. Add audience combos, that's literally all you're testing.

And then note on budgets, it's better to test with bigger budgets over a shorter time horizon because the Facebook payso can learn better cause it has more data going into on a daily basis to make decisions.

And also it saves you time, right? If you spend \$1,000 a day for five days and then you spend a hundred dollars a day for 50 days, which one's better, right?

People feel like, oh, I'm spending less money on ads. You're gonna have to spend the same amount to test it, whether it's over the course of three days or 30 days.

So would you rather learn faster and rip the bandaid off and find out if it works or doesn't work or would you rather prolong the pain of not knowing and then just run ads for a really long period of time and spend the same tiny amount of money and then not know what happens, right?

We want fast feedback loops. Our goal is to go as fast as we possibly can. We operate like our life depends on it to get from where we are to the result we want to get to.

And if we're operating like the, our life depends on it, how are we gonna operate? Are we gonna test these tiny budgets over a long period of time or are we gonna test it fast?

The answer's fast and if you're not willing to test it fast, like I'll just test it over a longer period of time, you're not operating like your life depends on and you're not gonna get to the result that you want.

And I want you guys to get the results you want and you have to operate like your life depends on it to get there or it's not gonna, it's not gonna happen.

As human beings, we only do what's in our survival like nature, right? That's who we're programmed to be biologically. And so we're meant to survive.

We're not meant to build eight figure companies, we are meant to survive. So the only way we're able to operate our highest potential is to make us ourselves feel like the only way we survive and we trick ourselves that the only way we survive is if we hit that next goal.

When we make that next standard our survival number in our heads, we treat things differently and that's when we actually get those results.

The only difference between Caleb and I being able to launch a company and get you a hundred k a day in four days versus someone else who has read all the same stuff as us and gone through all the same books as us and all the same courses as us launches a company and takes years to get to seven figures, right?

Is because they're not operating like the life depended on it. You have to operate like your life depends on it and for that reason test faster.

Because if you're sitting there not testing fast, you can say you're operating like your life depends on it, but you don't really mean it.

You're not actually putting yourself there mentally. You don't have that anxiety inside your chest telling you, if I don't get this to work in this short period of time, I'm going to die as a human being.

If you're not operating like that, you're not gonna get out of the normal results, right? If you app operate like the normal person who just tests things casually and runs their business, you are not gonna have the results that you wanna have that are extraordinary.

Here's what I want. I want every single air client going through this to have extraordinary results. I want people to look at this and say that is literally not possible.

You want people to literally tell you that the results that you got and that you said you got are a lie because they don't make any sense within their rational mind of the speed and the magnitude of the results that you got.

We have literally had people who have looked at what we've done and been like, you are bla like credible people.

You are blatantly lying about your numbers. That is not true. And until we showed them the actual numbers behind the scenes and they apologize, they literally thought it was not physically possible.

So that's what I want from you guys. I want you guys to operate like your life depends on it. And I go off on a a little rant there, but because I'm feeling this as I'm saying it, I know people are gonna go, oh, it's faster, but I'm just gonna test with a hundred dollars a day over a longer period of time.

If you're gonna do ads, make ads work, but don't half ass ads, right? Don't get don't just, oh I'm gonna dabble in ads.

You go all in on ads or you just stick to free methods, right? You take every dollar you can afford every single month and you dump it into ads or you don't do ads at all.

It is a binary choice. And if I see anyone doing anything in between, I'm gonna tell you, Hey, you gotta stop ads or I'm gonna tell you, hey, you have no choice but to go all in on ads.

You don't get things to work that you dabble. You only get things to work when you burn the bridges, when you burn all the boats and it is your only option in making stuff work, right?

I, I'm talking extreme. If you are making 50 K a month and you only profit and you only need 10 K a month to survive, guess what I'm telling you?

Spend \$40,000 a month testing ads. Now I'm not saying spend \$40,000 a month on unprofitable ads. What I'm saying is test with the budget you need to know to find out if it works or not and then test the next thing and the next thing and the next thing and the next thing.

Spend \$40,000 a month testing ads until you get 'em work. Cause I guarantee you this, if you spend \$40,000 a month testing ads, you will eventually get ads to work, all right?

Or something else in your machine is broken and we'll notice that long before then. But with that said, this is the overview macro understanding of ads.

Ads are simpler than you think guys. They're simpler than you think. I can't tell you how many people come to me telling me that they feel like the reason they're not successful is they're not some crazy expert media buyer.

But when you get the fundamentals right, you don't gotta be right. The expert media buyers that you're trying to beat, all they're trying to do is beat the auction.

They're trying to trick the auction and that only lasts for this month and then pretty soon they dwindle cuz their, their strategy for beating the auction stops working, right?

You need to be able to compete fairly in the auction and absolutely dominate the cliché statement.

Whoever can pay the most to acquire customer wins is true.

It is one of the most time-tested principles when it comes to paid advertising. If you can afford the most, meaning you are the most efficient with leads, then guess what?

Even if your cost per opt-in is too high and your message didn't work perfectly well, like your, your funnel that you made is, is not converting at some crazy numbers, guess what?

You can still scale to eight or even nine figures. We scaled to 4 million a month with a front end offer that didn't really have that good of an opt-in rate and was way too expensive.

And honestly we should have, you know, optimized it. But the reason we didn't is cuz it wasn't the top of the triage.



There was other bigger needle movers and that's why we scaled in the timeframe that we did. And it's easy to sit there and be like, yeah, but you could have made it the lead cost cheaper.

It's like, yeah, but that wasn't the number one constraint. So we worked on the other constraints. Like you gotta be radical in your approach when it comes to triaging radical in your approach to triaging to the point that is irrational and only then when you have irrational results.

So this is the process we're gonna follow. Super, super simple stuff. You don't need to be some crazy tech genius or some expert media buyer to follow it.

All you need to do is learn how to create this little structure right here, which is as simple as click in a few buttons and setting up your Facebook pixel and all of that good stuff.

## How to scale and optimizing ads (plus what to do when nothings working)

All right guys, in this video we're gonna be talking about scaling and optimizing ads and then what to do when nothing's working.

Cuz so many times you launch a new campaign and you feel really good about it. I've been there before, like I told you guys before.

And nothing's working. So we're gonna talk about all three of these kind of outcomes and really the motto for this whole section, and really this entire thing as a whole is fancy fails, simple scales.

We're not looking for some crazy complex strategy that's gonna yield slightly better results, right? If we need some complicated media buying strategy that's gonna take advantage of this hole in the algorithm right now, there's a problem.

We don't have a stable business. No a hundred million company is doing that, right? Like, no, no, a hundred million dollar company relies on that.

They may have some media buyer somewhere in the company that's one of a thousand employees who's like testing some stuff, but like their company isn't built off of some Facebook hack, right?

So we're trying to build something sustainable, something scalable, and to do that simplicity, right? Super simple. Don't go do anything complex.

I'm telling you guys, I've spent thousands of hours in the trenches, media buying on Facebook, trying all the complex stuff, desperately trying to get stuff to work before I understand stood how to build a business and it's not worth it.

You don't want to be the guy who's obsessed on Facebook every hour of the day, just barely surviving, keeping their ads profitable, finding gimmick after gimmick after gimmick.

You want them to be the guy who doesn't really care what their ad cost is and doesn't even look at it like, I'm gonna shoot you guys straight.

I don't look at ad cost. I have no clue what our cost per lead is right now. I have no clue, like what ads have converted the best in different offers, right?

Like, I don't even look at that stuff. And it's not because, oh, there's a media buyer who cares about it and looks says like, yeah, we have a guy who runs it.

But like, there's zero focus that goes into it. There's like literally zero focus on a scale from one to 10.

We're at a one on level focus on advertising, which is completely backwards for most businesses. The only time we're focused on advertising is when we're trying to get the new funnel to a new funnel to work. And we're trying to get proof of concept and we're like trying to get the, the initial conditions. But once it's working, if it's not good enough to sustain itself, there is some major problems.

That being said, here's the three steps to scaling our Facebook ads. Cuz obviously when we want to grow our company and we have something that's working, all we need to do is spend more money and make sure fulfillment doesn't break and that we can keep, you know, converting those leads by hiring more salespeople.

So we're ready to scale. Really what we do is we identify the winning and losing ad assets, right? Like which ad sets are profitable, which ones aren't in a lot of cases, like which ones are more profitable than other ones.

Cause a lot of times if stuff's working, everything's working, it's just like which ones are working better.

And what we're gonna do is we're gonna scale the winners and find new winners.

And then number three, we'll just kill the losers. So it's a very simple process. Identify the winners, scale the winners and find new ones.

So just test new ones cuz you, you wanna have a constant pool of fresh ones. And Then we, we look at the assets that are underperforming and we just turn those ones off.

Now the process of optimizing right ads and scaling is basically the exact same process as scaling them, or sorry, optimizing is like the exact same process, scaling them.

It just, we're gonna be more aggressive about cutting those losers. So if we're optimizing our ads, trying to get costs down which really we, this is not like our number one priority.

Either it's working or it's not working. It's much more binary than, alright, how, how cheap can I get lead costs?

Cause if that's really the concern, it's not working well enough and the problems in our messaging and our ability to convert those leads.

But for those of you guys who are optimizing your ads and you're just trying to make your ads perform a little bit better, which again, not super high on triage list, so you shouldn't even really be focused on it now that I'm kind of saying this out loud, but all you're doing is this exact same process.

You're just killing more of the losers. So you're just being more strict about which ones you leave on that way you know, you're just more profitable as a whole.

If you have a full-time media buyer and you're watching this right now, you're the, you're the one's media buyer that's what you're gonna do.

You're gonna follow this exact process and you're just gonna be more aggressive about cutting the losers.

And the only reason you would even be, you know, staying where you're at is just purely for the only purpose of you don't have enough salespeople to take the calls, right?

But if you have enough salespeople to take the calls and you're just trying to get ad costs down wrong decision scale ads, hire more sales people, that is number one priority.

The only time you'd ever be optimizing ads and keeping ads spend the same is if you literally cannot take more sales calls or your fulfillment cannot handle any more clients at the moment.

That is the only reason you would ever do that. Now with that said, really the core principle to understand with scaling is it's very, very, very, very much like natural selection.

When you're looking to solve problems in any area of business, one of the best places to look is to look towards nature cuz nature in and of itself is a system that's evolved over millions and billions of years and there's really, really good processes that work for a reason.

And if you look at natural selection, guess what? It's a really, really good process, right? It's how the best species survive.

And it's gonna be the exact same things with ad sets. If you look at every single ad set and every single ad is like a species and it's like, is it gonna, is it gonna survive?

Is it gonna evolve? And we're really following a natural selection process that'll kind of break down here in a second.

Which is really just this, it's identifying the winners and then, and then and losers scaling the winners and testing new ones.

So we're putting new gene pools into the new genes into the pool, and then we kill the losers, right? We turn off the losers.

That's how natural selection works. The strongest or really the most adaptable creatures in nature survive. And in this really, the, the most profitable assets survive and new ones are created.

That's literally the process that we're gonna follow. It's kind of looks like our structure of our, our campaigns and it's very similar.

So how do we actually do this process? Good, 30,000 foot macro view, but what do we actually do? So step one, we identify the winning and the losing assets and make sure you're not, you know, identifying them too early.

A lot of times people get tricked because the first day they don't perform and then they just turn it off.

I remember the first time that I ran campaigns, I spent like \$20 trying to sell something for like, I don't know, a thousand bucks or a hundred bucks or I don't even remember.

And I remember spending \$20 and it didn't make me a sale. And I'm like, ah, I wanted to be this roaz and just turning it off.

And it was like, you don't even know if it was profitable or not. If I got one sale on the next dollar I spent, I would've been five x roaz on a hundred dollars offer.

So like, you have to spend way more than even the price of what you're selling to know if it's performing well.

And in the case of getting opt-ins, you need to spend way more than the projected price of the opt-ins. If you spend \$10 and don't get an opt-in, it's like, yeah, but if you got an opt-in on the next dollar you spent, it's \$11 lead.

That's a, that's a fair price for a lead. Or if you spent \$50 and you're like, ah, I didn't get an opt-in.

Well it's like, maybe you spent another \$50 the next day and you got three and it just didn't figure it out the first day.

So you just, you can't make decisions on this tiny amount of ad spend. And then here's the other big thing.

If it looks like it's winning, give it seven days before you decide to scale it, right? Just to make sure, right?

If you, if you're starting out and you're being conservative with your budgets, you don't wanna scale stuff that looks good for the first day but ends up not being profitable long term.

Cuz it just got lucky the first few days, right? You have to really look at it as, is this statistically significant?

So identifying the winners and losers, if it's winning, give it seven days and if it's still winning, then we're gonna scale it, which we'll show you how to do.

If it's losing, you're gonna ask yourself these questions, right? Cause we don't wanna be tricked by early indicators on either end, positive or negative.

How far off is it? Right? How far off is it from being a good cost per lead? If you spent \$200 so far and you got zero opt-ins, it's pretty far off, right?

You're not, you're, you're, you gotta, the next day you need to get so many opt-ins with such a little amount of ad spend for it to be profitable.

So you spend this much money, you can zero off and say, all right, let's turn this thing off. But you spend \$50 and you get one opt-in, kinda like we were talking about, it's not that far off, right?

If you happen to get like two more opt-ins in the next like 10 bucks of spent, cuz like, it's, it's not gonna be, you're not gonna spend \$10 and get an opt-in every \$10 you spend make, you spend \$10, you get zero opt-ins, you spend another \$10, you get three opt-ins, spend another \$10, you get one optin.

It's not even on the short term basis, but over a large amount of spend, it'll start to become normalized. If you spend 50 bucks, you get one opt-in, not too far off, right?

You spend 50 bucks, you get two opt-ins, it's really close, right? \$25 a lead and then you get a couple more, two more like it's really profitable, but you spend \$25 and you get one opt-in and you're like, oh, it's, it's above my cost per lead that I was hoping to get.

Well guess what? It could become our best ad asset with one more opt-in. You get one more opt-in, it cuts the ad spend by, or the ad cost by 50%.

So you can't get tricked by these early indicators and be like, oh, it's, it's not working. So you, you really have to be careful in making those decisions.

And that's why I say do not do advertising unless you have money, you're okay with losing and you're not emotionally attached to, cause otherwise you're gonna get tricked by early indicators and you're gonna make bad decisions, right?

And really the next question, not just how far off is it, but where is it trending? So we're looking at how far off it is currently and where is it trending?

Does it look like it's coming into kpi? For example, if something, an ads that costs a hundred dollars an opt-in every single like couple hours it's dropping, right?

Cause I test with bigger budgets, it's dropping, it goes a hundred dollars and then it's \$60 and then it's \$50.

I'm gonna leave that thing on cause it's looking like it's trending in the right direction. Now if it trends in plateaus and stays there, I'll be like, all right, well this didn't end up where I want it and turn it off, but I'm looking at how far off it is and then which direction is trending.

And if it looks like based off that trend, it could come into the KPI that we're looking for right now.

If it's losing and costs are going up with every new opt-in should probably cut it, right? So if it's, if it's not looking good and it just keeps getting more and more expensive every hour of every day and every day, you should probably turn it off.

That's a, a good rule of thumb to go by. Now if it's losing and costs are going down, so it's treading down, like we said, let it ride, unless it started so far off, it's almost completely impossible that even if it continues down, that trend ends up all the way down.

Where, where you're looking to get to. Now, in the early days, we would cut stuff a lot sooner, just truthfully when we didn't have the budgets to spend.

The more money you're willing to lose, the longer you should let the losers ride to gain statistical significance to make sure that it's actually a loser.

Because if it ends up being a winner, every ad asset is kind of like an asset, right? It'll just keep on performing for months and months and months in a lot of cases or even a year <laugh>.

So the more money you have to lose, let it ride a little bit longer. But only until you know it's, you know, all right, this is significant, we can cut our losses or it's still trending downwards, all let, keep letting it run.

Now again, just because we have bigger budgets I'm not gonna let it keep running if it's trending upwards and it's, it's super expensive.

But again, if I'll let it ride a little bit, if you know it's trending downwards in a good direction and I think there's a chance it might be profitable or it might be coming within kpi that's the now brings us to the second step, which is scaling the winning assets and finding new winners.

Now in scaling, here's what I want you guys to write down. 50% of new ad spend should go towards scaling winners and 50% should go towards testing high probability, new ad sets, right?

So what does testing high probability new adset actually mean, right? We'll get to that in a second. But yet to understand this, the reason why we always want 50% of our budget going to new high probability tests versus a hundred percent just going to testing or scaling the winners.

Is this up here? So we talked about natural selection cuz we have to understand if the gene pool doesn't have variation, what happens?

Right? Bad mutations start happening, stuff starts falling apart. That's why we don't marry our cousins, right? <laugh>, there's a reason why.

And it's the same thing with ads. We want to get new fresh ads. So it's the creatives don't fatigue, right?

And again, you can go a lot longer when you have something as simple as we have and you have as much profit on the backend as you should have when you're scaling your ads.

But still, we wanna make sure that we're doing this the right way. And stagnant water always goes run, right? If there's not movement, if there's not freshness, it's eventually gonna die.

And we don't want all of our eggs in the basket of one ad and all of a sudden it fatigues and now we gotta focus on it again.

We don't wanna have to do that. So for some natural, natural selection to work, there needs to be variation, like I was saying.

So we're gonna talk about how to actually test, you know, new ads that are high probability and new ad sets, but then we need to scale the winners, right?

So 50% of the winners, or 50% of our budget increase in budget when we're scaling is gonna go to awards.

Scaling the winners. So the way we scale winners is pretty simple. You duplicate the winners and increase the budget by between zero to a hundred percent.

So you could duplicate it and keep budgets the same. You could duplicate it and raise budgets by 50%. You could duplicate it and raise budgets by a hundred percent.

Heck, you could even duplicate it and raise budgets by 200% or 300% on the duplicate ad set. All right? It just depends on kind of how aggressive you wanna scale that.

That's really the only determiner of that. And guess what? If it doesn't work for some reason, like sometimes you can have two ad sets that are the exact same and one's performing really well and one's not, and you're like, they're the exact same, but they're really not.

They're only the exact same on the front end of what you can see. Facebook's algorithms doing all sorts of crazy stuff on the background and it might've just went a different direction.

Like the algorithms decided to go a different direction. The same way Max, when you're using the dialer from a setter's perspective, all they're doing is click and play.

But in the background, all this stuff is happening going on with the ai, it's the exact same thing. So sometimes you know, winners, you duplicate 'em and they don't perform and you're like, what, what happened?

Did it break D just turn it off and maybe even try duplicating it again and switching it up a little bit.

So why not just increase the budgets on the campaigns? A lot of times people, they go to increase their budgets and they just like raise the budget on the thing that's working.

And truthfully you can do that, but sometimes it hurts the performance of the winning asset. For whatever reason Facebook gets confused and it's just like, ah, and it just, the cost goes up or whatever.

If you do wanna do this, which it is fine, it's not a huge deal if you do increase by 10 to 20% at a time, and again, you'll you'll notice I'm very just like kind of do whatever.

And that's because it's, it's not an exact rocket science. It really doesn't matter if the fundamentals are right, you can mess a lot of stuff up and you're still gonna be fine, right?

You're gonna be just fine. In fact, sometimes we'll launch campaigns without even having like a, an agency or a media buyer doing it because it really doesn't matter.

I've had low level people launch really important campaigns cuz it just doesn't matter that Much, right? I know the math is so good on the back end.

It's like, all right, if they mess it up and it's 10% more expensive, who cares? Right? Even if it's twice as expensive, who cares will be profitable and we'll fix it later.

But that being said, here's how you scale the winners by duplication. So you literally go into Facebook, you click on the ad set and you duplicate it at the ad set level.

And then again, if you wanna increase budgets, 10, 20% at a time. And then how do we find new winners?

Because 50% of our budget is gonna go towards this right here. And then the other 50% of our budget is gonna go to this right here, which is finding new high probability winners, right?

So high probability assets. Now here's what I mean by high probability. We wanna mitigate the losers as much as possible because if 50% of our increase in budget is going towards testing new stuff, we don't want it to be testing brand new stuff that we have no clue if it's gonna work, right?

So we wanna test stuff that we're very confident is gonna work. So here's basically how we do it. Either we do a new audience that we haven't tested before with winning proven ads, all right?

So we already know these ads work. We're gonna test a similar audience to one of the other audiences that's work, but it's new and we're gonna do that combo or we're gonna do new ads.

We write new ads going to the same opt page that's already proven to work plus a new winning audience, right?

That's what we're gonna test. So it's, it's one of these two things is what we're gonna test on every single new ad set that we do with that 50% of increase in budget.

So let's say for example, you're spending a thousand bucks a day on your ads and you're five x extra us, you're making 5K a day and you're all right, I'm ready to scale, I'm gonna double budgets.

What I would do is I'd spend \$500 a day of basically duplicates of what's currently working and then another \$500 a day I test new audience plus a new winning or sorry, yeah, new audience plus the existing ads or new ads plus one of the winning audiences.

And it really doesn't matter which one the whole point is we're just getting variation in the the, the, what's it called, the theoretical gene pool of our ads.

And that's really what we're going for. So 500 bucks if you're increasing by a thousand dollars, 500 of it goes towards duplicating assets or raising the budgets on 'em, and then the other 500 goes towards launching new sets.

So you have more assets but with new audiences and winning ads or new ads and winning audiences.

So for the first one, the way we do that is pretty simple.

All we do is we duplicate an ad set that's currently working, right? That already has the ads in it and then we just pick a new audience we haven't tested, right?

Maybe a new lookalike audience. So maybe you tested a one to 3% lookalike and then you're like, all right, well let's try a five to 7% lookalike or a, you know, let's try it a lookalike of a different audience.

Let's try a new interest group, right? And you guys already know how to create these so you just pick a new one, you create a new one and you add some variation into your gene pool, right?

That's all you're gonna do for this one. And the reason why we can feel confident putting 50% of our budget towards it is we already know the ads work.

We already know other audiences that are similar to the audience we're choosing works. So it's really not much of a risk, most likely can form very similarly, but we're creating more variation which gives us more stability over a longer period of time.

And the second piece is a new ads plus winning audience, right? So that means what we're gonna do is we duplicate an ad set and we're just gonna create new ads inside of it.

And this means this, either we're gonna test winning images or a winning video that worked with new ad copy, so new, like a new creative written or we're gonna test winning ad copy with a new image or video, right?

That's what we wanna test, like nine times outta 10. We wanna be basically doing this because we're always testing something that works with something that's new, something that works with something that's new, right?

And because of that, it's very low risk with our ad budget as we're increasing it, but we're constantly having more and more variation and they start to just like evolve into all this different like campaigns that we have going with all sorts of variation.

Now from time to time, if you have a really unique ad angle you wanna test, you can absolutely test that as well where it's new images plus new ad copy.

But again, I wouldn't be putting 50% of my increase in budget towards something completely brand new. But you can absolutely still do it just a little bit smaller budget.

And again, this is not an exact science guys. If you're like, well what's the framework of how do I duplicate and what's the exact budget?

Don't really matter. I promise you that like everyone always freaks out cause they feel like it needs to be exact.

I'm like, hey, just it doesn't matter, right? And you're like, it's easy for you to say you have high budgets. That's exactly what you do when you're at low budgets too. Either your ads are profitable and you're scaling into seven figures and this minutiae doesn't work that much or your entire company is reliant on you getting all these details right?

And hopefully you'll be just profitable enough to survive. And if that's the case, you should be focused on all the other stuff and not running ads.

So that being said, that brings to step number three, which is killing the losing assets. So just to kind of recap real quick, cause we've been kind of going off on a lot of tangents.

We identified the winning and losing assets just based off which ones were profitable. We made sure we weren't being tricked by any early indicators.

We're making sure the winners are working for at least seven days before we scale them. We're looking at the losers and making sure we have enough data to cut them.

We're looking at the trend of them, we're scaling the winners and we're finding new ones. And the way we do this is 50% of the increase and our, sorry, a hundred percent of the increase, sorry, our budget increase, 50% of it goes towards scaling the winners and 50% of it goes into testing high probability, new ad sets.

And then lastly, which we're we're just about to talk about is kill the losers, turn off the stuff that is not working.

And that brings us down here, which is once you've identified those losing assets, kill them immediately, right? Turn 'em off again.

Make sure you're not making decision too early. Answer the questions objectively, not emotionally, right? It's easy to feel like, ah, I'm losing money.

And if that's the case, you gotta mentally detach from it and be like, it's okay. It's just money. Money replenishes, right?

You spend a thousand a month on ads and you lose it and you lose it for the next six months.

That's all you can afford. But you get it on month seven, great, you, you just got to seven figures. So don't, don't freak out about it, don't stress about it.

Make a rational decision when, when turning off ad assets. And even if something is profitable but you have a lot of other assets that are way outperforming it, just turn it off, right?

Turn it off and replace it with a new winner. So don't feel like, oh, I gotta keep it on just cuz it's profitable. If you have a limited amount of budget to like spend, cuz you only have so many sales reps, we want it to be profitable, as profitable as we can.

So turn it off and duplicate one of the winners. And yeah, that's, that's basically it. And then one of the questions is basically this.

What if all my ads sets are losers and all my leads are expensive? <laugh> probably the most frequently asked question when people test ads.

And you just gotta do a machine mindset and figure out why, right? Is it the clickthrough rate? Like do you have a low clickthrough rate, like, or less than 1% of people clicking on it?

And if that's less than 1% of people are clicking the ad, people probably aren't really interested in it. The masses within your market, it's not resonating with them that that headline is not resonating.

Now is the Optum rate good? Maybe the clickthrough rates good for some reason, but people aren't opting in. They don't want it bad enough to actually click on it, give their phone number, right?

So if the Optum rate's bad, if it's sub 20%, usually it's kind of a metric really sub if you're sub 15%, it's like, all right, we really need to tweak this, but sub 20 percent's kind of a good metric.

We've had opt-in rates as high as 60 plus percent cuz the headline was really, really, really good. And then lastly, maybe you're getting leads, but the qualified leads are really expensive.

Like you're getting a bunch of junk leads and the qualification rate is really bad, like people are not qualified. And there's a couple things we can do to solve that constraint, but 80% of the time it's your offer, not the ads that's causing the problem.

You see what advertisers or what you advertise usually makes more of a difference than how well you advertise it. All the, the complex fancy stuff you're gonna see in every Facebook group about Facebook ads where you're, they're teaching stuff, it don't matter guys, 80% of the time it's the messaging, right? 80% of the time it is the messaging that is off. You fixed the messaging, usually everything else will follow. I know this from experience, it was reinforced me even more when we were launching air.

Cause I already knew this, this is something that we've known for years. But even when we were launching air, the first campaign was horrible, terrible, no good, very bad <laugh>, it was so unprofitable. I mean actually it would've been profitable just cause we're super efficient on the backend, but it was super inefficient in terms of what lead cost was and we didn't change the targeting, we didn't change really anything other than the overall messaging and lead cost went down by literally eight x.

Like, that's, that's crazy, right? It's like one 10th of the cost almost. And it's all all because we change the messaging and usually either the market doesn't want it.

And that's why you have a low click through rate or opt-in rate. Like when I say the market, I don't mean couple people in the market.

I'm talking the masses within your market or the market you're targeting is too niche. So the majority of the ads, admins just going to waste.

Or lastly, it's just because the messaging is targeting a lower quality person, right? If you, if you're not getting a high quality lead, it's probably cuz the messaging is attracting the wrong types of people, right? A basic concept of marketing is the more you repel the people you don't want, the more you attract the people you do.

So if you're not repelling the people you don't want, most likely you're also not attracting the people you do want.

And what that means is if you're advertising something that's like how to make money as a beginner, right? Like that's not gonna get the well established business owners.

They want nothing to do with that, right? A well established business owner wants to hear something that's, you know, how to get more let's see here, how to decrease your, your no-show rate, for example, that's gonna get the really advanced people who have a sales team right now that may alienate some of the people in the middle.

But it's really just a, a, a point is the people in the beginning who are beginners don't want that. So it it repels those people and it attracts the other people.

It's like a magnet, right? And if none of those are working, that's okay, right? So if none of your, none of your assets are profitable and you're upset about it, it's fine.

Do not have an emotional reaction. You should be stone cold killer when it comes to making decisions on advertising and making things work.

When things don't work, you're Edison, right? You're Edison, you're not a 12 year old kid throwing a temper tantrum. You're Edison saying, Hey, this, I figured out something that didn't work.

And you're gonna analyze why and you're gonna get better and better at having a a mental model that helps you understand why things didn't work.

So your next test is better than your last one and your next test is better than your last one. And what you're gonna do if nothing's working.

So you're watching this video not because you're trying to scale your ads, not because you're trying to optimize them, but because nothing worked for you.



You launched the campaign and it flopped and by flopped like the ads were not profitable. Like you weren't able to recoup enough ads spend to, to cover or you, you weren't profitable enough like you're like barely breaking even or something like that.

Test a new angle completely, right? If lead cost is the issue, right? Let's say you're getting leads and they cost more than 20 bucks a lead and like that's what's causing the, the lack of profitability.

Not you're getting cheap leads but you're not able to convert them. But the lead cost is the constraint and you're sure that lead cost is the constraint.

And guess what? You test a completely new angle, a new funnel, a new front end like offer of what your freebie is.

That's targeting a new big promise. And you try again. Like Bezos said, I've said it a thousand times before and I'll say it a thousand times again, in business, you only have to hit one ball over the fence to score a thousand home runs.

And you only need one funnel to work, one angle to work, one headline to work in order for you to be absolutely crushing it with paid ads.

As long as you're efficient enough on the backend, alright? That's why we wanna get stuff working usually with free methods before we even move to paid ads.

So we have something that's working and we know how to be efficient with leads. But once we know how to be efficient with leads, then we're optimizing that.

Guess what? You only need one angle to Work to, to get a decent lead cost and you're crushing it, right?

Like I told you guys before, when we launched Air eight funnels in one day to get it to work, two of them flopped, two worked, okay, four crushed and or three crushed.

I don't remember the exact number. And we scaled the very best one. They had the cheapest lead cost and the highest quality leads that were like our perfect audience.

Now I know I've thrown a lot at you guys, but just to recap, the three steps of scaling your Facebook ads are identifying the winners and the losing assets, scaling the winners and testing new ones.

So 50 50 on our budget, so it's like 50%, let's say 50 50 towards each of those. 50% of our budget goes to scaling things that already work.

50% goes to testing high probability, new assets. And then number three, we're gonna kill the losers.

We're gonna turn off the stuff that is not profitable or is really unprofitable in comparison to the other stuff we have going.

And then we're simply gonna repeat this process. Ideally you repeat it once a week for best results. If you have the time and it's like you're trying to, like, you just have time to do it, but if you don't have time and it's working, you can just leave it.

There's times where you left ads for months at a time, but if you really wanna optimize it and get that lead cost down, just pick a day of the week.

You call it ad day and just set a reminder on your phone and just follow the process that we laid out here, right?

When you're doing it, have a document printed out in front of you. Have this document printed out in front of you and all you do 50% of ad spend, you do this ready, this right here, and then 50% you do this below, right?

So you duplicate the winners and increase budgets or keep the budgets the same. You can increase the budgets on the existing stuff and the other 50% of the increasing ad spend.

You simply follow this right here. It's not magic, it's not rocket science. And if you're just trying to optimize your ad costs down, which really should not be your priority, either the profitable and you should just leave it until you can hire someone who can optimize it full-time.

Or you know, you should, you know, focus on getting the backend working toward your ads are profitable.

But if you are optimizing it, maybe you're an employee watching this training right now and how to optimize it and you're just going through this ads training, then you're gonna do this exact same pro process.

The only thing that's gonna change is you're gonna cut your worst performing stuff and replace it by following this process right here.

Super, super simple. Now, I know most of you guys are thinking there's no way ads are this simple. There's no way, there's not some complicated strategy, there's no way you laid this out on a Google doc and I'm a master media buyer.

And the good news is you don't have to be a master media buyer, you just have to have some basic fundamental principles and follow them and you're gonna be absolutely crushing it, right?

If you follow this process, this is literally how we launched the exact campaign for air that did a hundred k a day off of, let's see here, after the first like four days or so off of I think like 4K day an ad spend.

And we're not even calling all the leads, we're not even being super efficient with the leads yet. So if you're watching this, don't feel like, you know, you need some magic formula, you need some crazy media buyer, you need the basics, all right?

You, You need need the basics. Most people are desperately trying to stay above water to get their ads to work and they're trying the next latest Facebook hack and that was me.

I remember literally waking up every day stress the ad campaigns were gonna break when I was 17. We were literally running eight figure company off of these tiny, tiny, tiny margins based purely off of ads.

And dude, that is not where you want to be ever, right? It is so stressful. The people at the top who are doing it, who don't have something as stable as this, I'll tell you what, they are stressed outta their mind.

They're payroll to payroll and it may look good on the outside, but on the inside it is not a business.

It's a campaign, right? It's not a company, it's a campaign. And we don't want you guys to build campaigns that die and fatigue.

We want you to build strong companies that it doesn't matter. The ad cost goes up every single year, you're fine.

It doesn't really affect your margins that much. I think about it for the example of, let's just say we didn't even get any more efficient at air being like a week into it and we spent four k a day and we're making 150 K a day back.

Really doesn't matter if ad cost goes up 30%, right? Like ad cost goes up 30% year over year has kind of been the the historical track record.

And so it goes from 4K a day to what is that? Like 5k a day or whatever the number is, then guess what?

It don't affect margins at all. And over time, that's how efficient we are in the first week just implementing the exact same systems you guys are currently going through.

Then what's gonna happen when we really optimize it, there's like a giant checklist of things we need to do to make it more efficient.

A giant checklist, things we're not currently doing. But guess what? We just do one thing at a time. We don't try to do everything.

We do one thing at a time. And guess what we're not thinking about right now? Ads no one on my, we don't have, we don't have a full-time media buyer.

We don't have an agency, we don't have anyone on the team focused on it who's an expert in ads. I had Thomas launch the ads who I taught to run ads very recently.

And guess what? It doesn't matter because media buying is not the secret to making your company work. It's having a really good company.

That's the secret to getting media, buying to work. And most people outta backwards, they try to be, they try to build a company outta media buying, which is running the ads rather than using ads to fuel their company.

There's a massive, massive difference. And if you're on this boat over here where you're using, you're trying to become an expert media buyer, it sucks.

It's horrible. It's no good. Very bad <laugh>, you don't want to be there. The people I know who, who do that at a super high level, that's not the business I wanna be in, right?

That's not, they're not the people who make the most money outta the people. I know it's the people who use ads, but they don't really, they're not worried about all that stuff.

They're worried about building a really solid company and adding fuel to the fire. Like ads are not the, the fire, it's the fuel.

Your company's the fire. Like you wanna have strong logs that when you can light on fire and all the fuel does is add more to it, right?

We get people in the door with the, the lead with the Facebook ads, but like, it doesn't really matter. And also same thing goes with any other ad platform, right?

We, you can run other ad platforms, but like at the end of the day, like all you need to do to get to seven figures and eight figures even is one platform, right?

One platform, really, really solid based foundation of a company. And you can do more in the future, but not until it's top of triage or you hire someone that that's their top of triage, right?

That's the whole point of you know, hiring people is although we have all this stuff on our triage that we're never personally gonna make it to the top of our list of what's the biggest needle mover.

We can hire people who, that is their priority and their triage list looks different than ours and that's how we're able to get a lot of stuff done in the company.

But at the end of the day, all you focus on in your company is the thing that moves the needle the most.

That's all you do with your time, right? As the owner, that's all you do. You move the, you do the thing that moves the needle the most.

And right now for you guys it's launching ads, but the second ads are working. I don't want you guys thinking about 'em, I don't want you to waking up every day checking your ad panel.

Cause if you're profitable, you're profitable if you're not, all right, we gotta go back to the drawing board and it's, if it's our lead cost, then we need to rework the funnel and the headline and everything completely.

If it's our lead cost is pretty good, right? It's under 20 bucks or it's under 10 bucks, or we're wherever we need to be in order to be profitable, but we're just not efficient with the leads.

We're not calling all the leads, we're not setting at a good rate, we're not closing at a good rate, we're not, you know, we haven't raised our prices.

All that other good stuff, that's what's really gonna be the biggest difference. But either this is either gonna work or it's not gonna work, right?

Either you're profitable, you're not. It's, it's that simple. And if you need a hack to make it work, work on the other parts of the business first, right?

The, the hack to get your fee Facebook ad costs down by 50% is gonna be next to impossible. From like a media buying standpoint, it's much better to just try a different angle completely, try a different opt-in page, right?

It's much easier to make your your backend so efficient, efficient. It doesn't really matter what happens on the front end, that's really where you want to get to.

That's why some of the people I know who do eight figures have the ugliest funnels out of anyone you'll ever see.

And it's not because it's some secret to high converting funnels. It's because the secret is they don't need a high converting funnel.

And so if you guys just follow this document right here for scaling and optimizing your ads promise, you absolutely crushes.

And also at the end of the day, even though I'm saying you guys don't need to focus on ads and you don't need to be an expert media buyer, this is literally what I was doing back when I was being an expert media buyer and that was my full-time focus and obsession.

Was this everyone else the same way we're focused on the offer and getting our offer to convert and be super efficient with leads.

When I was media buying, this was my full-time focus. What I was focused on was the creative and the messaging.

And that's why this right here, testing these right here, 50% of our budget going towards this, this is what makes you a good media buyer more than anything else.

So, although I'm underplaying how important media buying is, which is absolutely true, being an expert media buyer, 90% of it is focusing on this right here, right?

Making really, really good new creatives and testing lots of new audiences. That's it. Super, super simple. This goes with all platforms as well.

Like if you're on YouTube ads, the person who's gonna test more ads And more audiences is gonna find more winners and make a lot more money, right?

We've ran YouTube campaigns that have just scaled the millions a month. We have ran TikTok campaigns that have scaled the millions a month.

We've ran Facebook campaigns that have scaled the millions a month. We've got affiliates, like we've done all sorts of stuff.

And it all comes back to really the, the creative and, and the messaging being a good fit for that audience. So we're testing new audience message fits, right? Whether we're testing a new audience with an existing message or an existing message with a new audience.

This is the overall process, guys, I'm telling you. Super, super simple. That's why I say this at the top. Fancy fails, simplicity scales.

And this right here, if you just follow this and you don't ever go through another Facebook ad course or anything like that, you're gonna be in a really good spot.

Cuz if you spend more time focusing on ads and you need more than this to succeed, like I've said and I've harp on, there's a bigger problem, right?

The top of your triage list should basically never be as a business owner becoming some master be media buyer trying to get your stuff to work.

If this doesn't, isn't enough to get your stuff working and you need some, the, the latest hack the last two weeks that's working to get Facebook ad costs down, there's a problem.

You don't have a company, you have a campaign and it's gonna fatigue and it's gonna break. So take my word for it.

Go through the, don't go through the pain that I've gone through of trying to be that person and just learn from all of our mistakes that ads are not what's important, right?

Ads are not what's important. What's important is the company and how efficient you are with those leads and the, the messaging and the product market fit, all the cliché stuff that we are talking about.

It's not cliché, but it's cliché to us. Cause I say it every single day to everyone on our team, this is what matters.

This is the biggest difference maker. It's the only difference maker. Everything else is short term, tiny solutions that break building a company that is stable and strong is what I want for all of you guys.

And again, once you get ads to work, doing something, doing a structure just like this, you guys can scale very, very easily to seven or eight figures or from eight figures to even nine figures, right?

So this right here, this is the magic formula guys. This is, this is how you find new winners and you keep on scaling and you keep spending more on the existing ones and you just turn off the bad assets.

And I'm, I'm repeating it again because I want you guys to take it to heart how simple it is and to know that this works, to know that this isn't me sitting here going, hmm, what's a cool, interesting new way of teaching Facebook ads?

I'm teaching from our experience guys of what has worked for us and what's worked for the people around us. And now also we have friends who, who also do eight figures, who have really complex media buying strategies, but that's not why they're successful.

It's cuz they hired someone and that's their full-time focus and they're, they're trying to find new things that work. But at the end of the day, if they did that versus, you know, just something very simple, they're getting like these little marginal increases that really don't matter.

So focus on this. This is all you guys need to scale, I promise you that. And just have this document printed out in front of you when you do it.

And just follow it to a t and you'll be good to go.

## **How to set up your FB business manager & ads account**

Alright guys, in this video we're gonna show you how to walk through and set up your Facebook Ads Manager. So first step, go to Facebook Business Manager or Facebook Ads Manager.

Just type it in to your search bar. It's gonna be this very top one. Ads Management for Facebook, Instagram Metaphor Business.

Once we are in here, we're going to log in to our Facebook profile. And now that we are logged in, the first thing you're gonna do is click Start now.

Now it's gonna bring you to this page post. So the first step that you gotta do is go to your three bars here and go to all tools and go to Meta Business Suite.

Now if you don't have a Facebook business page set up go ahead and click Create a Facebook page. I'm gonna build my page category.

I'm gonna put let's go Information Technology. I'm gonna do the rest of this later. I'll create my page from here.

You can put in your website, your phone number, your email, the location. You can set up the hours you're gonna go through all this.

Set up everything, adding a profile picture, add the cover photo, all of the simple stuff basically to make sure the page is actually all set up.

I'm gonna skip all of this for now, And now that we are all set up, you can go ahead, you can take a tour if you'd like.

I'm gonna skip this. All right. Now that the page is set up, I'm gonna go back to my business manager and I'm going to select Ads Manager.

From here you can actually go ahead and you can start to set up your ads and everything should be set up.

Basically all you have to do is connect the page to the actual ads Manager. So we'll back up here, we're gonna click the all tools and we are going to go to, We're gonna go to add account settings.

## **How to setup your FB pixel**

Alright, now that we have everything ready, we're going to set up the pixel so we know when events are firing and we can actually quantify how our leads are perf or how our ads are performing.

So when you're inside of the ad account, you're gonna go over to the left hand side and you're going to select business settings.

Once you are in here, scroll down and go to data sources and select pixels. And then select add. You're gonna create a pixel, you can name it, click continue.

And then you can select, set up the pixel Now or continue managing my business. We're just gonna click set up pixel now, and I'm gonna manually add the pixel code myself.

So this is the base code here. So this code is the one that has to be on every single page of the website.

So go ahead and select copy code to clipboard, click continue. And now I'm gonna jump over to ClickFunnels to my funnel.

And the first thing I'm gonna do is set up the actual code in the base code. So I'm gonna go to settings.

And then once I'm here, I'm going to paste my Main code into the head tracking code area. And I'm gonna scroll down and select save and update settings.

From here, I'm gonna go back to all of my pages. I just wanna make sure that this is in fact here using my pixel helper.

So you see here on the pixel Helper, it comes up, it shows a page view, everything is installed and it is actually firing.

So let's go back and let's actually set up all of the lead events and the custom conversions for the funnel.

So what I'm gonna do is I'm actually gonna search Facebook Pixel standard events, and then I'm actually gonna go and select this here.

And in here you're gonna have all of the base event codes for all of the different events that you need to fill out.

So for instance, if I'm running a lead funnel, I'm gonna select, I'm gonna copy this code, I'm gonna go back to my funnel.

And I know after somebody opts in through the squeeze page that they are now a lead in my funnel. So I'm gonna go to edit page and then up here in the top of this, in the custom css, I'm gonna paste this here.

Now here's the one small thing that you do have to adjust. So you notice if I leave this here And just save this the way it is when I go to preview, it doesn't actually show, right?

It just shows the page view. It doesn't show actually the lead or anything. So the reason for that is we never added these script function to the actual firing.

So I'm gonna go back and I'm gonna show you what I mean. If I go to my settings, you see how in this pixel code it has the script feature and then at the end it'll have the script in hash feature.

I'm gonna copy this. I'm gonna go back to my sales page. I'm gonna go back up here, go to my custom css.

Now this is the end code, so the one with the hash is the end code. So if I just remove the hash, you can go to my preview.

## Using the Hyros extension in FB ads manager

All right guys, so this is a quick video showing you how to use Hiro. Now let's say you have your ads up and live.

They're ready to rock and roll. You're doing some spin and now you wanna check to see like what's actually working.

You know what ads, ads are actually pushing the numbers that you're looking for, which ones you need, turn off, which ones you need to scale.

And so what you'll do is you wanna make sure you have the Hirose Chrome extension installed. So if you do go high chrome extension, and then click on this link here, which again, this link will be in the docs below.

Go ahead and install it here. And then like we just talked about before, right? You just followed the guide just same way we did with the wireless pixel helper.

It'll go ahead, go into your hire account. I should show you guys here, right? So you clicking here it'll ask you for an API key.

You go into your account, your API key, oops, me, go ahead and sign in here. I press the Naval Hieros data and then configure columns.

Now really what I like to look at here if you're doing sales and call tracking and qualified calls, you can, you can do all that stuff.

Most of what're tracking here a lot of times is leads, cost per lead, new leads, then cost per new lead.

Truly all that really matters is new leads and cost per new lead. And then if you are tracking revenue at the backend, you can do roaz and then also, you know, qualified calls, sales cost per sale.

There's a few different things you can track. Revenue all add jazz. Mainly we focus on new leads. And then cost per new lead are the two things we really focus on.

And so once you have that configured there, all you'll do is go into one of your campaigns. Let's just say you're gonna go into here, click on the campaign and then this is gonna start loading here.

And you wanna expand this so you can actually see, a lot of times I like zooming out as well. And then you wanna make sure that in your columns here you can see the amount spent.

So make sure that the amount spent is viewable, it helps the extension be more accurate, so expand it, however big I need to expand it to.

And it's also part of the reason why I like doing fewer columns. Cause then you can see more of this information here.

You can see here we have our, our pixels firing on you know, qualified leads. We see our cost per lead here.

And then you can basically see like, alright, for your data, like what's actually, you know, what assets are doing well and which ones aren't.

So to show you on one are the campaigns we have set up currently. You see here, amount spent, cost per result, this see how it compares to Hiro.

So cost per new lead, new leads, it's pretty interesting to see. Okay, like \$21, \$22, \$20, 30, 26. So just tracking fairly accurately.

You can see that, you know, Facebook, they only track just total leads versus higher rates. You can track cost per new lead, right?

You might have someone twice in your funnel and that person really shouldn't be double counted. So this how you can use it and basically, you know, there's dashboards and whatnot you can pull from high risk itself when you're inside the, the home screen.

Truthfully, we don't even use really most of those. Most of our use comes from right here figuring out what assets to, to scale, which ones to cut off.

So that's how you use the highest extension. And then this basically this will give you the true data you need now to make sure you set up everything properly.

Obviously going through all the videos and whatnot. If the discrepancy between this, this high risk number and this high data and Facebook is off by more than a factor of like two.

So like say it says like cost per result here is, you know, \$18 and it says like \$40 over here, that should like trigger red flag as like, okay, something might not be set up properly.

Yeah, it may, it may just be like high risk attracting way better than this is that that's happened to us before as well.

But again, make sure that like, if it's awkward, more like two times it should really bit. Alright, let's make sure these things set up properly.

Go back through the video. So make sure you do everything correct, set up properly all that jazz. But this will give you all the connects you need to you know, scale your assets, figure out which ones turn on which ones turn off and which ones to, to run up, you know, as high as you want to.

So show you that example here. Cost result, \$14, \$13. Again, ourselves subtracting pretty accurate right now. You can see like, I can trust Harris data and now you know which ones to scale, which ones turn off.

## Affiliates Overview

All right guys, this is a very exciting video. In this video we're gonna be talking about an overview on affiliates.

Now, if you're watching this right now, it means that the route you decided to go down, the path you decided to pursue is the path of affiliates.

Now, affiliates are a really, really, really powerful tool. They're a really, really powerful strategy for growing your client-based business or really any business for that matter.

There's a reason why companies who are literally multi-billion dollar companies have entire departments to get dedicated to strategic partnerships, to finding people and companies to promote them to their audiences, right?

So the first thing and why affiliates are an amazing traffic source is they're extremely scalable, right?

Outbound, every single client, you're, you're getting the next client.

You have to get the next client and the next client. But with affiliates, you land one affiliate, right? One strategic partnership, and they can bring you a hundred clients, a thousand clients, right?

They can bring you clients not just tomorrow or the next day, but for decades and decades to come, right?

So you can get one affiliate. And really every single affiliate you land is an asset, right? It's an income producing asset for your business.

And most people don't see it that way. They see it as, oh, I get an affiliate. They promote one time and I get move on to the next.

But because you're stacking affiliates, right? And affiliates are long-term partnerships, that'll oftentimes if you nurture them correctly, promote for years and years and years to come that every new affiliate stacks on top of the other one.

So it's very scalable cause it's not like you're always fighting for the next one. What you're doing is you're building a stable base the same way people who build a personal brand.

You grow this big brand of a following that gets bigger and bigger and more stable over time. Affiliates have a very similar effect.

As you get more and more affiliates, you're like collecting them, right? Every single new affiliate you quote unquote collect brings you more traffic for a long period of time.

And so you stack the next one in the next one. In the same way, if you had to say re like recurring revenue in your business and you add a new client every month, you're not having to start over.

You're getting more, more clients and more clients and more clients. And every single month you start off already winning, right?

Every single month is not like, how many clients can I get this month? How much traffic can I can, can I get this month?

You have a stable base that is constantly growing and because of that is very, very, very scalable. And also one of the other reasons why it's so scalable is one affiliate can be worth so much traffic.

One affiliate can be the equivalent of years and years and years of building a brand. One affiliate can be the equivalent of millions, millions, millions of dollars of advertising building an audience.

The second thing of why I feel like is a really, really good traffic source is you 100% control your margins.



Okay? This is huge. One of the hardest things with advertising is you're not in control of that, right? You're in an auction, you're competing against every single other person who's competing for your audience's attention.

And it's like you're gonna spend money regardless on ads, right? Facebook, Zuckerberg doesn't care if you get clients, which is why you have to really master that process and dial it in.

Once it works, it's great cause it's really scalable and you just hit spend more. But in that process of making it profitable, you have zero control over your margin.

You could spend \$10,000 and make \$0 back on an advertising platform, but with affiliates, you really are able to control your margin.

So especially in the beginning, if you're finding a, a way that's more cost effective, affiliates are great because it's not like you're spending and hoping to get something back.

It's more of a are they gonna push or are they not gonna push? If they push, you're guaranteed to have profitability, right?

If they don't push, well then you're back to where you started. You just get find the next affiliate. So it's a very, very stable way of growing your company, especially when you're first trying to get past even up to that 50 k a month mark, because you can win a hundred percent control your margins, you know what the math is going to be.

And that's a very, very, very important thing, especially when you're trying to get some momentum out the gate, right? You never have to worry if you're profitable or not all.

You have to worry about how much volume you can get. Like imagine Facebook, you went to them and you said, Hey, here's how much I can afford to acquire a customer.

And they only, you only had to pay them if you got a customer, right? It'd be an amazing platform. Everyone would freak out over.

They'd be like, that is the greatest thing ever. But with affiliates, that's literally how the process works, right? That's literally how it works.

You say, Hey, if you get a sale keyword, if you get a sale, here's how much you're gonna make. And you only pay that if they make the sale.

So they might promote to their entire audience. And even if you mess up royally and it doesn't work and it doesn't convert, and you got in front of all these people, you get all these leads and for some reason you're not able to convert them, well guess what?

You don't have to pay anything. Now we want to convert them. We wanna make the affiliates money so they want to keep promoting us, right?

That's the goal of it. But at the end of the day, there's no risk on your business, right? And then the other thing is, other people have literally spent years and millions of dollars building their audience enlists, right?

They spent years and millions of dollars building their lists, and you get to use their audience for free and you only pay if they make you money, right?

Like I said, imagine if you only had to pay Facebook when they made you money, everyone would be freaking out over it.

It it, it's a simple concept, but most people don't think about it through that lens. They're like, oh, someone promotes our product.

Of course they give 'em a percentage, but imagine if Facebook was the same way. People would be just like jumping at the bit trying to get into this ad platform and the next thing you get to leverage the trust they've already built, right?

One of the benefits of using other people's audiences is they've already built up so much trust, so much goodwill, lots of times from years and years of nurturing that relationship, right?

They've been sending content to them, they've been building that relationship with them, they've been over-delivering for them. They've bought products and services from them in the past.

So they've already built up the trust. They already know, like, and trust that person. And guess what? When they promote you, a lot of that trust gets transferred over to you.

So a lot of times it's a warmer audience, it converts higher than cold traffic. Cuz when you're on Facebook and you're randomly scrolling and an ad pops up from a complete stranger, your psychology needs to be dialed way more in.

You need to have a much better setting process, a much better pre-call video, a much better closing process. And don't get me wrong, you still need all that stuff.

If you wanna make affiliates really high leverage and really easy, but you have a little bit of a, of a headstart, a little bit of an unfair advantage cuz they already trust the person.

So if they already trust the person and that person says, Hey, check out this guy, what's gonna happen? It's gonna be a lot easier.

So as a massive advantage of affiliates that also people don't take into account. And then lastly, incentives are aligned. So you talk to people enough people, it's impossible.

You don't land affiliates. Everyone's like, why would someone promote my product? It's not that they're promoting it for free, they're not doing it out of the kindness of their heart.

They're doing it because they have self-serving bias, right? They have self incentive to promote it for themselves. They think, Hey, if I promote this, I can make even more money off of my audience.

So it's not that they're doing it outta the kindness of their heart or because they like what you do. Now, obviously they have to believe in what you do.

You have to get 'em sold on the, your vision and your mission to impact people the way you do it in your business.

So they feel comfortable promoting, but at the end of the day, they're doing it cuz they want to make more money.

So we'll talk more about that here and shortly, but I wanna talk a little bit about the power of affiliates, right?

Again, I kind of already touched on this, but a lot of people feel like, ah, pay traffic's the only way for me to really scale.

You can scale so much just with affiliates alone if you pursue it to the highest extent, right? Like I said, with all these strategies, if you make them work and you find something that works and you just scale it, you're gonna be in a really good spot.

Anything that is repeatable is scalable and affiliates is one of those things. If you can get one affiliate who can promote you, then you can get five.

And if you can get five affiliates and you can get 10, if you can get 10, you can get a hundred, you can get a hundred, you can get a thousand, right?

And it sounds like an exaggeration, but that's literally what we've done in the past, right? Like if you literally look at, if you ever see all the online challenges that people do in these virtual events and all this stuff that everyone always tries to copy and they're trying to get it to work with paid ads.

But here's the truth. Most of those big online events that you see, they do millions of dollars. Most of that traffic comes from affiliates.

They wouldn't be able to get that many people on live from just cold traffic. Most of it comes from affiliates.

Even if you look at Tony and Dean, some of their big launches, even the 60 million launches that they've done, if you look at how they did it, how, how they do it, we got a huge list of affiliates, right?

You reached out to all those affiliates who spent years and millions of dollars, literally a lot of times decades building their brands and building their audiences.

And we get them to agree to promote and we show them how to promote and then they all promote at the exact same time.

And then boom, we have this massive launch. And it's like, well how, how did that happen? It's like, well, all we did was get a thousand people who each have a massive audience to promote.

And you're like, well, why did do 60 million? Well, because when you have a thousand people who all have their own audiences promoting, guess what?

You're gonna be in a really good spot. Again, we've literally had single affiliates internally that have pushed \$400,000 plus from us from a single promotion.

Like there's affiliates out there whose lists are massive. And if you land one affiliate, it can completely change your business, right?

You can be one affiliate away from going from struggling to get your next client to getting more clients than you could ever possibly fulfill on.

And that fact, that's one thing you should really keep in mind when you're getting affiliates and making sure that you can fulfill on the clients that they bring you.

Cause sometimes they can bring you a ton of clients and you're like, what do I do about it? If you land that right affiliate again, we have friends who built literally multiple nine figure companies off of primarily affiliates, right?

So they go out and they don't even focus on paid ads. All they do is go out and find affiliates, they find partners, they do strategic partnerships and they get other people to promote what they have to their audience, right?

So this goes for all sorts of spaces, not just in a client-based business, but people who sell supplements, people who sell you know, digital products, people who sell all sorts of things.

They do this and they do this at a very high level very effectively. So again, this is a very scalable method.

Guys. Ads are great because all you need to do is hit spend more, but don't discount the power of affiliates, right?

Don't discount the power of strategic partnerships and finding people who already have your audience, who've already done all the hard work for you who've already done the legwork.

Like it is a massive, massive skip button. Like imagine everyone always talks about build your list, build your list. But imagine if all of a sudden overnight you had a list of 10 million people, right?

You think you, you probably hit your your goals, right? You probably hit your goals, wouldn't you? If you had to list overnight of 10 million people that you could instantly send your stuff to and get clients from, you had a pool of 10 million people of your perfect target market, how hard would it be to scale?

It'd be pretty easy. And with affiliates you can do that, right? You land 10 people with a million person audience, 10 affiliates, or you land a hundred affiliates with a hundred thousand person audience.

And that's not a very unrealistic thing to do at all. Zero zip nada, right? We've had single affiliates who have 10 million people plus on their email list.

So like one affiliate guys, I I can't emphasize it enough. One affiliate can completely change your business if you feel like, oh, there's no affiliates in my space, guys, it's a big world.

If there's no one who can be an affiliate in your space and we'll talk about where to find 'em, how to find 'em, what to look for, all that sort of stuff.

If there's no one in who's an affiliate in your space, no one who already has the audience you're going after, most likely you should pick a different market.

Cuz if no one on the planet has successfully been able to build a business or a following regarding what you do, well that's a little bit rough, right?

Cuz think about it. There's millions and millions and millions of businesses and then millions and millions, millions of influencers. And if nobody has been able to attractive following an audience of the people you're trying to get in front of, that's a, that's a warning sign that we need to readjust and recalibrate what our market is.

So 90% of the time, guys, 99% of the time, you're gonna be able to find people in your marketplace who are perfect affiliates, who are perfect strategic partnerships to send out what you do to their audience and you can, can tap into all the hard work that they've already done, all the lay work they've already done for you.

Again, single affiliates can drive traffic for literally years. It's not like you get laying in one affiliate, they push one time and like, okay, cool, I've got some clients.

It's like, no. Well, one affiliate can promote and they can keep promoting for years and years and years to come.

The same way as a business owner, you keep promoting your same products and services to your audience over and over and over and over again for years to come.

Affiliates can promote your same products and services to their audience over and over and over again for years to come.

The more offers you make to people, the more they're gonna buy, right? If you send, this is actually interesting and people don't realize this, but if, say you have a webinar that sells something for a thousand dollars and you send it to an email list and it crushes all right?

Let's say you do \$500,000 from this launch to your email list. If you run that exact same promotion six months later to that exact same email list, it'll probably do a around similar numbers, right?

That's a proven statistic. We've seen it time and time again in all sorts of people's businesses. You can literally promote the same thing to the same audience.

Two separate times just separated. And you'll have the similar numbers, just different people are buying at different times, right? At all points in time.

Only a small percentage of the market is ready to buy Now only a small percentage of the market is gonna be from their audience is gonna opt in now.

So if you promote it later, they're gonna have a similar effect. So most people, they get an affiliate to promote once and then they're on to the next affiliate.

But a good affiliate is an asset to your business that can promote for years and years and years to come.

So when you land a client, when you land a client, you don't have to, you have to find the next one, right?

If you're doing outbound, you land a client, you have to find the next one. But with affiliates, you land one affiliate and that that affiliate's like a hand that can feed you for years and years and years to come.

If you nurture that relationship and it's mutually beneficial, you're making money, they're making money, you're both happy. And then people always ask, where do I find affiliates?

That's the biggest question. Here's what you have to understand. Anyone, and I mean anyone with a list or an audience of your potential customers is a potential affiliate.

Everyone thinks affiliate is like this weird breed of person who identifies as an affiliate, right? Some people identify as an affiliate, but that's like this tiny, tiny little segment of people, right?

It's this tiny little segment. What you're looking for is anyone with an audience or list of your ideal prospects. That's it, right?

Nothing complicated. Not this weird niche genre of people who classify themselves as affiliates. Excuse me. All you're looking for is anyone with a list in your space.

And you're gonna get them to be an affiliate, right? You get them to be an affiliate of your stuff. You don't look for affiliates.

You look for strategic partnerships in your industry, in your market of people who already have that following. And again, even if they've never promoted any other company or offers before, guess what?

There's still a potential affiliate. So many affiliates who promoted for us in the past had never promoted anything before. But guess what you call 'em and you walk 'em through a sales process.

The same way you do to close a client is a very similar thing you do to close an affiliate, which we'll talk more about, but you close 'em.

And guess what? Now they're an affiliate of yours and you can get them to promote to their audience. And guess what?

They're gonna bring you a stream of clients and leads coming your way that we follow the process with. We get on set calls, we get on closed calls, and we turn into high paying clients.

So that being said, guys, this is a macro overview of the the process of affiliates. We'll dive into all the details of how we actually do it, but you have to understand this is such an amazing path to go down.

It's a path that should work for literally 99% of you going through this. Because again, somebody already has your ideal audience.

Somebody's already done the hard work for you and all you need to do is prevent or present a mutually beneficial way of them to promote it to their audience where it's a win for them.

It's a win for you. And guess what? You don't have to do any of the hard work. You don't have to risk ads not being profitable.

You get to be 100% in control your margins and you don't never have to worry about is this gonna be profitable, right?

This is one of those traffic choices where we can legally guarantee it will be profitable for you if you push this tr this type of traffic, because guess what?

You're controlling your profit margin. You're re you're controlling your row ass, right? You're return on ads spend because you're deciding upfront what you're willing to pay for every sale and you're only paying when you make that sale.

So again, affiliates, guys, I'm really excited for you guys to go through this. It's something that it's just like a skip button, right?

It's, it's one of those things where you can do the hard method of trying to fight for each client or you can get one affiliate who brings you lots of clients.

Now there's a little bit more leg room or legwork and getting this set up in terms of, you know, tracking and making sure you're able to attribute leads to each affiliate and making sure they're getting the credit for it and they're getting paid out and they're happy.

We need to build out a little bit of stuff on the front end in terms of like our funnel. That way there's something for the affiliates to actually drive to.

But the effort's worth it guys, it's not nearly as much effort as almost any other strategy out there. It's very, very simple, but you just need to put in the work until we get over that hump and we start landing those affiliates and we'll talk more about some of the principles of actually how we go about this to make sure not only is it possible to succeed, but it's almost impossible to fail.

And when you guys start to really understand those, I think you guys are gonna have some pretty big aha moments and you guys are gonna get some serious results.

## How to win with affiliates

Okay, guys, in this video we're gonna talk about how to win with affiliates. We're really gonna break down what I call the affiliate equation.

And if you guys treat affiliates like this, like a machine, it's almost impossible not to win at a very high level with them.

Most people who do affiliates, who do joint ventures, strategic partnerships, whatever you wanna call it, they go about it very haphazardly.

They kind of just, you know, they reach out to some people, they land an affiliate here, an affiliate there, they promote their stuff, they make good money.

And it's not like a machine. They're not treating it like a system, they're not treating it the same way. Paid ads gets treated because with paid ads, for example, it's an auction, right?

You're competing against everybody else in the marketplace. And because of that, people get really, really good at optimizing this and optimizing that, and they just build this absolute, you know, machine, right?

There's no, there's no better way, way to put it than machine. But with affiliates, because one affiliate can make you a lot of money, can get you a lot of clients.

People just kind of, you know, they just loosely go about it. And they reach out to some people and they talk to some people and they land affiliate here, and they land an affiliate there and they get a lot of clients from it, and they feel like they're doing a good job.

And they're like, all right, how do I, what do I do next? But if you take affiliates seriously, you treat it like a professional, you treat it like it's, it's a, it's an auction the same way it is with paid advertising.

And you take that level of gravity and that level, level of intensity, and you say, I'm gonna take affiliates to a level that no one else can compete with me.

I'm gonna build a machine. Affiliates can be a very, very, very scalable traffic source. And again, anyone I know who's even taken half the gravity that we're about to break down in the seriousness towards this, they've had crazy, crazy, crazy results when it comes to affiliates.

Even the people I know who built literally eight figure companies with affiliates haven't treated it with as much much of a really machine mindset as this and breaking it down into every single component and optimizing every single piece.

And when you do this, you're able to get really, really, really good results, really, really, really fast. So here's the affiliate equation, and this is what determines how much traffic you're able to drive from affiliates.

And it's gonna seem obvious after I break it down in hindsight, but most people do not think about it this way at all.

They just think, I need to reach out to some people. I need to get an affiliate. When in reality, if you look at it through this lens and you look at it purely as math based, the same way ads as math based, the same way every other aspect of our business is math based.

When you look at affiliates through that lens, it becomes very, very, very easy to win with them if you follow the process.

So here is the affiliate equation that determines the total volume of affiliate traffic that you push. Okay?

The first variable is the number of affiliates you have.

How big is your list of active affiliates, right? The second piece of the equation is the size of the average affiliate.

And when I say the size, I mean how big is their audience across all the platforms that they have, their email list, their social following, et cetera, right?

What is the size of the affiliate, right? You might have 10 million affiliates, but if they all have three followers on social media, then you have only a 30 million person list.

Versus if you have, let's say a hundred affiliates, but they each have an a million person list, right?

There's way less affiliates, but you still have a much, much, much bigger audience.

The total audience size of the affiliates is really what's gonna matter. So total number of affiliates the size of the average affiliate.

And then last and arguably most important is the frequency in which they push. Like how often are they promoting you?

Cause one affiliate, if they're a big affiliate and they promote you one time, might not be as valuable as, you know, a medium size affiliate who promotes you over and over and over and over and over again.

I know so many people who've built businesses off of getting a couple of affiliates who just promote them every single month, right?

They have their small list of 15 affiliates, and those 15 affiliates promote them every single month, and they do a half a million a month from it or whatever the number is.

So this is the overall equation. And you have a lot of affiliates who are really big affiliates with a big audience who promote you all the time.

That's what's gonna determine how much traffic is actually being driven. So to really break this down and chunk it down piece by piece, let's start with the number of affiliates, right?

So simply put, the more affiliates you reach out to, the more affiliates you're gonna end up with, right? So if you talk to 20 potential affiliates a day, so you're, if you're on the phone having 20 potential affiliates a

day that you're talking to between you and your team, and let's say you only get five of them to agree to push, right?

You only get five of them to agree to push. You're starting to stack a lot of affiliates. If you get five new affiliates every single day at the end of a month, how many affiliates is that?

Right? It's 150 affiliates. Imagine 150 affiliates, and every single one of them has a list of, let's say it's really small affiliates.

Let's say they only have a list of 20,000 people total, right? Across all, all their platforms, 20,000. But do the math on that, 150 times 20,000, it starts to add up, right?

It's 150, let's do the math on that. 150 times 20,000. That's 3 million person audience at the end of one month, right?

That's after one month, after two months, that's 6 million after three months, so on and so forth, right?

And that's off of five, five yeses a day with really medium sized audiences, not even big affiliates that we're talking about.

So number of affiliates, it starts to stack and it starts to add, all right? And then the more enticing the offer is for them to promote your offer, the more affiliates are gonna say yes, the higher the conversion rate is gonna be.

So if you talk to 20 of affiliates and you have a really, really enticing affiliate deal, more of them are gonna say yes the same way.

If you have a really, really good offer, you're gonna have a higher close rate. If your offer to affiliates is more enticing, what's gonna happen is guess what?

They are going to want to promote the same way closing more deals about having more booked sales calls and then having a higher close rate.

Getting the number of affiliates up is about talking to more potential affiliates and having a higher close rate, the exact same process.

It's just an indirect sale rather than a direct one, right? You're indirectly selling to these affiliates who sell to or who promote to you know, their audiences versus getting on the phone with people in your audience directly out the gate.

So that's the first piece. And now how do we determine what makes an offer enticing to affiliates? Well, there's really two, two metrics, right?

How high converting your offer is, that's the first one times what percentage of the sale you're willing to give them.

Like what, what percentage affiliate commissioner are you willing to give them? So if it's a really, really high converting offer and you're giving them a really, really high commission on it, well then guess what's gonna happen?

They're gonna be really enticed to promote, especially when it's high ticket. When I say high converting, also, it's like, how, what's the price point?

What's the conversion rate on that price point, et cetera. And then what, what piece of the pie are you actually giving them is gonna determine how enticing it is.

Now, affiliates are kind of like ads in the way that the person willing to pay them the most wins, right?

If you're willing to make a really enticing offer to affiliates and pay them more than anyone else is offering them to promote their stuff, who are they gonna promote?

They're gonna promote the guy who's willing to pay them more. Now, the good news is affiliates, a lot of people aren't even being reached out to to promote other people's offers, but if you're one of the few people reaching out to them and you have the most enticing affiliate offer, you're gonna have a very high conversion rate and you're gonna get way more affiliates to agree to promote what you're selling, right?

And again, we'll talk about what they're actually promoting, how that works, all that good stuff later on.

The second piece is size of the affiliates.

Everyone always feels in the beginning like, oh, you know, I haven't had a lot of affiliates promote before. I'm gonna go after some really small affiliates because, you know, I'm small and therefore they're gonna only wanna promote me because, you know, they're small and I'm small.

It's good synergy. But here's the truth, it's only marginally harder to land big affiliates than it is small affiliates. And one big affiliate can be easily be worth a hundred small affiliates.

So rather than getting five a day, you can get one a day, but if that one is a big fish, it's worth more than literally a hundred a day.

It's a simple concept, but going after the whales is gonna make you a lot more money. It's kind of like making a high ticket sale versus a low ticket sale, right?

The reason we sell high ticket is even though it might have a little bit lower conversion rate, it's worth way more, right?

If we have a \$10,000 offer and we close one deal, it's the equivalent to closing 100% close rate on a thousand dollars, offer 10 calls back to back.

That's not realistic. But closing a \$10,000 deal, that's not that hard, right? We just need to get one to go through.

So again, same thing with affiliates. Landing a bigger affiliate, it may be a little bit harder, right? You may have to talk to more bigger affiliates before you actually land one.

But when you do land one, it's worth way, way, way more. Like I said, guys, one affiliate can change your business.

One affiliate can change everything for you. So rather than going after all these small fish and happen to get a thousand yeses, right, we can just get one yes from one big fish, it's much easier.

Caleb always tells a story of Whale Day, right? When he was I think 14 or 15 he used to basically do his typical sales calls every single day where he's selling his, I think it was 14, yeah, he was like 13 or 14 where he was selling his you know, low ticket membership site and he would literally be just grinding, calling, trying to sell this, and he'd be struggling for those deals and he'd be getting 'em across the finish line.

And one day a week he decided to call whale day and he said, all right, on whale day, I'm just gonna try to sell something for \$10,000, right?

10 to \$25,000 like speaking gigs, and I'm just gonna do that on that day. I'm not gonna sell any low ticket anything.

And what do you guys think happened? He made more from the whale days than he made from all other six days of the week combined basically every single week when you average it out, he made more from that by a long shot by going after the big fish, right?

Trying to land the big deals. And it's the same thing with affiliates. One big deal changes everything. And if we have a lot of affiliates and they're also bigger affiliates, what's gonna happen?

We're gonna get a lot of traffic driven to our offer, just plain and simple. It's impossible not to. And then the last component is frequency, right?

The goal is to get your list of affiliates to remote you as regularly as possible. So you're building a stable base of recurring traffic, right?

So every, every month you're not wanting to fight for new traffic and trying to find the next affiliate the same way.

You're probably feeling that way right now with finding the next client. Every client feels like you wake up and you're like, where am I getting the next one?

We don't want that feeling. We don't want it to be every single month we're starting over. We wanna have a stable base of knowing where our traffic's coming from.

So the goal is to get affiliates to promote regularly, right? Once we make the first sale, which is getting them to promote the first time, the second sale we have to make is getting them to promote on an ongoing basis, right?



One evergreen affiliate is worth way more than a one-time affiliate, right? A one-time affiliate promotes one time gets you a lot of traffic and then just disappears.

We want to nurture that and turn it into an evergreen affiliate who's constantly promoting you. Evergreen meaning just it's ongoing, right?

Whether it's once a month or maybe they, you know, they add you into their follow-up emails whenever someone buys their products, like something that they add in, or maybe they even add you into fulfillment to where you're a free bonus that comes with their stuff.

Like your free lead magnet is a free bonus. They include with, you know, when they opt in for X, y, Z thing that they're having them opt in for, right?

This right here, this one right here. I know people who built 70 million a year company who one person is specific, specifically who built a \$70 million year company who's never run paid ads, who doesn't do cold outreach.

All he does is he goes to people and he says, Hey, add my free call into your fulfillment as a free bonus for your clients.

And on that call, I'll deliver value to them. And at the end of the call, he makes an offer and he just like 70 million a year simply just doing that one thing, right?

You only need one thing to work, guys. That's it. One thing to work. And you go from where you are to where you want to be, and pretty soon it's like, all right, let's expand those goals and think even bigger.

That being said let's talk about next steps. The first thing we're gonna do is we're gonna choose your affiliate program type and your commission structure.

So there's a couple different ways we can do this. We'll talk more about this and then really the commission structure makes a massive difference because what do we talk about?

How enticing your offer is, is gonna determine really what your close rate is on those affiliates, which means it's gonna dramatically affect the number of affiliates you're able to bring on, right?

The better the offer is, the easier it is to get people to say yes. It's that simple. Same thing with selling any offer, right?

All we're doing is we're making an offer instead of directly to our client, to the affiliates who are gonna get us in front of our client.

Then the second thing is we're gonna build your affiliate assets, right? So after we choose like kind of the affiliate program type, there is, which is there's front end and then there's like a backend, which we'll talk more about and break down which one makes the most sense for you.

Front end simply meaning like you're having them promote something to sell on the front end and you're giving them commission on the front end offer and you keep all the backend revenue of like your high ticket sales or if you don't have something to sell on the front end, we'll talk about basically how to set it up to where you're just giving 'em a percentage of your high ticket deals.

Both work, don't feel stressed out either way, like literally either one of those work, we'll talk more about which one is best for you.

Second thing we're gonna talk about, again, building those affiliate assets. So the funnel, setting up commission tracking, which is really important cuz if affiliates don't get paid, guess what's gonna happen? They're not gonna push frequently, right? One of the biggest things with getting affiliates to keep pushing is to get them to pay them on time, right?

When you say you're gonna pay them, we pay them on time and we pay them for all the sales they got us.

So let's set this up and then we'll go through email swipe files. So affiliates can easily send out emails to their email list to promote you as well as like social media posts, all that good stuff.

And then lastly, we'll start recruiting affiliates. Once we have the foundation laid, all we do is you start getting affiliates and we pursue this super, super aggressively.

We don't try to land one affiliate, we try to land a hundred of 'em. And in that pursuit, guess what?

It's almost inevitable that we succeed. It's literally, we don't want it to be possible that you succeed. We want it to be impossible that you fail.

And if you approach affiliates, the way that we approach 'em with the amount of volume that we approach it with, it's, it's really hard not to win guys.

It's really, really, really hard not to win. I've never actually seen someone approach affiliates with just pure raw aggression and like actually have an output, like get a lot of volume of people that they're talking to and not push serious numbers.

So I promise you guys this, if you put in the, the volume right, you, you may, you play the numbers game of affiliates and you don't gotta play that numbers game for that long before you start seeing results, well, you're gonna end up seeing massive, massive results.

That said, I'm really, really excited for you guys to dive into this. Again, not all your eyes, cross all your T's and move as fast as you can through this process.

I don't want you guys spending a month and a half thinking through your affiliate program, just make quick decisions, get it live, get that first affiliate pushing and figure out the rest as you go.

Any constraints you run in, into, on the way, don't worry, we'll solve those as we're going. But get that first affiliate, get that first initial batch of affiliates promoting and you'll have traffic coming in and then we can start working on all the other parts of the machine and make it really, really, really efficient.

## Choosing your campaign type & commission structure

All guys, in this video we're gonna be talking about choosing your affiliate program type and choosing your commission structure. So by the time you get done with this video, you should have a clear decision on the program type you're doing and the commission structure.

And you should have that fully set in stone and you should be off to the races to actually implement implementing and executing that as fast as you can.

So the first thing is there's two types of affiliate programs. There's a front end program, which is where you give a percentage of front end of a front end offer sold through a funnel, right?

So you're actually selling something on this funnel and you're giving the affiliates a percentage of that, or it's a backend affiliate program where you're giving them a percentage of your high ticket offer sold over the phone.

So same concept, just slightly different. And I will approach things a little bit differently depending on which one we're doing.

So let's talk about the first one, a front end affiliate program. Again, affiliates promote a front end funnel that sells something for 97 all the way up to usually like \$1,997 on a page.

So a hundred bucks to \$2,000. It could even be lower ticket than that, but it's less enticing to the affiliate because obviously it's like, hey, they wanna get paid more money.

And if it's a higher ticket they usually, you know, they can see dollar signs a little bit more. So this first type right here, you give them a percentage just on the front end.

You give them just a percentage of whatever the front end thing you're selling is, or whatever you make on the actual funnel, right?

So you have a traditional sales funnel and you give 'em a percentage of what you make through sales that happen inside of that funnel.

And then you can call and set all the leads and keep all the backend profit for yourself. So you get them at the promo at the front end, you give them a really big percentage of what they sell, they're happy, you get

all the leads, you get to call them, you're happy and your profit margin is a little bit better because obviously you're not getting up a percentage of the backend profit.

Now that said, I do not want any of you guys getting distracted if you don't already have a proven converting front end offer that you can just add affiliate tracking to.

Don't do this option, right? I don't want you guys building some sort of three plus shipping funnel or some webinar funnel or some whatever funnel trying to like, you know, squeeze a little extra profit out of this because you gotta keep all the profit on those backend sales.

If you don't already have something working in place converting that you can just send out to affiliates, then don't do this option.

But I wanted to put it in here so you guys know it's an option. And it's also something you can do in the future later on when you're scaling affiliates, when you're already doing at least bare minimum a hundred k a month, this is something you consider if you're not already have it in place.

So with the backend affiliate program, which is most of you and what you guys are gonna be doing, it's simply where affiliates promote to a free lead magnet funnel where people, you know, they opt in for a free lead magnet for a free training, a free e-book, a free pdf, a free something or another, which we'll talk about how to create.

But all they're doing is promoting to that. It's that simple. That is it. And then you call all those leads, you set those leads, you close those leads the way that we teach and you give the affiliates a percentage of your high ticket sales or the retainer if you're an agency or something like that.

So this is what most of you guys are gonna do. They're gonna promote you your free lead magnet, which also makes their brand look good cause they're just giving away a free thing and then they're getting paid to do it.

It's a good gig for them. They say, Hey, I give my audience free value, which it should be if you're doing a good lead magnet and you call 'em sell 'em high ticket, offer your high ticket offer, and that affiliate gets paid a percentage of all the backend sales and you reassure, hey, we're tracking every single lead, any lead that c closes from this funnel you're gonna get paid on.

So we have to decide which one we're doing. That's the first decision we have to make. So I'll make you guys gotta make a decision of which one you're doing.

Again, this one is only if you already have something ready to go, right? You already have a funnel that's proven to work, that already converts that you maybe ran in the past or something of the sort.

But if you don't have that, you are going to be doing this one right here. So with that said, now let's talk about commission structure.

All right? Let's talk about commission structure with affiliates. The goal is to align incentives. All right? That's, that's our goal.

So we do two things. We have a first tier and a second tier commission. All right? So first tier, what it does, and I'll explain both of them, is it incentivizes affiliates to promote right when they make a sale, when they send out your lead magnet or your front end offer to their audience and you make a sale, they get paid, right?

They get a percentage of it and the better and more enticing this is, guess what? The more they're gonna want to promote to their own audience, right?

Rights that simple. The better the incentive is aligned for them to promote first here, the more they're gonna promote first here, right?

Joel Marion, what he actually did is he built a hundred million dollar a year supplement company that I believe they just sold off this one concept, right?

What he did is he gave away a hundred percent commission on all their front end offers for years, right? For years they created all sorts of front end offers and they gave away a hundred percent commission to anyone who promoted to their fitness audience, to their health audience, to their audience that wanted to lose weight or whatever.

And because this incentive was so good, it was a hundred percent commission, everybody promoted and they kept promoting and they just kept on pushing to their audience.

And even when they found an offer that like converted better, guess what? They still promoted his, because even if the offer converted twice as good as his offer, but the other guy was giving away 50% commission, it's still equally as good if not better to promote this guy's offer.

Plus they're like, man, I'm getting a hundred percent commission. It feels better, right? Affiliates aren't purely based off of math the same way that advertising is cuz ads are ruthless, right?

They're not. There's no emotion involved in ads, but at the end of the day, affiliates are people and the more it feels like they're being incentivized, the more they're gonna promote.

And that's why Joel Marion was able to build a hundred million a year company off of, of this one concept right here.

This, this was the secret right here. I'll give you guys the, the inside scoop. This was the secret to Joel Marion building a hundred million dollar year company, right?

A hundred percent commission was how he did it on all of his front end offers. It made it so enticing from a first tier standpoint that everyone promoted and they kept promoting and they just kept on promoting. So that's first tier. Now what does second tier commission mean? A lot of you guys already know this, but for those of you who don't second tier incentivizes affiliates to introduce you to more affiliates, right?

With that affiliate equation, what's one of the most important pieces? It's how many affiliates we have and then the size of the affiliates and then the frequency of the affiliates.

But how many of them we have dramatically affects our math. And this second tier, what it does is it allows us to get more affiliates.

Every one affiliate we get can turn, turn into a two or even three affiliates. Cuz guess what? People in one industry know other people in the industry.

Business owners know business owners, influencers know influencers. And by having a second tier commission in place, guess what happens? They tell their friends because they want to make a percentage of their sales.

So with second tier, what happens is, let's say my name's Bob and I've just promoted your offer, all right? And I got my 50% commission or whatever commission I get now I have a friend named Sal who has an audience too.

If I get him to promote your offer, I'm gonna get a percentage of all the sales he makes, maybe 10%, whatever it is.

So now I'm like, hey, this converted to my audience. I can get this guy to push and I can make money off his audience.

And guess who benefits you while you're sitting there, you know, just not really doing anything different. This one affiliate could give you three times the amount of people that his list alone could generate simply because he's introducing you to other people with that second tier commission, right?

So we have first tier commission and we have second tier commission in place so that we get them to promote more often, which increases frequency, right?

Which increases conversions. First of all, frequency and how many people are gonna promote because again, this first tier is better because the better the first tier is, then guess what?

The more people are gonna tell their friends about it. And guess what? The more people you're gonna have in there, which gives you more second tier, it's really just a flywheel, which we'll actually talk more about.

But you gotta understand that there's first tier and second tier, and you're gonna write this down. You're gonna have a first year affiliate plan and a second year affiliate plan no matter what you're doing, whether it's front end or a backend.

What am I trying to say? Affiliate program that said here's kind of our recommended structure for commissions is this. So if you're doing a front end affiliate program where you're giving away, you know, a percentage of a front end offer or you're selling it on the funnel, like you're not selling it on the phone,

anything you're not selling on the phone, you're giving commission on the funnel is a front end affiliate program, you're gonna give away what I recommend, 90% commission first tier and 10% commission, second tier.

Now, Every, every time I recommend this, everyone's like, well, I'm giving up all my profit. No guys, you're not. What you're doing is you're breaking even to get leads for free.

And guess what? You get to keep 100% of the margin on your backend if you have a front end affiliate program.

One of the benefits of this is you keep a hundred percent of the margin on your backend high ticket off that you sell over the phone.

Affiliates are happy cuz they're like, I'm getting 90% commission. And then the second tier is they tell their friends about it cause they're getting 90% commission and they want 10% commission on what their friends promote.

And so it's a win for them. It's a win for you. It's an amazing setup. And I promise you this, if you have a 90% commission on a high converting offer, it is not gonna be hard to get affiliates to agree to it.

They're like 90% sure I'll send it to my list. It's, it's as if I created my own offer and I had 90% margins on the whatever product I sold.

I'll do that all day long. So it's very easy to get affiliates to agree to this. And the second type of program is the backend affiliate program.

And this is my recommended commission structure anywhere between 10 to 50% commission on first tier. And the reason that's a massive range is cuz it's up to you, right?

Here's the truth. The lower the percentage is, the harder it is to get affiliates, right? You're still might, you're still gonna be able to get them either way, but the higher that percentage goes up, the more enticing that offer is to an affiliate and the more likely they are to push.

So if you're in the beginning and you're just scrambling to get those first few affiliates, maybe start higher and you can lower it later.

But it's a big range. Cause it really depends. Like for us personally, if we were gonna do affiliates because of like how cheap our ad cost is, I would do more than 10% if we're doing a backend because it's like I could just do ads in our machine so efficient that like, it just doesn't make much more sense.

But if you're starting out and you're like scrambling to get those first few affiliates, you're scrambling to get deals, you don't have paid ads working, you just need momentum.

You don't care if it's a 50% margin on the sale or a hundred percent margin on the sale. You just want the sale.

A bird in the hand is better than two in the bush. And if you're really trying to get those first few affiliates pushing, maybe you, you know, start higher and we bring it down lower later, but choose what it is and just be decisive.

Pick a number that you're comfortable with, maybe say, Hey, what do I, what am I willing to pay for commission and say, all right, how can I bump that up an extra 10%?

Or how can I bump that up just a little bit to where it's even more enticing? Again, the more it feels like they're winning, the easier it is to get affiliates.

Or I promise you this, just for an example. Let's say you have a \$10,000 offer. If hypothetically you gave away a hundred percent commission, which by the way, I'm not telling you guys to do, you should not do that.

But hypothetically if you did, how easy would it be to get affiliates, everyone you talk to, what would they say?

They'd be like, sure, I'll promote your \$10,000 offer. You gimme 10,000 bucks for it, I'm in. But the reverse is true if you gave them \$1, right?

How hard is it gonna be to get them to sell your, your, your offer? How hard is it gonna be to promote?

It'll be like an a dollar on their \$10,000 offer. I'll pass. Thanks though. So the same way, those are two very extreme examples.

It's the same thing goes for this. It's like, which do you value more? You know, your profit margin right? Now if you're, you're maybe a little bit bigger and you're like, Hey, I I wanted to say at this profit margin, I'd rather just not do that if maybe you have a lot of hard costs or whatever.

But again, just make a decision. Pick what it's gonna be. And same thing for second tier. Just make a decision.

Pick what it's gonna be. Five to 20% per second tier. Again, the more enticing second tier is gonna be, the easier it is it gonna be to get referrals to other affiliates, right?

So that's why that incentive is there, like we talked about up here. But just make a decision on what your percentages are gonna be.

And then for those of you guys who have a monthly retainer, obviously I know it's a little bit different for you, what I recommend is you either do like 90% you do 90% of the first month retainer as first tier commission and 10% of month one retainer for second tier commission.

So basically on the first month you make \$0 and that sounds horrible. No, good, very bad. But if you have a good service where you have a long retention, you're getting a hundred percent a profit on every month after the first month.

And now I know you might be thinking, well, why not just do you know, a percentage of the monthly retainer?

And the reason why is people are very short-term thinkers and they're like, ah, you know, it sounds less they want money now and it's better just to give them all that money upfront that otherwise you actually pay them more over a longer period of time.

It's just more enticing. They're like, let's see, you have a 5k a month retainer. So you're like, Hey, my, my service 5K a month.

If you refer someone to me, guess what? I give you \$5,000. They're like, wow, that's a really good deal.

Or in this case, 90% of that, which should be 4,000 something dollars.

And then if you tell someone, if you introduce me to someone who refers me clients, I give you 10%. So I give you \$500 a month, \$500 for the first month on anyone that they refer me.

So it's very, very enticing. It's very much more simple to set up and track and it's less complex and it's just a really good structure.

So that said, I know we kind of talked about a lot of different stuff, but to simplify it, all we're doing is we're deciding what type of affiliate program we're doing and what our commission structure is.

So we're gonna come up here and you're gonna pick, which 1:00 AM I doing? And again, if you don't already have this working, if you don't already have something you can do as the front end affiliate program, do not do this one.

All right? Not, not the way to go. So pick that either back end, you're gonna give a percentage of your high ticket offer or you're gonna give basically a hundred percent commission away on something front end.

And then secondly, decide what your commission structure is. Do look at this for reference and just make a decision, right?

Just make a decision. It's not the end of the world. You can always change it later, you can always switch it up.

But it's better to be decisive and move fast than to sit there thinking about a decision. Jeff Bezos always says when it comes to decision making decisions that are irreversible, he spends a long time thinking about, but decisions that can be reversed very easily, he makes very quickly.

And so many times as business owners, I think we get decision fatigue because we have to make so many decisions every single day.

Cause we're running every single part of the business and there's just just so much going on. And sometimes it gets really hard and overwhelming to make decisions cause we're not sure if we're making the right one, right?

When we don't have experience in a certain area, there's this fear that we're gonna make the wrong decision. And the good news is with this, you don't have to have that fear, right?

If you feel like you don't know what the right commission structure is, just randomly pick a number, flip a coin, write three numbers out, flip a coin of which one you're gonna pick.

If it lands on heads, if it lands on tails, and just pick one. At the end of the day, we can always change it, right?

If you're giving away 50% commission and you're getting all your affiliates to say yes, but now you have way too many affiliates promoting and you know your profit margin, you wish it was better.

And it's like, all right, we'll just change the affiliate program later, right? You let your affiliates know, Hey, the affiliate program's, now this, I just have so many people promoting it doesn't make sense anymore and you're gonna lose a couple affiliates, but hey, it might be worth it to you, but pick one that works.

Doesn't matter what it is. Decide your affiliate program, decide your commission structure. And once you do that, we can move on and get off to the races of actually building out our affiliate program and starting to get ca starting to get affiliates promoting what we do.

## Building a funnel from scratch: Overview

All right guys, this is building your funnel from scratch. This is for those of you guys who either you're at a place where your ads aren't working at all, or you're not running ads, you need to build an opt-in page, right?

You need something to drive traffic to. Or your ads already working, you're crushing it, you got them super profitable, you scale them like crazy and you've solved all the constraints in your business.

Or you have a team member who you put on this task and you're really just trying to get lead costs down.

So you're gonna launch more funnels to try to optimize your lead costs down. So for those of you on either side of the party, it's the exact same process, right?

This is the process that we use and it's very, very, very effective. So we'll kind of start with a macro higher level picture.

Again, just kind of overall the funnel structure and how we're gonna go about it. Choosing, you know, what we're, what we're doing.

And then also we're gonna get more tactical about what's the process of coming up with that like headline, what's the best lead magnet on the front end, et cetera, et cetera, that we'll dive into.

It's gonna be all good stuff, but again, our final structure is super simple. I know you guys already know what it is, but again, I'll just reiterate, it's an Optum page that collects name, email, and phone numbers.

The reason I have phone numbers in parentheses here is cuz that's the part everyone always messes up. They get name email or just email or they do name email and phone number, but it's not mandatory.

It's mandatory to have phone numbers and it drives to a tight form where we can see the lead quality. And this also allows us to optimize our ads a little bit as well, which we'll talk a little bit more about later if that's a constraint for you guys, like the lead quality coming in.

And then lastly, it goes to a thank you page or a sales page slash sales video where we sell something else to recruit some front end ad spend.

Very, very simple funnel. It's literally three steps, maybe more if you have, you know, a sales page and some upsells, but that's totally, totally optional.

And very few of you are actually even gonna do that cause it's just not a priority to focus on. People spend a month building out some complicated sales funnel when reality, our three page funnel made a hundred k, this, this one specifically made a hundred k a day in the first, I don't know, I think four days or whatever the, whatever the, however long it was, but it got to a hundred k a day in that short timeframe.

And guess what? I'll tell you what, it wasn't The funnel <laugh>, the funnel has nothing to do with it. Everyone thinks funnels are the key to success.

I'm telling you they're not. Funnels are in necessity, right? We need them, but also the only purposes to get phone numbers, we're just trying to get people to opt into something.

And also, same thing. It doesn't matter if it's paid traffic or you're doing organic traffic. Like you're, you're generating, you're doing content and you're driving to your free thing.

Super simple opt-in page is all you need. So that being said, here's really the question we're answering right now is selling on the thank you page.

I know a lot of you guys are gonna be like, oh, I wanna do that simply because recouping ads spend makes sense, right?

If I'm spending money on ads, then I can make some of it back before I even have my sales team call them.

That's really good for a couple of reasons. Number one if you recoup ads spend, number one, you have more profit margin on your backend offer, whatever your high ticket offer is, you have more profit because less of that profit is going towards covering the ad cost.

Cuz this page or whatever you're selling here is covering some of it or ideally all of it, which is not, not likely, but you can do it if you really optimize it hard.

And the second thing is I'm trying to say here, yeah, if you do do that, you wanna make sure there's congruency.

Cause a lot of times people have this opt-in page and they sell something completely random on the, the following page and it just doesn't make sense.

So if you are selling something, it needs to correlate to exactly what they just opted in for. So there needs to be congruency and that this opt-in or this thank you page could be, you know, a webinar where you sell something for a thousand all the way up to \$3,000 to recruit some of the ad spend.

And this is what's most likely to recoup more ad spend up front than like a low ticket offer, for example.

Or you could do a low ticket offer and have some upsell. So like a free book plus shipping and then, you know, you have your classic upsell flow.

We're not even gonna dive into all this stuff really because this is just not a priority. Simply because if you need this to make your funnel profitable, there are much bigger problems and it, yeah, there's much bigger problems if you need that to make your funnel profitable.

So should you do it now, if you already have a webinar or sales page in fulfillment you're selling, that's a hundred percent done.



Like ready to go plug and play, you can literally just copy some of the videos and just put it on a page and you don't have to build anything new.

Great. You should definitely do it. Because it's just like, hey, why not just throw that on the, the, the page.

That way, you know, we recover some of the ad costs and doesn't take any effort, but keyword if it's already done, you know, people go to build their funnel and they build this optin page and they get it done in like 10 minutes and they're like, all right, I want to recoup some ad spend. And then they spend the next month building out their, their webinar for this page and their funnel and their upsell flow.

And it's like, dude, that's just not the needle mover. And the way we work at air here is we say, what is the biggest needle mover?

And we only do that. And then most of the time this is not the biggest needle mover. So if it's a hundred percent done, you're ready to go, you can just put it on the page cuz you have it, cause you built it in the past.

Great do that because that's a very high impact to time ratio. You copy and paste a video link on the page, you add a order button and you're good to go.

But for most people, that's not the case, right? Most people are gonna spend way too much time doing that. So this is not you right here, then do not do it right, do not do it.

So we're just trying to do the thing with the highest leverage on our time. And it's, it's not that.

So for most people, all that matters is creating a great opt-in page, a great qualification page.

Well, it's not, there's nothing you can really do on the qualification page. I can ask some questions and then just a thank you page where we have our deliverable on it.

Or if our deliverable isn't done yet and we're, we're gonna be sending it out later that day cause we're tested fast.

It says, Hey, we'll email you shortly with your case study like ours does. So that being said, the macro process, we write the headline first.

95% of the contribution to success and failure in an Optum page and getting people to opt in, getting cheap lead cost is going to be, be your headline, right?

It's not what the page looks like. It has nothing to do with any of that. It is literally what is the headline.

And if the headline doesn't get good opt-in rate, you're gonna be in a rough spot. It doesn't matter what you do with your Facebook ads, it's gonna be expensive.

Everyone thinks media buying is some magical thing where if you're a good media buyer, you can make anything work. No, fundamentally I will tell you that is not the case.

I've spent more on ads than you can possibly imagine. I've spent more of my time on ads than you can possibly imagine.

There's been times where it's Christmas day and I'm just obsessing on ads cause I'm trying to make sure that they keep working back in the day before I understood all the processes we do now, just trying to stay afloat with ads.

All that matters is the creative, the headline. And really if you have the opt-in page with the headline that converts any ad you write about, that page is gonna convert for the most part.

Obviously some will be winners, some will be losers, but overall the headline contributes 95%. Not an exaggeration to success and failure.

And what your lead cost is. So the first step, we're gonna write the headline first together, we're gonna go over a lot of principles around writing headlines and kind of the process we take. And then second of all, we're gonna build the funnel around the headline. Again, it doesn't matter what funnel type it is, as long as we have an opt-in page with the headline we created. And then if you know you have something to sell on this page and who cares, awesome. Doesn't matter. All that matters is we get the opt-in.

And then once we do that, we also are gonna create an MVP fulfillment for the free lead magnet, we promise in the headline.

So we're gonna write the headline that's gonna get the most people to opt-in. And it doesn't matter whether it's a free, it's supposed to say quiz, not quick <laugh>, a free quiz or a free PDF or a free case study or free training, whatever it is, we're gonna create an MVP version of it. So if we're opting in for a free case study on or free training on how to whatever, we're not gonna make some masterful three hour long training.

That's the best training we've ever made. What we're gonna do is we're gonna make a five minute training that we film direct to camera with the general concept of it.

That's just okay and we're gonna get it live because if the opt-in rate isn't good on this page, there's no reason to waste three hours or maybe even days or weeks trying to create some perfect thing to find out.

No one wants it and then it just is thrown in the trash and we have to start all over and pick something new that we're going to get opt-ins for.

Next thing, once we have the MVP ready to go, we're gonna launch the funnel. So meaning we're actually gonna launch ads and drive traffic to it.

If it works, meaning it has a high Optum rate and you're attracting the right type of leads then we're gonna make the freebie really good.

So we'll make the case study that's, you know, five minutes long that we just film direct to camera. We'll, we'll actually brainstorm it out and make it really good that way.

You know, it represents our brand in a really good way when lots of people are seeing it. But at first it's like it's a five minute case study that only a few people are gonna opt in in for it really doesn't matter, right?

It's not gonna affect your brand. And we'll talk about how to, you know, set that up later. And again, biggest thing with launching the funnel is if it works, great, you're literally at seven figures. If you, you know, you have your fulfillment in place and you can, you can convert those leads. If it doesn't work, we're just gonna repeat this process until we cut lead cost, right?

Because if you just keep testing, you're gonna cut lead cost, right? You test different headlines, you're gonna cut lead cost.

Everyone does their one fu they write their one headline on their funnel and they launch ads to it and they test all sorts of ads to this funnel and it's super expensive.

When in reality if they just kept tweaking completely different angles, they could have found an angle that was really, really, really cheap.

And if it was really, really cheap, all the ads became cheaper. So 80% or here's really how it works. It's like the majority of your results is gonna be in how well you convert the lead.

That's like 80% and then like 90% is of the, the, the remaining 20% is how good is the headline on the opted page.

And then the remaining like 10% is running the ads. Okay? So we want to put a lot of effort and emphasis on just testing the funnel and the headline on that funnel for what the opt-in is. So again, this brings me to test, test, test, all right? You're gonna hear me say it over and over and over again.

You guys have already heard me say over and over and over again. The more you test the cheaper cost is gonna be the most cliché marketing thing is test, test, test, test, test, test. And I've gone through a kind of a wave of feeling like in the beginning that's the most important thing. Cause we hear everyone say, and then you start running a business and you have too much other stuff on your plate and you're like, forget testing, I'm just gonna make it work for what I got.

But I'm telling you guys, testing makes a massive difference. You can cut lead costs by 50%, a hundred percent, right?

I mean, technically not a hundred percent would be zero, but you, you get my point. If you just keep on testing, I already kind of briefly talked about this story, but I think it's it's, it's one that's fresh in my mind that really kind of drove this point home for me.

Because when you've been in this space a long time and you sold tons of stuff, it's not that you learn new principles, it's more so that they get re-anchor, they get, you know, reaffirmed.

And this got reaffirmed even more so when we were launching air because we hadn't tested truthfully a lot of funnels in a while because we got one funnel to work, okay?

Truthfully, on one of the last offers we were running that was doing 4 million a month and it was running okay, it wasn't even that great of an opt-in rate.

It wasn't that cheap a lead cost. In fact it was kind of expensive, but it wasn't the biggest needle mover to focus on cause we were profitable.

So we just kept scaling and building out the team and so we just didn't focus on it. So in my head I had, I wasn't really, you know, in, in a fresh set of like test test tests, but doing air really drove the point home to me cause we tested and it's like, wow, I can't believe you can get lead cost as cheap as we got it nowadays.

So we launched a funnel for air just to remind you guys, and we thought it was really, really good. Like when I first made this funnel, I'm like, dude, this is going to crush.

It's gonna absolutely crush. And I was even was like trying to make it to where we had a something to self liquidate on the front end where we were selling something, breaking my own principles.

Cla classic, right? We all, we all do that where it's, we know we know things and we just don't do the things we know, including us, right?

And I spent like a couple days make building this out, which was just totally, totally unnecessary.

And we launched it cause I, I was really confident like, oh that's gonna crush.

And we launched it and it got a 3% off dairy. Now for those of you who are not aware, that is atrocious, that is horrible.

One of the worst Optum rates I think out of anything I've ever launched. And I have a a few theories as to why that happened.

And it makes sense kind of looking back, I'm like, what was I thinking Ryan? You know, you know better. But at the time I was like, oh, this is gonna crush.

And I got in my head and I got in love with an idea rather than doing it the right way.

And what happened was lead cost was really expensive. It spent like a hundred up like 70 a hundred bucks in opt-in.

It was ridiculous, right? Good quality opt-ins but like ridiculously expensive for no reason. I was targeting too small of a percentage of people within the marketplace.

So not enough people were clicking on it and not enough people were opting in. That said, what do we do when something doesn't work?

Do we say, oh this doesn't work. We're gotta throw away the whole business. No, we test, right? We test until we solve the problem.

If you look at business as a series of constraints, the same way as scientists or an engineer looks at the problems that they face and you attack each constraint with single minded focus, you will solve it.

Period. End of story, right? If you're working on 10 things at once, you probably won't. If you have a one's constraint that you solve, you solve it.

And so with air, the first constraint we ran into was, wow, opt-in rate's really low and our cost per leads is really high.

This is going to be a problem. So what do we do? We focused on just that one constraint. Didn't worry about the sales team, didn't worry about the set script, didn't worry about the pre-call video, didn't worry about anything.

All we worried about was getting opt-in rehired. So what did we do? We didn't create new ads, we didn't launch a single other ad for it.

What we did was we launched eight new funnels the very next day. So me, Caleb, and someone else on our team named Thomas, built eight funnels, right?

Ourselves personally with which building the funnels not that complex. We really just wrote eight different headlines that were completely different of what we were offering.

And then we tested with a thousand dollars a day on each of them. And again, don't worry, you don't have to spend eight k a day to start out when you're testing a campaign.

That's what we do. Cuz we value speed more than anything else. And we know that one of them is gonna work.

So just cuz we've done it over and over again. So we test with AK a day and then guess what happened?

Two of two of them flopped. They completely failed. They just didn't work. Cost was super expensive, just like the first campaign, not as bad as the first campaign, but super expensive.

Another two outta the eight worked kind of like, okay, they were, they were decent. Three out of the eight crushed, right?

And then there was one that in particular that was crushing really, really well. I mean it was like the right, you know, messaging that we wanted to get the right leads.

And so guess what? We scaled that one, the one with the best lead quality, right? So you don't get it to work first try.

And a lot of times what happens is you get something to work, okay? And you go, ah, this is working and you just keep On going with that.

Now that's okay. If you get something working okay and it's profitable, then maybe it's not the constraint for a while and you should just keep running it up until later.

You can hire someone on your team whose full-time job is the lower lead cost because your number one priority is increasing the efficiency cuz there's so much you can increase basically how much money you're making from the leads almost exponentially.

But with cost you can only cut it so much, which is why we focus on that. And this is what happened on our last offer.

We had something working okay and we just left it. And the reason why we left it is because it wasn't the number one priority.

If I could go back, I wouldn't have done anything differently simply because guess what? It didn't matter. That said, when you test, the point is you can get lead costs down just by changing the angle, by changing the messaging, right?

People all the time feel like, oh, if I change the messaging, it's not gonna affect cost that much. But if you think about it this way, and this is like a silly example, if you wrote on a, in in a card to your mom on Mother's Day, I hate you and you gave her that card, what would happen, right? She would, she would burst into tears, be so emotionally like it, it would wreck her. It'd be the worst thing you could ever do.

And she'd be teared up and like just super sad be out of her mind. But similarly, if you write the opposite, you write, mom, I love you, thank you so much for everything you've done for me growing up it just looking back over my life.

And you go through this whole long thing and you write something that really does resonate with her in the opposite way, guess what's gonna happen?

She's gonna feel a certain way and she's gonna be grateful and she's gonna, you're gonna have a great moment. So extreme example, but two separate sets of words can dramatically affect one individual differently.

And it's the same thing in your market. Two different messages, two different headline angles of what the thing is will dramatically affect the market differently.

One might appeal to a much broader set of the market and for that reason a much higher percentage of people click on it and opt in.

So just getting the point across, if you guys keep testing, you will find something that gets your opt-in rate high that gets your cost per click or your, your clickthrough rate high and gets the overall cost per lead.

Super, super low. And the biggest thing is this, like Bezo says, I think I've said it probably 10 times by now, I love this quote In business, you only have to hit one ball over the fence to score a thousand home runs.

And it's the same thing with the funnel, right? You only gotta get one funnel right to score a thousand home runs.

And here's the cool part too, when you're trying to just get opt-ins, right? When you're just trying to get opt-ins, it's really easy to test funnels cuz you can write a headline, create an MVP fulfillment for the headline, and it's more about the curiosity of the angle and what it is that you're promising than it is.

So about the deliverable and you can test really, really quickly, right? You can test eight funnels in a day, right?

Again, I'm not saying you guys should create eight funnels out the gate to rip because you gotta spend a decent amount of ads to test each one.

We usually start with a thousand dollars a day, which probably a lot of you guys won't be doing, but just getting the point across, test, test, test, test.

And I promise you'll be able to get something to work, maybe not immediately, but eventually if you just keep doing it.

Because if you test enough messages with the, with an audience, one of them is gonna resonate and you only need one of them to, to resonate to get to eight figures.

So that's really, really how we approach it. Okay? So super simple, nothing crazy, it's the basics. If you read books on marketing, it's the basics, but it works.

People say test, test, test for a reason because it works. Now here's the math behind getting the cheapest leads. All right?

To do this, what we do is we create an Optum page with a headline that has the highest click through rate and Optum rate possible.

So the higher the click, this is literally just a simple straightforward thing, but most people don't even think this through.

The higher the click-through rate, meaning what percentage of people who see the ad with the headline that's on the Optum page, click through.

All right? And then what percentage is the optin rate, right? How high is the clickthrough rate?

How high is the Optum rate is gonna equal the cheapest lead cost, right?

So when we're testing ads, what we're gonna do is we're gonna test them with the same headline that's on our Optum page.

So we're only testing one variable, so we're only trying to find one message that resonates with our audience. And guess what?

The higher that click-through rate is and the higher the opt-in rate is, the cheaper the cost per lead is going to be.

So all we need to do is find messaging a headline that has a high click-through rate and a high opt-in rate.

And that's how we're gonna get cheap leads. More so than any strategy that you're gonna run on the advertising platforms.

Any strategy you use on Facebook ads or YouTube ads or TikTok ads is gonna get you incremental improvements. But what's gonna make the really big massive difference is simply testing the messaging, right?

It's, it's fundamental basics, but there's a reason why the basics works. Professionals focus on the basics. Now, with that said, how do we actually accomplish this?

Cuz this is a very obvious statement to say, just get higher, click through rate, get higher opt-in rate and you'll make more money.

But how do you actually go about doing that? And really, here's what you have to understand is this, don't figure out what you have to give away as a lead magnet and write a headline around it.

Instead, we're gonna write the headline that we think will get the highest click-through rate and the highest Optum rate possible, purely in a hypothetical world.

Like if we're just writing a hypothetical situation, we're like, what's gonna get the highest Optum rate possible? And we're gonna write that headline and then we're gonna create superv MVP fulfillment, right?

We're gonna figure out what's, what's the free thing we're giving away in the headline? How can we create an MVP of it if it's a free case study?

Rather than making a six hour long case study, we're just gonna do a five minute direct to camera video talking about the thing.

Or if it's a free pdf, we're not gonna write a 300 page pdf, we're gonna write a one page PDF that we can write in an hour, right?

If it's like, I don't know, a free quiz, we're not gonna create the craziest quiz with a custom solution. All we're gonna do is we're gonna go on into Typeform, put a couple questions and throw a five minute video on the thank you page to start out.

We can make it good later, but all we're testing right now is the headline, right? All we're testing is the option rate, is the click through rate.

And then if the funnel converts, only then do you spend time making fulfillment for the free thing really good, right?

And it's probably not your number one priority either, but eventually we wanna do that just so that you know, it's our, our brand isn't just like, Hey, this guy has crappy opt-in.

That's not what we want. But really this is an old copywriting trick, right? So what old co old school direct response copywriters would do is they wouldn't say, all right, I'm gonna find a product, I'm gonna write a sales letter for it.

What they would do is they would write a sales le they'd pick a market and they would write a sales letter to that market selling what they think they'd be most likely to buy, and they'd pitch it the way they think would be most likely to persuade them to pull out their credit cards and buy from them.

And then once they write the sales letter, they'd say, okay, how can I fulfill it, fulfill on this? And they go partner with somebody who could do the fulfillment and they get it as close to they possibly could to what they promised in the sales letter.

And if there was any last little bits they just weren't able to fulfill on, only then would they tweak the sales letter.

Do you see how that backwards approach is way higher at converting? Because you're not, you're not picking something like this cup of coffee and be like, all right, what can I say to sell it? You're going to the market and you're saying what does, what do they want? And I'm creating something custom for them that I know for a fact that if I created, they would buy and then I'm gonna figure out how I create to create it.

Now, we're not doing this with our, our offer right now, but what we're doing is we're doing this with what's getting them to opt in, right?

What would the market opt in for? What's the headline that everyone would be like, holy smokes, how do I, how do I get this free thing?

What is a free quiz, a free pdf, a free training, a free kc, whatever it is, something that anyone you told about would be like, what is that?

I, I gotta know what that is. Let me opt in for that. You wanna create that thing and then, and only then do we figure out how we're gonna fulfill on that thing.

And most of the time, 99% of the time you come up with the ideal headline, you can find some way to fulfill on it, right?

That is what you are going for. And biggest thing is we're we're not just taking our old stuff and saying, Hey, what can I write a headline about my old PDF I wrote or my old training I wrote?

Now, a lot of times you come up with the headline, you're like, Hey, that old training I did kind of talked about that in a way, right?

So again, it's the backwards, it's a counterintuitive backwards process. But if you do this and you test using this framework, you're gonna get something to work, right?

Because if you're, you're literally saying what does the market want? And you're in an imaginary world where you can create anything and you're, you're writing the headline for it and then creating an mvp, eventually you're gonna be right enough testing, you're gonna be right.

If you're right one time, that's all you need to have a funnel that can get you to eight figures as long as you're, you can scale the sales team and as long as you can scale the fulfillment.

So next steps, all we're gonna do is we're gonna write your headline. And this is where 80% of our time is gonna go.

And this is where 80% of the training is gonna go is right in the headline. Building a funnel is nothing special, guys, you copy the headline into the funnel and literally just paste it into the funnel template and maybe tweak a couple things, you know, tweak your, your logo at the top. And it better be really, really quick cuz we're not, it doesn't matter how good it looks.

I'll tell you that the, some, a lot of the people I know who do multiple eight figures have the ugliest funnels cause they're the people who realize it matters the least and therefore focus on it the least.

Anyways, side tangent. But after we do that, we write the headline, we throw in our funnel, then we're gonna build an mvp fulfillment for our lead magnet, which we'll kind of talk about how you can go about doing that and when you should switch over to making the fulfillment really good.

But that's what we're gonna be covering, okay? So kind of unique, different than what most people say. Most people have this whole crazy funnel process that you're gonna follow into a t and it really matters.

But all that matters guys, is this. You have an opt-in page that gets opt-ins that people click on, right? People click on the ad cause they're like, this seems really interesting.

I wanna know about this thing, or I want this free thing. They opt in for the free lead magnet.

Then there's the qualification page and then there's a thank you page.

It is not rocket science. You can sell something on the thank you page if you already have something you can literally copy and paste and you just wanna throw it up there.

And then macro processs, we write the headline, we build the funnel around the headline, we create the MVP fulfillment for the lead magnet, whether it's free quiz, PDF case study training, or whatever it is, whatever is the thing that you think is gonna get them to opt in.

And usually, by the way, people don't, we'll go into this deeper. People don't opt in for this. They opt in for the big promise, right?

They opt in for the big promise and then this just delivers on the promise. They're opting in because they want to know how to do the thing.

And then the way you get them to the thing is with the free pdf, the free case study, the free whatever, the same way when people buy your offer, they're not buying the coaching and the course and the this and the that.

They're not buying when they go to a chiropractor, they're not buying the fact that they get this many sessions and this and this.



They're buying the outcome, right? They're buying the result that you delivered. If you call your client and say, Hey, why did you buy for me nine times outta 10?

They're not gonna say, oh, I really like the way that the fulfillment was structured and this and this. It's gonna be, I wanted to insert result, right?

And so same thing when people opt in, they opt in because of the result that it's promising and the fact that they're curious.

So the result and the curiosity is why they're opting in. And all this does is fulfill on that result slash promise, right?

All this is, is a believable way to fulfill on that. So then we're gonna test until we find something that works, right?

When you're creating a funnel, if it doesn't work, just cut your losses, try something new immediately, right? Even if you're running affiliate traffic or you're doing this kind of traffic or whatever kind of traffic you're doing, if your funnel's not converting, just test a new one.

That's it. And then again, the math is just the higher the clickthrough rate and the higher the option rate, the cheaper the cost per lead.

And the way we do that is by creating the ideal perfect like headline and then we basically fulfill on the headline with an MVP fulfillment, whether it's a quick video or whatever it is, this is the overall process.

This is how we're gonna build our funnel from scratch. And if you're someone, someone who's already has a funnel converting and you're coming here because it's time for you to optimize lead cost down, or if you're a team member watching this right now, first off, hello, welcome <laugh>, but then you're just gonna follow this exact same process, right?

It's the same for someone at eight figures. It is for someone starting from zero. All it is is figuring out the headline, the angle that's gonna, you know, make the biggest difference.

And when we test different angles, we're not gonna be testing slight little tweaks to the headline. We're gonna test radically different angles, right?

We're gonna try completely different angles and that's gonna make the biggest difference in our Optum rate. Maybe good, maybe bad.

We have to test and find out. So that being said, we're gonna dive in and I hope this made a lot of sense to you guys and just stay focused.

Like I said in last video, stay focused, right? You're just gonna keep staying focused, dialed in until this one piece is done and done is better than perfect and then you're gonna get it live.

## **Building your affiliate funnel**

All right, this is gonna be a very quick video. This is on building your affiliate funnel. Now again, you're one of two types of people.

Either you're doing a front end program or you're doing a back end program. So either you're giving away a really large percentage of, you know, whatever your front end offer is, something that you sell on the funnel directly.

This is for somebody who already has this in place. You already have this ready to go. Maybe you have a webinar that already works, et cetera, and you're ready to go.

All you need to do is add affiliate tracking onto it and start signing up affiliates, right? And when you do that, all that you're gonna do is you're gonna use the funnel that's already working and you're gonna add a mandatory, mandatory phone number to the opt-in page of your funnel.

So everybody who opts into your funnel, you're gonna add in a mandatory phone number, opt-in so they can't skip the phone number.

Everybody has to do the phone number cuz guess what? We want those phone numbers. So we can turn them into book set call or into set calls into those set calls into close calls.

And those close calls obviously into clients. And then secondly, if your funnel doesn't have an opt-in page add one, no matter how much it hurts conversion rate, add an optin page with that phone number in front of the funnel, right?

So here's kind of what our funnel looks like. We have the optin page, it goes to a qualification page, and then to a thank you page.

It doesn't matter what happens really after this Optin page for you guys, okay? After this Optin page, it doesn't matter if you, you can sell something right here, like it says right here.

You can have a webinar, sales page, whatever, but you need that Optum page. So we collect those phone numbers so we can start calling them.

And for those of you who already have a funnel, they should not be complicated for. You guys already know how to build funnels.

All you need to do is make sure it has an Optum page. Make sure you're collecting phone numbers on that Optum page.

And then obviously sell whatever you're selling, whether it's, I don't know, a hundred dollars or \$2,000 on webinar, doesn't matter.

And you're gonna give 90% commission to the affiliate as first tier and 10% second tier commission if they refer somebody so on and so forth.

And then if you have a backend program, right? Meaning you're not giving the percentage away on a front end offer, you're just selling just your high ticket offer, which is gonna be probably 95% of you guys, this is what you're doing.

You're simply going to create a simple Optin page to a free lead magnet, right? That they're gonna be promoting. So when an affiliate's like, Hey, what am I promoting?

All they're promoting, they're not even selling anything, right? They're not even selling anything to their audience. They don't even have to be salesy or anything.

All they're doing is they're giving away a free lead magnet to their audience. And then you're gonna call and sell those leads very simply.

And guess what? They're gonna get a percentage on all those sales. So you'll have to explain to the affiliate obviously how that process works.

So what you're gonna do I'm not gonna leave you guys hanging here, don't worry. You're gonna go through the training on how to create that funnel.

It literally breaks down step by step, every single piece of it from creating the headline to building out the actual funnel.

Literally everything in between. And 90% of that training is on coming up with the headline and what that free lead magnet is, right?

What's that ideal lead magnet that's gonna get affiliates excited to promote, that's gonna get people excited to opt in and is really gonna have a really high conversion rate.

That way you can get a lot of, a lot of leads From their audience and then turn it from their audience into your audience and turn those into obviously clients.

Cuz the most important part, guys, is the messaging. It's not how fancy the funnel is. Not all that stuff. All that matters is that we get opt-ins.

If we get opt-ins, we're in a great spot, right? If you get affiliates promoting you and you're getting opt-ins, you'll be making money, guaranteed.

As long as we're being efficient with that lead flow. And again, our goal is we wanna make as much as money as possible from each individual lead.

That way, you know, affiliates wanna promote us again. Cause if they promote one time and they make all sorts of money from it, guess what they're gonna promote again.

And then again, and then again, and then again. And they're gonna tell their friends with the second tier affiliate. So when we ask for like referrals, they're gonna be like, yeah, I'll tell you to every, I'll introduce you to everybody I know who has an audience.

So this is all we're gonna do. Very simple. This is a bit much real, basically just an overview video. But if your front end, this is what you're gonna do, do it now.

Like, just knock these two things out. If you have a backend program, you're gonna go through that training now and we're gonna build out your lead magnet as fast as possible but also no faster than it needs to be at, or no, we're not gonna speed through it to the place where we don't do a really good job, but we're not gonna take longer than it needs to take.

And once we have this in place, guys, we'll set up the tracking and once the tracking's good to go, we can start getting affiliates immediately.

## Setting up affiliate tracking

Hey, what's going on guys? So I wanted to go ahead and talk about affiliate tracking really quick here.

Red track.io is a platform that we recommend for a few different reasons here.

Number one, they help you, white glove and white. Or sorry, which is white glove. The setup in general here. So they charge, I believe it's like 2 95 a month.

You know, if you sit here and change this bill monthly two, so 2 49 a month, right? Is if you select that program, they for just 2 49 a month, there's no set fee.

There's, there's nothing additional. They will literally help you set this up from the back end of your funnel from tracking opt-ins or like a book sale or other upsells all the way to somebody book to phone call on your crm.

Maybe that's go high level, that's obviously what we use and they're closed, and you can actually kick a web hook to Red Track to actually track that and attribute that all the way back to the affiliate or partner that referred that client to your funnel in the first place.

So that's a huge reason why we recommend these guys is, you know, again it's just a white glove setup. If you don't have somebody technical on your team like myself who knows how to set up these platforms or knows how to kind of work some of the APIs and webhooks that you kick back and forth to allow these platforms to communicate to each other, this platform Red Track will help tremendously with that process. Obviously, they have a 14 day free trial as well. And it's a also a great place where you can manage your affiliates and just get everything set up and well rounded for yourself.

So we recommend this platform, obviously, again, 2 49 a month for the team plan there. That should be about all you need.

And and yeah, it just allows you to really track people from an opt-in. And then if they opt in and then you have like a, a book sale, which you know, print a shipping right where you, you sell 9 97, just pay for shipping or if then you have a course upsell after they buy that you can track all of that.

And then in addition, if that opt-in goes to your setters or a sales in some way, shape, or form and it's closed in one in your crm, as long as that CRM that you're using, again, we use Go High level just because how open the platform is, not only with what it's built on and in as far as calendar, crm text

messages you, you'll, you'll see more of the video in my in the appointment booking section where I talk about go high level.

But it has such a great open API where, you know, at deals one, we can kick a web hook back to Red Track and actually track that back to the affiliate that sent us which again is exactly what you guys are kind of gonna be looking for there.

So you know, let me know if there's any feedback on this section specifically, but at the end of The day, day it's pretty simple, pretty straightforward.

And in addition to that, you know, when I talk to these guys specifically, you know, when they set you up, they're basically like, listen, we're gonna set you up and if for whatever reason it doesn't work or it doesn't track, they'll refund you that the full amount anyways and give it back to you.

So again, another great reason and another reason why we recommend these guys. So so yeah, look forward to having you guys utilize this platform and utilize the rest of the course here to get some affiliates going and get some of that free traffic running.

## Setting Up Affiliate Tracking With GHL

Hey, what's going on guys? So today I'm gonna go over the go high level affiliate platform. This is gonna work really good if you're not only selling a product through go high level on their funnels but just have landing pages and websites in general on the funnels here and are using them, right?

So if you're using go high level for a lot of your business needs, like we do it's a well-rounded platform that includes a lot of features, including a simple affiliate program that we've you know, we've made some personal modifications to to work for two different types of tracking, whether that's just lead tracking for any Optin form or actually, you know, sending somebody to the website, capturing that lead, and then also purchasing as well.

So I'm gonna show you guys again how all that kind of works, how it all flows together and what we'll need to get that set up.

So the first thing we'll need is when you go to marketing and you go to the affiliate manager it's gonna have three step prompts here.

It's gonna ask you to connect your Stripe account it's gonna ask you to add affiliates and then set up your first campaign, right?

So you can skip all that of course, but you will not be able to have a campaign go live unless you have a Stripe account connected, a funnel connected with a live domain and added a affiliate and added a product to that funnel as well, or just in general.

So you know, if you need to add a product, you just go here. If you're familiar with Go Level, you already know how to do this.

So what we do, for example even if you're just tracking like literally opt-ins, you're not even selling a product, you still need to add a product to the page and attach it.

And again that's just so we can generate an affiliate link, track those leads properly and go from there, right? So it's, it's kind of, you know, finicky.

But again, I'll show you kind of how we work through that and how we figure all that out. So with that being the case here, we have this affiliate example product that's \$9,800.

It's all just setting up there. Again, quick little product, and then if we go to marketing, we go to affiliate manager.

I already added myself as an affiliate. All you have to do is click the ad button, new affiliate name, e you know, name, phone number, email all that good stuff.

It's, you don't have to add any of these. Those aren't necessary. But I already have myself added here, okay? And you can kind of see a few different thing, campaigns, all that stuff, right?

Revenue generated. This will only show up if you're selling a product on a physical landing page. And again, I'm gonna show you how to track both options here at the same time even too.

So when it comes to creating a campaign, we're just gonna go here real quick and create this campaign. And then for sites as well, just so you guys are aware, we did this affiliate example opt, and it's just a quick little opt in page.

We'll see this page as I generate my affiliate link and send it to myself. So let's go ahead and jump into that here.

So go to campaigns. I'm gonna click add, and it's gonna do, you know, testing campaign. Okay? And then, sorry, actually this is a really important factor too, is add these dashes in there and I'm gonna show you why that's super important here going forward.

They're just gonna use that one. As you can see, there is the link. It's gonna throw the affiliate ID right there.

Of course, you can copy that, but there's no purpose cuz as, as there's no affiliate ID at add product, we're just gonna use the affiliate example.

If you wanna do a description, you can add affiliate. I'm gonna add myself. And then the pay frequency, you know, this is every, you know, 15 days, we pay 'em every 30 days.

We pay him every 60 days. 30 is the average. And of course you can do a flat commission based on this or a percentage, you know, if you wanted to do 10 percentage that's great.

The template we are going to use is going to be, I believe it's this one. Let me just double check that here.

All right, so coming back to this it was the correct template there. I just renamed it the affiliate welcome email here cuz that has certain parameters in it that I'm gonna show you here as well.

And then as far as this goes, I like to do 30 days not 230, you can do 20 and then just go over and delete that.

Well, maybe there we go, a little finicky. But anyways, so then we create campaign. So as we create that campaign, then I'm going to actually receive an email to my air email with that affiliate track link.

And I can show you that here in just a second. And I can show you the differences of why number one, we put those dashes in there for the campaign and why we, you know, should and shouldn't do that.

So lemme show you that here. One second. All right guys. So I have two different emails here and I'm gonna show you one I'm gonna show you the one that we just did, right?

So this is the one that I just got. You know, again, hey, you know, thanks for joining our testing affiliate campaign.

You can use this link to share with your audience. And then as you can see, it's a full link. And, and what we've done is to accommodate for the tracking styles of go high level and they're improving this currently, but to accommodate for the tracking styles at go high level, we added UTM parameters at the end of the affiliate id right there.

So as you can see, that's my affiliate id. And if you come here, you can kind of hover over this link and down below there you'll see the, you know, right, right below where my face is right now, you'll see the question mark m underscore ID equal Jared 1 73.

Okay, that's my affiliate id. So when we come back to this here, you'll see that affiliate ID right there. And then it's Anne Peran, UTM Source referral, UTM Medium affiliate UTM content is the affiliate's name for his last name.

And then, then the UTM campaign is testing dash affiliate dash campaign. So this is really important because for tracking purposes, that has to be dashed like that, otherwise you get an email that looks like this, okay?

And now you have testing contact filtering, right? So if you still copy that and throw that into a browser, yes, it's going to work, right?

But the idea is, is you don't want this stuff not to be hyperlinked to the rest of this link because if you just click this, the campaign that's gonna show up to just testing, right?

As you can see it, I mean it, it hyperlinks it right there. Now again, if you have this one, it, it does a whole entire thing.

So we're gonna open up that that link here, and again, you're gonna see all these parameters up there. Good to go.

Okay? It's a beautiful thing. And then this is our landing page right here. So obviously that's my popup. And so we're gonna go back to this and I'm gonna show you that email template that I made here just so you're aware of how this works.

So this should not be contact first name by the way, this should actually be affiliate, okay? Just like that. And then as you can see, we have affiliate link.

Okay? That is a dynamically generated thing. If you go to Custom Values Affiliate Manager, you'll have affiliate link right there, okay?

And then it's, and UTM source equals referral and UTM medium equals affiliate again and UTM content, we are going to just dynamically populate the first name and last name.

Now again, the reason it's like that is because if you come up here and you do the full name, it's gonna put a space in there, it's gonna break the rest of that link.

And it's just disastrous if it doesn't look good. And again, there, you know, when people are copying, pasting that there's gonna be mistakes.

So that's why this is specifically designed exactly like this. And again, I'm gonna include this all in the, in the go high level snapshot that we provide to most, you know, everybody who wants it really.

That's in the course here. So if you want this snapshot, you want this set up, just reach out to us, we'll get you set up with it sent over that link.

But that's how that's set up. And again, that's how this gets sent out, just like that. And then of course you can click it brings you to here.

And so let's talk about tracking here. Now we're gonna kind of go back to tracking. So when it comes to campaigns, you'll see, you know, customers, leads, churn and then, you know, revenue generated as you go to this let's just go to affiliates here and go here.

You know, again, you'll see customers cancel customers, leads, owed, paid. This is kinda like what you owe and you know, are to pay.

And then this is the revenue they generated. This will only track anything even leads if they fill out a two step order form, even one step order form, okay?

If you just come in here and fill out this quick little form, it will not track it as a lead back here.

So that's okay. Again, really the whole purpose of this was to generate a specific affiliate link so we could track it in other ways.

As you can see here, we have this other way and method of tracking now. So this is anytime a contact is created, we're just gonna ha send 'em down this workflow and we're gonna check, okay, is this an affiliate context?

So we're checking the attribution medium. And so first and last attribution, and they have to match referral and affiliate. Okay?

And what that tells me is based on this link right here, okay? Again, as long as they're all, you know, source referral, medium affiliate perfect, as you can see right here, okay, source referral, medium affiliate, you'll see all that right there.

Then what we can do is we can actually update the contact source by the actually contact attribution source, which would then become this right here, there, they're the name of that person.

So if you go back to this right here, okay, we're grabbing the attribution source UTM content. And again, just to reiterate the content right here, UTM content is the name of that affiliate.

So we're gonna not only do that and then we're just gonna update a quick custom feel us as affiliate lead.

We're just gonna market as, yes. We do that for future filtering here. When we actually win an opportunity we send a web hook to a tracking Google sheet, which I will also show you how to set up.

So that way you're not trying to just filter out contacts in your smart list here of all these different things, right?

So again, just trying to build a seamless process for you guys. So let's go here and do this really quick.

So I think it's seeing and entering my name. And then we're just gonna do this really quick, just like that.

And then, okay, and just hit submit. Okay? Now it's gonna bring us to this two step order form. So let's go here and we're just gonna refresh this quick, okay?

Because I want you guys to, to see this, zero lead, zero customers, anything like that. But you will see when we go to contacts that we do have now this customer.

And so if you sit here and you click this customer number one, you can go to attribution here and you'll see exactly all the data, okay?

Direct traffic, referral, affiliate, okay? Affiliate name, same thing here again, exact. This will actually show you the campaign, right? All that good stuff.

And so let's come up here. I'm just gonna hide empty fields. And then again, you'll see right there, contact source affiliate.

Affiliate name, affiliate lead. Yes. Perfect. So that's what we're looking for, that that is how we can keep track of the contacts in general.

My overall suggestion is to create, you know, when you're doing, you know, you can use a funnel that you're already using, but realistically, if you're gonna do an affiliate campaign, I would come in here and I would clone that funnel and make it, you know, name it affiliate.

And the reason is, so if you go back to contacts here, you can see here, page visited, you know, affiliate example.

You can see the different pages that they visit, right? So in addition to that, now let's go back to the affiliates here.

We're gonna go to affiliates. Well, we can just go to campaigns too cause you can see leads there. Now we're gonna actually start this, and this is why it'll track it as leads.

So if you do there and then, and the same thing here, Okay? And then go to step two, oops, missed a five in there, okay?

And then go to step two. Okay? Now you'll see the product. Now that's gonna register it as a lead. So if we go in here and click refresh.

Now you'll see we have one lead, okay? Affiliates one, one lead. Okay? And then again, if you go to affiliates here, you'll see that we have generated one lead, okay?

And you'll actually see the contact right there, status, lead, revenue commission, yada, yada, yada, right?

So again, going back to this now, if you actually went and completed this order, as you can see, no matter what page on it's going to carry all of the parameters through for you.

Okay? So again, just super important to understand and remember as you're going through this process.

So that is the two different ways of tracking your affiliates and paying them out and just making sure that no matter what, whether you have a payment form directly on your website, for example, we always used to sell, Hey, just buy this book 9 97, you're just paying the shipping and we're gonna send it to you.

That is a great, great example where we had an opt-in on the first page and then it was like, Hey, come do this two step order, buy the book for 9 97 and we'll ship you this book and you're just gonna pay the shipping, right?

And then all of that would be tracked back in here. So yeah, not only would they get paid a, you know, flat commission or a percentage on, you know, 30% of whatever that book sale may have been, and then they get paid out on that.

But then you could also see, okay, this contact right here, what I'm gonna show you here in this sheet and how you can actually just copy this sheet and make a copy of it actually relays all of them that data back to one place.

So you can actually just go, okay, this person, you know, they bought the book, but then they bought our course from \$9,800 and they were one and brought through.

So let's take a look and see what that looks like. So I built this other automation that is just, you know, opportunity one, okay, we're gonna filter it out.

This is why we did that. Affiliate lead is yes, okay, then we will send to, to this Google sheet script and we're gonna set that up right now.

So it's super simple, super easy. So the first thing we're gonna do is go to settings and I'll show you why.

So when you're in this sheet number one, you're gonna get a link to this, just come up here, go file, make a copy, okay?

It's app scripts file functionality also, okay, you want all of that, right? So make a copy. Then you just come in here and you have to give it about, you know, 30 seconds and the go high level will pop up right there.

So just give it a second here and allow that to show up. It'll look just like this, right? The little go high level thing will pop up there.

May need to just refresh too and just again, give it 30 seconds to a minute here for that to actually show up.

There it is right there. Perfect. So now that we have that, what we can then do is we can go hit that, hit add, go high level API key.

So what that's gonna do is gonna ask you for authorization required, hit continue. I'm just gonna use that because that's what I'm signed into for Google right now.

Okay? And now we're good to go. So now we have to hit that again, click add API key, and we have to come in here and we have to come down here, grab this API key, okay, copy that.

And we have to paste that right here. Obviously, I'm not gonna show you my API key, so I'm gonna pause this part, I'm gonna hit enter my API key, hit, okay, get that all connected and then we'll move on to the next part.

But again, it's one, it's 1, 2, 3 step process here. So, okay, so I just added my API key and as you can see it's running script.

And of course I'll, I'll blur that out here in my video. But as you can see, my API key is right there and it's good to go.

Now finish script. So now what we can do is we can go here and we can hit get all custom fields, okay?

And what this is gonna do is now that's gonna pull in all of my custom fields, affiliate status, lead closer, all that stuff.

It's gonna pull in all these fields too. So now that we have that, really what we can do now is we can just go to data here.

We can actually delete all these and then we can go, we want the full name of the contact and then we want the email, and then we want the phone number, okay?

And then we want the source, and then we want the lead value. And then maybe we want let's say pipeline stage that they're one in.

And I think that'll kind of do it for now. Again, this will give you the idea of, of kind of what we're looking for and go from there.

So now that we have that, you know, we could even go one step further here. Actually, let's, let's do this here really quick.

Let's add another custom field here. And we're gonna do a single line next. And we're gonna do Campaign name, Okay, group, just additional info.

Click save. And then what we're gonna do is we're just gonna come in here, go boom, go high level, get all custom fields.

So just all it's gonna do is just come pull that in. And then you'll see the, where is that right there.

So just pull that in. Now that we created it, we're just, we're just refreshing the system here, okay? And then what I'd like to do is, I'm actually just gonna go in here, find my contact, and I want to grab, let's actually do this here cause we can, this is perfect.



So I'm then update contact field and we'll do, actually, sorry, we gotta refresh this. We can just do right here too.

So affiliate campaign name, and then we can go contact, and then we will find where is it? Act, sorry, attribution.

Attribution. And then we'll do first, and then we're just gonna do the campaign. Okay? Hit save, save. And then I'm just gonna go manually enter it real quick.

I decided to add that in addition for you guys there. So refresh that quick. Yeah, we can just go back here. Okay, Just a copy of that. Paste that there. Click save. Beautiful. Okay, so I also wanna pull that in here too.

If I'm gonna be honest. So I actually want this right here. Do affiliate campaign name, and then we can do pipeline stage.

Beautiful. Okay. All right. So now what we need to do is we actually need to publish this. So we're just gonna go to extensions here.

We're gonna go to app scripts. Again, you literally don't have to touch a thing in here. It's all good to go.

Ready to rock and roll, just have to hit deploy new deployment. And then it's gonna be to anyone. I always recommend adding a description here.

You know, just first, first deployment, you know, again, just whatever version it is, variation, whatever that may be, just click deploy here.

And then what that's gonna do is that's going to give you a link, right? You're gonna copy that and you're gonna throw that right here, okay?

Hit save, save. And then what we can do, and so again, this is based on an opportunity one, right? So make sure it's on multiple, then we're gonna go back to this contact and we're just gonna add a quick opportunity here.

I'm gonna close the calls, we're gonna do new schedule, we're gonna do one, and then we're gonna do it for 9,800.

Okay? And then you can click add. And so what that's gonna do is that's good, then you're gonna kick the data to our spreadsheet right here.

So that is, now again, we're gonna go ahead and troubleshoot this because it didn't pull through the source. Obviously that is the main factor here.

So we're gonna go ahead and figure out why that was not pulled through on this. But again, I think you guys start to understand exactly the full reason of why this works and how you can track this all the way through and through just to make sure that the actual reason or the actual tracking is properly done.

So, and then again, you can add the campaign name and we'll add, so we'll just add another custom field in here really quick.

That'll actually help us with the tracking. And just be indefinite right there. So then we're gonna go to custom fields here again.

So I'll just walk you guys through this here and just my thought process. And we're just gonna do affiliate, We'll just do, we're gonna just do affiliate bird name, something like that, right?

Nothing crazy. And again, you guys can change this to whatever you want, doesn't matter to me. It's just so we can pull the data through accurately and then we're just gonna go here and then we're gonna go there again.

Let's see here. Where's the contact source? My guess is that when I won the opportunity, it re-updated the contact source.

So we'll just do, we'll do exactly what I did before. So, Because this is what it would be, it would be Dash, okay, just like that.

Click save on that and then we'll go adjust this automation too. Refresh real quick. Looks like it'll be new contact created.

And then, so just like, just like we did here, all we're gonna do is just get a copy that and I'm just gonna add a field and we're gonna do a fill referral name and just do exact same thing there.

Click save. And then that way we're just being redundant with our fields. We're gonna come back here and we're gonna go get all custom fields.

Let that load again, that's finished. Now again, instead of source let me see if that's in here in a different way.

I don't believe it is, but we'll just do affiliate referred name. And so let's just run this again here. I'm just gonna do funding one select stage live transfer, and 9,800 again.

And just click add, give that a second. And there we are. So that also brought up the next point and I'm so happy that it did.

So as you saw, it did not add a new line. It actually just updated the existing line. So you can also disable Update Rose.

Okay, Just click okay, okay, you have successfully disabled it, script finished and then all that stuff. Okay?

And so basically what that does for you, and again, you can duplicate this sheet as many times as you want.

You don't have to have, so just one you know, again, if you wanna run several, you know, web hooks, whatever.

But let me just do that one more time for you guys just to show you what just happened there and why that's important.

Cuz sometimes people want Rose updated and then sometimes people just want rose added. So you can see every time a row is added actually sometimes helps you more with audit logs when you go back to audit when things were done there.

So let me see here. I got opportunities. We are just going to delete that one and delete this one, okay?

And then we'll refresh. And then when we go to do another opportunity here, there's actually another field I wanted to add.

I believe I have it in here. Yeah, date opportunity one. I think that's a cool one to add just because you can actually see the real time date that it was one.

And we're just gonna update that automation here really quick. Update contact, field Date opportunity one, and then he just grabbed that.

And then you go right now and then we're just gonna do the day, month, year, just like that. Update it.

Update it, okay. And again, what I was saying here is like if you want to copy the sheet 10 times for the same day that you, you can add 10 web hooks that go to the same place or the different, different Google sheets or whatever you want.

But just kind of reiterate that point there for you. So we're gonna go back here go back to my lead, go down to opportunities.

We're gonna add an opportunity slide pipeline close and calls stage new scheduled 1 9800. Okay? And then we're just gonna click add and then boom, there we are, right?

So again, same contact id, same everything. Now what's really different about this is instead of just updating this line like it previously did, and now just add the new line personally, that is my recommended method of doing so because you actually get more accurate data that way.

And if you see somebody, okay, boom, they're added there, then another day, another day, whatever, and actually just go back and and audit that a little bit and better identify that.

But again, as you can see, affiliate, okay, campaign, all that stuff, the lead value, everything like that. So that is kind of how, you know, you would want to set everything up and go that route.

So, and then of course you can literally, you know, you could add a sheet here. Gosh, I forget what the formula is.

Gimme one second here. All right, so I found the quick formula here, it's just equal bracket you know, the data here.

And so basically what you can then do with this is you can go, let's say they're getting 10% you can come in here and you can then go total commission and to be paid and then you can go, you know, equals forget how to exactly do this times 10, I think it's 0.10.

Yeah. So there you go, right? 10% of 9,800 is \$980, right? And then you can go value, you know, value. It's just, this is just a way where you can just sit here and you can kind of format this without actually messing up this data or whatever it is.

All this is doing is this is just pulling the, just pulling the data from that's entered in this sheet into here, right?

Dynamically. So we'll totally recommend doing that. And again, what I'll do is I'll just make sure that all this is set up exactly how, you know, again, you guys want it to this will kind of be like that.

What I like to do is maybe go out to, that's I, you know, maybe you want to go out to p just in case and that's gonna bring it all the way up to here.

Reference, obviously I have to delete that in order for it to populate accurately. But but again, you guys get the point there.

Super simple. I'll reverse that here actually and just allow that to stay there for you guys. And again, you guys can just copy this data, bring it in however you want, and go from there.

So any questions on this, please feel free to reach out to me below this video. You're gonna find the link to this sheet where you can actually go and copy that.

Everything else is gonna be again, just like you saw in this video step by step how you can track, how you can filter.

And again, just ask us, reach out to us. If you don't have a go high level setup with us for the max dialer account let us know.

We'll send you this snapshot and that way we can upload it and have that tracking all that same templates, UTM parameters, everything like that to get you guys going.

So I appreciate you sticking with me this long. I know this has been a longer video, but it also is a very technical and setup video in regards to how you can utilize go high levels affiliate platform to get what you need to with your affiliates.

So I appreciate you guys sticking with me and reach out if there's any questions on this.

## Write affiliate swipe emails

All right guys, this is gonna be a quick video just walking you through how to create email swipes. All a swipe is, is just like a copy and paste template that you're gonna be able to send out to your affiliates to where they don't have to do any of the work, right?

Cause if it's, if you tell 'em to promote and they're like responsible for writing emails and creating campaigns, they're not gonna do it, right?

Affiliates are not running your business, they're running theirs. And so if you're like, Hey, promote my thing, they're like, yeah, sure, I'll do it.

And then if they have to do any bit of work at all, they're gonna be like, ah, maybe later, right?

That's, that's typically what happens with affiliates. And it's a mistake I see all the time, is people leave it up to the affiliates to create the promotions, when in reality we wanna create as much promotional material for them as humanly possible.

And the more material we have for them, the easier it is to get them to promote. And then also the easier it is to get them to keep promoting over and over and over again.

So these are some email swipes we're gonna go through that we're just gonna make custom to you and that you're gonna send out to them.

So, first things first, again, what is a pre an email swipe? It's just pre-written emails for the affiliate and just makes it easier for them to promote.

Like I just said, macro concepts. The goal of the email is to sell the click, right? The goal is it to sell your high ticket offer.

Your goal of the email is not to sell your high ticket offer. All you're trying to do is get them to click to go to the optin page and opt in for your free thing.

You're not telling 'em about your high ticket offer. You're not selling 'em your high ticket offer. You're not preframing your high ticket offer.

The only thing you're doing is getting them to opt in for your free lead magnet, right? That's it, right? So the email that the goal is not to sell your high ticket offer, I'm gonna say it a thousand times.

Cause what I see a lot of people do is they like literally talk about their high ticket offer in these emails thinking, oh, well, I gotta tell 'em what, what I'm selling.

It's like, no. The goal is simply to get them to opt in for your free thing. The emails should feel like value emails, right?

Also, the other thing too is if affiliates feel like they're selling something to their list, it feels like, ah, I don't know if I wanna promote this.

Cause like I'm selling my list. It's like, I'm not delivering value. I'm, I'm, I'm taking rather than giving. And they have these, all these weird beliefs around selling.

So if you just basically switch it up and say, Hey, my emails are gonna be full free value to your, to your list, like, you're not on the front end, you're not selling anything, you're literally just giving them free value.

Guess what? It's gonna be easier for them to promote. But also those emails are gonna convert a lot higher because they're gonna be opting in outta their own self-interest.

Not because you're promoting, Hey, I have this high ticket thing that you can buy. Next with affiliates, the more swipe options you give them, the better.

Right? So I have, I think I have four templates right here, but the more options you give them, better start with four.

Let's get initial momentum with affiliates. But once we have an initial affiliate base, we'll work to create even more affiliate swipes.

That way they're gonna promote more and more and more and more, and they feel like they have plenty of emails they can send out to their list, and it's still be fresh and new again, the more likely they are to keep promoting if you have lots and lots of affiliate swipes for them to promote with.

So next steps, what you're gonna do is you're gonna copy and paste these templates and do a Google doc of your own title affiliate swipes or whatever.

And then what we're gonna do do is you're gonna customize these templates for your lead magnet slash optin page. And guys, I'll read you one of these emails.

Like these are super simple to basically customize and make your own, and don't copy them word for word. Ideally, make them like your own, right?

The, the more unique it sounds the better. And it's not that hard to sell a free thing, right? You're just getting them to opt in for a free lead magnet.

So something along the lines of this could work. Also, by the way, you'll notice I have three subject lines.

The only reason why I have this for every email is we wanna give our affiliates options, right?

When affiliates, the second they run into a roadblock, they're like, I don't wanna do this. So we wanna make it as easy as possible for them to promote.

So we give them lots of options. If they don't like the subject line, they're like, oh, I don't, I don't wanna promote this email.

But if we get on lots of subject lines, we're basically handling their objections without having to, you know, handle them on the phone.

So an example of one of these emails look like this name, sorry, I didn't send this sooner. Here's the lead magnet.

John, whoever your name is just made on headline from the opt-in page, I know you probably already know John, but in case you don't just trust me when I say this.

You don't want to miss out on lead magnet keys. Talk about your credibility. So when he told me he was making this free, I thought I'd send it your way.

Enjoy the affiliates name, right? And also, when you send these to the affiliates, customize it, put their name in there that your goal is to make it as easy as possible.

Also, you'll notice the highlighted blue parts is the parts that's supposed to be like a hyperlink to click in the email, as you guys probably already assume, but I'm just trying to make this super clear.

So we don't make any simple mistakes here. But again, these, these are very basic emails, guys. Like this is super simple.

Customize it, make it exciting and enticing. Like if you read it through your own lens, like if you, if you got this email, would you opt in for it, in, into it?

And if the answer's no, rewrite it again. Second email, you'll notice. Very, very similar, right? A lot of times with writing email campaigns, your email can be very, very similar to the last email.

But if you just change up the intro and the headline, it's good enough. So when you feel like you have to write a bunch of different options for these affiliates, doesn't mean that you have to completely rewrite a brand new email every single time.

You could change the intro, come up with some new subject lines, rearrange a little bit some stuff and call it good.

And everyone's afraid to do this cause they feel like, oh, my email list already saw that. An email like this. And Frank Kern always says this, he says, people are paying way less attention to you than they think they are, than you think they are.

Right? People are paying way less attention to you than they think you, than you think they are. That's a tongue twister right there.

And so people feel like they need to do all this crazy stuff to write unique emails, just pump them out.

It's better to have a large quantity of emails. A lot of 'em have like similarities in that sort of stuff than to spend hours and hours writing something from scratch over and over and over again.

That said, all we're gonna do right now is not create new ones. You're gonna fill in the te the templates, customize them to your offer and a new Google doc that you have ready to go to send out two affiliates as you onboard them.

But that's it, guys. That's the first part of creating affiliate swipes. All right? And a lot of times people When they first try to do affiliates, they think, oh, I'm gonna make the most money when someone who has a massive social media following promotes me.

And what we've found personally is the affiliates who've made us the most money, the affiliates who've made a lot of our friends the most money are not the affiliates who have some massive social media following.

It's the affiliates who are business owners who spent years building their email list, and they have a very active email list.

Email list usually leads to more money than a social media following. If you send an email out, it goes out to your whole list.

Versus with social media, it's kind of up to the algorithm how well it does, and there's so much distraction, you're just scrolling and there's so much distraction going on.

Anyways, that being said, do not underestimate email. Email is where so many people I know have built massive, massive, massive businesses.

Again, even if you look at Joel Marion, he has a 20 million person email list. He built a hundred million a year company just off of doing emails with when it comes to affiliates.

So it's very simple. Again, this isn't not a complex video. All you guys gotta do is fill these in and you guys will be good to go and you can move on to the next section of creating promotional material and getting everything set up to where we can start promoting.

# Create social media post templates

All right guys, in this video I'm gonna walk you through how to use Camba to create your entire swipe file for all of your affiliates.

If you're not familiar with what Camba is, this is literally the easiest Dragon drop software that you'll ever see for designing anything.

You don't have to know all of the tech stuff to use like Adobe Illustrator or Photoshop. They have all the features built in and it's just basically click drag, drop type, whatever you wanna do.

So if you don't have an account, I would urge you to get the paid version. It has some more features that are gonna be beneficial to you, but if you don't wanna pay for it, go ahead and get a free account.

So go ahead, I'll sign in here. Once you're inside of Canva, on the left hand side, you're gonna see templates.

So go to templates, then we'll go to social media. Now, all of these are pre-built templates to the dimensions in sizing that you're gonna need for all of the medium.

So Instagram stories, Instagram posts, Facebook posts, et cetera. I'm gonna go ahead and I'm gonna start with a Facebook post.

Once I'm in here. There's 165,000 plus pre-built templates to start with, or you can completely start from scratch if you want to design it more in depth to how you want it.

For this example, I'm going to actually use a pre-built template. So we will use, let's see here. Let's use the fitness club, customize this template.

Now, once you're inside, basically if you just double click in here, you can change this photo. You can move it around.

If you want to get completely rid of it, go ahead and delete it. If you want to add a new photo let's just use this Kobe Bryant one here.

You can size it to the size that you want, and then you can send to the back. So it's like this here.

You can edit the lettering, my offer, promotion, Join. Now, whatever it may be. Like I said, you can go more in depth.

For this one, basically just an example. So I'll just move this stuff over here. Make it kind of cleaned up, tidy it up.

Now, on the left hand side over here of Canva, you can use the text. They have pre-built some cool pre-built texts in here that if you want to use these, otherwise just adding a regular heading, some text. If you have your logo uploaded, you can go ahead and add in your logo. Inside of elements, they have different things like stickers.

They have, if you want an arrow to certain things, these are gonna be here. You can go to graphics all sorts of different stuff that you're gonna have in here which is why I said to you know, get the pro version. You're gonna have way more pieces you can actually use inside of here to spice up your actual swipe file. So we're gonna finish up here with this one, and I'll show you kind of how to repurpose all of these for different things.

So first thing you wanna do, you're gonna click share, and then you're gonna go to brand template. Once you're here, I'm gonna go to create new folder For affiliates.

I'm gonna click add the new folder, and then I'm gonna click publish. Once I'm done with that, I'm going to go back up and click share again.

I'm gonna click download, and then whatever file type you want you can have jpeg, pdf, svg, gif, whatever you want to use.

I'm just gonna use a JPEG here. Let's go to jpeg. Click download, and now it's download. So I'm gonna open this up, show it in finder.

I'll rename it, my affiliates, bring it to my documents, and then I will just drop this into my affiliate's folder.

So now that that's done, I'm gonna go back to my homepage. I'm gonna go back to templates. I'm gonna go back to social media.

And now if I want to use the same exact design, but I want to use an Instagram story, I'll go ahead and click Instagram story.

I'll click start and create a blank Instagram story. Now, on the left hand side here, I will go to my template section underneath design.

I'm gonna scroll down, sorry, I'm gonna go to projects. I'm gonna scroll down and I will go to four affiliates. I'll click this, it'll insert it, and it'll actually repurpose it and resize it to the exact sizing and dimension that you need for the Instagram story.

So I'm gonna just go back to share. I'm gonna click download, Go to jpeg, and click download. Now, this is downloaded.

Go to show and finder, drag to my documents, rename it my affiliates Instagram story, and then drag this to my affiliates folder.

Now I'm just gonna go back, I'm literally gonna repeat this process for every single one of these that I need.

So whether it's a you know, Instagram post, or maybe it's a reel, or it's an ad, whatever it may be, I'm just gonna keep clicking these things, going in here, creating a blank, going to projects.

Scroll down to my four affiliates, select the version that I want, and it's gonna actually build it out for me.

Download it, click download, show it in my finder. Oops, Don't wanna do that. Let's rename it for affiliates IG Post.

And just keep repeating this process over and over until you have all of your entire swipe file built up. You can have it in one singular folder that you can share with all your affiliates, and everything that they're gonna need is there.

So that's how you use Canva to build your entire swipe file for your affiliates.

## The affiliate flywheel

All right guys, we're getting to the fun parts now. We're really about to be starting to recruit affiliates to actually start getting our first affiliate on board and then our second and so on and so forth.

And really growing our solid base of affiliates and turning into a scalable traffic source. And really one of the fundamental principles I want you guys to understand as we start to go through this process is the affiliate flywheel.

I don't want you guys to be going through this blindly. I want you to understand the overall process of how we get a ton of affiliates, how we get massive affiliates, and how we get them to keep promoting over and over and over and over again.

Cuz again, most people approach affiliates just haphazardly. They reach out to people just kind of randomly. They talked to some people, they follow up with them once in a while and they have no process.

But if you treat affiliates as the lifeblood of your company, because right now if you're going through this, you're obsessing on it like this is the only traffic source you're obsessing on.

And if that's the case, we don't want to go about it half-heartedly. We wanna go about it as if it is our life depends on it.

We wanna make it feel like this is the only thing that can ever work for us. We have to make this work.

Our life depends on it. Our kids' lives depend on it. Everything depends on us getting affiliates to work.

And when we approach it with that level of gravity, with that level of severity, guess what?

We're not gonna do it haphazardly where we're just calling some people once in a while and doing a deal here and there.

We're gonna approach it like a machine. We're gonna approach it like we're building a hundred million dollar company. Cuz guess what?

The people who have approached it that way have built a hundred million dollar companies. So this is our concept we call the affiliate flywheel.

And this is like how we approach it like the mental model as a whole of getting a lot of affiliates and getting to promote a lot and getting really big affiliates and everything in between when it comes to that affiliate equation of getting people to promote or to getting, of getting a lot of traffic from affiliates.

So let's kind of dive in really quick and I'm gonna have you guys print this out so that you have it in front of you.

Because I want you guys looking at this and thinking through this and thinking about your affiliates as a machine. So the first thing is, you, you have a pool of affiliate, a full a pool of potential affiliates.

And with this pool of potential affiliates, this is anyone who has an audience, no matter where that audience is, that's your ideal market, right?

So the this is a pool of potential affiliates. This is all the people in your market who already have an audience of the people that you're trying to go after.

And this isn't like, you know, 10 people. This is hundreds and hundreds if not thousands of potential affiliates, right? Everyone's a potential affiliate who has the ideal audience that you have.

So this is massive, massive, massive, massive, massive. So we'll talk more about, you know, how to actually find these affiliates, but we have to understand there's a massive pool of potential affiliates out there that we just need to find, okay?

And then what we do is from those pool of affiliates, we get on calls with them. It's that simple, right?

The same way it's a higher conversion Rate over the phone when we're selling a \$10,000 offer. There's a higher conversion rate over the phone with affiliates when getting them to promote, then sending 'em an email and being like, Hey, so here's my promotion thing.

You, you wanna promote it to your list, you're gonna close way more affiliates on promoting over the phone. And so if we close at a higher percentage over the phone than we do through like email for example, or reaching out through dms, what we wanna do is we wanna be on as many phone calls with potential affiliates as possible, right?

The bigger, this is like our top of funnel, right? The bigger this is right here. The more calls we have with the potential affiliates, the more money we're gonna make, the more people we're gonna get to promote and the more lifelong affiliates we're gonna have.

And on this call, what we do is we simply get a soft agreement on them promoting right? Meaning they, they don't agree to a specific date.

They're not like, oh, I'll promote on this date at this time. But you get them open to the idea of promoting. They say, yeah, sure, I'll, I'll be open to promoting. Yeah, I'm, I'm not against that. You get them open to the idea of it all right?

And on that same call, what you do is you get them to intro you to more potential affiliates, right? You tell 'em about the first tier and you also tell 'em about your second tier program and you say, Hey, by the way, on top of that first tier program we also have as a second tier program where anyone else, you know, who has an audience in this space, if they promote what's gonna happen is we'll give you x percentage of any sales that they make to their audience.

And you basically get them to make more intros and you're gonna get on those calls with those people and you're gonna get soft agreements from them and you're gonna get them to entry you to more people which go into your affiliate pool.

You reach out to and you get on calls with them. And so as you'll start to see just this process right here, if you really work this, you're gonna have a lot of new affiliates you're having calls with just based off the people that you talk to.



Forget all the people that you're outreaching just off the people you've already talked to. But once you get a soft agreement on that call, what we do is after the call, we set up their account, we set up their email swipes, we send it all out for them or send it all out to them and then we get on a follow up call, right? So they get a soft agreement, they're like, yeah, I'd be open to it. And then we do all this groundwork for them.

We get everything set up and we send it to 'em, Hey, we got you, we got you set up. Our team was working really hard last night.

We got everything ready for you to go. And then you hop on a call with them. And on that call, what you do is, because now you've done all this groundwork, they're like, oh man, now I have to promote.

What you do is you get them to agree to a specific date, right? All you do is you get them to agree to a specific date.

Because one of the problems with affiliates is you get on this first call and they're like, yeah, I promote. And everyone goes, yes, I got my first affiliate.

And they never promote, right? They just never do it, right? It's, it's one of those things, they just procrastinate it, it becomes one of those things that they're like, it's, it's good in theory but it never ends up happening.

So we have to close them, right? We gotta push them across the finish line, we gotta drag them to promote and that's what we're gonna do.

And on that second call, what we do is we get them to agree to a specific date. We get them to introduce us to more affiliates, right?

So there's a really clean process for doing this. We get them to introduce us to more affiliates, which we're gonna gonna go back up here and we're gonna take them through this exact same process.

That's why we call it a flywheel. And then after they agree to a specific date, we follow up with them to make sure they promote on that date.

So we just keep following up with them leading up to the promo date, right? Making sure they don't back out.

Cause a lot of times same thing, people get an affiliate, they agree to promote, they agree to promote on a certain date and they don't promote and they're like all bummed out the same way.

You get someone to agree to a sales call and they no show. It's kind of the same thing with affiliates, right?

There's a high no-show rate with affiliates when it comes to actually promoting. There's a high no promote rate with affiliates.

So we wanna make sure we're following up with them to get them to promote. Then after they promote, what we do is we don't give up.

Then most people they go, yay, I got some clients, or Yay I got some leads. And they go, all right, let me find the next affiliate.

And they start all over up here, right? But what we do is we call that affiliate. So what we do is we get them to agree to the next promotion, okay?

They get them to agree to a specific date and then guess what happens? They follow up and then we're gonna get them promote again.

We get them to agree to a specific date, they agree to a specific date, then we keep following up till they promote and then we call again and we keep repeating this process over and over again.

And this is how we increase the frequency. This is how we get affiliates promoting all the time, right? And on these calls, not only we get 'em to promote next time, but we get them to add our free lead magnet for example, into their fulfillment as a bonus.

And then we get them to add it into their email sequence and they're doing it not because they're trying to help us, which yes, there's an element of that, but at the end of the day, they're doing it because they're making money for their business, right?

They only have so many products and services they can sell. So to add a new one in that's positioned as just free value, hey it's, it's a win-win for both of you guys.

And then on those calls we also, you guessed it, get them to refer more affiliates who then we get on a call with and we get them to soft agree to a soft promotion or like agree to promote like a very soft agreement.

We get them to refer more people, then we send up, set up all their tech, we do the second call where we get a specific date that they're gonna agree to we follow.

We also get them to promote, or sorry, intro us to even more people. And then on this person we get them, we follow up with them until they promote.

Once they promote, we get them to agree to promote again and the flywheel continues. So as you notice, there's really two goals of this flywheel.

Number one, we are pushing them through the funnel. We are getting them to promote. We are literally dragging them across the finish line to promote.

And also we are getting them to introduce us to as many people as they possibly can who be other good affiliates.

Now don't you guys see how if you're doing all of this right and you start out with a massive pool of affiliates to begin with and potential people, it's almost impossible not to get people to promote, right?

This is when I say it's a little bit more legwork cuz you know, you gotta do a lot more follow up in this and that.

But when you start building your, you know, your base of affiliates, you start building a traffic source that is just unstoppable, right?

A traffic source that just stands the test of time, a traffic source that can't be, you know, hit with ad account bans or increased ad prices cuz you fully control your margins.

And this is the affiliate flywheel guys. This is the affiliate f and if you do this, you're never gonna struggle to get affiliates to promote.

You're never gonna struggle to find the next affiliate. You're never gonna struggle to get affiliates to promote more frequently. And really by doing this, what we're doing is we're maximizing that affiliate equation we talked about earlier.

Remember the number of affiliates times the size of the average affiliate, times the frequency in which they push equals our total traffic.

And by doing this, we're getting the most affiliates possible because we're asking for as many referrals as humanly possible. We're outreaching any free time we have to new potential affiliates who will get us more affiliates through referrals.

And then we're getting them to actually promote by following up, following up, following up. And also by the way, we're reaching out to the affiliates who are bigger affiliates.

That way we're getting the size of our affiliates up. And then also the frequency. This right here is what gets that frequency up massively.

And one of the biggest things that affects frequency is how much money you make that affiliate, right?

The more money you make them, the more they're gonna wanna promote you.

So these are very simple principles guys, but these simple principles, like I've said before, when taken seriously can yield massive, massive results and very profitable results at that.

And so guys take this very seriously, right? Pursue this like your life depends on it. And this, this chart right here, this flywheel should be printed everywhere the same way you guys have machine mindset printed everywhere.

Hopefully by now you have an affiliate flywheel printed everywhere and this is gonna be like, you know, your bread and butter, like you're gonna make this your lifestyle, right?

This is what you do. And you'll get to a place where you're in a really, really good spot where you have a lot of affiliates who are promoting very, very regularly and you're not struggling with traffic, right?

Traffic will be the least of your problems. I promise you that if you are focused on this right here, and again, this is why affiliates are scalable, right?

This is why if you build a team to help you do this eventually, like you can be pushing really as much revenue as you want to from affiliates.

When people hear that, you know, companies have built literally nine figure companies off of affiliates. It's like how do they do that?

It's cuz this right here, if you do this right here and you follow a flywheel like this, which is what these companies do, guess what?

You're gonna end up with a lot of affiliates or even like the second tier affiliates. I know people who've done 60 million launches and I'm like, how'd you recruit so many affiliates?

And they're like, we didn't really put a lot of effort into it. I'm like, well then how'd you get 'em?

Like we had a really good second tier affiliate program, so everyone was, you know, incentivized to tell everyone they knew.

I'm like, oh, that makes sense, right? Ants go where the sugar lies incentives drive human behavior. And if we align our incentives right, we're gonna get people to promote because our first tier affiliate commission's really good and also we're gonna get people to refer their friends to promote because the second tier affiliate commission is really good.

So the better these incentives are, the easier it is to push people through this flywheel. So I hope you guys really can understand why this is so valuable.

This right here, literally this one concept can make you tens of mil, tens of millions of dollars if you take it seriously.

Like this concept right here off a one affiliate, you can make hundreds of thousands of dollars off a one affiliate.

If you're just starting out. Getting your first client can be really, really easy. If you're already at eight figures and you're trying to add more traffic source, this is an easy way that you guys could literally double your company if you deploy enough time, energy, and resources into implementing this at the highest level possible.

So that said, this is the affiliate flywheel. Take this simple idea and take it seriously. And I promise you guys, as we move into actually outbounding and getting ahold of these affiliates, you will get massive results.

## Finding potential affiliates overview

All right guys. In this video we're gonna talk about finding potential affiliates, like where to actually find them, what you're looking for, and everything in between.

Because that first step in that affiliate flywheel is that pool of potential affiliates, right? We wanna find a massive pool of potential affiliates, and we wanna be able to reach out to them and get them on a call.

So before we get them on a call, we need to figure out who are they, where are they, and how do we actually get ahold of them?

So that's really what we're gonna dive into today. So first things first, what you're looking for, all right? You wanna find people who already have the audience you want to get in front of.

Now, I said this before, and I'm gonna say it again. Anybody who has the audience you wanna get in front of, whether it's on an email list or social media or wherever, it doesn't matter whether they're a business or an influencer or whatever.

Like literally anybody who has the audience you're trying to get in front of, guess what? They are a perfect potential affiliate.

It doesn't matter whether they identify as an affiliate, it doesn't matter whether they promote other people's stuff or just their own.

It doesn't matter whether you're the first person they promoted or the 5000th, literally anyone who has the audience, right?

It's not about who you're going after, it's about the audience that they have. That is it. Cause at the end of the day, you're not selling the affiliate, you're selling to their end audience.

So that's what you're looking for right now. Some potential affiliates, just you guys have context. I've kind of mentioned it, but business owners who've built their list slash customer base in the same space as you. So who are other businesses in your space, right? Who are competitors? Who are you know, people who serve a similar market.

Maybe they have a completely different solution than you, but they serve a similar market, right? Who are those people, right?

Who are the influencers who grow the following? Within every market, there's usually influencers. There's people on social media that they look up to, that they follow.

Who are those people right there? There's influencers in every single market on every single platform for the most part. And if not, you have a very small market and it's gonna be hard.

But also there's community owners, right? Most likely there's Facebook groups in your space of lots of people who are the people who own those groups and imagine if they promoted to the entire group.

And then also there's blogs, there's websites that people go to, right? When you search things related to your market, there's probably a bunch of websites that pop up that get tons of traffic already.

And what if you could just go to those websites and get them as affiliates? A lot of times they have their contact info at the bottom of the page and you can reach out to them.

It's that simple. So we'll talk more about, you know, how to actually get ahold of these people, but these are the types of people you're looking for.

All these people. How, guess what? An audience that is the most important part. An audience of the people in your market.

Now, again, remember we talked about whale day, right? You're gonna have disproportionately better results if you land one big affiliate versus a ton of little tiny baby affiliates.

So we don't want tiny baby affiliates to have these tiny little social media followings. We want the big fish, right?

And guess what, when you land one big fish, it gets easy to land the next and easier to land the next.

Because on those calls, when you're talking to 'em, you're like, yeah, we just had so-and-so push and we just had so-and-so push.

And guess what? You, you, you kinda like staircase your way up with credibility and the bigger your credibility gets, the more people wanna be like, oh, me too.

I wanna be a part of it. You know, when we've done like, helped with launches that have done, you know, 60 million and it was because of affiliates.

Here's why we're able to get so many affiliates because there's so much credibility of all the other affiliates joining. Everyone's like, oh, I wanna be a part of it.

They get like fomo, they get fear of missing out cause they're like so-and-so's promoting and so-and-so's promoting and so-and-so's promoting.

Well, I don't wanna be the only one not promoting. So as we land bigger and bigger fish, it gets easier to get more bigger and bigger fish.

It's kind of like a flywheel in and of itself. So we wanna go after the big guys. And also like you land one, it, it makes up for, you know, all the people who said no.

So don't feel like, oh, I'm, I'm not getting as many yeses. That's okay, right? It's much better to get turned down a lot and land one big fish than it is to, you know, get a lot of yeses of small fish.

So again, reach out to people all the way at the top and work your way down rather than starting at the bottom and working your way up.

Cuz you only need to lay on one person to really start, you know, being able to leverage their name to get the next guy and then the next guy and then the next guy.

So where to find them? The number one place I recommend is finding them on LinkedIn. If you can find your ideal potential affiliates on LinkedIn, that is ideal.

And the reason why is because it's so, so, so, so, so, so, so, so easy to get ahold of somebody If you find 'em on LinkedIn, right?

In fact, you're gonna, anyone else you find who you want to be an affiliate, we're gonna then find 'em on LinkedIn and that's how we're gonna contact them.

But if you have a way of like targeting them on LinkedIn which we'll kind of break down here shortly not in this video but shortly.

This is really easy. If you can find 'em on LinkedIn, you've got it made because guess what? All you need to do is follow a simple strategy that we use to get ahold of them.

And if you do that, it's gonna be easy. So the next thing is obviously if you can't find 'em on LinkedIn, like there's no specific way of finding those people who have your audience business owners in your, your market or whatever, which most of you guys will fall into this category, but for those of you don't, you can go to Facebook groups, right?

Search for groups where business owners in your niche, your market hang out. There's usually Facebook groups for every single type of business owner in every single type of market go to there, right?

You can go on Google search for companies and influencers related to your niche, right? To your market.

Literally just start searching keywords, searching topics and figuring out which websites pop up, right?

What are the people that pop up? What are the companies that pop up? What are the ads that pop up, right?

When you search things that your market would search, guess what people are gonna be advertising. So we go to those advertisers who are already spending millions of dollars to acquire that audience and we reach out to them and we get, you guessed it, an affiliate deal with them.

So now all they're advertising is kind of your advertising in a way because if you land that deal, they're running ads and guess what, what are they doing?

They're promoting you to that audience. And then, then next this kind of goes, falls back on this one, but click on every ad that pops up on your newsfeed related to what you do when you're on social media.

If you see an ad related to what you do, start clicking on all of 'em, right? Number one, you'll start getting a lot more of them.

But number two, if someone's running ads, like I said, they're paying to grow their list in your market. Like they're literally paying for advertising to get in front of the people you're trying to get in front of.

And if you click on every single ad and every single one of those per people that you click on their ad, you reach out to them and you start landing deals with them now all their advertising budget in a ways like your advertising budget, right?

You're going to use their audience and their advertising budget to grow your business with controlled fixed margins. I think how powerful that is.

Also, you can search hashtags on social media. So you can search hashtags related to your stuff and you'll find, you know, business owners who are posting or you know, influencers who are posting related to that topic.

You can look at who other people follow. So find one potential affiliate and say, who are all the people they're following?

Are there other people who might be in my you know, serve my market? And then also another good one is affiliate leader boards.

Find other affiliate programs in your space. Join a ton of those programs and then look at who are the top people promoting their offer, right?

So if you have a lot of affiliates like in your space and a lot of people grow this way, join all their affiliate programs and find out who all their affiliates are.

That simple. Again, these are all different ways you can do it to get creative. This is not an exact science, but you have to find a way of getting to that pool of people, right?

I promise you they're out there. You may have to get a little bit creative. This is the most simple, easiest way if you can find them on LinkedIn.

So I highly recommend you guys figure that out and see if you can make that work. But if not, you just have to get creative, right?

You have to start the flywheel once you start the flywheel to get easier and easier and easier because those people know people.

But a lot of times you gotta start the flywheel and you gotta like, you gotta grind to make it work.

Again, this is the easiest one. Highly recommend you guys just find a way to find them on LinkedIn. Cuz then you can just reach out to them very, very simply with a very high response rate.

But between all of these ways you will be able to find affiliates plain and simple. We'll break this one down more in depth cause this is what I recommend.

But very simply put between all of these different methods, you'll be able to find an endless stream of potential affiliates that you can reach out to.

And once you land one and you land the next and then the next and then the next and so on and so forth.

So here's what I want you guys to do. Next steps is you're gonna go out and you're gonna find your first 10 potential affiliates and you're gonna make a list, right?

And the reason why is just so that you understand how this process works, while it's fresh in your mind of going out, finding your ideal person, like we talked about in your audience, who's a potential affiliate and you're gonna make, put them on your list.

And then again, we're gonna dive into more tactical about how we're actually gonna scale this process and get ahold of them and all that good stuff.

But just go find out and find 10. Just, just go out there, find 10 people, write 'em down. Even if you don't think you can land them, just write those 10 names down first And that's it, right?

Just so you know that they're out there. I want you guys to kind of break the four minute mile in your head and be like, wow, there's a lot of potential people out there who could promote my free lead magnet to their audience.

There's a lot of them. So I just want you guys to have that four minute mile broken in your head of realizing, wow, there's so many creative different ways that I can find those people.

Again, business owners in your space, influencers, people who have Facebook groups, blogs, websites, all that good stuff. There's an infinite amount of these people out there.

So you just need to go out there and actually find them. It's that, it's that simple. So that's what you guys are gonna do now.

Take the time, make a list of 10 potential affiliates. I don't care where you find them, I don't care how you find them, but just go out there and make a list of 10 people.

Before we move on to anything else. That way you're just like in your head, okay, there's people out there who already have my audience.

All I need to do is learn how to get ahold of them and negotiate those deals and get them to promote my offer.

## Setting up your affiliate CRM

Hey, what's going on guys? So I'm gonna go ahead and kinda walk you through how to kind of set up your own affiliate crm tracking system, reminders, things like that.

Just how to utilize go high level a again, to create really a high-touch OneTouch system for all your there. So so just a brand new sub-account that I created.

We're literally gonna walk to this 100% fresh together here. And first thing we're gonna do is start with opportunities. So we're gonna come here and just create a new pipeline.

We're just gonna name this, you know, affiliate applicants k and then we're gonna do new applicants. And then we'll do scheduled call.

And then we can do greed to push, We can just do three stages right now. Literally just wicked simple and super easy here.

So we're gonna click save there and then we can go back here and you'll see those show up right there. Okay. The second thing we're gonna ahead and do is we're gonna go down to settings and we're gonna go to custom fields and we're gonna add a couple things.

So we have these folders here, and we're gonna go to contact we're gonna add at least two fields here, okay?

The first one being the affiliate link link. Okay. And then we're gonna add another field that's gonna be a dropdown, and this one is gonna be the affiliate status.

All right? And then we're gonna do new app, applic Kent, scheduled call, agreed to push curve, we'll do like currently pushing.

Okay? And then we'll just kind of do that. So fully status I'm gonna put up there. Philly link can stay right there.

All, all the, all the rest of these, you know, don't really matter truthfully, like date of birth, context with us, all that stuff.

You just kind, you know, ignore there. The secondary thing we're gonna go ahead and do is we're going to create a form for the applicants to fill out, right?

So if you go to sites here, and then you get a form builder, we're just gonna create new form. You're gonna come in here and you can just do full name, phone, email you can do website if you'd like to see if they have a website.

Sometimes you can do like organization, which would be their company, right? And then we wanna make that required, of course.

That's optional. Optional. And then we'll just come in here and we'll just name this affiliate application.

Okay? And if you wanna add any other questions, like let's just do an example here.

We'll just add a custom field. I'm go, how big is your email list? Okay? Once we have that, all we're gonna do is just click save.

Oh, we're gonna add it to a group. We're can just add that to general info not a huge deal. And then we'll boom pop that one right there.

And then allows them to, we can just do placeholder, like 10,000, right? And then you click save form and we're gonna, oh, we're gonna copy that link and I'm just gonna throw that right there for future use.

And then the secondary thing we're gonna go ahead and do is we're gonna go to automations here, and we're gonna create a new workflow.

So create a new workflow. This trigger is gonna be form submitted, and I'm just gonna do form is the affiliate application done, click save on that, just save it.

And then we'll just name this like application. And then what we're gonna do is we're going to update the contact field, and we're gonna do affiliate status, new applicant save.

Then we're gonna do an opportunity. We're gonna create an opportunity pipeline. We're gonna new applicants. The name is just gonna, the contact name status is gonna be open, click save, click save.

And then what we're gonna do, we're just gonna send him a text, okay? So we're gonna sit here and say, Hey contact first name.

I appreciate you applying to the affiliate. Please book your intro call to learn more about the offer. Okay?

And then we're just gonna hit save for now, and then I'm gonna go ahead and show you guys how to create a calendar here really quick to book those calls.

So we're just gonna go to calendars here. Okay, ignore that calendar settings. And then we're just gonna go ahead and create a new calendar.

We'll just do round robin. Oh, gimme one second. I gotta add myself to the subaccount. All right, so we're back.

I added myself to the subaccount here as a user. So that way I can add myself to the calendar. So we're just gonna click new calendar here around, I'm booking the Just Load here.

Teammate is gonna be me. I'll leave that and we'll just do enter view. Okay? Just do, oh boy. Okay, we'll just do that one.

Don't mind the spelling. It doesn't really matter truthfully. Just for, for this purpose here this, you could set up to be like contact, name, affiliate interview, whatever you wanna call it, right?

And then click save and continue. We'll just do 30 minutes, 30 minute interval. This just simply means they can book it's a 30 minute time slot.

The interval means they can book every 30 minutes, right? So they can book, they can book at 2:00 PM 2 33, 3 34, 4 30. You get the point, Okay?

Duration, you know, I'm always a fan of like making it to where they can't book at the end of the month, right?

The whole purpose of affiliates is to get them pushing sooner than later. So the date range, I'll just put it five days out.

That way they have to book within those five days or they have to wait. And that way you're only getting serious applicants in the door booking calls with you and having a sense of urgency to do what they're signing up to do.

Push your stuff, right? That's the whole purpose of an affiliate. The last thing you wanna do is leave this open and they book three months in advance and be like, okay, well I'll have my interview in three months like that.

We don't, that's not something you want, that's not somebody you want pushing your stuff. So I do that. And then minimum duration that depends.

Like if you want somebody to book same day, you could do like two hours, one hour, whatever. If you don't want them to book same day and do next day I always recommend 12 hours.

If you do one day, it will block off that whole next day for you. So like Wednesday, if we did one day today, all next day of a Thursday, and potentially even Friday will be completely blocked off.

So you don't wanna do that. Let me just select your office hours, 8:00 AM to 5:00 PM again, set that up and go from there.

We'll save and continue. Custom form, we'll receive the regular form there, no big deal. It'll do data matchup based on email, phone number.

We'll allow Google to send that. And then we'll sign contact, so respective team members when a appointment is booked. Okay?

And then, yeah, we can just leave that there too. So then we'll be complete make sure that this is good and active.

Okay? So we're good there. And then we're gonna go ahead and copy the permanent link and then we're gonna go back to automations here and we're gonna add that to this text message.

And we'll just do book here, Add that link. Save. Good to go. Awesome. So one thing I have to do really quick I'm just gonna resolve this and I'm just gonna add a phone number and just do like a six oh two phone number.

And I'm just gonna add a random phone number in here. It doesn't really matter for this purpose, again, I'm just showing you guys an example.

I just flung up this account just to literally build this out from scratch for you guys specifically. So you can see just kind of how to do this yourself.

Again, it doesn't need to be anything complex. Just simplify it to where you can keep track of people, send them reminders, which we'll build here in a second.



And also get people to move through that process to become an affiliate sooner rather than later. That way they can get to pushing your stuff, right?

So first thing we're gonna go ahead and do here is this is that form that I just made here. So we're gonna do that phone, we'll just do like 5, 5, 5, 8, 4, 3, 6, 2, 3, 1, right?

Just a random number. I'll just do my email. We'll just do 20,000, okay? Air scaling and testing. And then we're just gonna hit submit.

Invalid phone number. All right, well let's try like a 6 0 2 0 2 3 4 5 7 1. Let's try that. All right? And we'll do that one.

Okay, so that has now been submitted. So if you go over here and we go to opportunities, obviously there you can see me I just applied automation's working.

Good to know. And then if you go in here, you'll see that, you know, hey, I appreciate you applying to be an affiliate.

Please book a call here and then you can, I'm just gonna click this link in here cuz obviously you guys can't see my personal phone and how that kind of works there.

So I'm just gonna go here and then we'll, you know, we can come in here, you can book a call.

In, in addition to that, real quick, before that we book that call, we can come in here and just create a new workflow too.

And also sorry we'll do recipe appointment confirmation plus reminder and then hit create new workflow.

And so this is just gonna be triggered by that appointment in calendar.

Ideally you're able to find that calendar there for this instance. Normal, let's see here. If we can't find that, okay, so you can just do this as of right now, ideally you'll put that calendar into a group and then from there you can actually just select that group all together.

But nevertheless, we'll see if that trigger just like that. And then real quick, what we're gonna do is we're gonna update the opportunity and we're gonna go boom and we're gonna do your scheduled call and we're gonna click open still, save, save, and then we're just gonna update the contact field.

And if you remember, we're gonna do affiliate status scheduled call, right? And the reason you kind of just update this affiliate status is like you can do trigger other events based on that particular field getting updated.

So it's super simple, super breezy. And then we're just gonna hit there and hit publish, hit save. So that way when I book this call we'll just go there and same thing here and schedule meeting here.

Okay, Meeting has been scheduled. And sit here and go back to your opportunities. As you can see, I am now in scheduled call.

And you'll see here, affiliate status is scheduled call. This is another way the, the reason again you do this is cuz if you go back to contacts in this general field here, you can sit here and go more filters and you can do an affiliate status is scheduled call and hit apply.

It'll show you that and then you can save it in the smart list and just, it's just a way to filter contacts and better just keep track of 'em.

You can also tag them too. Highly recommend tagging people. Again, I didn't feel it was necessary to completely get into that here.

And then if you go to automation here and you'll see, okay, here I am right here. Okay, we've gone through, we've already sent out an email.

If we click here, you'll see that as well longer those. So as you can see, right, we sent out that email appointment confirmation, right?

Good to go get a and then you can of course add the meeting ID there. I'll show you how to do that quick too.

If you do, do Zoom calls, also highly recommended. You can directly link your zoom here and then if you go like this and you sit here and do meeting, ID hit delete.

And then you can actually go custom values and you can do appointment and meeting location. I'll show you how to set that real quick.

Hit save. And then if you come down here and you go back to your account, your profile and you can actually come down here and do meeting location, you can actually connect to Zoom and then you can literally log into Zoom right there and it will generate a new link.

You can also do Google Meet as well if you'd like to. All you have to do is integrate your Google account, which I also highly recommend.

Please come in here, click signing in with Google, and it's gonna bring you here where you can then go ahead and, you know, sign in.

I'm just gonna click allow. Okay, give that a second. Don't need to do that. So now we're connected, then you go to profile, there we go.

And then you come down here and make it your primary calendar. This also allows it to send out the actual calendar invite to people when they book with you as well.

And then I always recommend adjusting your personal availability here too. But either way, as long as you have the calendar set up properly about the hours that you want booked that will also supersede this.

And then from here you can go Google meet. Lemme refresh this just to let it connect here. Google meet and, and literally it's gonna prepopulate a fresh Google meet link.

Every time you book a meeting, it'll automatically send it out. It'll include it in the invitation that send via email et TC there.

So again, just a nice well-rounded, Set up for you to again, have a high touch system but automated with OneTouch for you.

And again, realistically you didn't do anything. All you did was send them the form link, they filled out the form, we added the opportunity, put 'em in the correct stage, we updated their affiliate status, then we sent 'em a text, said, Hey, please book your scheduled call.

They scheduled a call, updated their opportunity and affiliate status, automatically got 'em on the counter, put 'em in report and reminders again, all automatically just by sending them that form and going that route.

So other things you can do too is if you want to manually added contact here you can sit here and obviously just hit added contact, go through Adam no issue there.

The last thing I kinda wanna show you here really quick, just to keep this simple. I know we're already on 16 minutes but again, it's totally worth it just to kind of follow along in this video and see how you can really just set yourself up with a simple system.

You don't have to follow this exact system. But really this should show you how easy it is to set yourself up with a system that's gonna work for you, not against you.

So let's go to workflows here. Again we're gonna create a workflow. So I'm gonna start from scratch here and then we're going to go here and we're gonna do contact changed and then we're gonna do affiliate status has changed.

Two, the agreed to push, right? So like you can always name these con you can just do greed to push hit save.

That way you kind of see what's going on there. And then come down here and you can put in a wait, let's do two days.

Wait two days and then you can send a text. Oh, that's an email. Let's just send a text so you can say, Hey, contact first name one or two, check in and see if you had opportunity t to push Your affiliate link to your audience.

Let me know if there are any questions. Here's your affiliate link in case you for got it. And then what we'll do is we'll go to custom values, sorry, not custom values contact.

And then we'll go custom field and affiliate link. And so what that does is this allows you to send appointment reminders.

And of course like literally you could just keep doing this, the 30 days. You could add a two day wait, one day wait, whatever you wanna do.

And just remind them, hey, wanna see the edit, push whatever, whatever you wanna do. If you had have incentives, remind them of the incentives.

Okay. Whatever that may be. But so this right here, let's talk about this here. Spelled that. So in case you forgot it here, you know, here's your affiliate link case, you forgot it.

So basically what this will do, this will dynamically populate the link that you put here. So if we go here and find me, you'll see the affiliate link right here.

You can add and go HTPs slash slash ww dot, you know, google.com, right? And what that's gonna do is that will dynamically populate that link for you.

So lemme show you an example. So if we just go here and we go to contact and Custom field and Affiliate link, and then we hit send.

Now that's gonna send out literally the exact link that you put here. So when they become an affiliate and they're signed up, you can literally put this link in their profile in go high level.

So it's that way when you send out these reminders or emails or whatever they may be campaign wise, you can actually literally give them their affiliate link to them and say, Hey, if you, if you somehow lost it, forgot it, don't have it, need it on the fly.

Here it is. Like here you go, send people here, text it, like do whatever. But again, this is just a way for you to kind of just build out your CRM slash pipeline, follow up with people, get people in, you know, update their status here automatically schedule call, agreed to push, currently pushing, right?

If you do this, click save. I didn't, I didn't activate the workflow. So we're not actually do it, but agreed to push here.

You can literally give 'em a call, right? As you can see right there, you can literally dial out to this person in go high level and talk to them, get on that, Google meets with them, whatever that may be.

But again, just a super simple easy process for a high-touch system, for a one-touch process for you.

Managing your affiliates and getting them to actually push your product.

And again, following up with them to push your product. That's the whole goal of bringing on affiliates is to actually push your product.

And if you don't remind them and you don't incentivize them, they're going to miss that point sometimes, right? There are some people who are, are like ready to make money and they wanna push it, but again, don't be afraid to follow up with 'em.

Don't be afraid to set up campaigns, emails, text message reminders, reminding them to push it, reminding them of the incentives that you guys may have and keep going from there.

And again, I always send them their affiliate link. You can never overcome that enough. So I hope you guys found this valuable.

Again, super simple way to set up your crm just to be able to push those links, push that content, get people in the door, new applicants, schedule that call with them, get them to push a product.

Once you get them to push the product, send them reminders, incentivize them, get 'em motivated, and keep pushing that product for you guys' self for them.

And everybody gets to make some more money there. So again, let me know if there's any questions on this. Happy to help you guys out and we'll go from there.

Look forward to seeing you guys in the next video.

## How to get them on the phone - Using apollo

What's up guys? This video, I'm gonna walk you through how to use Apollo and how this has been a massive, massive new to mover for us in terms of getting people on the phone and getting contacts.

And just to give you some, you know, quick storying example, there was a guy there was a funding company. They did \$8 billion a year in process volume.

Really great company we wanna do some partnerships with, and we wanna get on the phone with someone from there. And so obviously there's the, the support forms you can contact with.

And instead of doing that, we just went directly to him. I actually got the number, the CEO called him, texted him.

And because of that, scheduled a meeting with this guy, you know, CEO of this company. And we were able to lock in some, some really incredible partnerships using the exact same strategy.

We, we've used a similar strategy to get ahold of and get in contact with literally executive vice presidents people who do a hundred billion a year, like companies portfolios.

And so it's safe to say this works really, really well. And so I'm walking out to use it. So first thing is obvious, obviously if you go ahead and download Apollo, which, and just go to Apollo to IO and pull it up you go ahead and sign up for free.

I think you get some like free credits and whatnot. So you sign up here, entry email, and then you'll have some free credits.

And then also recommend getting probably some sort of like lower level pay plan as well, just so you can get the personal cell phone numbers of the the people you wanna get in contact with.

That's really the the bread and butter of the strategy is the personal contact numbers and also the link, the messages.

So once you have Apollo you can go ahead and install the Chrome extension. So go just search your Apollo Chrome extension, make sure you're from doing this, so not in Zipcar or anything like that.

This one right here. And then you'll press installing Chrome and then you'll have it in here. And then now when you go on LinkedIn, it should pop up in the sidebar here.

And you can enable it. So it shows up everywhere. So now have it installed. What you'll do is basically whoever you wanna get a hold of, you'll go ahead and find them on LinkedIn.

So let's say for example I wanna get it a hold of the CEO of, you know, some sort of telecommunications company.

Right, so maybe I look up like Verizon ceo, if there's somebody on here, there we go. Chairman, CEO of Verizon, Hans Hans Vestberg here.

All right. So what I would do is I'd pop his link, link the profile right here. I'd go over to this extension right here, and then I would go ahead and press, save contact and then request a mobile number.

Now probably about 60%, 70% of the time, they'll find a personal cell phone number, but third percent of the time it may not pull up.

It depends on who the person is, you know, et cetera. We find a a really high accuracy rate for most people.

So you say it's pulling phone number right now, we give it a second to do that. And again, you're probably outta seven, outta 10 people you'll be able to pull the numbers for.

And then another three outta 10 won't return anything. But even if it doesn't return anything from a mobile number perspective, you'll actually have the ability to email them using Apollo here as well.

All right, so just refresh the page. You'll see this is actually Hayes mobile number right here. So if you guys wanna get a hold of the CEO of Verizon now you know how to but this applies for just by anybody.

And as long as they have, even, even if they're a really small on LinkedIn, don't have a lot of presence Paula can fly in most people's phone numbers.

So if I wanna get ahold of the CEO of Verizon, I can loaded column right now, text them all that jazz.

So that's a quick overview, how to use Apollo. A lot of times they'll also pull the personal email. You can use that to email them as well.

And it's really good to hit people in the personal emails cuz obviously they, they check that wing more often. The business email typically.

And that's how you do it. You copy the number and then go from there.

# Using LinkedIn to find affiliates & message affiliates

All right guys. In this video we're gonna talk about using LinkedIn to find and message your potential affiliates. Now, first things first I urge all of you to start here.

Start with LinkedIn to be your outbound strategy to find potential affiliates. Just because the net that you can cast is much broader.

A lot of times there's a very, very big pool of people that you're gonna find up front. But if you feel like you just can't seem to get a hang of it, you can't find the audience that you're looking for.

Remember, there is still Facebook groups and other strategies that we've talked about on, in utilizing those to find your affiliate pathway.

But like I said, every single person going through this part of the training, I urge you and I really, really strongly suggest using LinkedIn to be your first point when searching for your potential affiliates.

So first things first here, finding your target audience on LinkedIn. How are we gonna do it? So three questions. Ask yourself, first off, who is the target audience?

And essentially, this isn't who is the target for affiliates, right? This is who is your potential target audience? Who is the clients that you are fulfilling for?

Who's the customer? So who is the customer you're selling to? In the example below, I have it written out. I'm a coaching consulting company called Scale Your Roofing Business with Landon.

Very clearly the target here is at the end of the day, I'm working with roofers, I'm working with nobody else but contractors, and that is who my client is, but that's not who I'm gonna actually go ahead and target here.

I'm gonna go and I'm gonna find like question two says, the people where they are receiving their content, who are they getting their content from?

Who are they opted into? Which lists are they on? What are those companies? Those are the ones that I want to partner with and connect with in my affiliate network because it's gonna be the biggest level of utilization because they're in contact with these people every single day.

Number three, who has a list of potential clients that they are actively communicating with? So I know we just touched on this but basically these are the three questions you need to ask yourself.

And I wrote this little example here, like I said, so I own a coaching consulting company named to scale your business scale your roofing business with Landon.

Clearly my target audience is roofers or roofing contractors. Now I'm gonna ask myself, where are the roofing contractors spending their time, their money, their energy on a daily basis outside of their work or outside of actually, you know, putting roofs on homes?

Where are they spending their time? Now, the answer to this question is actually gonna be directly aligned with who your target affiliate audience is.

In this case, I can think of pretty much one very clear path. It's roofing product suppliers, right? Or roofing suppliers.

People that are selling products to the contractors to go install. Every single one of, or every single roofer in this entire world are country specifically is going to a wholesaler or a product supply or some form of supply chain to get their product to go place on the roof.

None of them are manufacturing it. That makes a very, very good opportunity for you to kind of align yourself with those people and potentially partner with them to have them pushing your product as well, because as you win, they'll make more money as well.

So let's dive in. Let's jump into LinkedIn and I'm gonna show you how to find this in two separate ways. So first off, this is from the base. You know, from the account, if you don't have Sales Navigator if you just go up to the search bar here and you search Roofing Supply companies, the first thing you're gonna notice is if you don't have a large connection base here there's a lot of these that you're gonna have very limited ability to actually connect with.

So I'm just gonna go to people, and now what you're looking for is second and third level connections. Now, like I said, this is a little bit of a limited strategy because you're pretty much restricted to the baseline of the free LinkedIn account.

But what we see here is whoever this woman is, is a controller at Elite Roofing Supply, great prospect branch manager at Beacon Roofing Supply.

There's tons of these perfectly aligned with what we're looking for. What I'm gonna do is if I have any of these that are second or third level connections all that I'm gonna do is I'm basically gonna go ahead and I'm just gonna send them a message.

Now, I'm actually gonna jump over to Sales Navigator. And if you know, pretty much I'm gonna recommend every single person here that you get Sales Navigator.

So it's about \$90 per month, but it is 1000% worth it because the return that you'll get on that 90, \$90 per month is insurmountable.

So if we jump over to Sales Navigator and we search Roofing Supply Company, now we can get very, very granular here.

If we go into our filters, we'll click see all filters, and let's go to job title. We can put Owner, we can go to seniority level and select Owner.

We can put manager, Director. Pretty much we're looking for a high level executive, somebody that's in control, somebody that can make decisions, somebody that is actually gonna be able to make a decision on partnering with you.

So now that we have this kind of organized, we can narrow this down by geography if we want to target a specific location.

But we're gonna leave this here for now. As you can see here, there is a ton of these in here that are all supply counties.

So Coastal Roofing Supply, universal Supply Company, ABC Supply Co, which is a huge, massive, massive company. If any of you guys are familiar with the roofing industry, a ABC is all over the country. So these are very, very good prospects. They have massive, massive customer bases that are purchasing from them every single day.

One partnership of this sort is gonna be a huge uptick for you and your company. So that's the first way I would go.

And then I would simply search roofing products. So we have Sean, omg, roofing Products, great company tropical Roofing Products, another one from Tropical.

These are plant managers long Beach, Fort Lauderdale. So you can target different areas, and like I said you don't have to hit the whole country, you just need one of these, for instance Kim Brian here in Long Beach, I'm assuming that there is a plethora, probably thousands of roofing contractors that go through Kim as a plant manager in Long Beach to get their roofing products.

So from here, what I'm gonna do is first things first, I'm gonna go to view profile and I'm gonna try to connect.

So once this connection goes through, you're gonna be able to send Kim a message without having to use any of your InMail.

But for the sake of the video here in the demonstration on how to actually craft this message, I'm gonna show you what you would actually send and how we're gonna build this message.

So let's jump back here to our document. And now let's look at the making contact section. So, like I said, we've now found the audience.

How do we attract them to our calendar for our call? It's a simple, simple framework where we're gonna craft our message.

Like I said, this is below here, and we're actually gonna begin attracting these high level affiliates under our calendar to have a conversation and basically talk about a partnership deal.

So the message is very simple. The headline is credibility, curiosity, and urgency. Then the body contains a personalized intro to their business, who you are, the five bullets about you that stand out, your calendar link, and any bonus info.

So for instance I wrote one out for you know, scale your Roofing business with Landon, which is 100% an example company.

But the subject line would read this, 46% average contract increase, 30% rev share, five seats to fill. Hey name.

I'm a big believer in company vision and creative roofing solutions. I think you'd be a great fit to partner with my company.

Scale your Roofing business with Landon. So here I am, I'm Landon Atkinson, the founder. Quick overview, clients in our programs see an average of 46% increase in CONT contracts in the first 90 days. This is important. The more contracts that they sign or their customers are signing, the more money they're making cuz they have to buy more products.

This isn't a, a linear partnership. This isn't only I win and I just wanna win, and, and you're just there for the ride.

This is, I'll scratch your back if you scratch mine. Founded a Four Step mastery to increase install speed without increasing team size.

Again, touching into the fact that hey, we can get more, we can get more people actually purchasing the product from you and then partner with brands like X, Y, Z, X, Y, Z.

So if you already have a strategic partnership locked in with any big brands, this is where you would name it.

Now the second side here is recommended by brands like xyz, X, Y, Z. So this is where your PR outreach is gonna be very important.

Hopefully by now you have some of that, you have some sort of connection, you have some sort of credibility. You have someone that's a staple in that industry that has recommended you or your products. Then it's 30% split on all revenue produced through partnerships. And then finally, five more partner seats open. Would you be open to a 30 minute call this week?

Link to your calendar. Ps here's our case studies. So this is where you're gonna drop any credibility, any case study that you have on the product, our prior clients anything that's valuable to them to say, Hey, this is a real deal.

This might be a valuable partnership for us. You're giving them all the resources. Now, a lot of people get weary.

They feel like, man, I'm, I'm giving them all the decision rights here. But ultimately you're quick, you're concise, you're to the point, Hey, I'm here.

I wanna partner. This is what we do. Check it out if you're interested. Book on my calendar. So let's jump back over here to Kim and let's say we were gonna send her a message.

Basically all I'm going to do is I'm gonna grab my headline, I'm paste that in, I'm gonna go right back. I'm gonna grab my template of my message. I'm gonna paste it, and then I'm just gonna fill this out. Hey, Kim, And again, I think one of the big things here too is keep in mind this is a template.

So do your research, read into Tropical Roofing products, read into what they're doing, read into anything new that they've released lately.

Put a big win in here. Something that is creative that they, you know, Kim knows, Hey, I'm not just out here looking for outreach.

I believe in your product. I believe in your company and I wanna partner with you. I want to have a strategic partnership that makes you win and helps me win in the long run as well.

So I'm gonna put, just fill this out for the sake of what the template is. Big believer in Tropicals Vision, creative Roofing Solutions, I think you'd be a great fit to partner with my company, is Scale Your Roofing Business with Landon.

So here I am I'm gonna add some spacing here. I'm Landon Atkinson, quick founder or the founder. Quick overview, clients Insider, our program.

Now I'm gonna add bullets here. Boom. I'm gonna make sure my link is correct. I'm gonna link in my case studies and I'm gonna have the signature and I'm gonna send this to Kim.

Now, this is just one of these potential partnerships. I'm gonna go back through here. So we'll discard this. Let's go back.

I'm literally just gonna go back through here and I'm gonna find all of these that directly align. And now Mo, the beauty of this is most of these do national sales director all of these are very, very good high level people that can make decisions, can build the partnership with you.

You can get them on the phone, and even if they're not the correct decision maker at least if they book in a call, you know, they're, there's a high level of interest and you can ultimately get to the person that can make that decision of, Hey, let's have an a partnership here.

I'm gonna give you 30% of all the revenue produced. Build this, build out the funnel with them, give them the the lead magnet and all the swipe file, everything.

They can push it out to all of their customer base. And like I said, in this example, especially with roofing products in, in the wholesale market, these companies have thousands and thousands and thousands of roofers that all buy products from them and will be perfect fits for your company.

So this is how you use LinkedIn to go out and basically find your potential affiliate partners and lock in some partnerships.

So, all right guys. Before we end this video, I wanted to remind you if you want to completely automate this entire process, go ahead and refer to how to use Phantom Buster in the organic outbound section of the training.

Ultimately, in this section, I'll walk you through how to use a software called Phantom Buster, where you can actually set up automations and have all of this automatically work for you, where it's scraping the leads, it's sending the messages, doing all the heavy lifting for you in the background as you're constantly pushing the business forward.

So you don't have to worry about always being inside a LinkedIn sending out these messages. So go ahead, refer to that section of the training, it's gonna show you walkthrough how we use that software in our own business and basically to automate this entire thing.

So I'll see you in the next video and I'm excited for you to get your affiliate connections rocking.

## **Your First Call With Potential Affiliates**

All right guys, we're gonna be talking about your first call with potential affiliates. So whether you messaged them and you hopped on a call or you just gave 'em a call outta the blue because you pulled their number with Apollo this is the first, really the first part of the flywheel, right?

It's how we get to the flywheel churning. It's how we get them to agree to promote us. It's how we start getting them to refer us to other affiliates.

And basically everything starts here. So we wanna make sure that we're conducting this part, right? So the goal is really to conduct a call like this.

Number one, we wanna build rapport in the beginning. As classic as it is, we wanna tell them what you're doing and why it's important.



So from like an impact driven perspective, like why do you serve the market that you serve? What's the mission that you're on?

Why you trying to help people? That's really, really important and makes it way easier to close these deals than when it's purely financially driven.

Number two, we, or number three, we tell them about the commission structure. Hey, we tell 'em we're looking for our partners.

We explain the commission structure, and we get them to agree that they would be at least open to the idea to promote without getting a hard agreement, without getting them to lock down a date of like, Hey, I need you to commit to promoting.

Like, I, I really need it. It's like, no, we're just getting them open to the idea of it, right? This is the first call. We're getting a soft agreement and we'll turn that soft agreement into, basically we'll button it down and we'll get them to agree to dates later on.

But first things first, all we're doing is getting them to admit that they're open to the idea of promoting. That's it.

And then once we've done all of this, guess what we do? We get them to make intros for a second tier. Very, very simple. If for some reason we're not able to get this to happen, we still go for this. But this is the only purpose of this first call.

So I'll give you guys kind of the framework for the call, but this is what we're trying to accomplish. If we accomplish all of these things, the call is a win, right?

It is an absolute dub. And we'll be able to make sure this person becomes very, very valuable to our company, both in terms of as a second tier affiliate, but also as a first tier affiliate.

So here is the script, right? The affiliate first call script. It goes something along the lines of this. And again, follow the script as closely as possible and then you can innovate on top of it and figure out what works for you, what doesn't work for you, and go from there.

So here's basically how it opens up. Hey name, how's it going, right? You just give 'em a call. And then you basically say, I love what you're doing with context about them.

So before you call 'em, you should know a little bit about them. Look at their LinkedIn profile. Look kinda what they're doing.

So just like say, Hey, I I love what you're doing with, talk about what they're doing. And then simply what you're gonna do is you're gonna ask them questions about themselves for three to five minutes, right? People love people who are interested in them. If you read How to Win Friends and Influence People by Dale Carnegie, what does it talk about?

It talks about how people love to talk about themselves. So you're calling them, you're saying, Hey, I saw what you're doing at X, Y, Z, I wanted to reach out and you're gonna ask 'em some questions for three to five minutes about themselves, just being really curious about what they do, right?

Just be really, really curious about what they do. And then we transition, right? You tell them about your mission what you do, why you believe it's important, and they should say, that's right, me too.

I love that. Same here. Cuz you guys serve the exact same market, right? You literally serve the exact same market you get on.

You're like, yeah. Anyways, the reason I reached out is, you know, over here at x, y, Z company, we're on a mission to change x, y, Z market's lives.

And the reason why we believe it's so important is because, and just like pour your heart out, talk about what got you into it and why that's the market you serve and why you believe helping them is such an impactful and important thing.

And they should be like, yeah, I'm on the exact same page as that because guess what? They serve the exact same market that you serve and then you tell 'em.

And that's why I'm reaching out. We actually have a, let's say \$10,000 offer. We have a \$10,000 offer where we help women get x, y, Z result and we actually have a sale.

And we actually have a sales process that is based off of a hundred million dollar company whose IP and sales process basically we purchase from them.

And we're really looking to scale this to whatever your goal is, as big as you possibly can. Anyway, the reason I'm calling is we're actually giving away \$3,000 on every sale and we're looking for more affiliate partners and strategic partnerships like you who align with our mission of X, Y, Z and then talk about some of the, you know, big affiliates that you're reaching out to here, right?

So we're reaching out to people like x, y, Z person, an x y, XYZ person and we're really looking to serve this market.

And then you ask them, do you want me to break down kind of what that looks like? If that might be something that you might be open to, and they're like, sure, I'm happy to hear what it's about.

And then you say something along the lines of this, you would simply promote our free, whatever your lead magnet is to your audience, which makes you look good, since you're just giving away free value.

Then our team using our systems and really the process we've dialed in, we call every single one of those leads and we upsell them into our \$10,000 program.

And the way that works is usually about x percentage of people set this many show up to those calls and this many close.

So if you got this many leads, it would probably result in this much from your audience. So that's kind of how it works.

And then basically you explain, you know, math like I just said, and then you basically say, and we pay you \$5,000 or a thousand dollars on every sale.

Is that something you'd at least be open to the idea of promoting, right? So like that's really what you're going for.

And then again, the way you phrase this, a lot of times it'll be like, yeah, I'd be open to the idea and it'll be very like hypothetical.

And that's exactly what we want. We want like a yes in the hypothetical without them agreeing to hard dates because if they, you know, agree to it cause out of just kind of being nice, we're gonna tie it down and get them to actually promote.

So if they say no, just say no worries if you don't mind me asking why. And then with that we basically just isolate and handle the objections the exact same way we do on a close call, right?

This is a close call, but this close is worth a lot more than one sale. And then if yes, that you say awesome, well we'd love to work with you too because custom compliment we love What what you stand for.

We love what you've built. I have a lot of respect for what you've done in this space, so on and so forth. So custom compliment. And then, so here's what I'm gonna do. I'm just gonna have our team set up your affiliate count.

We'll write out all the custom emails and promotional material for you. Again, it's just giving out free lead magnet. Obviously you don't call it a lead magnet.

You say it's free book that shows 'em how to do X, y, Z to your audience. You don't have to sell anything to your audience or anything like that.

Does that sound good? And they'll be like, yeah, that sounds good. And you say, okay, cool. Well takes a lot of manual on our team's part, a lot of manual effort on our team's part.

So if we set this up for you, I just wanna make sure that you're for sure going to be able to give this away to your audience.

So now we're tying down, they agreed in the hypothetical and now we say, Hey, if I do this for you, are you for sure gonna be able to give this free thing away to your audience?

And then they're gonna say yes, cuz they've already agreed and they have consistency bias. The majority of the time if they say no, you handle the objection.

And then after you do this, you accomplished the first part. I know I kind of read through that all choppy cause I was making side notes and comments, but you guys would be able to read this and understand exactly what it says and what you need to accomplish here.

It's very, very simple and straightforward. This is a very nonchalant call. This isn't a harsh sales call where you're like, and by the way, we have a \$3,000 offer where we're gonna give you x percentage of duh.

It's not like that at all. It's literally calling them, connecting with them. Think of it more of a networking call.

It's like, Hey, I have a lot of respect for what you've built in this space and I just wanted to reach out and kind of see if there's some synergy we help XYZ market as well.

And I just thought there might be a way that we could work together. And then they're like, yeah, sure, what's up?

And then you say, Hey, I have a couple questions about this. And you start being curious about them. And then from there you say, Hey, by the way, the way this what we're doing is we're, you know, we have this program, we have a \$10,000 offer and we're scaling it, yada yada, yada yada.

Insert as much credibility as you possibly can in passing and say, we have this affiliate program and the way it works is yada yada, yada.

We're bringing out a lot of big people, yada, yada, yada. And then just get a really soft agreement and then tie it down following the script.

Again, you just follow this script to a t the calls are gonna be very, very easy. And if you run into any constraints where a piece isn't working, just keep tweaking until you get it to work.

So by now we accomplish the first part. Now we wanna do the second part, right? We wanna get them to agree to second tier affiliates.

Now for second tier, once they've already agreed to the first part, what do we do? Super simple, right? We just ask them to make intros.

So we say also one last thing before we hop off. We also have a second tier commission where we pay you whatever amount on every sale just for making an intro to another potential affiliate, right?

So I'm curious how many people, and they probably gonna be, oh wow, that's really cool. And you say, I'm curious, how many people would you estimate, you know, in this space, like we're reaching out to everyone as it is, but I'd love to give you commission on all the sales.

You know, if you know one of them just to begin with, right? So they're gonna be like, oh, he's reaching out to, they're reaching out to everyone in the space anyways, might as well get credit for it.

And they'll give you an answer. And then you say something along the lines of, all right, who specifically?

And now you get names, right?

So you're just taking a note of who are the names they're giving you? And then you say, and for x percent commission, would you be open to making the, making the intro to the names they just said?

A lot of times they're gonna say, yeah, sure, I'd be happy to make an intro. Thanks Naim, I really appreciate that.

Can you just do can you do that real fast and just throw us in a group chat with each other?

Sorry, with each of them individually since we're setting up your account today. That way we can tag them in your account so that way you get credit.

And then guess what you're gonna do? They're, they're gonna usually say yes or they'll say no and you'll follow up later for one, no big deal.

But they'll text, I intro you to the people. And then you're gonna follow up with those people and now they're in your pipeline to where you're gonna call them as well.

And the social and the context that you'll use is I love what you're doing, X, y, z and so-and-so, sorry, not I love what you're doing.

So-and-so just introduced us. Wanna give you a call and that's basically all you're gonna do. Very simple stuff, guys. I know I kinda went all over the place cause I was making a lot of side comments as we're reading through it.

So make sure you read through this thoroughly. You understand the script, you study the script and you start making calls.

And again, you'll perfect it as you have calls. Like you'll, you'll, you'll get a battle test it and make it work for you and for what you do in your market.

But overall, this is the process for your first call with potential affiliates. If you execute this properly, I promise you, you will lock in affiliate deals if you have enough conversations, right?

If you're on the phone with 20 potential affiliates in your space, you should be locking in deals, right? And one affiliate can bring you, not one client, but one affiliate can bring you clients every single month.

So again, you have to understand that even though it's a little bit harder to get a deal over the finish line than maybe even just, you know, outbounding someone and getting them to hop on for a free consulting call or whatever this right here specifically is a super high value deal.

It's like closing the ultimate high ticket deal. It's not closing one deal, it's closing multiple at once. So know that it's worth a little bit extra effort it takes to make this happen.

And again, to keep pushing 'em through this process. This is only the first piece. But this is the hardest piece.

Once you do this piece, everything else gets a lot easier from here. If you get this piece right and you do massive volume of this one piece, you're gonna be in a really good spot as a company, right?

The people I know who reach out to the, a lot of pe, a lot of affiliates are the ones who win with affiliates. And if you just do this first part, right, even though if the rest of your flywheel's broken, I promise you, you will get results.

So that said, let's dive into the next video.

## **2nd call with potential affiliates (locking in the promotion)**

All right, now we're talking about your second call with potential affiliates. These are the people who already made a soft agreement to promote, right?

They already said, yeah, I'd be open to promoting. And now you set up their account and we're gonna actually get them to agree to specific dates because it's the whole cliché thing.

If, if you don't have a number on your goal, you're not gonna reach the goal. And with affiliates, if they don't have a date, they're gonna promote, they're not gonna promote.

It doesn't just magically happen. You gotta tie it down. You gotta lock it in, you gotta remind them and you gotta follow up to make them follow through on those dates.

But the first step is we need to get them to commit to specific dates. That is the first goal. Get them to commit to specific dates to promote your free lead magnet or if you have a front end affiliate program to promote that.

Now what you wanna do is we also want to get them to refer more affiliates on the call. So that's the two things we're gonna do.

That's the basic, this one right here, we're always doing, we're always recruiting new affiliates, always getting new affiliates. But on this call specifically, the main goal is getting 'em to commit to specific date. And then this is bonus if we can pull it off. So how do we do this? How do we get people to agree to a specific date?

How do we go from hypothetical? Yeah, I'd be open to promoting to, I'm gonna promote at this date, at this time, a hundred percent for sure.

You can count on me. How do we bridge that gap? Well, here's how we do it. We open up the call and the reason for calling is setting up their account.

We set up their account, we already did all the hard work for them to where they, in a way they kind of feel a little bit, you know, guilty about it.

They're like, oh, he already did all this hard work. Might as well promote this free thing to my audience that they're gonna like, anyways, that's the first thing, right?

We use the reciprocity and consistency bias to get them to agree to those specific dates. So reciprocity, meaning we did all this for them, right?

To where they feel like, oh man, I, I kind of have to promote now, right? It's like they, they take one step over the cliff and they fall off completely because simply they already, you know, they, they feel like, man, I, I already made the commitment to doing it.

And then with consistency bias, when human beings say something they want to follow through and they don't, they don't want it to look like they're changing what they said.

Cuz that's just human nature, right? When someone does one thing in one way, they want to remain consistent with that.

That's a very, very, very powerful psychological tool that we're gonna lean on. So we need to get them to agree to a specific date.

Like I said, makes it feel bad to say you'll do something and then they don't do it. So that's what's gonna really one of the things that's gonna get them to do it.

Think about it. If they agree to something and you did a whole bunch of work already, like you already did, right?

It's not that much work, but we're gonna make it feel like, wow, they did all this for me. They got it set up by yada, yada, yada, yada.

It's less emotionally painful for them to agree to commit to a hard date than to back out completely and make it feel like, man, I had this guy do all this work and I already said I'd do it and I'm gonna look like I was lying.

All right, I'll just promote. That's what we're gonna do. And then once they agree to promote, we're gonna make sure they can't back out by following up, following up, following up, following up.

And then the good news is once we make them a whole bunch of money, by them being an affiliate, they're gonna be like, that was a pretty good gig.

And it's gonna be easier and easier and easier to get them to promote again. All right? That said, let's jump into the framework, the script that we kind of put together for you guys to have these calls.

Again, these calls usually are just super, super casual calls. This is not a intense sales call, but this is a really good framework you guys can follow to actually execute all of the psychology above open up, Hey name.

Got some good news, right? That's what we're gonna open up. I have my team work late last night or work on it all day last night or we're on it all day yesterday and we got everything set up for you.

We created your account, we set up your first tier affiliate program. We also set up your second tier affiliate program for you as well.

All your unique tracking links are ready to go and custom to you. We got your emails and promotional material created for you, like completely custom, everything is done and ready to go.

And you present it as the best news ever, right? So you call 'em and you're like, Hey, got some great news and you just give 'em a call, right?

Hey, got some great news and you walk them through all this stuff and you be really excited about it and then you go silent.

And usually they're gonna be like, oh, well that's great because if you're really excited, it's really weird for them to be like, oh, why'd you do that?

Right? It's, it's, it's awkward emotionally, right? From a social standpoint. So if we're excited, it's gonna be hard for them not to be excited.

People like sales is a transference of emotion. So if we're excited, they're gonna be excited. So if we call them and we tell them we did all this work for them, right?

And they're for their self-interest and we're excited about it, they're gonna be excited and they're gonna respond with something and be, oh cool, thanks for doing that.

I appreciate it. And then we do go into something along the lines of this. Now one of the things that's really important is I need to know when specifically you're gonna send free lead magnet, whatever your thing is to your audience just so we don't overlap with any of our other big affiliates so we can make sure that you get the most money possible from those leads.

So with that in mind, when's the soonest you can commit to does either date or date work for you to start promoting?

And the reason why we're framing it this way is cuz it's not like, Hey, when can you promote us? It's, hey, we need to know specific dates of when you're gonna promote specifically.

That way our team can have all their attention on your leads and working those leads. That way we can make you the most money possible, right?

Our goal isn't to convince, it's to persuade. And the way you persuade is by framing things to where it's in their best self-interest, not our own right?

To get someone to do something for us is hard. You have to drag 'em to do it. To get something to do, to get somebody to do something for themselves is much easier.

So this is how we frame it and they'll be like, oh yeah, date works, or, oh, neither of those dates work.

And then you're like, oh, well what date would work for you and you work to get a specific date right here, let's do that.

Get specific date regardless of if they agree to one of these dates or not, we need to get a specific date before we move on.

And then once you get them to agree to a specific date, you say, great, I'll lock in that date right now.

So we don't have any massive affiliate promotions starting that day. That way we can make you the most money possible.

Are you sure you're able to promote that day? Like are you for sure we're gonna be able to promote that? I don't wanna block off the calendar and not have any big affiliates promote if unless I know you're for sure gonna be able to promote.

So now we're leaning onto the consistency bias. We're gonna get them to hard, hard, hard tie down and agree to that and then be like, so again, you can even exaggerate it like I did here.

So again are you sure you're able to promote, right? Like those dates, I don't wanna block this off and have a big affiliate not promote because we think you're promoting that day.

And then obviously our, our guys have no leads to work that day. Like aside from some crazy emergency, there's no reason you wouldn't be able to, right?

And we're just locking it down, tying it down really, really good. They say, no, no, for sure I'll be able to promote that day.

I'm excited, this is gonna be great. This is gonna be awesome. And then you say, awesome. Now when people promote, we typically see a longer promotion.

They usually do, you know, three day, or sorry, three day promotion, a seven day promotion or a 14 day long promotion, like which one kind of makes the most sense for you.

And so we're trying to get them to agree to a longer promotion, right? The longer the promotion obviously the more money we're gonna make because the whole thing with frequency, it's not just like how many times in a month they do, but for when they push, how hard do they push?

Cuz one email is gonna make a lot less money than 10 emails being sent out. So that said, we say something along the lines of this, right?

Do you wanna do a three day push a seven day push or a 14 day long push? And if they're like, oh, I only wanted to like send out one email, we can kind of handle that objection and you know, basically downsell to a little bit lower of everything.

Say, okay, gotcha. So usually our people do a little bit longer. Would you be open to, you know, at least two days and you just get as many much of an agreement as you possibly can or like, you know, the most volume you possibly can get them to agree to.

And then you say, great. And what on what platforms do you plan on promoting on those days? And you figure out which platforms they plan on promoting and you try to get them to promote on all the platforms, like got it.

Now a lot of times and for example they say, oh, I'm gonna promote on social media, but if they have an email, it's like, that's awesome.

I'm really excited to hear that. We're excited to see how the promotion goes. Another thing too is a lot of our biggest affiliates, the ones who absolutely crush it the most and make the most, they do it through email.

So if we could get an e couple emails sent out as well, that's really gonna help you get the best results, would you be open to that?

And again, we're really just trying to push for as many platforms as we can as many days as we can.

We're trying to get the biggest output of volume humanly possible. And then we say after they kind of, we work through that, we say, awesome name.

Well really excited. I'm curious how mu how much would you be thrilled to be making off this promotion?

Like if everything went really well and this turned out better than you even expected, what would that look like?

And what we're doing is we're just gonna get them talking about like hope of where they would, how much they would love to make off the promotion, what a win would feel like.

That way in their head they start imagining that, right? Cause if they feel like it's in their best self-interest, they're way more likely to actually follow through and to actually promote.

And at the end of the day, that's the goal guys. So they start talking about that. You get 'em excited about that and then you say, well let's try to make that happen for you and see what we can, if we can do that, like I would love if we could even exceed that for you and just, just get them fired up.

Get them excited. That's really all you're trying to accomplish here. Again, this is just a, a rough framework you guys can follow, but this is a very loose call.

You're having a, a conversation with another business owner a lot of times in the same space as you or an influencer in the same space as you.

And it's not like you're trying to sell them. This is a win-win for both of you. They make money, you make money, they're not even selling anything to their audience, they're just promoting a free thing, which makes them look good even if they made \$0 off of it.

So it's just really a loose conversation. But this script will just give you a good framework to follow so you're not just like, what do I say next?

And then you say, I'll make sure to send over your affiliate assets after this call, but while I'm still on, do you have any questions for me?

And the reason we say this is a lot of times people have questions and those questions are what caused them not to promote.

Like they're like, oh well what about this, what about this? So the same way on a call where we're trying to, you know, close a sale and you're handling the objections, we're gonna do the exact same thing.

Any thoughts they have, any concerns, all sorts of stuff like that. We answer here and then they go through it, you answer their questions, you make them feel really good, you make them feel really excited.

And then you say, also before we hop off, is there anyone else you thought of that also has an audience in market and we can give you x amount second tier commission on.

And then they'll be like, oh, well you know, there is another guy I thought of his name's Bill, you should meet, you should talk to Bill.

I think you'd also love this. And you go, awesome, sounds great. Can you make an intro real fast? And you have them text intro you to them.

So we're accomplishing the second part right here. And if they don't, no worries. We can get more you know, referrals later.

The whole point of this is like, these are relationships, right? A lot of times you have an affiliate manager when you outsource this and what they're doing is they're just managing these relationships.

So this is more relational than it is, you know transactional. So if you don't get one here, you ask the next time and the next time and the next time.

And you always phrase it as a way to help them rather than to help you. Now once you've done this call, you guys have agreed to a promotion date, you're basically gonna send 'em a text message and an email after the call confirming everything you guys just did.

So basically something along the lines of this, okay? So confirming everything you said and the dates you committed to and we're re-entering that promotion date starts, date promotion, date ends, date platforms you'll be promoting on insert here.

Also, here's all the affiliate assets and you're gonna send them the link and then the account login where you'll get paid.

Boom. Actually no here, I just realized that's that way for a reason. The account login where you'll get paid. Here's the link.

So we can log into your affiliate account that you set up for them. Here's your affiliate link that you can start promoting with.

Here's the promotional materials for you to use on date to date. And there's a link to all the promotional materials that you organize in a folder for them.

And then do you need anything else, right? We just send a follow up text right after we send that. Super, super simple stuff guys.

Overall, it's more principle based and it is, here's the exact science. The biggest thing is we find potential affiliates. We get them to agree, We get them to commit to a specific date and we just follow up like crazy.

So even if you don't read this script perfectly, as long as you accomplish the main points, which is get them to agree to a specific date, get them to introduce you to more affiliates, that's like a second bonus.

You're good, right? So this is a good framework to follow. You can read through it, get to the hang of it.

You can kind of go a little bit looser if you want to, but overall, this is the principle. This is the concept.

If you can follow this to a t I promise you, you don't have to have that many conversations before you start getting affiliates to agree to very, very specific dates where they're actually gonna promote your offer to their audience.

That they've spent millions of dollars a lot of times building over the course of literally years.

## **Follow up to get them to actually promote**

All right, by now, you guys are in a really good spot. You had literally affiliates agree to promote you, right?

You got a hold of them on the first call. They agreed to promote you. Then you followed up with them and they agreed to a very specific date of when to promote.

And now we just need to follow up and make sure they actually follow through and promote on the dates they already told you that they were gonna promote.

So here's what I want you guys to understand. This is the hardest part about affiliates, right? Especially that first push.

That first push is like pushing a rock up a hill, right? Getting them to follow through and actually promote is the most difficult part about affiliates, right?



Just because someone agrees to promote doesn't mean they're going to, you have to obsess. When I say obsess, I mean literally obsessed on following up to get affiliates to promote.

Now, I'll tell you guys a little bit of a story of different affiliate managers that we've had in the past who basically were following this process.

The ones who were the most successful they weren't the ones who were the most persuasive people. They weren't the ones who, you know, were the most technical and had some strategy, right?

They were the ones who truthfully were the most annoying. Our best, our best affiliate managers who pushed the most revenue for us were the most annoying affiliate manager.

When I say annoying is they followed up like crazy, like even with me. Like they would just text me like crazy.

Like if I didn't get back to them, like within like 20 minutes of 'em sending a text, they'd be like, Hey, just following up, checking in.

And they're like, they're always doing it in a really good way. But they were obsessive with messages.

Like your phone would blow up from them and they were always top of mind, right?

For better or for worse, they were always top of mind. And that's the biggest thing. People aren't thinking about you nearly as much as you think they are.

You're thinking about it cuz to you it's like affiliates is your entire world. This is your entire strategy. But for them, most of the time they're an influencer or a business owner who's focused on their business.

They have a thousand tasks on their plate, they're having a million conversations with a million different people. Clients, you know, people on their team, all sorts of stuff.

And they had a conversation with you, they agreed to it in passing. But guess what? After that call, they're right back into their daily life of all sorts of stuff going on.

So in order to get them to actually promote is a monumental thing, right? It's a monumental thing and we need to be relentless about our follow up.

So the more you follow up, the more likely they are to promote. And then again, once they promote, once it gets easier and easier to get them, promote again if you make the money.

That being said, let's talk about kind of the follow up cadence to do. And this is a bare minimum follow up cadence.

This is like the minimum of what you should do. You should be nurturing those relationships as much as possible, checking in on 'em just, you know, having conversations with them.

It's called an affiliate manager for a reason when someone's doing this full-time. But again, if you're starting out and you're doing this yourself, cause you're just trying to get momentum you are your affiliate manager.

So manage all of those relationships, right? If you had a client that made you \$50,000 a month, how much would you be willing to like nurture that client, right?

How much would you be willing to build that relationship? Well, affiliates are kind of like clients who can make you \$50,000 a month if they're a good, good affiliate.

So nurture That relationship, follow up with them, all of that sort of stuff. So let's talk about the follow up cadences.

All right? So what you're gonna do, set reminders in your crm for each affiliate, excuse me, for each affiliate that way.

Seven days out of the promotion. So if they schedule, you know, a week out and you spend three days or maybe they schedule two weeks out at the seven day mark, you just reach out to 'em and you say, Hey maim, just making sure we're still on for date.

And a lot of times they'll respond with yes and you're like, great, if you have any questions, don't hesitate to call.

If they don't respond, then the next day you're like, Hey, just following up on this. If they don't respond, you give 'em a call and you're like, Hey, I know I sent you up messages.

I know you're busy, but I just wanted to double check cuz my team's setting aside everything for you to start promoting on those days.

And I just wanna make sure that you know, their team, their time's not gonna go to waste. I don't need to replace, fill that spot with somebody else that way.

You know, they just give a reason why for calling and following up as long as there's a reason why people don't get upset.

And then 48 hours out, just do a double check in. Just checking in. Since I know you're use, you're sending the free lead magnet to your list or audience in two days.

Do you need anything on our end or are you good to go? I just wanna make sure you have everything you need.

And then a lot of times I'll just text back, yeah, I'm good, I'm really excited, yada, yada yada. And you say, great, if you have any questions at once, again, don't hesitate to call.

And again, these are just templates of overall concepts of what you're doing. But at the end of the day, you're just following up.

The whole goal is just to have touchpoints before those things so that they're you're top of mind and they don't forget, right?

The more top of mind you are, the more likely they are to promote 24 hours out. I would give them a call, right?

They're gonna promote tomorrow. So give them a call and do a check-in. Make sure they have everything they need. And they still plan on pushing on that date.

So give 'em a call and say, Hey, just giving you a call. I know you said you had everything you need, but I just wanna make sure there's nothing else we can help you with or any questions you have.

I wanna make sure it's super easy on your end if there's anything our team can do to make this easier on you to where all you have to do is you know, the absolute minimum and we can make you as much as humanly possible from it, let us know.

And again, you're just trying to have touchpoints and they're like, oh no, we're good, we're excited, yada, yada yada. And you'll just say, cool.

And again, you're still for sure on for pushing. I just wanna make sure cause my team's really relying on it or I just wanna make sure you're good for pushing if you don't have a team, I just wanna make sure we're still good for pushing that way I don't have to fill that spot with somebody else.

Cause I have it blocked off specifically for you. And again, you're really just tying it down, getting them to commit to promote.

And the more touchpoints you have, the more likely they are to promote. It's just a fact in nature. The more conversation back and forth you have, the better it is and the more likely they are to promote literally every day during the promo.

Keep updated with them, check in with them. Get them excited, right? Keep them updated. Like if you're starting to get leads in, get them fired up.

Say, Hey, just so you know, tons of leads are coming in feeling really solid. These are great lead quality. Think we're gonna make you a lot of money off of this and get them excited so they're like, wow, I'll push harder.

That's really what we're trying to do. The whole goal is get them to stay top of mind and get your sorry, make them happy to where you're top of mind and they're remembering to push.

And then number two, get them excited. Make sure they're excited to push, they remember to push and they're excited to push.

If they have those two things, they will push, all right? If they remember to push and they're excited to push, they will push.

So make sure they're top of mind by following up. Get them excited when they do start promoting. Get them fired up.

Make them feel like you're gonna absolutely crush it for 'em. Cuz at the end of the day, they're not doing this for you, they're doing this for them, right?

So make them feel like the reason they chose to do it was a worthy pursuit. And the more they feel that way, the more likely they are to push harder and to push more, right?

The affiliate, we've had affiliates who are like, oh, I'm gonna push one time and then they just push like crazy because the first time they made a bunch of money at the end of the day, it's like in, in capitalism, all it is the market's in exchange of value.

And if they're getting a lot of value by promoting your thing, then they're gonna keep promoting it. But if the only person who got value is you, then they're not gonna keep promoting it.

So a little bit of off topic rant, but that being said, this is our follow up cadence we are gonna use.

This is the bare minimum, all right? This is the bare minimum follow up cadence. In fact, I will add that ready bare minimum follow up cadence that we're gonna do.

Ideally you're tagging in with them, touching in with them way more than this. But this is the bare minimum I want you guys to do in order to get them to promote, especially that first promotion.

Someone's first promotion, you should be like on top of it, you should be like a dog on a bone, absolutely obsessed with making sure they actually follow through and promote.

And with big affiliates especially the bigger an affiliate is, the less likely they are to promote because they got so much stuff going on.

And truthfully just the less they, they they care. You know what I mean? So the bigger the affiliate they are nurture that relationship even more.

Follow up more get more tie downs, get them even more excited to promote all of that good stuff. And I promise you, if you are relentless about follow up when it comes to affiliates, they will follow through, right?

If affiliates follow through, you will win. You will get clients. It's inevitable. It's almost impossible. You have people with combined millions of people in their audience promoting you and not make any money from it, right?

Think about it. If you spent millions of dollars building the same list they had and you were following our systems, I'm pretty sure you do pretty well.

And at the end of the day, that's literally what you're doing. But you're hacking your way there by using other people's audiences.

And that is why affiliates are so powerful. So follow up, follow up, follow up until they follow through. And guess what, if they don't follow through, what are we gonna do?

We're gonna call 'em and we're gonna schedule a new follow up, a new promotion date. Hey, no, you missed a follow up.

Or you, sorry, I know you didn't, weren't able to promote that date. No worries at all. But when is the next time we push that too or I, I just rescheduled you on the calendar.

When do you want me to reschedule that for? And again, it's the follow up game guys. Affiliates is a follow up game.

The person best at follow up will win the most when it comes to affiliates.

## Post promotion

All right, in this video we are gonna be talking about post promotion and keeping the flywheel churning. So if you're watching this, most likely you've already had an affiliate push, they already promoted for you and now you're like, what's the next step?

Right? And that's really good news cuz that means you've already done the hardest part. That first push is the hardest when it comes to any affiliate.

And after that it gets a whole lot easier, especially if you made the money, right? And if not, we're gonna talk about what to do in that case scenario.

If you did make a money, you're in a really, really good spot. And we're gonna talk about how to really keep that flywheel churning and going faster and faster and faster and faster to where we're getting more affiliates to promoting more often and all that good stuff.

So here's our post promotion goal. So after somebody promotes, here's the ideal three outcomes.

Number one, you get them to become an evergreen affiliate.

When I say evergreen affiliate, it means they start consistently pushing you. Whether if they schedule a push every single month, every single week even maybe they add you into their fulfillment as a bonus.

When someone buys something from them, maybe they, you're in their auto email sequence For anyone who joins their email list, maybe you, they put your link in their bio on social media, whatever that means specifically.

That's the first goal. That's the number one priority. The second biggest priority is to get them to promote again, right?

This is obviously the ideal outcome. But also we want them to promote, again, we want them to schedule that next promotion.

So obviously that we get more leads in and we have a date on the calendar for that. Cause. Again, the same way, if we don't have a number on goals we're trying to target, we're not gonna hit some elusive goal.

Same thing with promotion. No one's gonna promote unless there's a specific date. And then third we're gonna get them to refer more affiliates.

We're gonna get them to make more second tier commission, right? And we're gonna position it as in their best self-interest rather than ours.

It's for them to make money as a second tier affiliate, not so they're being nice to refer people to us.

So here is the post promotion process and there's really two variances depending on what happens. The first one, which is ideal, is you made them money as an affiliate, they promoted you, you made them money, and they're pumped about it, right?

They're excited about it. And the other outcome is you don't make them money. So we're gonna talk about, you know, how to nurture those relationships and really save those relationships to where that affiliate doesn't just like die, right?

That affiliate doesn't just kind of drop off the face of the earth and become, you know, go from an asset to just nobody to us.

So we're gonna talk about both of those things. The first one is the ideal outcome. Hopefully you had your affiliate push.

If they're a bigger affiliate, you're gonna make them money almost regardless. It's a matter of how much.

So when I say if you make them money, it's really like, are they happy with the amount of money they make?

So number one, you're gonna call them and you're gonna get them excited about how much money you just made them, right?

So you're just gonna give them fired up. Hey, the promo went well, how you feeling about it? And again, just because you made 'em money, that doesn't mean they felt that way.

Cause if they're a big affiliate and they made a tiny amount of money, they might not care. But if they're like excited about the amount of money we made, if, if you know you made a money but they're not happy about it, they still fall into this category.

That being said, let, let's go back on topic. Call them, get them excited about how much money you made them.

Just talk about it. Hey, I'm glad we crushed. We're gonna kill it for the clients that we brought on. We're gonna change their lives, blah blah blah, blah, blah.

Go down the rant of impact as well as the income that that person just made. And also it's like, hey, we're gonna be getting payouts over to you shortly, whenever that payout happens.

And then after they're at their peak of their excitement, you're having a great conversation and be like, awesome. Also just want to call and check in.

When will be the next time you'd be open to promoting again in the future? I'd love to get another date locked in on the calendar.

That way we can schedule that in for you. And you're gonna follow the same process. You're gonna get, get them to commit to a hard deadline of the second promotion or the third promotion or the fourth promotion depending on how many times they've promoted.

You're gonna do this every single time. And you're gonna ask them if they'd be open to putting your free lead magnet as a bonus in their fulfillment or as part of their automated sequences when someone joins their list or somewhere as an evergreen affiliate.

So just break this down and explain this and be like, hey, just wanna check you like it is really as dependent on what that affiliate does.

Like if they're an influencer or if they have product and services they sell, just get creative and figure out, okay, how could they like promote me in an evergreen way and then present that idea and say, Hey one, also another thing what we do with affiliates, that's really cool for them and cool for us because then they can make money just kind of passively.

But also it gives us a steady stream of traffic, is what some of them do is they put the free x, y, Z as a bonus with their fulfillment or something they add into their email sequence when someone joins their email list.

Whether it's on the first day or on the 20th day or on the 60th day. Really doesn't matter to us, but we'd love to get you consistent cash flow coming in.

So this isn't a one-time thing, but this can be an ongoing relationship where we can make you money every single month.

That's really our goal. Is that something you'd be open to? So that's the first thing we accomplish. The first one, or sorry, we accomplished the first thing we're getting them to promote again, then we're gonna accomplish this one right here.

Which the reason we don't go for this first is a little bit of a harder ask. So it's better to get the quick win and then after they agree to this or don't agree to it, we push as hard as we can without burning that relationship.

Cuz again, we wanna nurture this relationship over time. Just because they say no doesn't mean it's a permanent note. No, just means not now.

And then lastly, we get them to refer more second tier affiliates. So we say something along the lines of this also since we made you money and can you think of anyone else you've already mentioned that you haven't already mentioned that we could make you second tier commission on as well?

Cuz this crush for you. I bet you have a lot of people you know who this would crush for as well and we'd love for a, for them to get paid, but b for you to get paid as well.

And then you try to get second tier affiliates where again, all you're looking for is a text intro. It's like, hey, literally just make a text intro.

I'll add them to your account and make sure you get credit and paid for every single sale that they make. Super Simple. This is what you do if they're excited, right? So if, if you made the money and they're excited about it, like any significant amount of money to them to where they're like, wow, this was awesome.

If you don't make a money or you make a money, but just not as much as they're expecting and they're just like not happy about it, you call 'em, you tell 'em how close you were closing a deal or how like you're still working the deal to where you're kind of like making them still have some hope.

You make them feel like if you just push a little bit more, they would've made more money. And those deals are still in the pipeline and you ask them, Hey, would you be completely against promoting again? That way we can get a deal over the finish line or that way we can get some more deals over the finish line for you.

So the first push wasn't a waste and really we're playing off of sunk cost bias here, right? It's like they're not happy with it.

So they're like, maybe if I just push a little bit more then it won't be a waste. That's really what we're trying to go for.

And then lastly, you get them to commit to a hard deadline. And if they are still, if they're still pumped, basically like they might just not have made money, but they're not like upset about it, so they're still feeling good.

It's like, hey, also by the way putting your free lead magnet as a bonus, as your fulfillment is another great way we can get you consistent revenue coming in as well.

Is that something you'd be open to doing? And we talk about doing the evergreen thing here. Again, don't push for this if they're upset.

But if they're feeling good, they're excited and they're just like, Hey, no worries. It's not a big deal. There's a little bit bummed you can go for this, but if not, I would not.

But these are the two options. So either A, they're excited, you made them money and they're excited about how much they made and you go for all three of these things, or B they're not excited and they're, they're like, ah, man, a little bit bummed about how it performed.

And if that's the case, we really just go for these two things. And the reason we go for this one is not like promote against you can make a ton more money.

It's, hey, so the first promotion wasn't a waste. Would you be open to, you know, throwing another push on the calendar?

That way we can get a few more deals across the finish line for you. And that's really the kind of the bias that we're playing to there.

And again, the whole point of this is nurturing these relationships isn't an exact script that you follow. You kind of just feel it out and it's very relational.

But these are the objections objectives that you are going for. Again, this is the post promotion process. We do this after every single promotion, not just the first one.

Call, check in with them, get them excited and try to get them to refer more people. Become an evergreen affiliate if they aren't already.

And then commit to that next big push that they're going to do. And then again, if they're not excited, you didn't make 'em money or you didn't make 'em enough money you know, just give them hope, right?

Tell 'em, hey, we're still working the, we're still working the deals, we're feeling really good about it, yada yada yada.

And then if you're, you know, you have the ability to try to get them to promote again and then try to get them to become I'm I trying to say an evergreen affiliate as well.

So this is what we're trying to do. This is the host promotion process. This is how we keep the flywheel churning.

We don't want affiliates to promote one time. We want affiliates to promote over and over and over and over again.

And we wanna get them in the habit of promoting over and over and over and over again. Because when it becomes a habit of incorporating you into their business and it's just part of the way they do business, well then guess what?

You're locked in for practically life. And that becomes a stable source of traffic for you month after month after month.

And all the hard work they do, they're really working for you in a way, right? And it's mutually beneficial relationship cuz they're making more money, you're making more money and all their ad spend, all their viral videos, all the content they produce is going towards you, going towards driving you more traffic. So it's a very high form of leverage and it's a very powerful concept when you really take it seriously.

## Your Day-To-Day

All right, we're gonna break down your day-to-day in playing the numbers game when it comes to affiliates, right? If you're doing affiliates and this is your main source of traffic, guess what?

We take it very seriously. We treat it as if we're professionals, and this is gonna be our day-to-day triage list, how we approach the day and really the overall philosophy we take when it comes to affiliates in the process that we've already talked about.

Like you guys understand the affiliate flywheel. You understand the process of pushing people through and following up, getting them to promote.

You understand the process of asking for second tier affiliate referrals to get more and more affiliates promoting. And the more we can get that flywheel churning, it's gonna pick up momentum.

And once it picks up momentum, there's no slowing it down. And you're gonna be in a really, really good spot and your business is gonna be able to scale more than you ever thought possible.

And that's before you even get paid ads to work, right? Paid ads is how we get to that eight figure mark really easily.

But with affiliates, there's no reason you can't scale to multiple seven figures. Heck, you can even scale to eight figures with that as well.

So let's dive in with that. Set your daily triage list, right? Number one, top of the triage list. The first thing you're gonna prioritize is moving existing affiliates along in your pipeline as much as possible, right?

So the follow up process of following up with every single body, every single person, anyone who's already promoted, calling them, doing the post promotion process, right?

Hopping on those second calls where we're getting them to commit to hard deadlines, all of that stuff.

Anyone who's already in your pipeline that you've already had conversations with, who's already agreed to promote, you just need to get them to keep promoting or to follow through on promoting, that is your number one triage.

That is the first priority. You're gonna move all those people along as much as you can, very first thing in the day.

And the reason why is because a bird in the hand is worth more than two in the bush, right? Someone who's already agreed is a much hotter lead than someone who's never heard of you before.

So our first priority is to move those deals along the furthest we possibly can. So when we've done everything we can to move all the people who've already agreed to promote, then we move on to getting new affiliates.

But first things first, we obsess on this process in doing it like a professional, right? We follow up as much as we can.

We move them along in the pipeline as much as we can. We make sure we're doing everything in our power to get them to promote either the first time or for the 10th time.

Doesn't matter which one. Our existing affiliates and people who agree to be affiliates are our number one priority. Cuz guess what?

That's the asset that we currently have. We wanna nurture that asset and make sure that we're getting the most out of it we possibly can.

Then your second triage is you're gonna outbound new affiliates. So once you've done as much of this for the day as you can, you're like, I moved everyone along as much as I possibly can.

Now what? Well, you're gonna get new potential affiliates. So again, what are you gonna do? You're gonna find new potential affiliates and you're gonna get as many as you, you can on that first call.

So finding them, right? So when I say outbound, it's more like finding potential affiliates and then immediately getting on that first call.

So pulling their number off LinkedIn with Apollo or messaging them and getting them on that phone call, right? And now once they've on that phone call and they've agreed to be open to the idea of becoming an affiliate, now they're in this bucket right here, and we keep pushing that along, right?

We keep nurturing those leads and following up until they promote, until they refer us to more people. We are relentless.

We are top of mind, we are relentless about this process. And then repeat, right? So once you get someone on the list, right, you add 'em to this list.

Now you can't move 'em along any further cause they already agree to remote and say, all right, best to follow up with them tomorrow we find the next potential affiliate.

And then what do we do? We get 'em on a call and then we get them in this process here, and then we find the next one and the next one, and the next one, the next one.

And we want do a massive numbers game, right? We wanna play a massive numbers game, but at the end of each day what I want you guys to do, if this is what your focus is, I want you to write down how many new potential affiliates you reached out to total, right?

How many did you reach out to total, like through messaging, calling, trying to get ahold of? How many did you try to reach out to?

Did you, you know, either send a message to or call? How many affiliates did you get on the phone with?

That's the next biggest metric you're gonna write down, right? Because if we don't track something, we can't, we're not gonna, if well, we don't measure, we're not gonna be able to improve.

So we wanna measure this every single day. How many affiliates agreed to promote, right? Like, hey, I, I'm open to promoting how many affiliates actually promoted that day?

So those are our questions we're gonna ask. And every single day we wanna see these numbers going up. So you should have these written down every single day and every single day these numbers should be going up.

Now there's an, there's a old story about Charles Schwab when he was brought into, I believe it was a steel factory.

And he was brought in, he was paid to increase their production, to increase productivity. So he comes into the factory and he finds out that all these steel workers in this whole factory are only producing like three beams a day of steel, right?

And so he walks in and he watches them the whole day, how they're working, and he's tasked with getting them to produce more.

And what does he do? Does he change how they're doing the process? Does he come up with something new? Does he innovate?

Nope. He does one thing at the end of the day shift, he writes with chalk on the ground, a big number three, all right?

And when the night shift comes in, they go, what's that? And he goes, oh, that's how many beams the of steel the day shift did.

And they're like three beams of steel, okay? So they do four beams of steel. Cause they didn't want the day shift guys to beat them.

And so they do four beams of steel. So Charles Schwab was he do, he erases it and he writes the big number four on the ground.

And then the next day, the next morning after The night shift, people leave and the day shift people show up, they go, what's the four on the ground?



And he goes, oh, that's how many beams the night shift did. And they go, all right, well we, we can do better than the night shift guys.

And so the next day they did six, it's six beam of steel, they've now doubled the production of the previous day simply because they're trying to beat the number of the night shift.

So what does he do? He writes a big number six, and the night shift comes and they're like, six man, these guys did six.

And so they do more than that. I think they do like seven or nine. And they followed this process and they got up to the place where they were producing 17 beams of steel.

Well before they were only producing three. Now, what changed? Right? Did anything change? What changed was they were measuring and because they were measuring and they were trying to beat it, they innovated on top of it, and they just became number one, they were putting in way more volume.

But number two, they innovated on their process to the place where they were able to produce 17 beams of steel with the same amount of labor as I was previously being produced.

Only three beams of steel. Right? Now, the reason why I want you guys to write this out every single day is I want you to play that game with yourself every single day, right?

Ask yourself, how good am I real? And every single day, I want you to try to beat the record of the previous day.

And if you're doing this with all of these metrics, and every day these metrics are going up and up and up and up and up, I promise you, you guys are going to see massive, massive, massive results, right?

So write this down, the number of each of those and keep that in front of you every single day, every day you should have that note card every single day that you're looking at it and you're like, all right, I gotta beat that today.

And you go as hard as you possibly can trying to beat that number, trying to beat that record. So for those of you guys who haven't done anything yet, right?

You, you, you skipped ahead a little bit in the training. You weren't following it step by step, exactly. You wanna get more context.

I want you to write on note card right now and write 0, 0, 0, 0 0. And that's, that's how much you did today so far.

And tomorrow you have to beat that number. And the next you have to beat that number. And the game is, the more output you have, the more you're gonna win.

It's cliché as it is. The more output you have, the more you're gonna win. It is a numbers game and a follow up game when it comes to affiliates, right?

But when you land an affiliate, that deal is worth so much money over such a long period of time. It's not even funny, right?

Most people, what they do is they reach out to a handful of affiliates and they expect to get results. Cause they're like, oh, I just, I'll, I'll get a couple affiliates who promote for me.

And they're looking for a couple of people to promote for them. They're not trying to build a system for creating an army of affiliates.

And that's what you guys want. I want you guys to have an army of affiliates. And in order to have an army, you have to reach out to a ton of affiliates before you even get someone on the phone.

So if you wanna get someone on the phone, we gotta reach out to a bunch of affiliates and get someone on the phone and get them to join the army and then reach out to a bunch more affiliates and get one on the phone and get them to join the army.

And if we do that a long enough period of time, we'll have a whole sch slew of troops who are out there promoting to their audiences, and they're out there working for us, they're building their brands for us, they're running ads for us.

And guess what? All that traffic is driving back to us. And we didn't have to earn it and we didn't have to pay for it.

All we needed to do was to align incentives to where it's a win-win for both of us, right? You have to get a ton of people, you have to talk to a ton of people, or sorry, reach out to a ton of people before you get someone on the phone.

You have to talk to a ton of people before one agrees to push. And guess what? You have to get a ton of people to agree to promote before one actually does.

And you get better and better at this process over time. And the more credibility you have and the more big affiliates you've had push, the easier it gets.

But in the beginning, it's like pushing a car, right? Getting that first affiliate. It's hard to get momentum. But once you get the second affiliate and the third and those guys are promoting for you every single month, and then you start getting more like systematized with your processes and you get to a place where it gets easier and easier and easier, and you're talking to 20 potential affiliates a day.

You have a packed calendar of potential affiliates, you're getting five new affiliates to agree a day, and pretty soon you're bringing on a hundred affiliates a month.

And when you get to that place, you're in a really good spot, right? If you take this one concept to heart, I promise you, you will win with affiliates.

If you treat the affiliate game, like most people treat the outbound prospecting game, you will win big. You don't treat it as you reach out to a couple people and you try to land an affiliate, but you treat it as if you're trying to do outbound prospecting to get clients, or people are messaging people all day trying to get clients.

If you treat affiliates like that, you will win because each affiliate you land is so high leverage one affiliate can get you in front of a million people in your market.

So if you, you put in a ton of output and a ton of volume reaching out to people who can get you out in front of tens of thousands, hundreds of thousands, millions of people, you're gonna win on such a big scale.

Most people can't even comprehend it, right? And again, pushing in the beginning, that car, it's, it's a slow start. But the second we start getting momentum, the second start things start clicking when it comes to affiliates, you can win really, really, really big.

And guess what? It's completely in your control. It's not up to the algorithm if you go viral or not, because it has nothing to do with that type of stuff.

With affiliates, it's fully in your control. How many people are you reaching out to? How good of a job are you doing getting them on the phone?

And how good is your pitch to get them to agree to promote, right? How good is your incentive structure? All that sort of stuff.

So for those of you guys, here's what I want your guys' goal to be. All right? Your first goal, if your goal is 20 K a month, I want you guys to aim for a hundred active affiliates.

And now if you're saying, wow, that seems like a lot of affiliates, you get to 20 k a month, it is, right?

If you get a hundred active affiliates, I promise you this, you will do a lot more than 20 K a month, right?

I promise you that. But this is the number I want you to aim for, right? Because if we aim at the target, this is the target.

If we aim at the target, usually we fall short. But if we aim past the target, even if we fail, we end up so much further ahead of our original goal.

So for those of you guys who your goal is 20 k a month or less, your goal is a hundred active affiliates who've agreed to push and are Pushing actively.

Like they're, they're like actually have scheduled dates and they're promoting your offer or your free lead nine. And if your goal is 200 K a month, I want you guys to aim for a thousand active affiliates.

And if you're sitting there saying, oh, there's no way I could get a thousand affiliates, that's way too many. We've done affiliate campaigns where we have a thousand affiliates before it is 100% doable.

And guess what? We had one person do it. There was one person who did this, right? He got a thousand affiliates signed up as an individual over the course of I think like six months or something like that.

So don't sit there and say, oh, I can't get that many affiliates. I promise you, you can, right? And if you get a thousand affiliates and you only do \$200,000 a month, I would be mind blown that you only got those results.

So if one person got a thousand affiliates in the past that we personally know on a project that we were working on, what's different about them?

There's nothing different about them than you. And even if you fall short, you're gonna end up in a very good spot.

So this is your guys' day to day. Make sure you are following it to a t. The last thing I wanted you guys to go through this affiliate trainer and be like, that's some really good stuff.

And then reach out to an affiliate there and affiliate there and be like, oh, I didn't, it didn't work. It's like, no, you have to take it seriously.

So take it seriously, treat it with a level of gravity that it deserves and treat this like a professional, right?

When someone goes into the nfl, they have to learn their place. And when it comes to affiliates, you have to learn the processes and you have to follow them, and you have to master the processes and you have to find your own spin on the processes, but imitate before you innovate.

And I promise you guys, you will get results, right? You'll start seeing results within the first few affiliates you land.

And when you start landing those affiliates don't lose momentum. Don't feel satisfied that you start, you hit an income goal that you thought was good, keep pushing it as hard as you possibly can, right?

We want as much profit left over to where we can get other methods working as well. It comes like paid traffic to where it's infinitely scalable without having to build a team to even, you know, go out there and recruit affiliates all the time.

That being said, if you guys are here right now, you're here for a reason and you're in a really, really good spot.

I'm excited to see you guys results when it comes to affiliates. It's such a powerful concept, right? Like I, I know I'm ranting on it, but it is such a powerful concept to be able to use other people's audiences to sell what you, whatever it is that you sell.

Like all these people who literally committed their life to building this audience, to building a business in an instant in one phone call, you have access to that asset, right?

You get a collective like their Pokemon cards, these lists of people of millions, millions of people. So it's a really exciting time.

If you're doing affiliates and again, commit to going super, super hard, play the numbers game. And if you are this person right here who treats affiliates like the outbound game and you don't let one affiliate make you feel satisfied, you just keep getting affiliate after another, after another.

And you see, how many affiliates can I get? How many active affiliates can I get promoting for me? And you play this game with yourself right here where you're doing the Charles Schwab productivity hack of just competing with yourself and trying to beat the number you did the previous day.

Like some of you guys are gonna go on and have results that even I am shocked by that I haven't seen before.

Cause I know some of you guys will take this with a level of seriousness and a level of gravity that it deserves and you go on to get crazy results.

Or maybe your first affiliate gets you crazy results. Maybe the first affiliate you land gets you in front of a million people and you go from struggling to hit 10 K consistent months to hitting \$300,000 in a single month.

Like I said, we've had individual affiliates who promoted one time and made us \$400,000. Cause their list was just that good.

So it's not out of the question. And if you land those affiliates, your business will change forever, right? If you're struggling right now, you could be just one affiliate away.

If you're crushing it right now, you could be one affiliate away from doubling. So that being said I'm really excited for you guys to dive in and or to, you know, to actually execute on all the things we've already talked about and execute them at an extremely, extremely high level. And I'm excited to talk to you guys in the next video.

## Automating & Scaling Affiliates

All right guys, this video is about automating and scaling with affiliates. Now, once you get affiliates working and you start to see the power of 'em, it's like a question of, all right, can I scale this right? Is this something that's actually scalable? And the answer is absolutely right at the beginning. You shouldn't focus on automating and scaling.

You should focus on getting the process to work, getting proof of concept. Because once you have something that's repeatable, then we can scale it.

But when you try to scale something before you figured it out, then you just have chaos. So focus on mastering the process, getting it to work for your business, figuring out the best way to find those affiliates, the best way to get ahold of those affiliates, to have those conversations for your specific offer and market.

And to actually get them to follow up, actually follow up and get them to promote all the stuff that we've already talked about that you guys are gonna be obsessing on, on mastering, on making it your lifeblood, the lifeblood of the business.

But once you get it to work, it's like, how do I scale this? Because obviously this is working, and you're like, Ryan, you said this is scalable.

You said that there's a way to automate this. What does that actually look like? And that's what I'm gonna break down shortly here in this video.

So first things first, you guys already know the affiliate equation, right? The number of affiliates you have, times the size of the average affiliates, times the frequency.

The amount of times they push equals the total available volume of traffic they push, right? The total amount of affiliate traffic you get.

Now, let me ask you guys this. If you have an equation that's two plus two equals four, how much harder is to get that number to eight?

Right? All you gotta do is double the numbers, right? It's, it's not that hard. It's the same math equation. You do the exact same addition.

You have a proven process, which is math that all you need to do is change the variables, right?

Increase those, those variables that you get a higher output.

So if we wanna increase the variables, what do we need to do? Right? There's some simple things we need to do.

Number one, if we're reaching out to affiliates ourselves and we're getting them to promote ourselves, and we're doing all the follow up, all the management, all that sort of stuff, we can't scale it simply because, you know, there's only so many hours in the day.

And if we're talking to people and we're trying to get affiliates to promote, and we're doing this manual process, it's like, man, it doesn't feel like this is scalable.

And the first step to scaling it is really automating it, right? So first thing we do is someone's gotta do it.

So we hire someone to replace ourself in the process of finding and following up with affiliates. So exactly what we're doing on the day-to-day, you're gonna hire somebody who can do the exact same thing, right?

Not some like random VA who's, you know, has no clue what they're doing. But like, you can hire a, you can afford to hire a really, really good person to do that process, right?

You can hire a really, really good person to do that process. And what they're gonna do is they're gonna be someone who is relentless.

And what you're gonna do is you're gonna pay them a percentage of the sales they generate. So when it comes to scaling a sales team, when you can no longer take calls yourself and you're absolutely crushing it, what do you do?

You don't say, oh, sales is not scalable. What you say is, how can I get someone to replace me on calls and take those calls for me?

And we do the exact same thing when it comes to affiliates. And the same way we pay sales reps a commission to where they're incentivized to perform.

We do the exact same thing with affiliates and we give them a percentage of the deals that they actually close.

So anyone who promotes whatever revenue they generate, we give them two to 5% or even more if we want to, or whatever they get them to promote this incentivizes them to get all more affiliates, to get bigger affiliates and to get them to promote over and over and over again, right?

So this is how we automate the process to where we're no longer involved. All right? So this is where we take someone under our wing, we show 'em the process, we walk 'em through each step they have.

You have them go through the same training that you went through and you show them exactly the messaging that's working, exactly how you've been conducting the calls.

Have them listen to some recordings of your calls to where they can really feel it out. And you duplicate yourself in that role where it is getting affiliates, following up with affiliates.

And once they promote, following up with them again to get them to promote again, you duplicate yourself entirely. And then once you duplicate yourself entirely, how do you scale?

Well, scaling affiliates right? Is kind of like scaling a sales team. Scaling affiliate managers is kind of like hiring more sales reps.

So to scale, now that you have this in place, all you do is hire your next affiliate manager. That's it.

Super, super simple. Paid on commission. You can keep hiring more and more and more of 'em, right?

This is one of the reasons why affiliates are extremely, extremely scalable.

Cuz once it's working, you hire a bunch of people to get a bunch more affiliates and get them to keep promoting, and pretty soon you're in a really, really good spot, right?

Affiliates are not some like little traffic source that's good to, you know, get your first client. It's something that you can really scale and build a really seriously successful and sustainable business on, right?

We helped push 60 million from a single launch with affiliates. Like we talked about. I told you about someone who did seven, does 70 million a year and he is never ran a paid ad.

He doesn't know how to run them, right? He just does evergreen affiliates where he gets people to include, include his free lead magnet and their fulfillment as a free bonus.

And people are like, it's a free bonus I can add to my offer that makes me even more money off the existing client base.

Sure, I'll do it. And so-and-so's doing it and so-and-so's doing it and so-and-so's doing it. I don't wanna be left out.

Very easy to agree to, right? And he's been doing this for years and over the years he's built up, I think he has couple hundred really big affiliates.

So it's not even like he has 10,000 affiliates, he's just got a couple hundred really big affiliates who promote every single person who buy their thing to his thing.

We have, there's nine figure companies that we told talked about that literally all they did was give away a hundred percent affiliate commission on the front end.

And because of that, they built a nine figure company off of it. That one idea. So affiliates are extremely powerful, they're extremely scalable.

And again, this is how we scale them to where it's not reliant on us. We don't have to be our own affiliate manager.

It's just like hiring more sales reps. It's the exact same process, right? And then here's the biggest thing, constraints you'll run into when scaling with Affiliates.

Now one of the issues, now, this is why we a lot of times shift to paid traffic and why we focus on paid traffic is simply because you'll have big influxes in traffic.

So it's hard to maintain consistent lead flow for a really big sales team, cuz some months it's really big because you have a couple of the big affiliates they promote that month and other times they don't.

So it's a little bit more up and down and it's something you just should factor in. When it comes to scaling affiliates, a lot of times we recommend, once you get affiliates working, you have a solid base of affiliates, you're doing 50 k a month, a hundred k a month, whatever the number is to start investing that money into advertising.

That way you can get more stability. And also a lot of times you have a little bit better margins if you're agile, really profitable like ours are.

And then also if you're scaling to millions a month with affiliates, I highly recommend having a front end offer. So you're not worried about that constant fluctuation.

So we talked about the two affiliate campaign types, the two affiliate programs front end and backend front end where you sell something on the funnel and you give like a hundred percent commission to the affiliates between first tier and second here, and then backend where you give them percentage of your backend offer where you, you know, it's high ticket.

And if you are scaling to millions a month, like that's the goal. I recommend doing a front end campaign long term simply because it's, you're not like happy to call the leads.

Cause if you're not calling every single lead that the affiliates promote and you're selling your backend and you're not making the money you're, it's gonna be hard to maintain those affiliates.

So it's easier at a smaller scale, but as it gets bigger, it gets harder to manage that fluctuation. So if that's the case, what I would do is I would just switch to a front end offer to where they're happy and they're getting paid no matter what.

And then you're just building up all this lead flow to where your sales team can just outbound all those people.

So those are the constraints you'll run into. Just something to be aware of. Again, it really just depends on where you're at in the business what type of business you have.

But a lot of times I would get to a hundred k a month or so with affiliates and then really try to get paid ads to work just to where it's a little bit easier.

But if you really wanna commit to affiliates, you wanna commit to scaling with them, or maybe you're in an industry where for some reason running ads is hard, like Facebook doesn't like whatever you sell, I have no clue who, who you are Washington specifically right now.

So maybe that's the case. And if that's the case and you wanna scale with affiliates cuz hey, it got you to a hundred k a month, why not 200 K a month?

Why not 500 K a month? I highly recommend figuring something like this out long term that way. It really helps with the fluctuation of traffic problem.

That said, macro concept. This is how you are automate and scale affiliates. Most of you guys probably are in the phase where you're just doing it yourself right now, and that's totally fine.

That's where you should be. Keep doing it yourself. Master that process. Get to a place where you're doing 5,000 k a month.

And then from there, think about, all right, how do I either scale this process or start dumping that money into paid ads and really just building a more stable and more efficient machine as a whole.

And again, once lead generation is taken care of, we're gonna get a lot more leverage outta implementing all the other SOPs we talk about in the business when it comes to being more efficient with that leaf flow, right?

Because it's, we can go get more leaf flow or we can just be more efficient with the leaf flow that we have.

We're more efficient with the lead flow that we have. Guess what? Affiliates are happier, happier and they promote more with less effort because they're making more money.

Paid ads is easier, everything is easier. That said, guys, I hope this affiliate training made a lot of sense to you guys and you're executing it and you're just taking it step by step and you take it very seriously and you approach it with a level of volume and output that most people would think is absolutely crazy.

And if you're that person who's absolutely crazy about volume when it comes to affiliates, when it's already a very high leverage vehicle, you're gonna be in a very, very good spot and you're gonna be able to scale very, very quickly and you should be able to see results very, very fast.

So that said, if you have any questions, obviously let us know. But this is really all you guys need to win with affiliates.

You take these fundamental principles, you take the affiliate flywheel, you take the follow up processes and how we get on calls with people and you're gonna absolutely crush with affiliates.

## Referral scripts - for unclosed leads

All right, so in this video we're gonna talk about the referral script for Unclosed leads. These are the leads that you were not able to close.

Like you tried everything you could, you downsold, you went through funding, you, you tried literally everything and you still were not able to close these leads for whatever reason.

Maybe they weren't interested. Maybe they had a spouse partner objection. They just could not overcome. Maybe, I don't know, maybe they just literally couldn't afford it, right?

They literally, they couldn't even afford the monthly payment on financing they really wanted in whatever the reason. This is when we were gonna use this process right here, this script right here.

So again, when to use it. We use it at the end, the very end of a close call, right? A call that we cannot close.

Again, this is last resort. We don't default to this. We're not like, Hey, this leads kind of hard to close.

I'm gonna ask for referrals. It's like this is the very end before you hop off a call. This is not a replacement for anything that you do.

This is just like, Hey, before I hop off the call, rather than just doing small talk, I'm gonna do this little piece right here.

So here's how this script works. It's much shorter. It's literally just, you're gonna say this at the end of the call and you're gonna get them to agree to basically do a text intro and here's how it works after the call.

Again, you can't close and you tried everything like nothing's worked. And it's like, all right, you're about to hop off the call.

But instead of hanging up, you do this. We say, Hey, by the way, we do have a referral program where we pay you \$3,000 for anyone you refer.

Is that something you'd be at least slightly interested in? I know X YZ wasn't a good fit today, but I thought I'd just bring that up and most of the time they'll be like, yeah, I'd be slightly interested in it.

Okay, cool. You want me to just kind of break down how that works real fast just to see if it might be something that might be a good fit?

Yeah, sure. Okay, I'll, I'll do that. The prospect says, right, you go, okay, cool, I'll break it down for you, but just so I'm not wasting your time.

How many names could you think come to mind that might also want to result just off the top of your head?

And they'll go, oh, I think probably like three or four people I could think of. Or they'll be like, no one. And you'd be like, just, just ballpark for me if there's anyone you think might be slightly interested, how many people can you think of?

Right? And the keyword is how many people not? Can you think of? A lot of people say, do you know anyone you can refer?

And the answer is usually no. But if we say, how many people can you think of? Usually people start to actually, you know, think So how many names come to mind that you could think of that also might want to get the result?

They say none. And you're like, no one, come on. You gotta know someone, John. Like, you just kind of push them to say how many people in hypothetical reality that we're not asking them to refer yet.

And then they say five, probably five people I can think of. And you say, gotcha. And who are those five people?

Exactly. Like what are their names? And it's like, John, Jimmy, Sally, Joe whatever. If they say, oh, I don't wanna refer 'em yet, I'm not sure.

It's like, no, no worries, I'm just curious. And then they say the names and they say, awesome. Well, the way this works is pretty simple.

Anyone you texted drew us to who ends up becoming a client of ours will literally just pay you \$3,000 or whatever your commission is.

We'll literally just pay you \$3,000. You get three people in, that's nine grand. You get 10 people in, that's 30 grand.

Literally anyone you refer, we will pay you \$3,000 on. And doesn't matter if they become a client today or they become a client a year from now, you will get referral commission on that.

So here, actually, you know what I'll do. I'll just send you a text template, a text that's worked for other clients in the past in terms of referring people.

And I'm gonna send that to you real quick. Did you get it? Like, oh yeah, I got it. Great. All you have to do is customize it and do a group text for each of the people you just mentioned and if they, they kind of push back, say, or that you feel comfortable with.

So Jimmy, John, Sally, Joe, you just send that text template to them. Can you do that now? And you just get them on the phone and you kind of just work with them to send out all those texts.

And again, same text template. If they don't feel comfortable with this part they can tweak that little piece right there.

But you should send a text template to them that's worked in the past. And then again, same exact process. Wait at least an hour for their friend to respond.

You want their friend to respond first. That way it doesn't feel like you're desperate. And then you respond with something along the lines of this, Hey, client name, no worries, prospect name, great to connect.

We'll be happy to hop on a five minute call and see if there's any way I can help. I could do this time or this time.

And the reason why we want to give an option is cuz when people are presented with an option, they're way more likely to say yes to one or the other, rather than being like, let's find a time which never ends up happening.

So this is the text we send to them. And again, if you don't get ahold of them or they don't respond or you aren't able to find a time that works for both of you, you give their friend a call out of the blue and use the social context of, Hey, talk to Jimmy.

You got off an hour long call and he brought up your name and I wanted to just call and connect.

He seemed like we were looking to get ball ball result and then just go into a set call. This is the script for unclosed leads.

Again, unclosed leads, A lot of times it's hard to get referrals from them if, you know they didn't close cuz they didn't like what you were selling or they didn't believe in it.



But people who are really badly want to get in, they just, you know, can't afford it right now or wasn't right timing or whatever.

A lot of times they're very happy to refer people. And another thing that's a side note, what you can do, which I'm gonna add this in here, right here is anyone who really wants in but just can't afford it or really wants in, but you know, their spouse or partner says they can't, can't join what you can say is, hey, and also if you refer somebody actually let you into the program for free, right?

So that's one other thing you can add in there that can a lot of times get you a lot of referrals, especially if you have fulfillment that is scalable.

So bonus Offer to let them, the program for free if they get one referral plus give them the referral commission.

Again, this is for people who like really want in, they just can't. But hey, you know, no worries. You know, I have a way for you to get in for free.

You want me to kind of break you down for you? And they're like, sure, I would love to. We actually have a referral program.

We paid \$3,000 for every single referral. And also if you just get one person in, I'll actually let you into the program for free.

I'm happy to make an exception for you because of the scenario that they're in. All right? That said, guys, you should have everything you need just by this document right here.

Every single call, especially when you're doing free methods. You should be asking everyone for referrals. Everyone you're asking for referrals, every single person, every client, every unclosed, lead, friends and family.

You're trying to squeeze as much juice as you possibly can out of your pipeline. And guess what? The more people you talk to and the more referrals you ask for, the more money that you're gonna make.

And if you're gonna follow this framework right here, right? We're asking everyone for referrals, even the people who didn't wanna buy from us.

And again, this is the script for unclosed leads. And again, it's, this is what you do at the end of the call, after you're done closing.

This is not something you do in replacement when it, it's hard to close a deal. You're like, oh, this is difficult.

I'm gonna get a referral. No, right? You're, you're, you do your call all the way to the end, and then at the very end, right before you hop off, you go through this script right here.

And it's that simple. And you'll get a lot more deals just based off of this, right?

## Referral scripts - For Clients

All guys, this is a video on the referral script template for clients. So these are for people who have already signed up with you, who've already paid you.

They are existing clients. How do we actually get them to refer more people? Cause again, they already love what we do.

We've already shown them. We can help them by actually helping them. They should be really, really, really happy at this point for doing our job and we're getting them results.

But how do we ask referrals in a way that's not super salesy, that's in their best interest and it doesn't feel like you're just asking?

So first thing is when to ask, right? That's the biggest thing is when do we actually ask for referrals? Most people, they don't know when to ask for referrals, so they don't ask at all.

And therefore they end up with no referrals. So we wanna make sure we're asking for referrals at the right time.

Like when you ask, it's just as important as how you ask. Cause if you ask somebody for a referral when they're upset, that's obviously not gonna go well.

But if you ask a client for referral at the peak of excitement it's gonna be very easy to get them to refer because they're excited.

They're like, heck yeah, I'll tell my friends. So first things first, I recommend you call every client around two weeks after joining.

Your product, your service, whatever it is that you sell, or whenever that first big win is that they have. So if it's after week one or if it's after day two and they have a big win but just enough time that they're seeing results from your program and they're getting experience the program.

Because if people really, they just invested and they have no clue what they got and they still have this level of uncertainty, you ask 'em for a referral, they're gonna be like, well, well, let me kind of fill it out myself first before I introduce you to anybody that I know.

And that's really the big objection a lot of people get. So figure out when that first win is when you're basically, you know, helping them and you know, they, they see that they're getting results.

That's really what you wanna figure out what that is. So write down right now when you're gonna call them and you're gonna make a, you know an objective that you're gonna call every single lead at the two week mark or at the one week mark, or at the two and a half week mark whenever you feel is a good time.

That aligns with what we just talked about. The second time is anytime a client has a win, anytime you see a client who's absolutely crushing it they're getting results, they post in your community that they just did X, Y, Z or you know, they, they text you directly.

What you're gonna do is you're gonna call them right anytime there's a win. And clients are at peak of excitement is the absolute best time to ask for referrals.

When people are happy, they're more likely to refer. When people see the results they're getting, they're more likely to refer.

So we want to pinpoint those moments and we want to talk to our clients at those moments and we wanna turn those moments into referrals that allows us to help more clients in the future.

And then lastly, we're just gonna sound like a shock is you call clients when they're unhappy, right? I just said you should be calling clients when they're at the peak of excitement.

Why am I now saying you should call them when they're unhappy? Well, I will explain why. It's because when they're unhappy, we're gonna give 'em a call and we're gonna resolve their problem.

Alright? And here's an interesting study. People who, or clients or customers who become unhappy cuz there's a mistake and then get their mistake fixed and over-delivered on are actually happier clients than the ones who didn't have the mistake happen to begin With, right?

So when we mess up and we actually solve that problem for them and over-deliver for them, it results in happier clients than clients who had no issue at all.

And they're just like, Hey, cool. And really the reason why is cuz there's contrast. It had something happen that went wrong and you solved that, you over delivered for 'em.

So you're like the hero and a lot of times you have even happier customers. So moments of unhappiness are actually a really, really good time to over-deliver for a client and get them to go from really unhappy to happier than even if they were just a normal happy client.

So when we call them and we help them and we get them to a really happy place, then we ask for referrals.

Now if we're unable to resolve the problem and they're still unhappy when they pop off the call with us, but they shouldn't be, but if they are, we're not asking for the referral.

But if we call them, we're able to resolve the issue, get them in a really good state. And then what we do is we ask for the referral.

If you follow this right here and you do this religiously to where you're calling every single client at the X week mark two weeks.

If you don't have a specific timeframe when they're having a win, but you're calling every single client and asking them for a referral, you're calling any client that has a win.

So the second you see a post in a Facebook group where you get a text from a client win or you hear about it through the grapevine, you call that prospect you, sorry, you call that client and you ask for a referral.

And if client is unhappy, you call them, you solve their problem. And if you get them into a state of joy because you just solved the problem for them, you're gonna ask for a referral.

These are like activation points at which we ask for referral. And if you follow these religiously, I promise you you will get referrals.

Period. End of story. All right, so here's the framework we're gonna basically use for asking for the referral, all right?

And then we'll kind of break down the script that uses this framework. We give a reason for calling, right? We always do this over the phone.

We are not texting and asking for referrals. If you want high conversion rates, whether it's to close a deal, to get a referral, to get an intro, whatever you want it to happen over the phone, over the phone, there's so much more social pressure.

They can't just ignore it. And they can't just say no, you can handle their objections. You wanna do it over the phone.

So we do this over the phone, we give them a reason for calling, then it is optional, but it's very effective. You give them something to create reciprocity bias. A lot of times when you walk into a kind of a fancier store, what they do, what do they do?

They give you a water bottle, right? And it's obviously a nice gesture, but the reason why is statistically people, if you gift them something first, they're more likely to spend more money because there's reciprocity bias.

So if you walk into a store, a higher end store and they give you a water bottle, them doing that for you makes you without you even realizing it more likely to spend more money, right?

There's so many studies on reciprocity bias. The same reason why if you go to a restaurant and they give you mits with the check, why do they do that?

Because it increases the average tip, reciprocity bias. They gave something to you, you feel like just deep subconsciously you need to give something back to them.

So we give something to them at the beginning of the call to create some reciprocity bias. And then we ask questions to get them to talk about their wins, what they're loving about your service, your product, whatever it is that you sell.

And we get them into a really high emotional state, right? If they're talking about how much they love what we do, they're talking about their wins, they're talking about what's most exciting, that's the frame of mind that they're gonna be in, right?

If we ask them what's going wrong, then they're gonna be talking in that state of mind and that's where they're gonna be.

We can direct someone's like basically perspective to how they're viewing. You know what we do, right? The same way, if I scroll up here, how happy our clients are, it's not just objective reality, it's the state of mind that they're in, right?

How happy our clients are is not just objective reality, it's the state of mind that we put them in. So we ask them, what are you most unhappy with?

They're gonna start talking about the things they're most unhappy with and that's how they're gonna view the world. But if we say, what are you most happy about?

And they're gonna start talking about those things and guess what? They're gonna think they're happier. Even though nothing changed, literally nothing changed.

But just by asking a question slightly differently, they're literally in a different state of mind. And so that's really what we want to do.

We want to start asking questions to control that reality, right? We want to control that paradigm. We wanna ask questions that make them talk about how happy they are.

Cause if they're talking about how happy they are, guess what? They're gonna be happy in their, in their own head.

They're literally gonna be happy. The same way, if you say all the things you're grateful about, you're gonna feel grateful.

If you say all the things that you're frustrated about, you're not gonna feel very good. What you talk about reinforces how the feelings that we have.

And guess what? That's what we're gonna do to get them to talk about how much they love what we do, which makes it to where guess what, they're more likely to refer our products.

And then after we do all this, we have a reason for calling. We create reciprocity bias. We get them in a good state of mind to where they're as happy as we can possibly make them about what we do.

Then we ask for the referrals. And we do it in a way that that's in their best self-interest, not ours.

It's not like, Hey, I really need this. Can you help me out? I need a referral. And they're like, ah, sure, I'll introduce you to somebody.

It's like, Hey, we have this really amazing incentive for you to refer and it's really easy. All you need to do is send a text intro.

Do you want to make money? Basically, that's kind of the the frame that we're taking rather than, Hey, please help me out.

That said, let's kind of dive into the script. This is a template, so fill it out, tweak it to make it fit your business.

And then also this will change if it's the first time you're calling them or if you call the prospect in the, or a client in the past and you're asking for another referral.

So that being said, here's how it goes. Hey, name. I was just thinking about you, so I thought I'd give you a call to see how you're doing.

You just call, let 'em know you're thinking about 'em. Check in, see how they're doing at any of these points in time, right?

That we talked about. And that reason for calling can change, right? It might be, Hey, Naam, I just saw you had an amazing win and I wanted to give you a call and just, just hear about it, right?

Or if they're unhappy, it's, Hey, maim, I heard what happened and I just wanna call personally and solve this myself because that's unacceptable here.

We just wanna make sure we're taking care of clients at the highest possible level. So I wanna give you a ring, right?

So we're calling and we're saying why we're calling. This is the reason why we're calling. And then again, this is optional but recommended reciprocity bias, right?

You hear what's going on, you say, that's amazing. Also, I wanted to give you x, y, z free thing. Whether it's a new free training that you did, maybe you sent them something in the mail, you sent 'em a Starbucks gift card or some chocolates.

Or maybe you you, you know, you just sent them their onboarding form to where they can get onboard into the, the program or I don't know, whatever.

It literally doesn't matter what it is. The same way if you're out at the store, they're giving a water bottle at restaurants, they're giving mints.

It really doesn't matter. It's more so the gesture, the fact that you're giving them something. It can literally be, Hey, I just sent you an email breaking down something that's working for us internally.

And I thought you find it valuable, right? Whatever it is, you're just doing something to say, Hey, I just gave you a gift.

That's it. And then you call 'em and you start basically just asking questions to get 'em into a really good state of mind and be like, wow, I love this company.

So first thing, question you could ask, and again, these are template questions, but you understand the overall concept because we talked about it up here.

Say, Hey, question, is there anything else we can do to overdeliver and help you? We're here to serve you in any way we can.

Right? Make sure they're happy. Make sure they're, you're helping them and you're kinda doing it temp check to see, hey, are they happy?

Like, are they, is there something wrong right now? Cause if there's something going on, I want to resolve that before I ask for a referral.

But if they are happy, then awesome. That's what we're doing. We're kind of temp checking right here. And then once you get into it, you're gonna start asking questions to put 'em into a good frame of mind. Remember how you ask the questions dramatically changes the perspective that they're in. So we say something along the lines of what's been the most helpful thing so far in the program?

Not, has the program been helpful, right? What's been the most helpful thing so far in whatever it is that you sold, right?

And they're gonna tell you, oh, it's been X, y, z Really? Tell me more about that. What do you mean by that?

Can, can you, can you break that down for me? And we're gonna get asked them questions to get them to really go in depth and start breaking that down and go even further down that rabbit hole of excitement and talking about what's, what's going good.

And then we're gonna go to the next question, which is, gosh, and quick question for you. What are you like most excited about so far?

Like everything that you've experienced so far getting in the program, what's got you most excited?

What's got you most fired up?

And then they start talking about what they're most excited about. Not, Hey, are you excited or no, it's like, what has you the most excited?

And now they're thinking, what am I most excited about? Rather than, am I excited? So then they're thinking that question through and then they're like, oh, well you know, what's actually the fact that I get X, Y, z?

Really? Tell me more about that. What's, what's specifically about that makes you excited? And you're getting them to talk about what makes them excited, what they're loving.

Then you ask another question. Again, these are just template questions, but you guys get the idea of what we're trying to accomplish here.

It's like what's been the biggest aha moment so far going through the whole, whole process of whatever, whatever it is that you do, what's been your biggest aha moment?

And they're like, oh, well it's been x, y, z, really? What about that specifically? We ask questions and we get them to talk about it and say, gotcha.

And how do you feel like that's gonna affect, let's say b2b? How do you feel like that's gonna affect your business in a positive way?

And notice how I'm controlling the frame of all the questions I'm making all the frames. Force them to talk about just the positive, just the positive.

Just the positive. And if you do this and you have a full conversation spun off of these initial questions, the conversation can be really positive.

They're gonna be talking about all the things that they love about your program, all the ways that it's gonna help them, all the ways that it's gonna change their business or whatever.

Whatever aspect you help them with, with your program or your service or your offer, et cetera. And then at the end of the call, what you're gonna do is you're gonna repeat back to them all the things they said, right?

All the things they said they love, you're gonna repeat back to 'em and you're gonna say, well John, you know, it sounds like you're absolutely crushing it, man, you've XYZ biggest win, right?

And you're excited about getting to a place where blah, blah blah blah blah blah. And you feel like this is really gonna help you get there and you're really starting to understand just by hearing you talk about it X, y, Z thing.

And I'm really proud of you for that. It seems like you're absolutely getting the hang of this and I have no doubt you're gonna absolutely crush it, right?

So we're repeating back to them all the things they said, all the positive things that they already told us, right?

And we, we just repeat it all back to them, right? We're listening and then we're spouting it all back to them.

And then we say something along the lines of this, it's like, you know, we do have a referral program where we pay, you know, like \$3,000 for anyone you refer and it sounds like you're really happy with your experience so far.

Do you want me to kind of break down how that works real fast? It seems like you might be a good fit for that.

So we're telling them this, right? We're not saying, Hey, can you please help us out? We're saying, Hey, you know, you might be a really good fit for our referral program where we pay \$3,000 for literally anyone you intro us to.

And it sounds like you're really happy and a lot of times our happy clients refer people anyways and we just wanna make sure you get rewarded for that, right?

And they're like, yeah, sure, I'd love to hear about it. Okay, cool. I'll break it down for you, but just so I'm not wasting your time.

I'm curious, is it, how many names specifically kind of come to mind who you think might also want to whatever result you deliver?

So we're gonna get them to give us names first. That way we can get them to introduce us to those names later cuz it's lower beared entry to say the names than it is to make a text intro.

So they're like, oh, you know, I don't know, no worries, just ballpark it for me. They're like, oh, probably five people.

Gotcha. And who are those five people specifically? That's what we ask. And we get those names, we write all those names down real fast so we, we can repeat them back.

And then once they give us those names we say, awesome, well you know, the way this works is pretty simple.

Anyone you text intro us to who ends up becoming a client literally we're just gonna pay you client. You already a client like you already have.

Oh, that's talking about bad. Basically what you say is, anyone who ends up becoming a client like you already have will pay you \$3,000 for it.

It's literally just as simple as a simple text intro here, I'll send you a text template that has worked for our other clients and you send this over to them right now.

Right? And that text template is down here, which we'll go over here in a second, but that's all you do.

Once you've gotten the names, you say, Hey, here's how it works. Simple. You just send us a text template and then you send it over to them.

You say, Hey, did you get that? Did you get the text template? They're like, yeah, I got the text template.

And you say, great, all you have to do is just customize it and do a group text for each of the people you just mentioned.

So John, Jimmy, Janine, and Jerry, right? And then you say those names that they had there and then you just kind of do the rest of the call kind of helping them through the process of sending out those texts to get you text introed.

And then you get them excited, say, awesome man, well I'm excited that we got these text intros. We're gonna have good conversations with them.

And then again, our goal is to make you as much as possible and hopefully they become clients who are as happy as you are and you just do some small talk, you end the call and now you have text intros to new leads.

And guess what? Because the referrals, those are gonna be really, really warm prospects and people trust referrals. They trust when their friend introduces them to something, there's a much higher chance they close than if it's just literally cold traffic.

So to recap, this is the overall script, right? As you notice it follows this framework reason for calling. Give 'em something, a great reciprocity bias.

Doesn't matter what it is. Ask them questions to get 'em in a seat of mind where they're excited. And then we just ask for the referral.

We break down how it works, we ask for the referral. And that's in a, in their best self interest. We don't say, Hey, help us.

We say, Hey, we have a great referral program. I think you'd be a great fit. It seemed like a really happy client and it seems like you're probably tell some friends anyways.

So if you do, I wanna make sure you get rewarded for it. You want me to break down how it works?

And you're like, sure, I'd love to make \$3,000 for an intro. And then we break it down and then that is it.

It is that simple guys, this is how we get clients to refer. Again, this is the template. It might change slightly depending on who you're calling and when, right?

If they already know how the referral program works, you might not have to go into as much of a spiel about it.

You might just be like, Hey, do you mind doing another intro? It's that simple, right? The more times we ask, the more referrals we're gonna get.

People don't get referrals. Not because people don't wanna refer. Usually it's because they just simply don't ask, right? And just because someone's referred in the past doesn't mean you can't ask again.

And if they referred 10 times in the past doesn't mean you can't ask again. The people most likely to refer you are the ones who already have.

So keep that in mind and don't feel like, oh, they already gave me a referral I can't ask for more.

So once we do all this, what is the text template that we send to clients? And here's a good text template you can use.

It's basically this, Hey friend's name throwing you in a group chat with your name. So this is the text that your client is putting you in a group chat with their friend.

So it's like, Hey Jerry, throwing you in a group chat with Ryan, he's, and then you insert the credibility of what you do, right?

So whatever your credibility is, you put here, he's a bestselling author or this or that, whatever your credibility is. And he's, he's been helping me with results.

Like, what is it that you help people with anyway was thinking of you. So I thought I'd make the connection.

All right. And then your name here, Ryan, hope you don't mind me making the intro. And this almost creates an authority frame for you, right?

It's not like, oh, this guy asked me to text intro him. It's like, wow, this is a, a really good intro.

That's a valuable thing for this friend, right? What's really interesting is a lot of people feel like when they make a text intro, they're, they're doing a take, they're taking.

But reality making an intro a lot of times is a value add to the people, right? Making a text intro makes you look good if it's to somebody who's important.

And also this right here really kind of creates that frame to where their friend's like, awesome, this sounds great. My friend's thinking about me, they're doing, they're doing something to get themselves this result.

It must be working. Or they wouldn't be text introing me and this person must be credible because of the way he said this.

So that's really what we're trying to accomplish in this text right here. It's very simple. Again, you text this to them on the call and you explain just how to fill it out.

Or just not to fill it out. They really just need to put their friend's name in. It should already be filled out at the time you send it to 'em, but you explain how it works and you just walk 'em through that process of actually text entering you to all the names that they gave you.

And it's literally that simple. And then once they've made that first text intro and after the group messages started, so it should be you, your client and the prospect, right?

The new person that they're referring, you basically say something along the lines of this, first off, you wait at least an hour for their friend to respond first because you don't wanna seem like you put 'em up to it and you're instantly, desperately trying to, you know, get ahold of them.

Take your time, no rush to get back to it. Ideally they respond first, but if they don't respond, you say something along the lines of, Hey, client name, right?

So the person who referred who's doing the referring no worries, you're saying no worries to this part right here. Hope you don't mind me making the intro.

Name a prospect. So the new person John, great to connect would be happy to hop on a quick five minute call and see if there's any way I can help.

I could do this time or this time. Do either of those work for you? Super simple framework. But again, it doesn't make you seem desperate at all.

And the goal is just a quick five minute call where we actually do a full set call. You do five minutes, you know, just hop on the call with them.

It's lower your entry. You don't wanna say, Hey, let's hop on an hour long call. And then if you aren't able to set them through text, either they don't respond or they say, oh, those times don't work for me and you guys aren't able to find a time, you're just gonna call them outta the blue, right?

You're just gonna call 'em out of the blue and you're gonna do a typical set call. Hey, just wanted to reach out because obviously Jim made the intro and I just wanted to call and connect.

And then you go into a set call. This is, the overall process is not complicated guys. And then again, if people referred you in the past, you can tweak the messaging a little bit up here.

It doesn't have to be as scripted out cause they've already referred people. So it's super, super simple. It's you call, you check in on 'em, you make sure everything's still going well and you say, Hey, I know you already know about the referral program and you're really well connected.

Is there anyone else you can think of who might be looking to result again, would love to get you \$3,000 referral commission for any more intros you make.

Guess what? You ask for more referrals and you keep asking for more referrals. So I know we covered a lot in this video.

Biggest thing is if you just read this script, it'll literally break down everything you need to know about how to conduct that call.

And then again, when are you gonna use it? Set a time where you're gonna call every single lead. Don't do this by the seat of your pants.

You should say, hey, at the two week mark and you set a reminder for every lead at the two week mark. I'm calling every single lead. Anytime there's a client win, make it a habit, right? Call them immediately and close and close them on referring more people.

And then if a client's unhappy, make it a habit. Call them, resolve the situation. Ask for referrals. And right now, most likely you're the one doing this on your team.

Eventually you can hire a team member whose full-time job is referrals. All they do is referrals. We had a whole team dedicated two referrals.

So, so it's a very effective thing. And you just follow this framework and I promise you guys, you will absolutely crush it.



This is a super simple way of going about it, but it works, right? It works, it works, it works. And again, the more you work it, the more it's going to work.

And it goes back to this referral equation, the happier your clients are, which is both how good of results you get, but also putting them in that frame of mind when you're on the call.

Times the total number of referrals that we ask for, which is how many people we ask and how many we ask from each person.

And then how good our incentive is. And again, how easy it is to refer is going to equal the total amount of referrals that we get.

## Personal Brand: the overall process

So this is the macro big picture of generating leads with your personal brand. And this is the big picture strategy of how you actually do it.

So many people, they have their personal brand, they post so much content to get on all these interviews, they do all this stuff to create authority and credibility, and they get no leads, right?

I, I know people with way too many followers for the amount of leads they get and it just doesn't make any sense.

It's like what are they doing wrong versus other people. They seem to have these really small brands and they're able to generate so much revenue from it.

So what really is that difference and how do you go about doing that? And really, there's three big check boxes and if we do these three big check boxes, you're gonna be able to generate leads with your personal brand.

And if you just follow 'em to a t you just don't deviate. You don't need that many followers. You don't need to go crazy viral in order to generate good solid lead flow off of minimal organic traffic.

So the first one is this. Have a link to get your free lead magnet and your bio so you can collect phone numbers, right?

It's that simple. So many people, what they do is they have all their traffic is on their you know, their social media following.

And the goal is to go from traffic that we don't control, that the algorithm fully decides how many people we get out there to and we wanna turn it into traffic that we own, right?

And the best traffic is, or sorry, the best way to turn it into that is getting their phone numbers. Cause we're gonna get ahold of way more people if we have those phone numbers than simply with just their email.

So we have a lead magnet where we offer a free thing in our bio where people opt in to get the free thing. And guess what? They have to give us their phone number to do it. And that's how we start building our list.

And we're gonna outbound set those appointments. The second thing is we message everyone. And when I say everyone, I mean literally every single person who engages with your brand using our messaging framework.

So we'll kind of break down a messaging framework you can use, but the biggest reason why people don't generate leads from their brand is they're not having conversations with the people that follow them. So we want to have as many conversations as possible. Cause conversations lead to conversions. It's that simple. So every new follower, we're messaging them.

Every new comment, we're messaging them every new like, yes, even likes we're messaging them. I literally know people who've built multimillion dollar companies because of this one little key right here, messaging every single person who likes their posts.

And then lastly, you're gonna post content and you're gonna grow your brand using Caleb's CMX social media plan. He literally breaks down everything you need to know in order to grow your brand on social media.

It's exactly how he's gone super, super viral and got millions, millions of views and was reaching 9 million people a week.

And how he's had viral videos with 40 million plus viewers. How he's got on, you know, all the podcasts that he got on, all the interviews that he got on, how he used other people's brands to grow his brands through collaborations.

All that good stuff is covered in there and this is really how you grow it and this is how you capitalize on it. So we'll dive into each of these more in depth Here shortly, but just know this is the macro strategy we're gonna follow.

It's simple because simplicity scales fancy fails. And if you just do this, I know people who have very small followings who are able to extract a lot from it simply because they squeeze all the Jews out of it.

They get people to opt into their list, they call those leads. And then also they're messaging every single person who's engaging with their brand.

They're starting conversations, they're turning those conversations into set calls, and then guess what?

They're sending it off to a closer who closes those deals.

And then again, you can keep growing your brand. And as it grows, the more and more effective these will become because it's obviously more conversations happening and there's more leads coming in the door.

## **Building a funnel from scratch: Overview**

All right guys, this is building your funnel from scratch. This is for those of you guys who either you're at a place where your ads aren't working at all, or you're not running ads, you need to build an opt-in page, right?

You need something to drive traffic to. Or your ads already working, you're crushing it, you got them super profitable, you scale them like crazy and you've solved all the constraints in your business.

Or you have a team member who you put on this task and you're really just trying to get lead costs down.

So you're gonna launch more funnels to try to optimize your lead costs down. So for those of you on either side of the party, it's the exact same process, right?

This is the process that we use and it's very, very, very effective. So we'll kind of start with a macro higher level picture.

Again, just kind of overall the funnel structure and how we're gonna go about it. Choosing, you know, what we're, what we're doing.

And then also we're gonna get more tactical about what's the process of coming up with that like headline, what's the best lead magnet on the front end, et cetera, et cetera, that we'll dive into.

It's gonna be all good stuff, but again, our final structure is super simple. I know you guys already know what it is, but again, I'll just reiterate, it's an Optum page that collects name, email, and phone numbers.

The reason I have phone numbers in parentheses here is cuz that's the part everyone always messes up.

They get name email or just email or they do name email and phone number, but it's not mandatory.

It's mandatory to have phone numbers and it drives to a tight form where we can see the lead quality. And this also allows us to optimize our ads a little bit as well, which we'll talk a little bit more about later if that's a constraint for you guys, like the lead quality coming in.

And then lastly, it goes to a thank you page or a sales page slash sales video where we sell something else to recruit some front end ad spend.

Very, very simple funnel. It's literally three steps, maybe more if you have, you know, a sales page and some upsells, but that's totally, totally optional.

And very few of you are actually even gonna do that cause it's just not a priority to focus on. People spend a month building out some complicated sales funnel when reality, our three page funnel made a hundred k, this, this one specifically made a hundred k a day in the first, I don't know, I think four days or whatever the, whatever the, however long it was, but it got to a hundred k a day in that short timeframe. And guess what? I'll tell you what, it wasn't The funnel <laugh>, the funnel has nothing to do with it.

Everyone thinks funnels are the key to success.

I'm telling you they're not. Funnels are in necessity, right? We need them, but also the only purposes to get phone numbers, we're just trying to get people to opt into something.

And also, same thing. It doesn't matter if it's paid traffic or you're doing organic traffic. Like you're, you're generating, you're doing content and you're driving to your free thing.

Super simple opt-in page is all you need. So that being said, here's really the question we're answering right now is selling on the thank you page.

I know a lot of you guys are gonna be like, oh, I wanna do that simply because recouping ads spend makes sense, right?

If I'm spending money on ads, then I can make some of it back before I even have my sales team call them.

That's really good for a couple of reasons. Number one if you recoup ads spend, number one, you have more profit margin on your backend offer, whatever your high ticket offer is, you have more profit because less of that profit is going towards covering the ad cost.

Cuz this page or whatever you're selling here is covering some of it or ideally all of it, which is not, not likely, but you can do it if you really optimize it hard.

And the second thing is I'm trying to say here, yeah, if you do do that, you wanna make sure there's congruency.

Cause a lot of times people have this opt-in page and they sell something completely random on the, the following page and it just doesn't make sense.

So if you are selling something, it needs to correlate to exactly what they just opted in for. So there needs to be congruency and that this opt-in or this thank you page could be, you know, a webinar where you sell something for a thousand all the way up to \$3,000 to recruit some of the ad spend.

And this is what's most likely to recoup more ad spend up front than like a low ticket offer, for example.

Or you could do a low ticket offer and have some upsell. So like a free book plus shipping and then, you know, you have your classic upsell flow.

We're not even gonna dive into all this stuff really because this is just not a priority. Simply because if you need this to make your funnel profitable, there are much bigger problems and it, yeah, there's much bigger problems if you need that to make your funnel profitable.

So should you do it now, if you already have a webinar or sales page in fulfillment you're selling, that's a hundred percent done.

Like ready to go plug and play, you can literally just copy some of the videos and just put it on a page and you don't have to build anything new.

Great. You should definitely do it. Because it's just like, hey, why not just throw that on the, the, the page.

That way, you know, we recover some of the ad costs and doesn't take any effort, but keyword if it's already done, you know, people go to build their funnel and they build this optin page and they get it done in like 10 minutes and they're like, all right, I want to recoup some ad spend.

And then they spend the next month building out their, their webinar for this page and their funnel and their upsell flow.

And it's like, dude, that's just not the needle mover. And the way we work at air here is we say, what is the biggest needle mover?

And we only do that. And then most of the time this is not the biggest needle mover. So if it's a hundred percent done, you're ready to go, you can just put it on the page cuz you have it, cause you built it in the past.

Great do that because that's a very high impact to time ratio. You copy and paste a video link on the page, you add a order button and you're good to go.

But for most people, that's not the case, right? Most people are gonna spend way too much time doing that. So this is not you right here, then do not do it right, do not do it.

So we're just trying to do the thing with the highest leverage on our time. And it's, it's not that. So for most people, all that matters is creating a great opt-in page, a great qualification page.

Well, it's not, there's nothing you can really do on the qualification page. I can ask some questions and then just a thank you page where we have our deliverable on it.

Or if our deliverable isn't done yet and we're, we're gonna be sending it out later that day cause we're tested fast.

It says, Hey, we'll email you shortly with your case study like ours does. So that being said, the macro process, we write the headline first.

95% of the contribution to success and failure in an Optum page and getting people to opt in, getting cheap lead cost is going to be, be your headline, right?

It's not what the page looks like. It has nothing to do with any of that. It is literally what is the headline.

And if the headline doesn't get good opt-in rate, you're gonna be in a rough spot. It doesn't matter what you do with your Facebook ads, it's gonna be expensive.

Everyone thinks media buying is some magical thing where if you're a good media buyer, you can make anything work. No, fundamentally I will tell you that is not the case.

I've spent more on ads than you can possibly imagine. I've spent more of my time on ads than you can possibly imagine.

There's been times where it's Christmas day and I'm just obsessing on ads cause I'm trying to make sure that they keep working back in the day before I understood all the processes we do now, just trying to stay afloat with ads.

All that matters is the creative, the headline. And really if you have the opt-in page with the headline that converts any ad you write about, that page is gonna convert for the most part.

Obviously some will be winners, some will be losers, but overall the headline contributes 95%. Not an exaggeration to success and failure.

And what your lead cost is. So the first step, we're gonna write the headline first together, we're gonna go over a lot of principles around writing headlines and kind of the process we take.

And then second of all, we're gonna build the funnel around the headline. Again, it doesn't matter what funnel type it is, as long as we have an opt-in page with the headline we created.

And then if you know you have something to sell on this page and who cares, awesome. Doesn't matter.

All that matters is we get the opt-in.

And then once we do that, we also are gonna create an MVP fulfillment for the free lead magnet, we promise in the headline.

So we're gonna write the headline that's gonna get the most people to opt-in. And it doesn't matter whether it's a free, it's supposed to say quiz, not quick <laugh>, a free quiz or a free PDF or a free case study or free training, whatever it is, we're gonna create an MVP version of it.

So if we're opting in for a free case study on or free training on how to whatever, we're not gonna make some masterful three hour long training.

That's the best training we've ever made. What we're gonna do is we're gonna make a five minute training that we film direct to camera with the general concept of it.

That's just okay and we're gonna get it live because if the opt-in rate isn't good on this page, there's no reason to waste three hours or maybe even days or weeks trying to create some perfect thing to find out. No one wants it and then it just is thrown in the trash and we have to start all over and pick something new that we're going to get opt-ins for.

Next thing, once we have the MVP ready to go, we're gonna launch the funnel. So meaning we're actually gonna launch ads and drive traffic to it.

If it works, meaning it has a high Optum rate and you're attracting the right type of leads then we're gonna make the freebie really good.

So we'll make the case study that's, you know, five minutes long that we just film direct to camera. We'll, we'll actually brainstorm it out and make it really good that way.

You know, it represents our brand in a really good way when lots of people are seeing it. But at first it's like it's a five minute case study that only a few people are gonna opt in in for it really doesn't matter, right?

It's not gonna affect your brand. And we'll talk about how to, you know, set that up later. And again, biggest thing with launching the funnel is if it works, great, you're literally at seven figures.

If you, you know, you have your fulfillment in place and you can, you can convert those leads. If it doesn't work, we're just gonna repeat this process until we cut lead cost, right?

Because if you just keep testing, you're gonna cut lead cost, right? You test different headlines, you're gonna cut lead cost.

Everyone does their one fu they write their one headline on their funnel and they launch ads to it and they test all sorts of ads to this funnel and it's super expensive.

When in reality if they just kept tweaking completely different angles, they could have found an angle that was really, really, really cheap.

And if it was really, really cheap, all the ads became cheaper. So 80% or here's really how it works. It's like the majority of your results is gonna be in how well you convert the lead.

That's like 80% and then like 90% is of the, the, the remaining 20% is how good is the headline on the opted page.

And then the remaining like 10% is running the ads. Okay? So we want to put a lot of effort and emphasis on just testing the funnel and the headline on that funnel for what the opt-in is.

So again, this brings me to test, test, test, all right? You're gonna hear me say it over and over and over again.

You guys have already heard me say over and over and over again. The more you test the cheaper cost is gonna be the most cliché marketing thing is test, test, test, test, test, test.

And I've gone through a kind of a wave of feeling like in the beginning that's the most important thing.

Cause we hear everyone say, and then you start running a business and you have too much other stuff on your plate and you're like, forget testing, I'm just gonna make it work for what I got.

But I'm telling you guys, testing makes a massive difference. You can cut lead costs by 50%, a hundred percent, right?

I mean, technically not a hundred percent would be zero, but you, you get my point. If you just keep on testing, I already kind of briefly talked about this story, but I think it's it's, it's one that's fresh in my mind that really kind of drove this point home for me.

Because when you've been in this space a long time and you sold tons of stuff, it's not that you learn new principles, it's more so that they get re-anchor, they get, you know, reaffirmed.

And this got reaffirmed even more so when we were launching air because we hadn't tested truthfully a lot of funnels in a while because we got one funnel to work, okay?

Truthfully, on one of the last offers we were running that was doing 4 million a month and it was running okay, it wasn't even that great of an opt-in rate.

It wasn't that cheap a lead cost. In fact it was kind of expensive, but it wasn't the biggest needle mover to focus on cause we were profitable.

So we just kept scaling and building out the team and so we just didn't focus on it. So in my head I had, I wasn't really, you know, in, in a fresh set of like test test tests, but doing air really drove the point home to me cause we tested and it's like, wow, I can't believe you can get lead cost as cheap as we got it nowadays.

So we launched a funnel for air just to remind you guys, and we thought it was really, really good. Like when I first made this funnel, I'm like, dude, this is going to crush.

It's gonna absolutely crush. And I was even was like trying to make it to where we had a something to self liquidate on the front end where we were selling something, breaking my own own principles.

Cla classic, right? We all, we all do that where it's, we know we know things and we just don't do the things we know, including us, right?

And I spent like a couple days make building this out, which was just totally, totally unnecessary. And we launched it cause I, I was really confident like, oh that's gonna crush.

And we launched it and it got a 3% off dairy. Now for those of you who are not aware, that is atrocious, that is horrible.

One of the worst Optum rates I think out of anything I've ever launched. And I have a a few theories as to why that happened.

And it makes sense kind of looking back, I'm like, what was I thinking Ryan? You know, you know better. But at the time I was like, oh, this is gonna crush.

And I got in my head and I got in love with an idea rather than doing it the right way.

And what happened was lead cost was really expensive. It spent like a hundred up like 70 a hundred bucks in opt-in.

It was ridiculous, right? Good quality opt-ins but like ridiculously expensive for no reason. I was targeting too small of a percentage of people within the marketplace.

So not enough people were clicking on it and not enough people were opting in. That said, what do we do when something doesn't work?

Do we say, oh this doesn't work. We're gotta throw away the whole business. No, we test, right? We test until we solve the problem.

If you look at business as a series of constraints, the same way as scientists or an engineer looks at the problems that they face and you attack each constraint with single minded focus, you will solve it.

Period. End of story, right? If you're working on 10 things at once, you probably won't. If you have a one's constraint that you solve, you solve it.

And so with air, the first constraint we ran into was, wow, opt-in rate's really low and our cost per leads is really high.

This is going to be a problem. So what do we do? We focused on just that one constraint. Didn't worry about the sales team, didn't worry about the set script, didn't worry about the pre-call video, didn't worry about anything.

All we worried about was getting opt-in rehired. So what did we do? We didn't create new ads, we didn't launch a single other ad for it.

What we did was we launched eight new funnels the very next day. So me, Caleb, and someone else on our team named Thomas, built eight funnels, right?

Ourselves personally with which building the funnels not that complex. We really just wrote eight different headlines that were completely different of what we were offering.

And then we tested with a thousand dollars a day on each of them. And again, don't worry, you don't have to spend eight k a day to start out when you're testing a campaign.

That's what we do. Cuz we value speed more than anything else. And we know that one of them is gonna work.

So just cuz we've done it over and over again. So we test with AK a day and then guess what happened?

Two of two of them flopped. They completely failed. They just didn't work. Cost was super expensive, just like the first campaign, not as bad as the first campaign, but super expensive.

Another two outta the eight worked kind of like, okay, they were, they were decent. Three out of the eight crushed, right?

And then there was one that in particular that was crushing really, really well. I mean it was like the right, you know, messaging that we wanted to get the right leads.

And so guess what? We scaled that one, the one with the best lead quality, right? So you don't get it to work first try.

And a lot of times what happens is you get something to work, okay? And you go, ah, this is working and you just keep On going with that.

Now that's okay. If you get something working okay and it's profitable, then maybe it's not the constraint for a while and you should just keep running it up until later.

You can hire someone on your team whose full-time job is the lower lead cost because your number one priority is increasing the efficiency cuz there's so much you can increase basically how much money you're making from the leads almost exponentially.

But with cost you can only cut it so much, which is why we focus on that. And this is what happened on our last offer.

We had something working okay and we just left it. And the reason why we left it is because it wasn't the number one priority.

If I could go back, I wouldn't have done anything differently simply because guess what? It didn't matter.

That said, when you test, the point is you can get lead costs down just by changing the angle, by changing the messaging, right?

People all the time feel like, oh, if I change the messaging, it's not gonna affect cost that much. But if you think about it this way, and this is like a silly example, if you wrote on a, in in a card to your mom on Mother's Day, I hate you and you gave her that card, what would happen, right?

She would, she would burst into tears, be so emotionally like it, it would wreck her. It'd be the worst thing you could ever do.

And she'd be teared up and like just super sad be out of her mind. But similarly, if you write the opposite, you write, mom, I love you, thank you so much for everything you've done for me growing up it just looking back over my life.

And you go through this whole long thing and you write something that really does resonate with her in the opposite way, guess what's gonna happen?

She's gonna feel a certain way and she's gonna be grateful and she's gonna, you're gonna have a great moment. So extreme example, but two separate sets of words can dramatically affect one individual differently.

And it's the same thing in your market. Two different messages, two different headline angles of what the thing is will dramatically affect the market differently.

One might appeal to a much broader set of the market and for that reason a much higher percentage of people click on it and opt in.

So just getting the point across, if you guys keep testing, you will find something that gets your opt-in rate high that gets your cost per click or your, your clickthrough rate high and gets the overall cost per lead.

Super, super low. And the biggest thing is this, like Bezo says, I think I've said it probably 10 times by now, I love this quote In business, you only have to hit one ball over the fence to score a thousand home runs.

And it's the same thing with the funnel, right? You only gotta get one funnel right to score a thousand home runs.

And here's the cool part too, when you're trying to just get opt-ins, right? When you're just trying to get opt-ins, it's really easy to test funnels cuz you can write a headline, create an MVP fulfillment for the headline, and it's more about the curiosity of the angle and what it is that you're promising than it is.

So about the deliverable and you can test really, really quickly, right? You can test eight funnels in a day, right?

Again, I'm not saying you guys should create eight funnels out the gate to rip because you gotta spend a decent amount of ads to test each one.

We usually start with a thousand dollars a day, which probably a lot of you guys won't be doing, but just getting the point across, test, test, test, test.

And I promise you'll be able to get something to work, maybe not immediately, but eventually if you just keep doing it.

Because if you test enough messages with the, with an audience, one of them is gonna resonate and you only need one of them to, to resonate to get to eight figures.

So that's really, really how we approach it. Okay? So super simple, nothing crazy, it's the basics. If you read books on marketing, it's the basics, but it works.

People say test, test, test for a reason because it works. Now here's the math behind getting the cheapest leads. All right?

To do this, what we do is we create an Optum page with a headline that has the highest click clickthrough rate and Optum rate possible.

So the higher the click, this is literally just a simple straightforward thing, but most people don't even think this through.

The higher the click-through rate, meaning what percentage of people who see the ad with the headline that's on the Optum page, click through.

All right? And then what percentage is the optin rate, right? How high is the clickthrough rate? How high is the Optum rate is gonna equal the cheapest lead cost, right?

So when we're testing ads, what we're gonna do is we're gonna test them with the same headline that's on our Optum page.

So we're only testing one variable, so we're only trying to find one message that resonates with our audience. And guess what?

The higher that click-through rate is and the higher the opt-in rate is, the cheaper the cost per lead is going to be.

So all we need to do is find messaging a headline that has a high click-through rate and a high opt-in rate.

And that's how we're gonna get cheap leads. More so than any strategy that you're gonna run on the advertising platforms.

Any strategy you use on Facebook ads or YouTube ads or TikTok ads is gonna get you incremental improvements. But what's gonna make the really big massive difference is simply testing the messaging, right?

It's, it's fundamental basics, but there's a reason why the basics works. Professionals focus on the basics. Now, with that said, how do we actually accomplish this?

Cuz this is a very obvious statement to say, just get higher, click through rate, get higher opt-in rate and you'll make more money.

But how do you actually go about doing that? And really, here's what you have to understand is this, don't figure out what you have to give away as a lead magnet and write a headline around it.

Instead, we're gonna write the headline that we think will get the highest click-through rate and the highest Optum rate possible, purely in a hypothetical world.

Like if we're just writing a hypothetical situation, we're like, what's gonna get the highest Optum rate possible? And we're gonna write that headline and then we're gonna create superv MVP fulfillment, right?

We're gonna figure out what's, what's the free thing we're giving away in the headline? How can we create an MVP of it if it's a free case study?

Rather than making a six hour long case study, we're just gonna do a five minute direct to camera video talking about the thing.



Or if it's a free pdf, we're not gonna write a 300 page pdf, we're gonna write a one page PDF that we can write in an hour, right?

If it's like, I don't know, a free quiz, we're not gonna create the craziest quiz with a custom solution. All we're gonna do is we're gonna go on into Typeform, put a couple questions and throw a five minute video on the thank you page to start out.

We can make it good later, but all we're testing right now is the headline, right? All we're testing is the option rate, is the click through rate.

And then if the funnel converts, only then do you spend time making fulfillment for the free thing really good, right?

And it's probably not your number one priority either, but eventually we wanna do that just so that you know, it's our, our brand isn't just like, Hey, this guy has crappy opt-in.

That's not what we want. But really this is an old copywriting trick, right? So what old co old school direct response copywriters would do is they wouldn't say, all right, I'm gonna find a product, I'm gonna write a sales letter for it.

What they would do is they would write a sales le they'd pick a market and they would write a sales letter to that market selling what they think they'd be most likely to buy, and they'd pitch it the way they think would be most likely to persuade them to pull out their credit cards and buy from them.

And then once they write the sales letter, they'd say, okay, how can I fulfill it, fulfill on this? And they go partner with somebody who could do the fulfillment and they get it as close to they possibly could to what they promised in the sales letter.

And if there was any last little bits they just weren't able to fulfill on, only then would they tweak the sales letter.

Do you see how that backwards approach is way higher at converting? Because you're not, you're not picking something like this cup of coffee and be like, all right, what can I say to sell it?

You're going to the market and you're saying what does, what do they want? And I'm creating something custom for them that I know for a fact that if I created, they would buy and then I'm gonna figure out how I create to create it.

Now, we're not doing this with our, our offer right now, but what we're doing is we're doing this with what's getting them to opt in, right?

What would the market opt in for? What's the headline that everyone would be like, holy smokes, how do I, how do I get this free thing?

What is a free quiz, a free pdf, a free training, a free kc, whatever it is, something that anyone you told about would be like, what is that?

I, I gotta know what that is. Let me opt in for that. You wanna create that thing and then, and only then do we figure out how we're gonna fulfill on that thing.

And most of the time, 99% of the time you come up with the ideal headline, you can find some way to fulfill on it, right?

That is what you are going for. And biggest thing is we're we're not just taking our old stuff and saying, Hey, what can I write a headline about my old PDF I wrote or my old training I wrote?

Now, a lot of times you come up with the headline, you're like, Hey, that old training I did kind of talked about that in a way, right?

So again, it's the backwards, it's a counterintuitive backwards process. But if you do this and you test using this framework, you're gonna get something to work, right?

Because if you're, you're literally saying what does the market want? And you're in an imaginary world where you can create anything and you're, you're writing the headline for it and then creating an mvp, eventually you're gonna be right enough testing, you're gonna be right.

If you're right one time, that's all you need to have a funnel that can get you to eight figures as long as you're, you can scale the sales team and as long as you can scale the fulfillment.

So next steps, all we're gonna do is we're gonna write your headline. And this is where 80% of our time is gonna go.

And this is where 80% of the training is gonna go is right in the headline. Building a funnel is nothing special, guys, you copy the headline into the funnel and literally just paste it into the funnel template and maybe tweak a couple things, you know, tweak your, your logo at the top And it better be really, really quick cuz we're not, it doesn't matter how good it looks.

I'll tell you that the, some, a lot of the people I know who do multiple eight figures have the ugliest funnels cause they're the people who realize it matters the least and therefore focus on it the least.

Anyways, side tangent. But after we do that, we write the headline, we throw in our funnel, then we're gonna build an mvp fulfillment for our lead magnet, which we'll kind of talk about how you can go about doing that and when you should switch over to making the fulfillment really good.

But that's what we're gonna be covering, okay? So kind of unique, different than what most people say.

Most people have this whole crazy funnel process that you're gonna follow into a t and it really matters.

But all that matters guys, is this. You have an opt-in page that gets opt-ins that people click on, right?

People click on the ad cause they're like, this seems really interesting.

I wanna know about this thing, or I want this free thing. They opt in for the free lead magnet. Then there's the qualification page and then there's a thank you page.

It is not rocket science. You can sell something on the thank you page if you already have something you can literally copy and paste and you just wanna throw it up there.

And then macro processs, we write the headline, we build the funnel around the headline, we create the MVP fulfillment for the lead magnet, whether it's free quiz, PDF case study training, or whatever it is, whatever is the thing that you think is gonna get them to opt in.

And usually, by the way, people don't, we'll go into this deeper. People don't opt in for this. They opt in for the big promise, right?

They opt in for the big promise and then this just delivers on the promise. They're opting in because they want to know how to do the thing.

And then the way you get them to the thing is with the free pdf, the free case study, the free whatever, the same way when people buy your offer, they're not buying the coaching and the course and the this and the that.

They're not buying when they go to a chiropractor, they're not buying the fact that they get this many sessions and this and this.

They're buying the outcome, right? They're buying the result that you delivered. If you call your client and say, Hey, why did you buy for me nine times outta 10?

They're not gonna say, oh, I really like the way that the fulfillment was structured and this and this. It's gonna be, I wanted to insert result, right?

And so same thing when people opt in, they opt in because of the result that it's promising and the fact that they're curious.

So the result and the curiosity is why they're opting in. And all this does is fulfill on that result slash promise, right?

All this is, is a believable way to fulfill on that. So then we're gonna test until we find something that works, right?

When you're creating a funnel, if it doesn't work, just cut your losses, try something new immediately, right? Even if you're running affiliate traffic or you're doing this kind of traffic or whatever kind of traffic you're doing, if your funnel's not converting, just test a new one.

That's it. And then again, the math is just the higher the clickthrough rate and the higher the option rate, the cheaper the cost per lead.

And the way we do that is by creating the ideal perfect like headline and then we basically fulfill on the headline with an MVP fulfillment, whether it's a quick video or whatever it is, this is the overall process.

This is how we're gonna build our funnel from scratch. And if you're someone, someone who's already has a funnel converting and you're coming here because it's time for you to optimize lead cost down, or if you're a team member watching this right now, first off, hello, welcome <laugh>, but then you're just gonna follow this exact same process, right?

It's the same for someone at eight figures. It is for someone starting from zero. All it is is figuring out the headline, the angle that's gonna, you know, make the biggest difference.

And when we test different angles, we're not gonna be testing slight little tweaks to the headline. We're gonna test radically different angles, right?

We're gonna try completely different angles and that's gonna make the biggest difference in our Optum rate. Maybe good, maybe bad.

We have to test and find out. So that being said, we're gonna dive in and I hope this made a lot of sense to you guys and just stay focused.

Like I said in last video, stay focused, right? You're just gonna keep staying focused, dialed in until this one piece is done and done is better than perfect and then you're gonna get it live.

## Choosing The "Big Promise" Of Your Headline

All right, now we're gonna be talking about the first step in creating our headline, which is choosing the big promise that our headline's gonna be written around.

Now a lot of times people just write a headline and they think, oh, I'm just, I don't know, just writing some random words that get people to opt in for a thing.

But you gotta understand your headline is the most important part, right? And what you make the headline around the big promise of your headline is the core of what the headline is.

It's the big idea behind what the headline is. And really people they think, you know, it's just words. But at the end of the day, when you have like a free lead magnet, a free opt-in for something, it's an offer.

And the same way with our offer, what do we need? We need to result that we're promising that the market wants.

If we don't have that one piece, if we don't have that one big promise underneath, like the underlying foundation of what we're writing around, then it's just gonna be meaningless words that we're type in and hoping that people opt in for.

And it's gonna cost us a lot to get a lead, but if we're speaking to what the market actually wants, right?

The big promise they actually deliver, and guess what? We're gonna be in a much better spot that gets us much cheaper.

Optins. Now here's the thing. We want to choose a specific big promise that resonates with our market. Specific makes your promise more believable.

People don't believe when you say a lot of people do X, Y, Z, right? But they believe you when you say 34 point or 36.4% of people do X, Y, Z.

Why? Because that just random statement is specific. And it seems harder to, you know, come to, to discredit something so specific.

Cause you're like, man, they had to have gotten that thing from somewhere. They wouldn't just be saying some general broad, they would be saying some general broad statement if they didn't actually mean it.

And it's the exact same thing with solving people's problems, right? People opt into things because they wanna solve a problem.

And this sounds like a very exciting way to solve the problem. And guess what? People wanna hear you be specific about their problems.

The more specific about what problem you solve in how you solve it, the more believable it is, right? And the same way with an offer, the greater the desired result that you deliver, the greater the perceived likelihood of achievement.

And the less time, effort and sacrifice to accomplish that thing, the more valuable your offer is. And very similar thing with an opt-in page, it's an offer.

At the end of the day, you're offering a free lead magnet. It needs to have a high desired basically outcome, right?

A specific one, which also makes it more believable. And then guess what? You have your free thing. So it's very low barrier for people to get it.

Now that being said, we wanna pick a big promise that appeals to the highest percentage of your target audience as possible.

All right? And we wanna write our headline around that this lowers ad cost because more people in your market want it.

So a lot of times the mistake I see people making is being like, man, this percentage of my market really wants to solve this problem.

And they write a headline around something super specific, but it's only specific to to a tiny percentage of the market.

I think about this, even if 20% of your market wants what you're offering, 80% of your market, meaning 80% of your advertising dollars are gonna go to waste.

Does that make sense? So you wanna make sure that the result that your free thing helps them get is going to the part of the market that is the masses, right?

That everybody in the deal in the market deals with. Like what's the problem that the biggest percentage of the market deals with that they want solved, right?

Is it for example, if you're selling to coaches and consultants, is it that they want more, you know, more appointments on their calendar?

Is it that their no-show rate is high? Is it that whatever? And in, in that example right there, more people are struggling with not having enough appointments on the calendar than people are struggling with, you know, having nohow, right?

Even though everyone's struggling with nohow, so many people in that market are struggling to get points on their calendar. That's their biggest, you know, problem.

That's the big promise that's gonna attract the biggest percentage of the market. Now, David Ogilvy, those of you guys don't.

David Ogilvy, he's a legend. He's a advertising icon. He basically says this, when you've done your keyword research, you've written 80% of your headline.

And really what he's saying is simple. When you understand the big promise that your market wants, then 80% of your headline's already written.

We just gotta spice it up a little bit, right? So what is the opt-in page gonna say? 80% of it's gonna be determined by when you really look at your market and you analyze it and you look at what your competitors are doing and you figure out like what people are opting in for already and why you're gonna have 80% of your research, you're gonna have 80% of your headline written cuz you already know the big promise that your headline is written around.

Does that make sense? So what you're gonna do is you're gonna figure out what's the most desired big promise in your market, right?

When I say most desired, it doesn't mean that 10% of the the market desires this one thing more than anything else.

I'm saying what out of the masses of your audience does the, the majority of them want? Because the last thing we want to do is have 80% of our advertising dollars go to waste, right?

Or 70% or whatever percentage. Like the more of our advertising dollars we can utilize, we're gonna have a higher clickthrough rate, right?

So if you have basically any message that is, you know, specific, the people who click on that are gonna have a high optin rate, but we want a high clickthrough rate and a high optin rate, meaning out of every a thousand people in our market who see the ad, we want the highest percentage of them to click on it as possible.

Okay? And then out of that, we want them all to opt in at a really high rate. So if we don't pick the right big promise, what's gonna happen is our click-through rate's gonna be really low because not enough percentage of our market is gonna resonate with that thing is gonna want that thing no matter how good of a headline we write around it, right?

If I said how To, I'm just gonna make something up. You know how to make sure your dog doesn't jump too high, right?

Maybe, maybe 10% of the the market or what 0.01% of the market their dog is jumping into the ceiling. But, you know, everyone else is like, I don't even know what that means.

Super stupid example. But the point is, if you write to a promise, a big promise that not enough of your market actually cares about, you might have a high optin rate of the people who do click on it.

Cause they're like, man, I'm struggling with my dog jumping too high. But most people aren't dealing with that, right? And in your market there's a, a less ridiculous example I'm sure you can think of.

And I've made this mistake as well. You, you start writing a headline, you're like, this is the problem I deal with.

I have a great way of solving it, but only a small percentage of the market's dealing with it. So those people who do click on it, they opt in like crazy, but no one's clicking on the ads.

So our cost per click is gonna be really expensive. Or maybe Facebook finds a groove and is able to target those people, but your offer's gonna burn out way quicker and your advertising spend is gonna be a lot less stable.

And our goal is for you guys not to scale from 10 K a month to 30 K a month. Our goal is for you to be able to scale from wherever you're at now, whether it's 10 K a month or seven figures or even eight figures to millions of dollars a month.

That's our goal for every single person watching this. So yeah, that being said, how do we actually accomplish this? First things first, make a list of your market's desires slash pain points in order from what you think is the the most or the, yeah, the most collective, what am I trying to say?

The highest percentage of the market is affected by it to the least. Okay? So like what are the biggest pain points?

Meaning the ones that affect more people in order from number 1, 2, 3, 4, 5, so on and so forth. So if you're just targeting coaches and consultants, it might be, you know, more sales calls, it might be increasing cash collected, it might be decreasing no-show rate, increasing close rate, hiring, sales reps, running ads, all sorts of stuff.

You're gonna list them from what you think the majority of the market deals with the most. And then also the level of pain involved.

Cuz if everyone in the market deals with it, but no one really cares, it's not a good big promise. You want the thing that has the highest percentage of the market and the highest level of pain.

In fact, I'm gonna write that out for you guys. So basically you want highest percentage of the market deals with it times the highest paint slash desire level.

That is what your big promise is gonna be. That is literally what you're aiming for right there. This is a beautiful way of looking at it.

And that's really what you're looking at. Also look at and think back to what the most successful people in your space are advertising, right?

What are they advertising? And then see what big promise they're leaning on. What is the big promise that people are opting into their ads for?

Okay? And in order to like, you know, actually do this, what you can go do is you can go to Facebook ad library.

So let's do that right now actually. Okay? So you go to Facebook ad library and what you're gonna do is you're gonna just type in all your competitors, right?

So let's, if we wanna see what Frank Kern's advertising we go here and we go Frank Kern, right Middle Frank.

We click on Frank Kern and he, all these people also keep in mind, don't, when I say people in your space, I don't mean who are the people who are really big, who make a lot of money, but serve a different market.

All the people in your market, right? What do the people in your market advertise, right? If it the person who has the same clients as you who's running a lot of ads, who's like making a lot of money that you know about, go search their ads, right?

Go search their ads and you can just start seeing what is the promise that they're doing. New discovery combines AI and lost market seekers to make you famous overnight.

All right? So that's one angle. And then he's got you scroll down a little bit more and you're like, how to get new customers or how to get marketing courses for \$4.

Okay, that's another one. And then let's see what else has he got here? Let's see, let's keep scrolling. What else does he have?

How to get consulting clients using ugly ads? And we should start seeing what are other people doing? And I know he has a lot of ads related to how to get more customers using email.

And he has this new angle, it's like how to use ai to get X, y, Z. And basically you just start looking at what your customers are doing to get an idea of what the big promise is behind their headlines, right?

So there's different ones that Frank has. Also a lot of you I know are retargeting ads for Frank, so he's retargeting a lot of his customers.

But you'll start to get an idea of like, what are your competitors advertising? What's the big promise behind what they're doing, right?

So that being said if we use an example, if you're looking for big promises for high ticket business owners, right?

Or client based business owners. Like when I was looking at our space when we started doing air, I said, all right, what is everyone advertising?

And I went and I looked at what Cole Gordon was advertising cause like he has a very similar client base to the people that we have.

We looked at a bunch of different people and basically there's a couple promises that are being advertised. A couple promises that you know, people want, at the end of the day, more people want book sales calls.

So many people struggle to get book sales calls cause they feel like, hey, I'm closing out a high rate. If I just have more calendar slots like taken, I'd be crushing it.

Other people want to increase like cash collected, right? Others said the decreased no-show rate, others said increased close rate. And we didn't see this one as much because guess what?

People don't struggle with this as much cuz they feel like this is a much bigger problem. Other people were saying higher sales reps, right?

Other people were saying running ads. Now also higher sales reps. We talked to some of our friends and it has a more expensive cost for Lee because the lead quality is really good, but less people are dealing with that in the market because they just need more sales appointments, right?

They need, they just wanna get more clients. That's all they want. So this is an example list of a bunch of big promises kind of for our industry, right?

For our niche that we were targeting when we first launched air. And these are the ones we wrote out.

And we said, Hey, which ones are we gonna write our headline around?

And truthfully what we did is we just wrote 'em around all of them, right? That's, we launched eight funnels. But you're gonna pick the one that you think is the most probable, the one where you think there is the highest percentage of the market dealing with times the highest level of pain and desire.

That is the big promise we want to go with first. Now what we're gonna do is we're gonna write a headline around the one we think meets that equation, right?

That's what we wanna do. Super simple. I know this was a long video, especially to say we're gonna pick one big promise just to you know, go on a bunch of rants here and there.

But it's important and I wanna emphasize it. And there's really simple ways of doing it, which is looking at what your competitors are doing using Facebook ad library.

Also talking to customers, right? Talking to people in your market. Say, Hey, what are you guys dealing with? And really getting a feel for it.

That's why doing set calls right yourself when you're first starting out is so valuable. Cause you learn your market better than anyone on closed calls.

You only get the people who opted in for the thing, like for whatever it is you do. And they schedule the call with you and they're the highest intent leads.

And you know, you, you're not as you have as many conversations you get, maybe if you're, you're doing less than 50 k a month or whatever you're doing, I don't know, a couple sales calls a day, you're not getting a lot of context.

But when you're setting, you're talking to like 20 people a day, right? And you get a lot of context on what their pain points are, what they're struggling with.

So that's another great way to really understand what the best, you know, one of these is. So when you're trying to figure out the next test later down the line and you've had a lot of set calls, you might change your, your approach completely.

But that being said this is a very simple concept. It's super, super, super powerful though when you understand it because all advertising is, is a game of math, right?

It's not some wizardry, it's not this crazy creative thing. You need to be creative for it's math. And the good news is, it's not complicated algebra or calculus or anything like that.

If it was, I wouldn't be as good as it good at it <laugh>. But it is very simple math of my understanding.

Wow, if I'm gonna spend money getting in front of people, I probably want the message that resonates to those people.

At the highest percentage, people say niche down, niche down, niche down. And they're like niche themselves all the way down to selling to chiropractors who have a dog and they wanna get more clients using the kangaroo marketing strategy from Australia.

And it's this tiny, tiny, tiny niche group of people. And that's in a ridiculous statement. But I've seen people do just as ridiculous stuff <laugh> when choosing their niche basically where they're narrowing down so, so, so, so much to this tiny one, tiny percentage of the market.

And if you're advertising or doing any kind of outreach or using any kind of traffic source, the majority of your lead flow is not gonna want what you're, what you're offering on the front end, right?

The same way we want an offer that everybody wants when we get on the phone with our, our market, we want an opt-in that everybody wants when they see the headline, right?

Because guess what, if we Add add curiosity and we add so much like of the other stuff we're gonna talk about to a, to a headline, but people really don't care about the outcome, right?

They're not gonna opt in if it says this new marketing strategy found in the lost things of Brazil that shows chiropractors how to do X, y, Z and blah, blah, blah, blah.

It don't matter how interesting or curiosity driving it is, the dentist doesn't care. You know? So the same way a message that applies to chiropractor isn't gonna resonate with dentists is the same way that one message might not resonate with everyone in your market.

If it's the wrong big promise, it's the wrong result, result that the headline's written around, right? If someone's not struggling to get appointments, well then guess what?

This, if you write a headline that says how to get appointments using and you insert the greatest headline ever, the people who don't want appointments aren't gonna opt in.

But the good news is, and for example, this market, everyone wants appointments. So if everyone wants appointments and it sounds like a really, really great way that's interesting and intriguing of getting appointments, you're gonna get a high optin rate.

So when you understand that it's math, you understand that you want to appeal to the masses within your market, right?

You wanna appeal to the masses within your market. That's how you lower ad costs appealing to the masses within your market.

And then writing a good headline around that. Like 90% of copywriting is what you say, not how you say it.

And I think most people get that backwards. You know, when I was first writing copy, I thought it was how you say the words and how, how you word it.

But you can write really basic simple copy, basic simple headlines. And guess what? You're still gonna get high optin rates if you're writing to what the market actually wants.

What you say is more important than how you say it and what you say needs to appeal to a high percentage of your market or else a, it's not gonna scale.

Because even if somehow you are able to get the targeting rate and you get that little segment, it's not gonna scale.

Especially as you, you raise ad costs, like as you raise ads, ad budgets, ad costs will rise. And then b, also, it's hard to get to be profitable to begin with.

It's hard to get a tiny niche thing to convert, right? Everyone says you wanna go niche, you wanna appeal to the masses within your market.

There's a reason why when investors like ECS go to invest in the company, they say, Hey, what's the, what's the total available market?

What's the tam? Because they know you can scale way more if there's a bigger available market size. And guess what?

If you have a big tam, total available market size, but you're only speaking to a tiny result that only a percentage of them want, you just cut your market size, right?

So like a VC looking at it would be like, Hey, that's a bad business model and I, I want you guys to scale the millions of dollars a month, not 10 k to 20 K a month.

That's not sustainable. I, I don't want you guys to have this stress of trying to figure out what's the, how to get the next client and what to do when the ad campaign breaks.

I want you guys to get one thing to work one time and I want You guys, guys to scale it.

I want you to spam it as hard as you possibly can. That's my goal for you guys. And I know I get ranty sometimes, but I'm really trying to get across the underlying fundamentals so you guys don't just do the thing, but you understand why we're doing the thing.

## Headline Writing Principles - 1

Okay guys. So we're gonna be talking about some headline writing principles in this video before we even put pen to paper and even start brainstorming.

So I want you guys to take really detailed notes and really take this to heart because when you're writing your headline, the more principles you apply from this, the higher your opt option rate's gonna be and the cheaper your cost per lead.

And really, we're front loading the work. Our goal is to do this one time and get it right the first time.

Hopefully, you know, we might have to test a few times like we usually do, but the more upfront effort we put, the less likely we are to have to redo stuff later.



And it's much better to almost test in your head and simulate in your head than it is to do by spending money on ads and just finding out it doesn't work when you easily could have thought through it and you could easily fix some of the basics according to the principles and not had to pay as much money. Now, before we actually kind of start breaking down these principles, I wanna give an analogy of kind of the way Nicola Tesla used to run his experiments.

Now, Nicola Tesla, for those of you guys who don't know, he he's not the guy who embedded the car, the Tesla, that's obviously Elon, but he's one of the greatest inventors of all time.

And he was kind of crazy, but big man came up with some crazy inventions. Some of the biggest breakthroughs. He was a genius in his own right, but also in the, the minds of everyone else who ever has studied his work.

And when asked if he worked hard, some, someone asked him if he worked hard in interview or whatever it was back in the day and he said, if you consider hard work as actually physically doing work and actually doing things, I'm one of the least hard workers you've ever meet, you'll ever meet.

And to hear that coming from one of the most prolific invent of all time is kind of counterintuitive. How did he build so much?

How did he invent so much if he never worked? But what he followed up and said, if you count thinking as working, I am the hardest person you will ever meet.

He said, the way I do my inventions is not by testing in the physical world, is by testing in my head.

What I do is I literally make it in my mind's eye and then I start simulating it and looking for where it breaks.

And when I find something that breaks inside my mind when I'm simulating it. And as human beings, we have an unmatched ability to simulate reality within our own head to play things out without them actually happening before they actually happen and solve the problems in our mind before it happens in reality.

And what he would do is he would run these experiments in his head and he'd figure out what was breaking and why it was breaking because of his first principle understanding of physics in the universe.

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

And then when he finally created it, he said, A lot of my inventions, most of them in fact worked in the very first time.

So now people saying that, seeing that will be like, how do you have an invention work the first time? And it's cuz it's the first time he did it in reality.

But it's not the first time he did it. He did it thousands and thousands of times in his his head before he ever actually ran the experiment, right?

Just because it wasn't ran in the physical world doesn't mean it wasn't played out a thousand times before. And one of the reasons why Kleeb and I are able to write really good headlines, the very first try and able to have a lot of success in business the first try where people feel like, wow, that doesn't make any sense.

Why, why are you guys able to get it to work without testing when I have to test way more than you guys? Obviously we still test a lot. That's not what I'm saying. But we do a thousand times more testing in our head than we ever do in reality.

And the reason why is because the same way Nicola Tesla had a first principle's understanding of the universe and physics and math and this just other aspects of science that I could tell you nothing about, right?

Is the same type of understanding that Caleb and I have built up over literally probably close to a decade now of studying, of psychology, of understanding how human beings are gonna behave, how they're gonna react to different things, right?

I know when I say something how someone's gonna emotionally respond in their head, the thoughts that are gonna happen to do it because of years of studying psychology and making it a focus from reading

books like Influence for example, why Robert Chaldini, you start to understand what makes people make the decisions that they make, right?

You read hundreds and hundreds of books on copywriting and sales and persuasion and negotiation and you start to get context from all different areas of you know, different, different what's the word?

Just different areas of experience, like different people who have completely different philosophies behind it, schools of thought. And you get all this context and then when you have it, you don't just sit there and write something and test it because you already know so much you can test it so much in your head before you ever actually test something in reality.

And when you're doing something with ads, for example, you wanna test as much as you can in your head. You wanna run as many simulations as you can with your own mind before you push out to the masses and it costs you money.

So that being said, with kind of these principles, I want you to run every headline you write through these principles and ask yourself these questions.

And also, I don't mean to distract you guys here cuz you know, my number one thing is focus is make it a priority to start studying psychology.

All different types of schools of thought study, classical type psychology from like a more traditional like psychologist standpoint. Study psychology from copywriters who sell through one to many sales study psychology, from learning from salespeople who've had thousands of one-on-one conversations than what they've taken away from those read book.

Like influence read books like how to Win Friends and Influence People. And the more you understand human beings, the better your thought experiments are gonna be because they're gonna be rooted in truth the same way.

Nicola Tesla was able to run the experiments in his head because they were rooted in reality of the sciences that he already understood so well that he could play out how it works and how it affects things. Cuz he understood it so well and he could think through the first order consequences and the second order consequences of every piece of his invention cuz he understood the science behind it.

And the same thing goes with psychology, right? The more you understand it, the more accurate your mental simulations are of the prospect.

And what most people do is they just write a headline and they say, Hey, let's see what happens. But if you write a headline and you run through all your mental models and you figure out, hey, what's what is the other person gonna be thinking?

What are they gonna be feeling? How are they gonna react to this? You can very accurately predict where you're gonna mess up or what's wrong with it.

And although you can't get it right first time, you're gonna be able to save yourself a lot more trial and error.

So big rant, nothing super practical that you can take away from that other than just run them. Simulate the headline as much as you can from the mind of your prospect before you ever have it go live.

And that these are gonna be some of the principles that you're able to do that with. So let's start off with the first principle, which is you can't catch whales with minnow bait.

All right? So here's what that means. Who you write to is who you attract. Okay? Sounds super, super obvious, but 99% of people I see write headlines don't think this through.

And there is horrible consequences that we will explain here in a second. But who you write to is who you will attract the same way.

If you're fishing with minnow bait, you're not catching whales. And if you're fishing with whale bait, you're not catching minnows.

It doesn't, it's physically impossible, right? It's not gonna happen. So here's what we gotta understand.

Your headline is your bait, all right?

You're a fisherman, your headline is your bait. And depending on what bait you put on your opt-in page is who you are going to attract, period, end of story, right?

The, the quote you can't catch whales with minnow bait is Frank K's classic quote. Okay? And that's something he always told me when I first started writing a copy.

He's like, dude, you, you can't catch whales with minnow bait. You just can't do it. So look at your messaging and say, Hey, who is this attracting?

Right? The same, the same way. You're not gonna attract a whale with Minnow Bay is the same way. You're not gonna attract a really good client with a headline that attracts a really bad client.

You're not gonna do it. Now a very extreme example of this, but also very powerful is this, why do you think that unethical scammers write all these like ads that they spam out to people through email to the most gullable people, right?

You know what I'm talking about? The ones where it's like Indian Prince wants to, Nigerian prince wants to give you all his money, right?

And you're like, who falls for that? Like, I can't think of a single person on this planet that I know of who would ever fall for that email, but they've been sending emails out like that.

These horrible scammer people have been sending emails out like that for years. Why don't you think that they could have come up with a better message that gets a higher conversion rate?

I mean, definitely a higher response rate maybe, but they're not looking for a response rate. They're looking for the most gullable people.

They're intentionally writing that headline cuz they know the people who respond to it are the global people who will, you know, get them their freak in, I don't know, they're, they're Google Play gift cards that they send them to, to pay their tax bill, right?

These are horrible people and we want nothing to do with them, but there's something to learn there, right? Even in evil case scenarios, there's principles to take away, right?

So that being said, they understand this concept. Now how do we apply it to good? That's what we're really looking to do.

And what we wanna do is we wanna just make sure we're putting on the right bait. Sometimes we put on bait that attracts broke clients.

Sometimes we put on bait that attracts, even if they're not broke, we, we attract bad clients, right? So we wanna make sure that we're running our mental simulations of our headline.

Hey, who's gonna, who's gonna be attracted to this bait, right? The same way you look at bait on a fishing pole and be like, what kind of, what kind of fish is gonna go after this?

If you got some massive like fish attached there as bait, you're gonna, you're gonna get a much bigger fish, right?

Because a little small fish isn't even gonna go after that. But the same way you have a tiny little bait, you're not gonna get the big fish because the big fish doesn't care about that.

If I say how to get your first client online, the guy who makes eight figures is scrolling right on past it.

If I see an ad that says, learn how to get your first online client and start making money, my mind's like, wow, that's bad targeting.

I just keep on scrolling, right? Because that's, that's doesn't apply. Like, it just doesn't apply. It's silly. But all the time people overlook this principle and they just write these headlines to the bro's most impoverished section of their market, right?

Or they write it to a section of the market that just has zero interest in, in, in what they're doing.

So we gotta make sure we're putting on the right bait. This is one of the most powerful concepts of marketing.

One of the ones that will dramatically affect your lead quality even more than lead costs. Cuz sometimes you don't want the cheap leads, sometimes the cheapest leads, there's a reason they're cheap cuz nobody wants them.

Like advertising is an auction, right? It's you're literally competing against other advertisers and sometimes you get some really cheap leads and you're like, oh, I'm crushing it, but all these leads are broke.

It's like, yeah, cuz none of the other advertisers are advertising to them because they don't have any money or they are the worst mentality people, whatever it is.

Now, picking the right bait, how do we actually pick the right bait? Here's what you have to understand. You don't want everyone to click, you don't want everyone to click, you don't want everyone to opt in. What you want is everyone in your ideal market, your ideal avatar to click and opt in. We're trying to appeal to the masses within our market, right?

To our ideal. When I say our market, our ideal customers, right? Sometimes there's people in the market who are, you don't wanna attract, like you don't want them to opt in, you're willing For your ad costs to go up.

So you never have to have those people opt into your funnel. You don't want them eating up any of your advertising budget.

So you don't want everyone to click to opt in. You want everyone in your ideal market to click and opt in. It's that simple. So I'm gonna give you guys two little example headlines to, to give you more real world example of what I mean by this.

So first headline, right? Let's do this. How to get your book or so how to book your first sales call ever. Even if you're a complete beginner who doesn't have anything to sell, let's say that's getting crazy good option rate, you're getting really good options.

And what you do is you help coaches scale from six to seven figures. You help chiropractor scale from six to seven figures.

Guess what? You're not converting those leads, right? Because what you sell doesn't even apply to them. You don't know how to help people get their first dollar online or you just don't want to teach it.

You know, you're trying to help the chiropractor who's already crushing it and you're trying to help 'em crush it at another level.

And guess what? Now you're attracting all these broke people. And why do you think that is? What, what about this headline is not gonna get the people to opt in?

What is it? Well, how to get your first sales call ever. That big promise is not gonna resonate with the the audience you're looking for in this example, right?

And even if you're a complete beginner is calling out complete beginners who in this case scenario we're not trying to target.

So it doesn't matter how cheap our lead cost is here, those aren't good leads. So what you really wanna look at is what is the cost per qualified lead, right?

How much is the cost per qualified lead? That is all that we're care about. We don't care about chief leads.

There's no reason to brag about cheap leads. If they're trash leads. A lot of times cheap leads are cheap for a reason.

Like advertising is an auction. And if you're getting really cheap leads and you have messaging that's just like going after the wrong crowd, there's probably a reason why it's cheap.

Now another example of how you can do this differently in this example is coaches, here's how to book an extra six to 11 sales calls per day, right?

So in this case scenario, I'm calling out coaches, which means you're most likely already an established coach if you're seeing this not, hey, how to become a coach, but coaches or chiropractors or dentists.

How to book an extra, read that word right there. An extra six to 11 sales calls per day. See in my head I'm able to simulate, okay, when I read this, like coaches I can simulate, all right?

That's most likely not gonna get the majority of people who are like, you know, brand new and don't have anything.

They're not a coach who's looking to scale their coaching business. And then here's how to book an extra six to 11 sales calls per day.

In your mind you're like extra, that means I probably already need to be booking appointments, right? Cuz it, it's not how to book your first six to 11 appointment today.

It's how to book an extra, oh wow, extra six appointments today. So you really think that through and you're like, okay, wow, this one <laugh>, for very obvious reasons is gonna book a much better appointment, a much better lead.

That's what it's gonna get than this top one up here. Why is that? Why do you guys think that is?

Well, simply because it appeals to the right person, right? This, in this case scenario is minnow bait and then this is whale bait in this example.

And so many people, they're, they have their ideal market, they know who it is. And then in their ad they're like, if you are, and they proceed to say the exact opposite person that they're going after, then opt in and they're like, I don't know why my lead quality's bad, I just can't figure it out.

I tried changing the targeting but for some reason I just keep getting bad lead quality. The messaging, the messaging's gonna change the targeting more than the targeting is.

And the reason why is nowadays these ad platforms, the AI is so advanced in their, their like algorithm where they're optimizing their pixel is so advanced it's gonna go to whoever the messaging resonates with the most, right?

It's gonna go to whoever resonates with the most. So if you're talking to broke people, it's gonna show it to broke people.

If you're talking to wealthier people, it's gonna show it to wealthier people. Now the lead cost will change. And that doesn't mean this opt-in page is worse than this one.

It means that it's going to the right people and it's more competitive in the pool of the right people that you're trying to talk to.

Now again, your opt-ins may be cheaper with Minnow vape, right? It's a lot easier to get a lot of minnows, but that's not the goal.

The goal is to get the cheapest qualified opt-ins. Don't brag about how cheap your opt-in is. How cheap is your qualified opt-in, right?

How much are you paying for a qualified opt-in? That's one of the reasons why in our funnel we have the type form and we can check the lead quality cuz we wanna see what the quality of the opt-ins we're getting.

When we're testing, we don't wanna just get anybody to opt-in. We wanna see, hey, are these good opt-ins or are these bad opt-ins?

Also, also reversely, if you're speaking to only the top people in your industry, cause you're like, oh, I'm gonna attract whale.

So what I'm gonna do is I'm gonna have the biggest whale bait and I'm gonna talk to only the big guys and I'm gonna alienate everyone else in between.

What's gonna happen? Well, you're appealing to a much smaller segment of the market, and guess what? You're gonna have a much higher ad cost, right?

And your ads are gonna be less stable because the moment you would've scale them, they're gonna break. So that being said, again, going back to this, you don't want everyone to click an opt in.

You want everyone in your ideal market, right? In your ideal market, you wanna appeal to the masses within your market, right?

And you want to, the only people who wanna be alienated is the people you don't want to opt in. That's it. So it should appeal to everyone except for the people you don't want. Super simple. But I would say literally 90% of people I talk to who run ads don't understand this one fundamental concept.

So how do you speak to the right audience, right? A big part of this is picking the right big promise that we talked about, the big promise that you already chose.

Run it through this mental model. Does this big promise appeal to the right audience? Or am I gonna get the wrong type of people?

Because even if your big promise resonates with everybody, you might be resonating with just the masses In, in a, in a, in a different slightly different market that you know is not the right market you're going after.

So your big promise is gonna dramatically affect your lead quality. It's gonna dramatically affect the people who are opting in the same way.

If you say, Hey, this is how chiropractors can X, Y, z, versus an opt-in that says, Hey, this is how dentists can X, Y, z, what's gonna happen?

Those ads are gonna get completely different people. And now, although that's a big difference in the headlines, the subtle differences also have an effect as well, right?

So what you wanna do is if you pick the right big promise, usually your ideal market will resonate with it and people outside it won't by default, right?

So if you're talking to chiropractors, the dentist most likely aren't gonna opt in. You might have a few slip in here and there cause they're just curious.

But for the most part, you're gonna be getting the right audience. All right? But be cautious when writing your headline not to include language that would attract the wrong person, right?

Like I said, it's like, Hey, I'm gonna, I'm gonna attract chiropractors. Then they get the first part, right?

They're like, how to x, y, z If you're a chiropractor and you're dead broke and you struggle as a chiropractor and you're just starting your practice and they add this languaging in there that they think sounds good, or like they hear headlines like that that other people use and they're like, oh, that's what a good headline sounds like.

And all of a sudden they go from attracting the right audience and then because of a couple words in there, all of a sudden you're attracted to the wrong people, right?

It's like, do you say here's how to scale your client business and do x, y, z. You're like, oh, that's a good headline.

Or like, it's tracking the right person. And then you add do do, even if you're a complete beginner and you're starting completely from scratch, all of a good clients are like, I don't want that.

I'm not starting from scratch. Like I'm gonna keep scrolling, right? Super simple concept, but super powerful, right? It's, it's, it's how seriously you take the simple ideas dramatically affects how successful you are in your business, right?

How seriously you take the simple ideas dramatically affects how successful you are in your business.

And that's not a quote from me, it's a quote from Charlie Munger and Warren Buffet.

That's paraphrased, but it's an important one. It's a, it's a simple one as you can say. Also, another thing too, you can actually do from a more practical level is adding dog whistles into your headline to call out exactly who it's for.

All right? Or a pre-headline or a sub-headline. Like, you know, if your headline's too long. So it might be like sub-headline, like the, the pre-headline.

It's like for coaches in for consult sorry, for client-based business owners, colon. That's your little sub-headline. And then you write your headline.

That might be how you call 'em out. Or you might just be like, if you're a coach who wants to blank or the XYZ framework for client-based business owners, owners who want to blank and using dog whistles in your copy, I believe this is a Dan Kennedy term where you literally are calling out and speaking the things to speaking to the people that you're trying to attract.

Cause when you call someone out directly, they feel like it's, Hey, this is for me the same way. If you're in a crowd and someone yells your name, they're like, if I'm in a crowd and someone yells, Ryan, guess what's gonna gonna happen?

I'm gonna turn around and everyone else who isn't isn't gonna turn around cause their name's not Ryan.

So what is the, the title or the type of person, like what is the, the, the wording they resonate with?

What is the title they resonate with, right? And you adding that into your headline can make a massive difference and making sure you're getting the right type of people, right?

If even if you start having people opt in and it's like, man, these people are, even though I said for this type of person, these people are opting in.

You could say something along the lines of, this is for client-based business owners only. Or maybe you have all these weird client-based business owners opting in that you don't really serve.

It's like, this is for coaches, consultants, agency owners, and X, y, z only, right? So there's different ways you can play with it, but really just think about it like someone's name.

It's like you're calling out their name and if you don't want everyone else to turn around, it's like, Hey Ryan, come to the front of the room.

Only Ryan, no one else coming to the front of the room, right? You go, Ryan's, that's me. I'm gonna come to the front of the room.

So really getting their attention knowing, hey, this is for me, not somebody else. Also a big thing, like I said, is also what you don't say.

It's not just what you say, it's also what you don't say. So you say coaches, this is how to get more books, sales calls.

And then it's like, okay, even if you've never gotten a client before and you don't know what to sell and you're starting to plead from scratch, and people say, they're like, I'm just like I'm in this persuasive mode and I see headlines like that.

Well, guess what you're doing? You just got their attention and then you lost it. Right? And then the people who aren't this person who, who you want, who's the ideal client who's already has a business going and you're trying to help 'em scale to the next level, what happens?

They have nothing. They don't wanna be a part of it, right? So it's not just what you say, it's what you don't say.

So really what it is, is to simplify this actually for you guys, it is the big promise, promise plus dog whistles plus what you don't say.

It's really what you're going for on exact exact frame. You know, sometimes you only need one of them in there to get the right audience coming at you because if you pick the big promise correctly, and it only resonates with a certain type of people, you might not even need to add the dog whistles in there because the only people who want that big product or that big promise is the people in your market.

And the biggest thing is just what you don't say is just as important as what you do say. Cuz if you say something that just totally throws off your target market, it'll, it'll mess up your lead quality.

And you won't be talking to the right people. Like the other day I was talking to somebody and what they wanted is they wanted to get people on the phone who were a little bit older, right?

Cause they were getting like literally fif like 16 to 18 year old kids opting in and they're like, ah, we don't know what's wrong with our messaging.

I said, well, what's the messaging? And they, they help people. They're e they consult people on e-commerce and what, what, what is their messaging?

It's if you make below 10 K a month, then sign up for mentorship and be like us. And I'm also 19 year old. You know what I mean? It's like, okay, well most likely you're gonna also get 19 year olds who don't make any money online.

And you know, they're not super serious about like, you're just gonna get the wrong person. Whereas if you wanna take, make, build a serious business on e-commerce consulting, you say, Hey, if you're ideal market and you want ideal big promise that that market wants, then we can show you how.

And we have this free resource that's gonna help you do X, y, z. You're gonna get a much better audience, right?

But then if you say, and this is for if you're broke at the very end of it, now you're not getting high quality people, right?

So you wanna speak to the audience you're trying to target. And that is the very first principle inside of this section.

And then I'm gonna make a separate video on the next principle, which is novelty, making it feel new.

# Headline Writing Principles - 2

All right. The next principle of a good headline is novelty, right? This is one of the most important arguably principles when writing a headline and is novelty.

And by novelty, I mean it's new, it's out of the ordinary, right? And now the reason why this works, and I'll kind of explain how we use it, but the reason why it works is the human brain is trained.

It has evolved to notice new and out of the ordinary things. It is a survival mechanism. We, we see something that's not within our daily like routine, that's not normal, that we haven't seen before.

Our brain is trained to notice that thing. That is the biggest thing that gets our brain's attention because in the past, we had to do it to survive.

That's why we've evolved that way. There is millions and millions of years of evolution training our brain to give our full undivided attention to something that's new and out of the ordinary.

Again, it's a survival instinct, but we can leverage that rather than trying to make up some new way to get attention or just use millions and millions of years of survival evolution to get attention and just leverage that, right?

They notice it because it's novel, but also it's appealing because stuff hasn't worked for them in the past, right? If someone wants a desired result bad enough, they've tried stuff, right?

You can probably relate, like if you wanted more sales calls in the past, you probably tried all sorts of stuff. You tried all sorts of organic strategies, you bought courses, you watched YouTube videos, you talked to friends, you've tried stuff and it hasn't worked before.

Everyone's been there. No matter what industry you're in, no matter what market you serve, someone's tried something that hasn't worked for them.

If someone has back pain, they've tried all sorts of stuff to get rid of their back pain, right? They've tried all sorts of stuff.

They went to the, the acupuncturist and then they did these workouts. They saw online. They were supposed to strengthen the muscles and fix it.

They've tried all sorts of stuff. And guess what? If what you're advertising sounds like the old thing that they've tried in the past that hasn't worked for them, they got these subconscious beliefs that it's not gonna work.

They're like, oh, that's, that's that headline on I, I've already tried that. That doesn't work. Oh, that's too similar to X, Y, Z.

That doesn't work. People make these correlations and they write it off, right? The same reason when as a kid, you touch a hot stove and you go, ow.

And you learn never to touch it again, right? You, you touch it one time and you're like, I'm done. I'm out. You see anything in the, in the future that looks like a hot stove and you're like, nah, I'm good. I'm gonna pass on that one, right?

That's exactly what's gonna happen. So that being said what most people do is they write a headline that's generic, and everyone's like, already tried that, that doesn't work, and therefore their Optum rate is low.

And they're like, why did that not work? Because they feel like it's the old thing, right? The, the reason why the new ways such a high converting, you know, persuasive tool is because it works.

Number one, it's novel, so it gets attention and it stands out, right? There's curiosity behind it, which is, I don't have this written down here, but I would say that's probably the biggest driver of opt-in rate, right? Like even if you have a core desire, if there's a lot of curiosity around a way of solving a core desire in your headline, your Optum rate's gonna go through the roof, right?

If you have a really high curiosity combined with a good big promise that they actually want super high Optum rate, super cheap lead cost every single time, okay?



And again, just it, it, it cannot be the old way. It cannot be like if you have an optin that's like, for example, let's use the industry of, we'll just use this one of getting, getting clients.

The amount of people who've already tried to do like a webinar is crazy high, right? So if you said a generic headline like how to get clients with a traditional webinar, what's gonna happen?

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

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

It's just not, not a good fit, right? And it's got it's no curiosity. Everyone knows how a webinar works for the most part.

Like it's just not gonna convert because it's not novel, it's not new, it's not out of the ordinary. They've seen it a million times.

And guess what? They feel like it's the old way that hasn't worked for them, right? They feel like it's the old way.

So let's move into ways that we can add it. This part's super simple, but it'll make a massive difference for you guys.

Number one, make up a mystery slash random name for how you get them that result that no one's ever heard of.

But it sounds super exciting and interesting, right? It doesn't even have to make sense. It doesn't even have to be like you could just make up a name for something, right?

Like there's nothing stopping you from making up a name for a method that's already existed. If your thing genuinely isn't new, just make it sound new, right?

There's no rule where you say, Hey, you're not allowed to come up with a new name for something out there.

It's not even false advertising, it's just you're, what you call it? Some, someone calls it a banana. Others call it a banana.

You know what I mean? So it's like if you have, if the way you get people results is whatever method webinar, make it sound like a new way of doing webinars cuz everyone's got their own unique way of doing something.

So just call it something new that makes them go, well what is that thing? For example, here's a good example.

A company that called Traffic and Funnels that helped coaches and consultants and agency owners.

They had this whole campaign running for years that pushed multiple, multiple eight figures I believe.

And it was this invisible funnel gets us this two-step invisible funnel gets us clients on demand or gets us x amount of book sales calls or what, whatever the promise was.

But it was this invis two-step invisible funnel gets us promised result, right? And how we use it to scale our company to eight figures or whatever it was.

Guess what it was, it was the same funnel every single other person was using. I was like the invisible funnel.

What is this? And I, I was curious myself to be honest with you, and I opted in and I went through it and I'm like, ah, it's literally the, this is normal stuff.

But guess what? I guarantee you when they started running that they got some cheap opt-ins cuz it was really well done.

It was like this invisible funnel and really what the reason they call it invisible funnel is they just came up with a creative like spin on it.

Cause like, wow, it's kind of an invisible funnel because you don't really see what's happening cuz you opt in and really what's happening is we have setters calling or we like, you know, it goes to a webinar and it doesn't even feel like a funnel because we're going to a call.

And so they're like, oh, we'll call it the invisible funnel doesn't even fully make sense. Like it's just a name they came up with, but that one name cheapened their ad cost because guess what?

It added novelty new or out of the ordinary to an existing result that people wanted. And they're like, invisible funnel.

Haven't heard of that before. Meaning they can't say, this won't work for me. And they're like, wow, it gets results because they, they show that they got results with it.

Cause we scaled our company to 50 million a year, whatever their promise was. And then they're like, all right, well I gotta opt in for this.

So it's not some magic here, but it's simple. You come up with a name for something and all of a sudden it's a mystery, right?

You, you can make anything a mystery, right? You just have to be creative about it and you don't even have to be that creative, to be honest with you.

If you're not creative, you can just spitball a couple of things and go with one of 'em and call it good, right?

The x, y, Z method, right? You don't have to go crazy with it. It's not that hard. And then another one is let's give another example of just making up a name.

The way that p90x, I, I believe I might be a little bit off on the story based off my memory.

But the way that P90X was able to, to scale their, their messaging was the way that they got you to get in shape was this thing called muscle confusion.

You know, by changing up the workouts every single day, what happens is, you know, you're able to confuse the muscles and they, a, they adapt quicker because blah, blah blah, blah, blah, blah, blah.

And now is there some truth behind what they do? Yeah, for sure. But really it's, it's a workout program where they change the workouts, but rather than just saying, yeah, so here's our workout program, we change up our workouts every day, learn how, click the opt-in.

It's like, learn how muscle confusion does x, y, z for you. You're like, wow, muscle confusion. Never heard of that before.

What's muscle confusion? And like this look on my face is what's muscle confusion? Like what is that? I want this result and I don't know about this thing.

What is it? I have to know, right? And, and that gets you to opt in cuz there's a high level of curiosity.

They want that outcome really badly and therefore they, they're often cause it's free, right? So that's really what we're looking to do.

Second thing to do is you can make it counterintuitive, right? So this one's just mystery. You're like, I don't know what this is like, kind of going even a step further.

You can make it counterintuitive. For example, this is just a, a silly example I just now wrote, but free training reveals the number one productivity secret of billionaires.

And hint, don't write a to-do list, do this. Instead you're like, I want that result. Maybe you're selling productivity, I don't, I don't know, I'm just making something up at this point.

But you have this result. And it's like, okay, well well what isn't then if it's not the most common thing people say for, for productivity, well what is it?

Right? It might be something as simple as don't do a to-do list. Create a not-to-do list where you create a list of all the things you're not gonna do, right?

In fact, I had an ad where we basically said that there was 36 habits 36 success habits and we went through three of them in the ad and we said, if you want all 36, then obviously get the free book.

And that was our best converting ad out of selling literally 500,000 copies of that book. Our highest converting ad ever was an ad that said here's 36 habits that made a millionaire my twenties.

It was just a free book that we ha or yeah, free plus shipping book. And the three bullet like things we taught on in that short little ad was number one, don't create a to-do list.

Number two, don't set goals number three X, y, z and we didn't tell 'em what to do instead. Right? Or actually we told 'em what to do instead.

And like, wow, those are counterintuitive. I've never heard of those before. So making's an encounter intuitive makes you curious cuz if it's outside of the normal, right out of the ordinary, well then what is it? It's novel and people want to know what it is. It creates curiosity and it makes them feel like, man, maybe this will work for me.

So again, this is just a random example I thought of to get the point across, but whatever it is in you do in your market, what's counterintuitive about what you do then what everyone else does.

And ask yourself, can you basically add that to your headline? Is that a way you can add novelty to the headline?

And again, these are all things we're simulating in our mind when we're writing our headline. We wanna be like Nicola Tesla running the mental test and saying, what are they thinking?

Right? And if you read your headline, you are the prospect and you're like, oh, that's just probably X, y, z I already know about that.

I tried, I didn't work, then you gotta fix that, right? But you can run that experiment in your head long before you ever spend money on ads.

All right, moving on. The third thing, the third way to add it is just adding the word new into your headline. This one's not the most powerful way of doing it, right? But it works, right? Saying, Hey, this new X, y, Z shows you how to x, y, z.

And that word new will increase the opt-in rate a little bit. A lot of times, right? New is literally saying, Hey, it's, this is new and novel, but guess what, if you say this new way of getting clients is how you're gonna get your next, you know, client, and it's, it's webinars.

They're like, it's not new. So you can't be like, reveal something they don't, they already know and be like, it's new because they're like, ah, I don't know about that.

Already knew about that. It's not even new. And then the BS meters often that'll hurt you, but if you, you don't reveal what it is and you say it's new, they're like, well what is it this new way of getting X, y, z clients that blank, blank, blank.

You're like, well what's the new way? Again, not the most powerful way, these are much stronger. But it's a tool to have in your tool belt when you're writing these ads.

Again, these are principles and like some tools that you can use before we actually go into writing them. That way your tool belt's full before we put you on the construction site.

And then the fourth thing is adding trending topics that your market will know about within your headline, written around the big promise example.

And also by the way, before we get into this one, this is not the, the best one to base everything off of.

And the reason why is cause if it's, if it's like a short trend that's not gonna be a forever thing, then you're just gonna have to redo your funnel later.

But sometimes there's like new trends that you know, it, it's just a really good thing. But you can test and lean on.

For example, if you sell Facebook ads on example, back when the algorithm first changed or the Apple update first happened, it was like iOS 14 update when it first came out.

And it's like all these headlines, the highest converting Facebook related ads were about how to get blank result. Even with the new iOS 14 updates, you're like, oh man, I gotta, I gotta learn this thing cause it's new because it's how to do it without this.

Anyways, it's just kind of leaning on a trend is another way of increasing that curiosity or in that newness around it because obviously if it's a trend, a trend's usually a new thing.

So by incorporating that trend into your headline, it makes your whatever it is, you're doing a new thing which hits that novelty point which increases, you know, people's opt-in rate.

Again, same thing with Facebook ad account bans for a while, Facebook ad account bans were raging. They were just like everyone was getting slammed with them.

Everyone still get slammed with them. But that being said, it was like really bad for a while and all these ads were how to get blank, blah, blah blank without ever getting a single ad account ban on Facebook, right?

So like it was just leaning into that thing right there, which was like a trend that was happening. And then lastly, virtual events.

When Covid first started happening like these virtual events was like the new way to get clients. This, I'm talking about our industry specifically, but in your industry there's obviously the trends that are happening and all the eyes of a convertor were like, how to use virtual events to get x, y, z result.

Or for example, if you don't do virtual events, but virtual events are really big at the time, and I'm using virtual events as just an example.

But again, there's examples of this in every industry, in every market. I don't care what market you're in, you could say the only thing better for getting clients is right now than virtual events is this.

And people are like, wow, better than virtual events. What's the thing? And it's your thing. So you don't even have to be doing the new thing.

You can just say, the only thing better than this new thing going on is this and don't reveal what it is and people are gonna be curious.

Or you could say the virtual events right now is this new strategy. Add the word new it. So super, super simple stuff, but it's super, super powerful.

Just adding novelty, adding newness into it makes it really, really, really strong and makes the opting rate way, way, way higher.

People don't opt in for old boring stuff. They opt in for the new, the exciting thing, there's a reason people will literally camp outside the Apple store For like 24 hours in advance, 48 hours in advance to get the new iPhone.

That is exactly the same, but like some couple tiny minor tweaks why they want the new thing. Human beings want the newest and latest.

There's a reason why people buy a new car when they don't need a new car. They want something new. And same thing when they're opting in.

You want a high Optum rate. You want people to feel like, I'm getting the new thing. What's this new thing?

I'm so curious. What's this new thing? Right? And we'll touch on curiosity even more, but newness, the novelty, making it feel out of the ordinary counterintuitive will massively, massively increase the success of your headline.

No one wants to opt into a generic boring headline that everybody's already heard before. You want something unique that stands out.

You want their survival instincts to kick in and be like, I want this thing. I feel like I can't be left out.

I need to know the thing that others don't know. What is this thing? Right? So you have novelty plus you have a big promise that your market actually wants and you're talking to the right people.

Or you can't track wells with innovate just these three things alone and we're gonna move into the next principle. But just those three principles and you start stacking those on top of each other, you're have the recipe for a much better headline.

## Headline Writing Principles - 3

All guys. The next principle is curiosity. We already kind of touched on this, but I want to go even deeper on it.

Curiosity. And the biggest thing with curiosity is you wanna leave people on a cliffhanger, right? You can't let them know what it is that they're opting in for, right?

You want them to know the result and you want to tease it, but then you wanna leave 'em on a cliffhanger the same way you're watching a good TV show and you get to the end of the episode and they just leave you on the biggest cliffhanger ever and you just can't help it.

And even though it's one in the morning and you need to be up early, guess what you do? You click play, right?

You click the next episode on Netflix and you watch the next episode. It's because they leave you on a cliffhanger and because of that you have too much curiosity not to do it.

And human beings we're so naturally curious. Curiosity drives hu so much human behavior. It's one of the biggest drivers of human behavior, right?

So if we can tap into it and we can leverage it, it's a really powerful thing. Now, I want you to imagine this. Imagine this instead your favorite TV show. Instead of leaving you on a cliffhanger made every single episode just end really smoothly.

Like they just came to a really good closing end. And then that way, like you're not left on a cliffhanger.

So then you could start the next episode later and not feel like you need to watch it. Now wouldn't that be better for the audience?

No, of course not. Then they wouldn't have anyone watch their series and binge watch the whole thing in, in a weekend and be, have them begging to come out with more of them, right?

That's what keeps people watching is keeps them hooked. And the same thing goes for an opt-in. If we want people to opt in, our headline needs to be the cliffhanger.

Our headline needs to feel like the end of a really good episode of your favorite TV show where you're like, well, what is it?

Tell me. I gotta know. That's the reaction you want. You don't want them going like, gotcha, okay, I don't know if I want that or not.

You want them going, well what is it not? I don't know if I want that or not. They shouldn't even be saying, I dunno if I want that or not.

Cause they don't know what it is. They want that result. And they've never heard of that thing before. And that's why it really ties into novelty.

But I want to kind of talk about it separately as a separate principle, is you need to have curiosity, right?

Once you've made it sound new and they feel like they've never heard it before, right? You need to make it feel like you just need to leave 'em on a cliffhanger.

Alright? That's how this works. That's how this works. If you do those two things, guess what? You're gonna have a very high converting headline.

And the biggest thing is you can't reveal how it works in that headline. Okay? So you want to get them really excited about the new way, this new thing that they wanna opt in for and like it's this new way of getting a result.

And guess what? You don't reveal how it works in the headline. You don't give it away. You don't build it up and then give it away.

Or you're building up all this energy and then if you give it away, just deflate the balloon, right? You, you wanna create so much internal like, ah, I need to know what it is.

But if you pop that pressure and it goes, you already satisfied that itch, right? The only way they can know how it works is by opting in.

The only way they can know what the thing is that they want is by opting in. This is how you get really high opt-in rate, right?

People sometimes they tell too much, they give away too much in in the headline. They're like, oh. And they, it allows people to contemplate if they want it or not.

They shouldn't be contemplating if they want it or not. They should be like, well, what is it? I, I want that result.

And this thing sounds interesting. What is it not? Do I want the the thing? You don't want that, right? Right.

So even if you're like, Hey, it is a free book. It's like they know that it's the free book, but it's like what's in the free book?

What is the, the thing that's revealed that they're so curious about? If there's nothing, then the Optum rate's gonna be average at best, right?

You can take it one step further by saying something along the lines of, and no, it's not suspicions. And what I mean by that is you write your headline, they're like, I'm so curious what it is.

I want that result, but I think it might be X, Y, Z, right? So it's like this new way to get clients of blah, blah, blah, the invisible funnel, blah, blah, blah, blah.

And know it's not webinars outreaching like or cold messaging people, blah, blah, blah, blah, blah. And you say all their suspicions.

That's a really clean way to increase the curiosity even more. Because if they're really curious what it is, but they think it might be X, Y, or Z, just by the way it's worded, just tell 'em and no, it's not X, Y, or Z.

They're like, well then what is it? I don't understand? And you can get really creative with this and you can make anything just feel super, super just like a cliffhanger.

And that's what you want to go for, right? And the next thing you can do is be hyper-specific, right? Not only does it increase the believability of it, because the more specific you are, the less people feel like you're making it up in generalizing.

But also it makes people curious. For example, five little known secrets to X, Y, Z, right? 17 proven email templates that did X, Y, z.

Crazy thing. These 36 pages contain every secret to get X result except for one. And you see how like just adding these numbers makes you feel like, well, there's five of them.

What are the five secrets, right? What, what are the 17 proven email templates that did this crazy result and the one that failed, right?

Like what is it? Or, or something like these 36 pages contain every secret to get X, Y, Z result except one. And they're like everyone except one. What are they and what's the one that's missing? The, A good headline leaves big questions in your head you feel like you need to have answered, right?

That's a really good statement, right? So I'd write that down. A good headline leaves questions in people's heads that they feel like they need to have answered.

It's just like this burning desire to know, well what is it? The more they feel like that, well what is it?

What are these emails, right? Like what is this? What is the, the free training about what, what do you teach?

Like the more like what is it the better, right? It's a free quiz. It's like this free quiz will get you to x, y, Z result.

And you'll find out if you're this, this, or this type of person, you're like, which 1:00 AM I? Right? This free quiz will show you which of these three methods your business should do.

They're like, the quiz is gonna tell me, well, which one's it gonna recommend for me? And I, I, I know it's like I'm being like exaggerated right here of like the, the emotion.

But that's the subconscious like track that's you want playing in their head. And if it's not, you're gonna have people logically opting in rather than impulsively opting in.

And something that gets a high I opt-in rate comes from impulse not ration, right? I write that down. Impulse not ration is what drives high optin rates.

You're trying to appeal to the monkey brain, the part that's like, what is it? I need to opt in, right?

The little kid who sees like candy and they're like, ah, I want the candy. That's the feeling you want tap into, not, well logically, my business does need this.

And the way they broke that down makes sense. And therefore, you know what I think I will put in my phone number and name.

You don't want that. You want somebody to go, this curiosity thing helps me do the result that I'm looking for.

And there's believability. What is it? Oh, it's probably x, y, z. Oh no, it's not x, y, Z because of X, because it can't be because of that.

What is it? I, I gotta know what it is. And then you click on it. It's like you ever see a YouTube video with like clickbait, right?

You got a thumbnail. It's like, what the heck is going on? Like Mr. Beast is a great example for those of you guys who don't know who Mr.

Beast is, he is the biggest YouTuber in history. And that guy is obsessed with his craft. And his craft is, he literally said when he is creating a headline for a YouTube video, which isn't much different guys, it's literally basically the same thing, but the result they want is entertainment.

So they wanna be entertained. And when he's creating a headline, he says, I wanna create a headline for my YouTube video and the thumbnail for my YouTube video to where if people go to sleep without clicking on it, cause they were in the middle of their day, they're literally going to bed thinking, what was in that damn video?

Like, what, what actually happened in that video? I'm gonna go back and play it. And they pull out their phone in the middle of the night cause they can't go to sleep and they play the video.

That's Mr. B's standards for writing a headline and thumbnail for his YouTube videos. And that's the standard I want you guys having for creating your headline on your Optin page.

Cuz if it's something that someone can scroll past and have no emotional, I don't really care, then it's not good.

You want someone to scroll past and be like, I gotta scroll back up. What was I doing? I gotta know what this thing is.

It's driving me crazy. That is the feeling you want when you're creating an Optin page, right? That's the feeling of curiosity.

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

Obviously there's all the things, but the ones we're talking about right now is curiosity. Like curiosity is a multiplier. When there's a result that people want, it's exciting and it's new and you have no clue what it is, and you're dying to know what it is, what's gonna happen.

You're gonna have a high Optum rate. I promise you that. I don't care what industry in you're in, I don't care how boring you feel like your industry is, you can create something with curiosity, right?

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

And the cool thing is you can pay to get in front of as many eyeballs as you want if your ads are profitable.

So it's like, all right, how do we make that the most of that opportunity? And the way you do it is with high impulse things, right?

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

I believe there's an old case study, and I'm probably gonna mess up this story, but you'll get the point is one like toothbrush company or something like that was trying to ed, this is like, like a hundred years ago or something ridiculous, but they were trying to educate the market on why they should brush their, on why they should brush their teeth.

And it was like the most expensive campaign ever when it was like not a normal thing or I, I might have even been a different product, but it was like something that nowadays is very normal and they were trying to educate the market and it was the most expensive thing.

There was no way they could possibly do it rather than just advertising to the market that already did that thing or they were trying, trying to do it because the more educating there is, the more expensive.

It's cuz like you're trying to like make people understand it and, and ration through it and think through it and make a decision.

But the cheapest advertising you'll ever do is high impulse advertising. The more of an high impulse advertising it is, guess what?

The cheaper it's gonna be the same way people buy gum at the register. He's like, oh, I'll take some gum. Why not? Right? That's what you want the optin to be, right? Obviously gum has no curiosity and, and all that sort of stuff, but it it just low barrier to entry of like, oh yeah, I want that.

You don't want them thinking through, do I want this or not? Does this make sense for me? Like, I want this result.

This sounds new, I'm super curious what it is and it's gonna drive me crazy if I don't know opt in.

Does that make sense? So now I'm going all over the place, but just to simplify guys, it's add curiosity to the headline.

And again, I'm teaching you all these principles and what we're gonna do with them is when we're going through and writing our headline, we're gonna be running our mental simulations like Nicola Tesla does with these experiments and running 'em through this thing.

Like, Hey, is there curiosity when they read this, are they curious? The answer answer's no. That's all right. Let's tweak.

How do we make that that way? All right, I, when I read this, does this sound like new? It's like, well, it sounds new, but it kind of also sounds like you're gonna just tell them to do webinars, whatever, whatever your, your market is thinking, right?

And it's like, well, then I should probably add to the headline and know it's not webinars. And then it's like, oh, I read, I read through it again and I let's go back up here.

You know, I think the, the really good clients are gonna be turned off by this headline because I said this one statement in it, right?

It's like, all right, maybe it's like, all right, instead of your first six to 11 sales calls a day, you're in extra six to 11 sales calls a day.

It's say, all right, now that's still gonna attract the kinda the mid tier market, but it's also gonna get the big guys.

So you're like, I'll add an extra six to 11 sales calls a day. But you're really just running these mental simulations and you're asking yourself all these questions and you're fixing it, right?

You're not testing it. And they're like, why didn't it work? Boom. Because you can, you can be the prospect and feel like you're the prospect reading it, and you're gonna be like, oh, well I'm curious, but I also think it's this, or I'm not, I'm not that curious.

When I hear this, I'm not that excited when I hear it. I feel like this is pretty generic and you just keep tweaking it before you ever spend money on ads, right?

And you write out all sorts of ideas like we're going to do. And then guess what? You pick the one that invokes all the right emotions, the one that has all the right bull, all the right principles in it, and the ones that are close but not quite there, you can play with them a little bit more and you say, all right, this one doesn't quite have believability, which we'll talk about here in a second.

But I can just add one little sub-headline to it that says this, or I can just add this one specific piece that says this, or I can mention this in the beginning of it, and then boom, you got credibility.

So that being said, we're gonna go through the, to the next one here in a second. But going back to curiosity, this is one of your biggest needle movers on the entire thing, cuz this is what creates that high impulse.

So make sure when you read your headlines and you're running your mental simulations, if you were the prospect, you'd be curious and you wouldn't know what it is.

So you'd feel like you need to opt in.



# Headline Writing Principles - 4

All right, the last headline writing principle we're gonna be talking about before we actually put pen to paper or start typing, whichever you prefer to do, is believability.

Now, although this is the last one, there's a gazillion other headline writing principles I could add to this list that I wanna add to this list.

But I wanna keep you guys hyper focused. That way when you're running your mental simulations as you're writing these headlines, you're only thinking about like four different principles rather than 400 mm-hmm <affirmative>.

And if you just run through these four core principles, I promise you your headline's gonna be really, really, really, really solid.

And you'll, you'll start to pick up more principles. The more you read about psychology and the more books you read on copywriting and on influence and on persuasion and on sales, and on all these different like, schools of thought when it comes to persuasion and psychology.

Like the more mental models you'll have when it comes to running those mental thought experiments and being able to do them more accurately, especially as you run task tests and you start to get feedback, real world feedback of stuff working and not working and understanding why.

But let's dive into believability, which is the last principle that we're gonna talk about. And basically what it means is just credibility and proof, right?

So what do people believe? They believe things that are true, right? They believe things that they can see with their own eyes.

Like, why do we believe the things we believe? Because through our own experiences, we've seen them, right? That's why we do it.

We've seen proof in some shape or form. That's why we believe the things that we believe. Now, people are subconsciously skeptical.

You have to understand that the market is skeptical. Someone's trying to sell 'em something at every moment of every day at all times, right?

They're asking themselves this, how do I know this is true? And not just some gimmicky headline again, for the thousandth time.

This day, people see like, I don't know the number. It's like 3000 ads a day, or even more than that.

It's ridiculous. It's like some crazy number, right? So how do we overcome this by adding proof on our headline? That's the question we wanna ask ourselves.

That way, not only is there insane or insane curiosity, there's novelty to it. They feel like it's new, they don't know what it is.

There's, there's speaking to the right audience, to the right person is like looking at you like, well, what is this?

But they're also not like bs because the last thing you wanna is do an amazing headline and then to go, I don't believe it.

That's bs. That's just a gimmick scroll, right? So if we handle that last piece, then guess what? People are gonna be excited about it.

You're gonna be targeted at the right market, right? The right people are gonna be interested in it. You're gonna be speaking to the desire that they want, the big promise that they want.

They're gonna feel like it's new and they haven't heard about this before. And then they're gonna be super curious, meaning not only is it new, but they don't know what it is and they wanna know what it is cuz it's a new way of getting the result that they want, that nothing's worked for them in the past.

And then lastly, they believe it's true because there's proof, there's something to back it up. It's not you're, you're not a 12 year old in, in your mom's basement promising people that you're gonna show them how to start, you know, a billion dollar company, right?

Cause no one's gonna believe that. It's like if a 12 year old kid in his basement's promising that it don't matter how good the headline is, no one's gonna believe it if he has no credibility and proof, right?

One of the reasons why our stuff works so well is cuz we have a lot of proof to back it up, right?

And the bigger you get and the better results you get for clients, the more proof you have to back up what you've done, right?

If you have more successful clients who you've helped, let's say a chiropractors helped 4,000 people with back pain, I'd probably add that into my, my my headline somewhere, right?

So it depends on what you're doing and what like, you know, result that you deliver, but you want proof of it, right?

Don't just say you can get someone more sales calls. Show proof in that headline, right? This allowed us to book 2,649 sales calls in a single month, right?

Every month. So h how, how can you add that piece into the headline? If you add that into the headline and the result that you're promising is more sales calls and there's curiosity behind it.

Like there's this new way of booking sales calls, like for example, how to book sales calls with ai. With ai. And basically what you're really talking about is basically you, we have an the max, which is the AI dialer that's gonna basically do all this stuff on the backend, a crazy increase pickup rate and make you more lead efficient.

But on the front end we're not saying all that stuff. All we're saying is basically this AI allow is how you can book X to X appointments a month.

And then maybe a sub-headline that says that allowed us to book 2,649 sales calls a month and scale to x, y, z revenue, right?

Like that's a ton of proof, right? And you're like, wow, never heard of that before. That's new and novel. I have no idea how that works or what that, what that looks like.

I want that result and I believe it. Therefore, high converting headline, right? Super simple stuff. But I promise you guys, little stuff added into a headline can make a massive difference when it's compounded on top of each other.

Again, just adding, adding proof into it wi whether it's proof cause it's worked for you or proof that it's worked for students, right?

Maybe you say something about a or and one student who used it to do X, Y, Z or one client who use this new strategy to get x, y, z result.

And this much time or what, whatever it is. It literally, it's gonna depend on what your market is, what the result you deliver.

But in your headline, you should have some sort of proof that this works, right? Whatever proof that what you're saying is true.

And the biggest thing too when you're doing that is be specific, right? Not only does it increase curiosity like we talked about, but it also increases believability, right?

When you're specific, people don't feel like you're lying because you're specific. Like if I said how we book a a ton of appointments, you're like, first off, I'm okay, sure, but second off, like, I don't know if I even believe that, but if you say how we book 2,649, you're probably not lying about that, right?

So like, if you're gonna show your number, if you're gonna say a number in there or how many people you've helped, like pull up the exact number, like don't just say, ah, I think it was like 2000 appointments, I'm gonna round to that.

It's like, no, pull up the exact amount for whatever your, you know, whatever result you deliver and like give a specific number.

That's a really, really powerful way of doing that. People don't trust generalizations. The more specific something is, the more likely people are to believe that it's true, right?

People assume you're exaggerated when you speak in broad terms, but when you're hyper-specific, right? You're hyper-specific in your language. The only way for it to not be true is if you are blatantly lying and people rarely assume that you're blatantly lying to them, especially in advertising cuz it's illegal to just blatantly lie in advertising, you legally cannot do that.

So people, if you're hyper specific and you're advertising something, usually people are gonna believe it, right? So it's like, it's literally illegal to make stuff up in advertising and like just say a number that isn't true, right?

If, if you're, you're struggling to book appointments yourself and you start running ads that say how to book 2,694 appointments a month, well then guess what?

Your business is gonna get shut down eventually. So it's like you gotta be hyper-specific and you wanna add proof, but it has to be true.

It has to be true. I know you guys know that. I know that should be a default if I'm, if that's new information to you, you gotta do some value check in within yourself because one of the most important things is not just how much money we make, but more importantly how we make our money.

So it needs to be true. And I don't mean to be lecturing you guys on that, but I've seen people do that in the past.

And I, I'll tell you this right now, if I see somebody lying about stuff just to increase their conversion rate, I will kick you guys out of this program so fast.

But for most of you, I know you guys have really, really good intentions and you believe in what you guys do and you get amazing results.

So for you guys, just find the proof within your business. It doesn't have to be as crazy of a number as this, but wherever the proof is and however much you can add into the headline, the better.

It's gonna massively improve it. And when I say be specific, here's just some examples of what that looks like. Instead of saying how we got a huge increase in conversion rate or how we got a huge increase in blah, blah, blah, blah, blah, say the exact amount, drill down and figure out what was 36.5% increase in conversion rate or in show up rate or in, I'm using examples that apply to us, but you know your market and you know the things, the results that you deliver.

And so you can basically use this. And then next thing is basically instead of how to blank sometimes if there's not enough, you know, specificity say the three step process we use to blank, because again, it's more specific, it's more believable, the three steps we use to get results.

It's like, okay, well they said there's a three step process to get this result there. Probably not just saying it, there probably is an actual process for it, right?

How to get result fast, right? It's like, okay, fast, sure fast, but in seven to nine days and how 326 clients we worked with did it in a shorter time period.

I'm just making stuff up at this point, but you get my point. The more specific you can be, the better.

And the more proof and credibility you can use, the better in your headline. Again, you don't need to go overboard, but it just needs to be believable.

You need to hear it and go, wow, how did they do that? Or, wow, what is this? So that being said, that is the last principle.

And now what we are gonna do is we're gonna actually dive in and we're gonna write the headline. We're gonna take all these principles.

So just a to recap 'em here real quick. We're gonna take all these principles, which is the first one, the messaging, right?

You can't attract wells of middle bait. We gotta make sure we're, we're speaking to the right person in our headline to where we're attracting the right type of person to opt in.

We use novelty new out of the ordinary to where they don't feel like they know what it is. And then we use curiosity.

We make them not only they're excited about, but they're like, well, what is it? We want them asking that question in their head.

And the mental simulations we're running is this right? Starting with the first one. When I read my headline, who is it attracting?

If I'm, if I'm a lower ticket client, what am I like someone you're not trying to attract? What are they thinking?

Oh, that's not for me. That's what you want them to be thinking. If you run that mental experiment again, but now you wanna be your ideal client.

What are they thinking? Are they thinking, oh yeah, this is for me. Are they thinking, is this for me? If they're thinking that one you all right, well, we gotta tweak it.

Tweak it so they know it's for them. That's the first thing. So that's the first mental experiment you're running. And the second mental experiment you're running is not a novelty experiment.

When I read this, am I going, what's this? This seems out of the ordinary. I say, oh, this seems new.

Or am I saying, oh yeah, another one of these things, right? What's, what's my mental thought process? If I'm the prospect, what is it?

Is it that's that? What is this? Is this outta the ordinary? I've never seen this before. Or is it, what is that? Like, that's what you want. Like that seems new. I've never heard of that before. I've never heard of that before.

That's the goal. I've never heard of that before. That's the thought you want them having. You want to be almost confused, a little bit like, huh, right?

And also what that does is that drives the curiosity, right? So again, these are kind of one and the same, but I wanna break those apart and kind of run an experiment and say, not only are you, is it novel and new, but are you curious about it?

Are you like wondering what is, and do you feel like when you read it, when you're the put yourself in the mind of the prospect and you read the headline, what are you thinking?

Are you thinking, oh, that seems new, but ah, that seems whatever. Or you thinking it seems new. What is it?

I gotta know. I gotta know what it is. I, I, I can't scroll past this. I need to know what it is.

And put yourself in, in a prospect's mind and ask yourself, are they gonna be feeling that? Don't just say, oh yeah, they're curious, but ask yourself if you're the prospect, how are you feeling?

Right? You want a headline that just drives people wild with how curious it makes them, right? So that's the, the next like mental experiment you're running whenever you're writing headlines and when you write a headline, you write it and you run all these mental experiments and you see which ones it passes and fails, and then what do you do?

You tweak it to fix it and you rerun it through your head and you tweak it and fix it, and you rerun it through your head and you tweak it and fix it.

And now all of a sudden, wow, the headline, I'm super curious about it. Like, I'm like, if I'm the prospect, it seems novel and new and you're speaking to the right person and you've ran all those experiments that pass and you're like, but is it believable?

Does my BS meter go off? Right? Because prospects are skeptical and you're like, wow, I believe it now because I added this little piece, right?

So we're writing these experiments as we're writing and we're basically like, we're testing with millions of dollars, bad spend in our head before we ever spend a single dollar.

That's really the goal we're going for. And that's what we wanna do as we're going into This, this next section of writing your headline, actually putting pen to paper and coming up with a ton of ideas and then narrowing it down to the best ones.

And then figuring out how we're gonna fulfill on those with a minimum viable like lead magnet of whatever that is.

# Writing Your Headline

All right guys, now is the time we are actually going to be writing our headline. This is where we go from all the principles that we've learned, all the, the mental notes that we have, and we're actually gonna start brainstorming ideas and figure out what our headline's gonna be for the very first opt-in page that we test. Again, 95% of your results are gonna come from the headline. That's why we're putting so much time, energy, and thought just into writing a simple headline.

A few sentences, right? So before you start, here's what we're gonna do, all right? We're gonna do this differently than what most people do.

We're gonna put ourselves mentally into a purely hypothetical world, okay? So no rational brain is, is going right now. You're not thinking, oh, this is, this is what I can make, this is what I can have fulfillment ready for.

Like we're purely in like fairytale land right now. And what we're gonna do is we're trying to figure out what the highest converting headline would be if we had zero boundaries on what we had to fulfill, right?

So not what case studies do we have available. We can send clients, not what documents can we send them, just you're not looking at any of that stuff you're saying based off the result that they want.

What is the sexiest headline that I can write that is true or I'm not lying about my credibility or something like that.

But the, the best headline we can possibly write that's gonna get every single person in your market who sees it to click on and opt in, cuz they're gonna have an insane amount of curiosity.

There's novelty, there's all the principles we've talked about it incorporated in that headline. And here's the cool part guys, if we don't worry about fulfillment at all right now and all we do is focus on creating the headline, then we can get creative and figure out how to fulfill it.

And guess what? 90% of the time we're gonna be able to find a way that we could, oh, I could do this, this, this, and this and fulfill on it.

Versus when we put ourselves into like, all right, what can I do based off of the resources that I have?

What happens is we like mentally box ourselves in and we cut off all our creativity. So the best way to be creative is to let go of the boundaries and cliché as it is step outside the box and just purely being creative mode.

You're not in logical, rational reasoning mode, purely creative mode of coming up with ideas. All right?

Now what you're gonna do is you're gonna write the headline that you think is gonna get the highest opting rate possible and the one, not the one that's easiest to fulfill, right?

So now that we're in hypothetical world, we're not even thinking about what's how easy it is to fulfill or hard it is to fulfill.

The only thing you're thinking about this current point in time is what is the headline I could write based off all the principles we just talked about that's gonna get people to opt in my marketplace, opt in within my marketplace.

That is what we are going for. Now, the first question a lot of times people ask me is, well how long should my headline be?

Like, is it a a short headline, a long headline? Is it okay if it's long? That's really the big question.

And the answer is yes, right? You can break it up into a pre-headline, a main headline and a sub-headline if you need to.

Right? Length's not gonna hurt you in most cases. Now, in fact a lot of cases it actually massively helps you.

I can't tell you how many times where we have a short headline, I'm like, oh, this one's gonna crush.

Cause it's simple to the point, it's punchy.

And the one that out converts is the long headline. There's been so many times that we would just test these really long headlines that like sold it more and they just destroyed the ones that we thought were gonna win that were like shorter and punchy.

And if you look at so many case studies and just statistics on long copy of her short copy on a sales page, usually the longer copy wins when it's like a full sales letter.

And from what we've seen a lot of times a similar principle applies when you have a little bit longer headline that really sells it more and is able to accomplish all of the bullet points.

We talked about all of the principles we talked about, a lot of times it'll convert better because within more words you can accomplish more, more stuff, right?

We don't want wasted words, we don't want pointless words, but if the extra words is increasing the curiosity or if it's increasing the novelty or if it's increasing the the desired outcome of that, the headline's written around, or if it's making it more believable, there's a good chance it's gonna help it more than it's gonna hurt it.

Because the only reason it would hurt it is if it's so long that someone doesn't read the whole thing or the only reason it's gonna hurt it is if they read it.

And because there's so much going on, they get confused. That's one area where I do see longer headlines like messing people up and hurting conversion rate, not because it's long, but because they say too much stuff in it, right?

A headline should be around one core desire and everything else is just amplifying that thing. It's increasing the curiosity, the novelty, the belief, everything is increasing is based around that one result. The same way when you sell an offer, everything is based around getting them to this result. It's making them believe they're gonna get to the result faster, easier with less effort with a higher probability, right? So it's the same thing in a headline. Everything is emphasizing the result, right? You're gonna make it to where it's a new, better, more exciting way and they're more curious about what it is and they have more belief that it's gonna work for them.

Cuz there's proof in the headline. So that being said, how long should it be? As long as it needs to be, but no longer, right?

So as long as it needs to be, but no longer. So no fluff and random stuff in there that doesn't accomplish anything.

Everything in the headline should be accomplishing something, right? Everything in the headline should be going back to all the principles that we talked about, right?

All of these headline writing principles, making sure we're attracting the right person. Like if we have to add a a, a pre-headline that's about attention, whoever our market is, guess what?

That extra length in a lot of cases is good, even though it adds a little bit of length, it calls out the right people adding more novelty in it by giving it a unique name or whatever, whatever we do for novelty.

Adding more curiosity, making a, a sub-headline that says something along the lines of and know it's not all the things that you're thinking about X, Y, and Z.

So it's okay to have length but not pointless length. And again, what I mean by pre-headline, main headline and sub-headline and something like this, like this is for client-based business owners who want to use a pre-headline.

And then this is a headline that makes a big promise that you're markedly market deeply desires that use the principles we taught in the previous video.

And then a sub-headline is something down here. It might be something along the lines of they, no, don't worry, you can use this sub-headline too, right?

So you have a lot of space, you have a lot of room, don't waste it. Use every single word intentionally.

But at the same time, don't feel like, oh, I have to make it really, really short of a headline, right?

You, as long as you're not just all over the place talking about all sorts of stuff and everything has a purpose in the headline, usually that's fine as long as you're not writing, you know, a page <laugh>.

But it can be a couple sentences, it can be a few sentences that really drives home the point as long as it's clear and it's not confusing.

Now, when writing our headlines, what we're gonna do is we're gonna use template headlines and then we're gonna use a checklist to kind of build on top of it, right?

So templates are generic, that's what they are, right? They're generic. And a lot of times what people do is they, you know, they just create a template heline, they're like, all right, how to blank without blank.

And they fill that, those two blanks in and they're like, all right, that's my headline, right? And now that can work, but you're not gonna have some crazy high optin rate usually unless the market you're speaking to desperately needs this thing and no one else is serving it.

And that's usually not the case. But yeah, templates are generic. That's simply a starting point that we're gonna build on top of.

So once we kinda have our generic templates, we're gonna fit what we're, you know, whatever our headline is into it.

And then we're gonna use our checklist to make sure our headline accomplishes everything it needs to accomplish psychologically, meaning it hits all the principles that we talked about, all four of them, right?

And the way we get our headline to pass that checklist, meaning we're able to check those off, is by running a mental experiment like we talked about, right?

You put yourself into the mind of the prospect and you ask yourself, is this first principle, right? If I am I thinking second principle, third principle, fourth principle.

And you run through each principle and you say, Hey, what is the prospect thinking right now? Are they curious or do they feel like, oh no, that's just x, y, z.

All right? They are curious check, or I don't know if they're curious and you just keep running that mental experiment.

Like, what could I do to increase the curiosity if I added this word or I tweaked this word or I added a sub-headline that said, and no, it's not all the things that I'm thinking it already is, or whatever that may be, what can I do to increase that curiosity?

All right? Now, now I have curiosity. Check man, there's really no proof in this. What, what can I do to like make them believe it?

Maybe we could say something along the lines of how I did blank results in this timeframe and use really specific examples that way they're like, oh, that must be true.

Anyways, I don't wanna go through each one of them, but what you're doing is you're running these little mental experiments, right?

That's literally all you're doing to get it to pass the checklist. Now, what our headlines should make your ideal prospect think subconsciously is all this, and this is our checklist right here.

Number one, wow, this is specifically for me, right? The headline speaks to the big promise that they desire, right? Whether it's solving a pain point or getting a result.

And then also there's a dog whistle that calls out your deal prospect is another way of doing it. And also, is there anything that you don't say that you're sorry, is there, don't, you don't say anything that's going to directly attract the wrong person, right?

If you're trying to attract a higher level business owner and you say how to make your first dollar online, then guess what?

You're gonna attract a lower level person, which at the end of the day is not what you're looking to do. So that first check box is, wow, this is specifically for me. In order to check that off, run the mental experiment of put yourself in your ideal prospect's mind, right?

Your ideal prospect's mind, all of 'em, right? From the person who's just barely qualifies to be your ideal prospect all the way to the top of the market and run that experiment and say, Hey, does this headline attract me?

Am I gonna click on this? Does this feel like it's for me? And if the answer is yes, you're almost there to checking it off, but the one thing you're gonna wait about is say, Hey, if I put myself in the person who I don't wanna attracts mine, am I also gonna opt into this?

Right? And a lot of times, sometimes the answer is yes, and it's like, Ooh, we don't want them to opt in, so what can we say so they don't opt?

How can we make it slightly just out of their, you know, realm of what they want or what they think is gonna be for them, right?

So that's, that's really the question. It's not just, is my ideal prospect gonna opt in, but is this really not an ideal fit for the person who's not my ideal prospect?

And when you run both of those mental experiments and you tweak the wording a little bit until you can pass it, then this one gets checked off.

Alright? The second check box in our checklist is, this sounds like new and exciting way to big promise, big result, right?

So if you're the prospect and you put yourself in that mental experiment and you say, Hey, does this sound like a new and exciting way to get the result that you want?

And if the answer's no, well we don't check the box. It needs to feel new and exciting. So it's like, all right, well how can I make it make it feel more new and more exciting, more novel, right?

And the way we do that is all the ways we already previously talked about. Maybe you give it a unique name or you change or you say, I don't know, whatever you, whatever you say, go back to the that video and listen to the principle and how we apply it.

And you apply that piece, tell boom, all of a sudden you can check that box. And the goal is we go to check this box and we're able to check V box and then we get to the third thing.

And they feel like not only are they feel like it's specifically for them and they feel like it's new and exciting way to get the big promise, but they also have no clue what it is.

And it's, they're painfully curious to find out why you want them to be awake at night thinking about, man, whoa, what, what was that?

I have to know. That's really what we wanna accomplish. And then once you run that mental experiment and you tweak the wording and you get it to work to where, oh wow, I, I feel like they're gonna have no clue what it is and they're gonna be curious about it, boom, we check that off.

And then last and fourthly do they say this in their head when they read it? I believe this because proof slash credibility, it's like, I believe this because they did it, or I believe this because their student Jimmy did it.

Or I believe this because what proof do you have in the credibility that can fill in this statement? Proof do you have in the headline that they can fill in this statement with?

And if the answer's none, you probably should tweak the words a little bit. Like, can you add a little sub-headline or a pre-headline or whatever.

So that's really what you're going for. And as you notice, all this checklist is literally the four principles that we really talked about.

And if you hit these four principles in a headline, most likely it's gonna be a really, really good headline. If you hit these four principles and you run the mental experiments and you launch and it doesn't work, most likely you ran the mental experiments incorrectly.

Like your hypothesis about what the prospect was thinking was slightly off. And you gotta identify why was that? And then you figure out, alright, how can I tweak it?

And you move on. And a lot of times if you do all this right and it's still not working, you might have got the big promise wrong, right?

And if you have the big promise wrong, well then I guess what, it's like you, you can't polish a turd <laugh>.

It's like people say that about an offer and it's the same thing about a headline. And people don't want the thing that you're telling 'em to opt in for.



They don't even want the result. No matter how curious how much curiosity there is, they're not gonna opt in. So our goal is for, to every single one of these check boxes, and we're gonna run that mental experiment and we're not gonna test on ads until we feel like it hits all of these check boxes.

And the reason why is because why spend money on ads when we can save thousands and thousands of dollars on experiments by testing 'em in our head first and just running them through this process? These are immutable laws of human psychology. And if you have these things in a headline effectively, guess what? It's gonna convert at a higher rate note.

The more excited they are about the new way of getting big promise, and the less they feel like they know what it is, the higher the Optum rate's gonna be, right?

So we're really trying to just amplify all of these because it's not one plus one equals two, it's it's multiplication.

We're multiplying the effect of each one. The more new and exciting it is, and the less they feel like they know what it is, the more curious they're gonna be, right?

The more they believe it. The more proof you have in that headline, not meaning you're gonna say a thousand lines of proof, but like the proof is like, wow, that's really, really interesting.

Like this, this is something I need to look at. Then guess what? The more excited people are gonna be and the higher the Optum rate will be.

And guys, the reason we use a checklist is because a lot of times we mentally just forget something, right? No matter how good we are, we forget things as human beings.

That's, that's just the way we are. We are not computers. And as Charlie Munger says, I'm a great believer in solving hard problems by using a checklist.

You need to get all likely and unlikely answers before you, otherwise it's easy to miss something important, right? And so a checklist just helps us run these mental experience.

Even honestly, as I'm looking at this right now, I should be using this every time I wrap my headlines because sometimes some of those headlines that didn't work, if I ran through this framework, I would've definitely rewritten them.

I would've had to make sure they hit these other boxes. And usually you can get away with not hitting every single box, but checking every single box is gonna help every single time, right?

That being said, we're gonna use a checklist. There's a reason why all pilots use a checklist even though they've flown a million miles, because guess what?

Even the best people who know something like the back of their hand, forget stuff. Even me when I don't use a checklist, I forget stuff.

I test stuff and I spend money on it tests, and I lose money that I didn't need to lose. So we're gonna use this checklist when creating our headline.

Now again, it's templates that we're gonna start with is kind of like a base for our headline. And then from there we will start tweaking them and changing the wording until we are able to, you know, make it hit every single one of those four boxes.

So for the headlines, I have a bunch of templates that I just had AI, right? For you guys. Here's a bunch of them.

There's, I think there's like how many, let's see, we got 31 templates for headlines. Like these are all great starting points.

Again, literally all a headline is a starting point. Or, or sorry, a template is for, this is a starting point.

It's not the end all be all. You just fill in the blanks, which is what most people do and they wonder why it doesn't crush.

But it's a really good starting point. So here's the four step process you're gonna follow to actually pick your headline.

That's gonna go on the first Optum page that you test. And if it doesn't work, guess what? You're gonna go back through this process and repeat the entire thing again, don't skip on it.

Don't be like I already know how to do it. The entire process start to finish. We're gonna save money on ads by doing the testing mentally beforehand, and the brainstorming.

So we have a ton of options to figure out, not just what hits the checklist, but what hits the checklist.

The absolute most. Cause it's not binary is it's not a yes or a no, it's to what degree, right? So here's what we're gonna do.

Step one, you're gonna write 20 unique headlines that are so irresistible that people in your ideal market won't be able to go to sleep at night because they're so curious to find out what it is.

So you're gonna take these templates and you're gonna write 20 ideas. You're gonna brainstorm 20 ideas for headlines, which seems excessive, right?

But here's the best part, or here's the reason we do it, is because the best ideas for headlines usually happen after you run out of ideas.

Now you're like, what does that mean? What do you mean the best ideas happen after you run out of ideas?

You see, one of the most powerful things is usually people will write three to five headlines and then they're out of ideas.

But pushing past the boredom and like the, the frustration of not knowing what, what it is, like what what to write next is usually where the most creative ideas come from.

And you have to be okay and not judge your, your headlines. If you write 20 headlines, a lot of 'em are gonna be terrible.

And you have to be okay with that. Right Now, James Altucher, he, he has this concept called i, I don't know what it's called, but basically where you just create a list of a hundred ideas for something and it's like way too much, right?

And it's, but you create a hundred ideas and you don't judge the ideas. You just write out as many as you possibly can.

And some are horrible, some are terrible, some are no good, very bad, awful. But guess what, in there, there's some really good ones.

And sometimes, and a lot of times the horrible ideas spark a good idea or the horrible idea spark a mediocre idea.

But that mediocre idea sparks a great idea. And so when you write out 20 headlines, you're gonna find something in there that's good.

You're gonna, it's gonna spark more ideas that are good. So push past the boredom of sitting there with a blank page and just write ideas for your headlines, filling in the blanks, and then adding to them, trying to get them to match this checklist right here, right?

You're, you're, you're writing them through that lens of trying to add all those things in as you're writing those headlines.

All right? So you're going through and you're thinking, how can I write this headline with this angle and this way of presenting it to have all those criteria in mind?

And a lot of times what you find out is why you're writing headlines you write maybe. Cause when you're writing these headlines, it's not just one headline.

It's like the sub-headline or the pre-headline, the sub-headline or the pre-headline, the headline and the sub-headline. That'd be considered one, right?

Then you write the next version of it and then the next version of, and you this 20 times, which is over the top.

But, but a lot of times you'll happen is you'll find out, wow, this was a really good idea here for the main headline.

Ooh, this sub-headline is really good if I combine these two and then also add this angle and you start using like Lego pieces to where you're like, man, I I, what about this and this and this, and you find gold in there, right?

If you have, it's just, it's just math. Like if you have a hundred candidates to hire, you're more likely the the one, the best candidate is gonna be better than in a pool of 20.

But in a pool of a thousand, the best candidate is gonna be better than in a pool in a hundred.

It's like if you're trying to hire the best sales reps, you want a massive hiring pool, right? Cuz you're gonna get better candidates by default.

It's literally purely math. And it's the same thing with ideas. If we come up with more ideas, it sparks more ideas and we can combine more pieces together and we can have three, or we can have the best three to five ideas in there compared to if we only write three to five total.

Okay? So with that said, what I want you guys to do is you're gonna pause this video and you're going to write 20 unique headlines.

Headlines. It would look like this one, one example would look like this one right here, right? Where you write the full on headline of what's gonna go on the opt-in page and you'd write one of 'em, and then you write the second one and then you write the third one.

This is gonna be a process and it's gonna take you a few hours, but you're gonna get tons of ideas on paper.

Some are gonna be good, some are gonna be bad, some are gonna be horrible, some bad ideas give you good ideas, some good I ideas end up leading to bad ideas.

But at the end of the day, what you're gonna do is you're gonna have a massive list of these and we're gonna pick the best ones, right?

So as you're writing, they don't all have to be completely unique. You might write one this way and you write a slightly different version of it.

And then you say, Ooh, what if I do this one with a completely different sub-headline? Or what if I do this one with a completely different pre-headline?

Or maybe I take that pre-headline out on this one, I write it this way. And you're gonna have 20 different headlines, but you want as much variation as possible.

You don't wanna like tweak one word and then move on to the next and then tweak another word and move on next.

So what I want you guys to do right now, and for sure this time you're gonna pause the video and you're gonna go and create 20.

And then we're gonna choose the best three to five after you've created those 20 headlines. All right? So now you should have 20 unique headlines written, and the next step is you're gonna choose the best three to five.

All right? So you're gonna read through them and you're not gonna read, read through them from a logical perspective. What you're gonna do is you're gonna put yourself in the mind of your prospect, right?

The mind of the masses of your prospect. And you're gonna read them as if you were scrolling through Facebook and you saw this headline, right?

That's all you're gonna do. And you're gonna ask yourself, you're in their shoes. What's your emotional reaction to it? And what I want you to do is I want you to pick the best three to five ones that we're gonna revise, but the three to five ones that jump out at you the most, that you feel like, oh, I, I need to opt in for that.

Oh, I, I need to get that thing. Or what is that? Like the ones that evoke the most emotion and the most impulse.

So you're gonna read through all 20 and say which ones evoke the most? And now maybe there's even one pre-headline or like pre-headline that got your attention and then a sub-headline that was really, really good and a different, you know, main one.

But you're gonna pick three to five of those headlines, meaning the full, however many, if there's a pre-headline, if not, that's fine.

A headline and a sub-headline. And you're gonna pick the best three to five, the ones that elicit the most of that impulse, that that most of that curiosity, the most of the, the novelty, most of all the things in that checklist.

And you're gonna pick those three to five that we're going to revise. But first you need to pick them. So again, pause this video, look through it, put yourself in the mind of the prospect and read it as if you are them right?

And also when you're reading 'em, maybe put yourself in the mind of kind of multiple different prospects, like someone at this level and this level, someone at this level and this level.

And really feel what those headlines kind of evoke in you as the prospect. And you're gonna pick the best three to five.

And once you have them circled, or maybe you like slightly tweak them when you rewrite them. Cuz one pre-headline was good and the other sub-headline was good and you wanna kind of combine some together.

Frank can sign 'em together. Then you're gonna basically write out what those three to five headlines are, whether it's on your computer, wherever you're doing this or like physically.

And then you're gonna actually come back to this video and you're gonna click play. But finish that. Don't keep moving on.

Literally hit pause, write now. Okay, now what we're gonna do is we are going to revise the top three to five headlines you wrote to meet every criteria in the checklist if they don't already.

All right? So the top three to five headlines that you wrote, what you're gonna do is you're gonna look at it and you're gonna have these, the three to five over here and next to each one of 'em, you're gonna start playing with the headline one at a time until you get it to meet every single one of these criteria, right?

So you pick the one that naturally was the like the best headline based off, you know, being in the mind's eye of the prospect.

But we wanna now kind of mold those like this is the rough sculpture now we wanna like chip away and really get it detailed and refined to make sure we're hitting every single one of these points.

Okay? So have that checklist next to you, right? You're like a pilot right now, just double checking, making sure everything, every criteria is met.

There's a good chance if you wrote them with this lens and you picked the best one out of 20 headlines they're already gonna have a lot of these criteria, but if it's missing any, make sure you add those to the headline.

And again, if you didn't have like a sub-headline or a pre-headline on it, cause it's getting a little long and you don't know how to add it to the headline, maybe add a pre-headline or add a, add a sub-headline to make sure it meets all those criteria.

But again, pull that checklist up next to you. And what I want you to do is go do that now.

Alright? So after you choose three to five headlines that you think resonate with the checklist, sorry, after the three, All right?

So after you've basically taken those three to five and you've edited them and made sure they kind of are molded to fit that entire checklist, what you're gonna do is you are gonna pick the headline that resonates the most with that checklist.

Which one do you feel like? Cause again, it's not binary, it's not yes or no, it's to what degree does it hit that checklist of each checkpoint, right?

The one that you feel like hits the check box the most, like go through each one and rate 'em on one through 10 and say, all right, cool, which one has the highest total score?

And I just feel like if it's you're, I'm scrolling through Facebook or whatever and I'm the prospect and I see that, I'm like, I need to opt in for this, right?

You're gonna pick that one. And here's the truth also, guys, if whatever you came to after all your 20 headlines still doesn't elicit that emotion, don't go spend money on ads, rework it more, right?

Write another 20 and keep going. But you want this headline at a time you're picking and be like, dang, that is a, that is a good headline.

Like, I would opt into that if I were them. Like everyone in the market is gonna opt into that, right?

That is, that is exactly the emotion you want. And if you don't feel that way about the headline, don't settle for it because you're just gonna spend money on ads uselessly, right?

That's all you're gonna do. So if it doesn't hit all those check boxes and you don't know how to make it hit it, keep working on it until it does.

When you've written a headline as David Ogilvy says, you spent 80 cents out of every dollar of your advertising budget, the headline is the most important piece.

And especially with when you're doing a page that's literally just a headline and a button the option, the, sorry, the headline is really, really, really important.

And there's no point in just wasting advertising spend when you could just save the money by spending more time brainstorming and tweaking and testing.

And also if you need more thoughts on like, man, I'm just at a loss, go look at other headlines from your, in your industry, right?

What is other people saying who are crushing it, who have a similar result that they're delivering, right? So just go look at that.

But at the end of the day, by the time you get done with this, you pick a headline that is just great, right?

You want your headline being world class. That's really what you wanna do. I was looking at one of the air clients actually their headlines today, and when I read it I was like, wow, that is good, right?

They do content creation. I read the headline like, that is a good headline. The way they wrote it. I was like, dude, I literally thought, man, I would opt into this and I want to buy this.

And that's how you know that it's a good headline, right? Like just the results that she delivered, the way she wrote her headline, I was like, wow, that is really, really, really, really, really good.

And if you don't have that feeling, if you're, you put yourself in the, the mind of the prospect and you don't feel that way, well then guess what?

Most likely the prospect's gonna feel that way. And there's no point in testing until you get one that you feel like, man, this is really good.

But again, you're gonna pick one. You don't wanna do this process quick. You don't wanna spend the next two months doing a headline.

If you have to take longer than a day to do a headline, there's a problem. You're not moving fast enough. It's better to be done than perfect at that point. But if you spent the last hour or so and you don't feel good about the headline, then spend the next hour.

And if you still don't feel good about the headline the next hour and spend a full day on it if you need to, right?

Max, max, max is, I would say 48 hours on a headline. But yeah, that being said, this is an extremely important part guys, and congrats.

You're literally 90% done <laugh> with everything you need in terms of launching ads. Cuz even with our ads, we're gonna talk about it, but we're gonna use this headline in our ads.

We're not gonna do anything fancy or crazy. And then also you wanna make sure that whatever headline you end up settling on, it's something that you can fulfill on, right?

So we wrote it in the hypothetical, but now we gotta say, all right, I have to create whatever resource or whatever the thing is that we promise.

So we gotta make sure it's nothing too crazy. So if you pick one, you're like, wow, this is unbelievable, but there's no way I could ever create fulfillment for this in any reality whatsoever.

Then there's a problem. So if it's really good and you're not sure how to create fulfillment, that's okay, we can brainstorm that.

But if it's just like you just made up some crazy out there thing, and if you did, that's that's on me because obviously I told you guys be in hypothetical world, but just basically do the old copywriting thing and say, Hey, how close can I get to this right?

With the fulfillment? And then we'll just tone the headline down slightly. If you're all the way out in Never Neverland, which is okay copywriters do that all the time.

They write a sales letter and it's really, really, really good. And there's a couple things that man, we're not gonna be able to fulfill on that.

So you have to tweak it. All right guys, I know I'm all over the place, but I'm just getting excited cuz you guys are at the, almost, you're at the starting line, but you're also almost at the finish line away because the headline is again, 90% of getting this to work.

And if you get the headline right and you get cheap optins and you're able to convert those, you guys are at seven figures.

And for those of you who are already at seven figures who are just trying to get lead costs down, this can save you guys a lot of money.

So that being said, I'm excited for you guys and we are gonna dive into the next part.

## Putting your headline into the funnel template

Sorry guys. This could be an extremely simple video. All we're doing in this video is actually building out the funnel, which is super simple cause it's literally a template that you guys can follow and copy and paste in like five minutes.

So this should not be a long task for you guys. So first thing you're gonna do is download the funnel template or you can create it from scratch.

If that's something you guys would prefer to do, I'd prefer just you guys download the template. That way you're doing it faster.

Cuz again, the design doesn't matter, nothing else matters. Just get the headline on the page, keep it super simple. Literally, some of the highest converting pages we've ever tested are a headline and a button with a white background, right?

In fact, this one, like in this image, obviously it doesn't have a white background, but usually just do a white background.

Write your headline and plain black text, put your button there and if the headline isn't good enough on its own, then the problem is the headline, not the design.

Cause if your headline's good enough, the design does not matter whatsoever. I've seen some really, really, really, really ugly landing pages, like to the point where you're like, is this legit?

That are actually doing multiple, multiple way figures a year simply because of the messaging on that page. Now let's go to the check, go through the checklist really quickly of everything you need to make sure you get done.

So first things first Optum page. All you're gonna do is you're gonna add your headline to the Optum page. That's it.

Alright, make sure it looks good on mobile. You know, the classic cliché stuff make sure phone number is mandatory on the Optum page, this is the part I see everyone messing up on.

They add the phone number, but they don't make it mandatory. I know I've harped on it in previous videos, but you're gonna make it mandatory.

And really the good news is we've seen it not really affect conversion rate significantly at all. Everyone feels like, man, if I add the phone number, less people are gonna opt in.

But really that means that your opt-in page headline isn't like, irresistible enough to make people want it bad enough to where they're gonna put in their phone number.

And that's really what we want. Then the biggest next thing is the qualification page where we basically are able to see and get insight on our lead quality and get immediate feedback rather than having to wait till we're calling the leads.

So what we do is we just create a tight form which is just like a q and a or sorry, a, you know, just a quiz ability to do like questions and quizzes.

If you guys don't know that, it's just typeform.com. And then we'll give you guys a list of questions to add. So you guys can just copy some of those questions. And one of the big things with this part right here is just framing the questions, right?

Depending on your market, you have to give a reason why you're asking them. So a lot of times even saying something like, Hey, we're giving you some free bonuses.

Answer this quiz to these quick these quick questions so we can customize them for you and then just like send 'em some extra stuff based off their answers.

And then, so basically we have a couple questions we want in there them to answer that are important for like understanding like lead qualification and if they're like our right market.

And then just we throw a couple other questions in there so it doesn't feel, you know, like you just asked it for that reason.

And then embed the Typeform on the page. Don't forget to do that, obviously. We wanna make sure that we're embedding it on the qualification page rather than linking out to Typeform.

That way we can make sure Our Facebook pixel is able to fire. So just basically you're gonna use the embed option rather than sending them to typeform like slash typeform.com.

You don't wanna do that because then the pixel's not gonna be able to fire on Facebook and we're not gonna able to track things effectively.

And like make the algorithm learn. The next thing is make sure the Typeform forwards to the thank you page on completion.

Super simple thing. But you know, people forget to do simple things all the time. So that's why we have a checklist.

And then lastly, the thank you page. You're gonna add, you know, this free X, y, Z will be sent to you shortly if you haven't created M V MVP yet.

And you're gonna create it immediately. That way you can just get it live. But again, you have to make sure you create some sort of MVP to send out to people.

And then nextly, which is b I don't have next is a word, but we'll go with it. <laugh>, is we're gonna add the MVP to the thank you page if you've created it or see if you're going to sell something after they opt in.

This is where the funnel quote unquote starts. So if you're doing a webinar to recoup some mad spend, maybe you, again, this is for people who already have that in place so you don't have to spend time working on it.

It's not the number one priority, but if you do have it in place, obviously this is where that will go.

And then you can just email them whatever freebie you gave them. And one thing I would say is basically if you are like doing something completely different on the thank you page, I would make it congruent.

So make sure like the, it's not like they opted in for one thing and then all of a sudden the next page is this weird webinar that don't make sense.

Like somewhere on the headline, on the first page you might add, plus get a free training on x, Y, Z that's your webinar or whatever.

Or just on the next page say, Hey, we just emailed you this also, here's your extra additional bonus training on X, Y, Z, and that's your webinar or whatever it is.

You have a thank you page. But for most of you are not gonna be doing this, but if you are doing this, just make sure there's congruency.

So that's your, your checklist. Just follow it. Exactly. This should be a very quick process. You should be able to get your funnel done in under an hour.

And if not, you guys are being too slow <laugh>. So move faster. Don't worry about being perfect as long as the headline's on the page.

That's really all that we're really going for.

## How To Create Your MVP Without Damaging Your Brand

All right. So really the last component is creating an MVP of the fulfillment of the free lead magnet, whatever you said in the headline.

So that's what we're gonna do here. We really wanna make sure we're not damaging our brand by having people opt in for something and not delivering on it.

So what we wanna do is follow this process right here because we have the headline, we have the funnel, we're good enough to go live now we just need to make sure that we can send them the thing that they opted in for the free thing.

So to create your MVP fulfillment minimal viable product fulfillment. What I recommend is if it's just super MVP, like if you, if you have this really crazy headline, you have like a five minute video that is just kind of underwhelming.

That's not the first impression you want people to have on your brand. So what I highly recommend if you're just starting to get this thing live, is don't put the freebie on the thank you page where they can like see it on the spot.

Instead, have it sent through email a few hours after they opt in. So less people see it. Cuz obviously email open rates are pretty low.

A lot of people like, you know, the excitement dwindles less people go through it. So I would just send it to where like, you're not proud of it.

So like you don't want to, you know, show it to everybody. So it's, if they really want it, here's the fulfillment that's MVP and you can send 'em the really good fulfillment later, which we'll talk about.

But that's what I highly recommend just cause again, that's not what the perception of the brand you want it to be.

But also you wanna deliver on the thing you promise regardless. So that being said, how do we create it?

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

Or maybe it was like a free quiz, like free quiz, help you determine X, y, Z. And if that's the case, you just make a quick little tight form, like make the tight typeform actually even longer.

And then based off of it, just like give them all the training that answers all the questions, which is like a five minute training, right?

Let's see here. Also another thing I recommend is just adding a bunch of free other stuff into the email. If you are doing like MVP fulfillment and you're sending out an email with everything they get, send 'em the freebie but also send 'em a ton of other really cool free stuff.



That way you're over-delivering to the people who are really, you know, helping you test this new headline. Again, we want clients to feel really taken care of in everything that we do.

We want them to feel like everything they touch when it comes to our brand is magical. So with an MVP fulfillment, it's not something we're super proud of.

So just be like, Hey, this is a brand new thing I'm filming a longer one later. Or if you're not, if you once, it's proven, but if you're just testing it, send 'em the free thing and also just over-deliver with a bunch of other free bonuses in that email that take you like five minutes to add in.

Don't go crazy spending a ton of time on this. The whole point of this is speed and once we get something that's working we'll double down on it and making it amazing.

Again. You can even launch before the MVP is done if you want. And then on the thank you page, just say thanks for doing it.

Join the wait list. It'll be sent out in the next X amount of time and then create the MVP that day or the next day.

And you know, get it done. When I say get it done and then do it later, blah blah, blah. I'm, I'm talking on really short time horizons cuz the way that that Caleb and I operate is we have an idea and then we get that live immediately, right?

Like the first day our first funnel didn't work or for air, what did we do? We didn't say, all right, let's spend the next week making funnels.

We said, all right, it didn't work today. What are we gonna do? We are gonna launch eight funnels today and obviously we fulfill on eight things like two today.

So what you do is you launch it and then you make MVP afterwards. Right? Now again, speed is the name of the game when it comes to testing.

Get things live and then get them perfect, not get them perfect, then get them live. Cause otherwise you're gonna end up not getting them live at all.

And that's why most business owners work on a project for months and months and months and months and they don't get it live.

Or they do, but they're just able to operate at such a slow speed in comparison to if they're competing against us, like you're competing against us and you're operating on even week long time horizons rather than day long time horizons, you're gonna lose.

We're gonna, we're gonna beat you cause we'll test more stuff than you and therefore we'll get more stuff working. And then again after you test your funnel, here's what's gonna happen.

Either a, the offer's gonna convert and if that's the case, we're gonna make the free lead magnet, the, the MVP we created really, really, really good.

So it represents our brand well and it's part of the sales process rather than detracting from it. So what you'll do is if it works and the offer's converting, number one, congrats.

You assume that you can scale to seven or even eight figures likely as long as you have the fulfillment in place and you scale the sales team and you're gonna remake the free resource to really set up for that high ticket sale.

You're gonna put in tons of testimonials, tons of credibility, tons of free value in it to where just a really, really good resource pre-call it like, it's almost like a a mini webinar pre-call if it's a pdf.

What are all the beliefs you wanna have pre sales call? And you can start putting those into there to where they're indoctrinated before they even have a set call.

So it's like you have an indoctrination piece and then a set call and then a pre-call video and then they talk to a closer and actually close.

So that's really what you should do when the offer, when you find something that works. And then second, if it doesn't, where you're gonna do is you're gonna restart the process until when does, cause the last thing you want is to get something to work.

Or sorry, you test something that you spent a lot of time on, you film this long training you spent a week on and it doesn't work and then it just goes to waste.

So we make the mvp if it works, we make it really good. If it doesn't work, we restart the process, right? So if it doesn't work, guess what? Don't get discouraged, right? It happens. In fact, it's likely to happen. You have to be okay with it.

And the better you get at this game, right, you get better at guessing, but you don't get better at knowing, right?

So I will get a higher percentage right, of guesses, but at the end of the day there's still guesses. I'm guessing what the market wants.

I'm guessing the messaging that's gonna resonate with them. And we're gonna be wrong because we're human beings and we can't simulate every single person or head perfectly the people I know who win the most test the most.

It's that simple, right? So take the approach that Thomas Edison took right? Test 10,000 times and don't be like, I didn't, it didn't work 10,000 times.

Say No, I figured out 10,000 ways that it didn't work before I found the way that it did. Okay? So that's the approach you're gonna be mentally taking.

And guess what? If we're gonna be testing 10,000 times and the fulfillment doesn't in any way affect the opt-in rate, what we wanna do is we wanna create MVPs for that fulfillment, right?

We don't wanna create the perfect looking light bulb the first try. We wanna just test the fulfillment in between it to see if it works.

And if it does, then we can make the light bulb look all pretty and fancy and branded and all that good stuff.

And the big thing too is when it doesn't work, analyze it and try to figure out why, right? Like what psychology didn't like, what part of the psychology didn't work, right?

What happened, what went wrong? And a lot of the times it's something that you were like, oh, that makes sense.

Other times like, I don't know why and just keep thinking on it. So many people go, oh, didn't work. And what they do is they just move on to the next thing.

But for me personally and for Caleb, when something doesn't work for us, we are just fascinated by it. We are so unbelievably curious about why it didn't work.

We don't harp on the fact that it didn't work. We don't care if it didn't work, but what we do care about is why it didn't work.

So we look at it and we say, what did we miss? Right? Because we ran all these mental simulations beforehand and we thought this was the best possible headline out of everything we could have picked.

Why were we wrong? And you'll learn more from that question right there about marketing than you ever will in a course than you ever will in a book, than you ever will from basically anything is asking, why didn't my hypothesis work?

And what happens is over time you get better and better at running experiments cuz you get new little mental models and shifts and tweaks, but why it didn't work.

And if you don't know why, stick with that question longer, have that in the back of your head. You should have it on a notepad and be going through life and, and eventually think eventually you should gain enough context where you understand every single test that's failed for me and Caleb, I now have a really good hypothesis as to why it didn't work.

There is not a single failure in marketing that me and Caleb have that we don't have a really clear and well thought through hypothesis as to why it didn't work.

Even the first thing that failed with air. I have a very clear hypothesis that I believe is very accurate of why the first test didn't work, right?

And based off all the context of all your failed tests, if you understand why they all didn't work or even if you don't, but you're still trying to figure them out and they're like puzzles that stick with you for the rest of your life until you do, you get really, really good, really, really fast.

Versus most people, they're like a blind man in a room trying to feel their way around and every time they bump into something they forget about it and then they just keep bumping into it over and over again, right?

But you wanna be the blind man who slowly expands his vision and starts to be able to see the world and have a paradigm in which to view marketing in your market and start making better and better hypothesis. You wanna be able to run better mental experiments, right? Like if you or I are gonna create an invention, most likely we're not gonna be able to solve all the problems in our brain before we ever even build it the same way that Tesla is.

So why is he able to do it? It's because he's grounded in like this, the all the context that he has about the world and he has his this paradigm he has about how things operate to where he can literally simulate them in his head when it comes to science and when it comes to math, then when it comes to all these things that most people are like, what do you mean you solved it in your head?

But it's the exact same thing with marketing. You wanna be able to solve all the problems in your head, just like run the, like the you know, the experiments in your head to where you're understanding how the market's reacting.

It's like, well if I say this, they're gonna feel this way. Ooh, but they're also gonna feel this way. So if I say this, it's gonna come combat that and they're gonna feel this way.

And I know I'm kind of going in a direction, it's very theoretical here, but I don't want you guys to just get something to work and then not understand why it worked.

And then when you guys lose, when something breaks it just not be able to fix it quickly. I want you guys to understand how we came to these conclusions, not just the conclusions we came to.

Because if you understand how it's like the whole cliché statement of you can teach man to fish or you can give him fish, sorry.

Or you can give him a fish, right? So you give him fish for a day, he eats for eats for a day, you teach him how to fish, he eats for a lifetime.

And I want you guys to understand how he did this so you guys can eat for, for a lifetime, right?

So that said, this is what we are doing guys. You're gonna test the funnel, get it live. If it converts, you're gonna basically redo the, you know, I'm sorry say the the minimum viable product version of whatever the free thing you gave away when it's top of triage, all right?

Again, everything's based off triage, always based it off a triage. Most likely. It's not the first thing you're gonna do, but eventually as you start to scale it, it'll be one of the things you go back and do a little bit lower on in your tri triage list unless it's like really bad.

In that case it could go a little bit higher on the triage list. And if it doesn't work, the funnel does not convert.

You're not getting cheap leads or you're getting cheap leads, but they're not the right quality of leads. What do we do?

We repeat this process from the very top of building a funnel from scratch. We restart from the headline, we pick a different big promise and then we rewrite the whole entire thing.

And that is what we do guys. It's super, super simple stuff, but it works. I promise you that. And the better you get at hypothesizing and understanding your market and the thoughts going inside of their head, the more effective you're gonna be, the less testing you're gonna have to do, the less money spent on ads you're gonna have before you get something to work.

And the best news is if you're sitting there being like, man, this is a, is a lot of a long process to do, to come up with a headline and get it on a page just to just to see if it works.

Guess what? You only gotta get it right once. As Bezo says you hit one ball over the fence in business, you can score a thousand home runs and say anything with a headline.

You write one winning headline, forget even one funnel away, you're one headline away. And you get one headline right? And you have a seven figure eight figure potential company as long as you fix the other pieces.

So I hope this all made sense guys. Biggest thing is do not move on until this is done. Do not move on to the next section.

Like I'm gonna build my funnel later. I'm gonna go work on the setting process now I'm gonna go work on the pre-call video and this at the same time.

If you're working on this and you guys should have been going through this whole section with that in mind, but if you're working on this, this is the only thing you're working on and once it's done, then you can move to the next thing on your triage list based off of which is top of the triage list.

You are not allowed to do multiple things at once. Like I like if you do, you can do multiple things at once.

Like cuz you, you're your own free person. But I'm gonna letting you know right now if we're having a conversation, you're like, Ryan, why is stuff not working Caleb, why is stuff not working?

And I find out you're doing multiple things and I'll be like, dude, that's why. And it's gonna be annoying cause you'll gonna be like, well I, I'm trying, I'm trying to get it to work and I'm gonna be like, dude, try and get it to work when it's your only focus and you're gonna be mesmerized at how much more effective you are at that thing.

Human beings, we think we have the ability to multitask. We think we have the ability to do two things at once.

We do not. Our depth of focus shallows in direct proportion of the amount of things we're working on. And if with something like this that is such a big needle mover of you get this part right and you have a seven or eight figure company, as long as you dot your eyes and cross your t's in other areas, you don't wanna have shallow focus, you want a full depth of focus.

And that's why we spend so much time just writing a headline that most people would sit there and they go ready, they go like this how to blank without blank.

And they just write a headline of like, all right, good to go. And they're live. We take a level of mastery, a level of obsession, a level of gravity towards this one task, this one task, and really towards every task that we do in business.

Because guess what? If you get enough things right, you succeed. But if you get a bunch of things half right, you never will, right?

If you need a lot less things to get done, fully right to win than a bunch of things kind of half done, right?

The the half done right compounded equals zero. But if you have a couple of things perfected, you're gonna be extremely profitable as a company and you're gonna be able to scale.

So we want to go all the way down, we want depth, not width. So we go all the way down first and then we move to the next thing, then we go all the way down second and we move to the next thing.

We don't try to dig five holes at once, right? The gold's at the bottom of the hole. So we shouldn't be digging five holes at once.

We should dig one till completion and then the second one till completion and then the third one till completion. And then pretty soon our business is absolutely cranking and we can actually start scaling. Cuz if you guys are at a place where you don't have anything to scale, it's really hard to get that ball moving.

So you have to focus even more on depth, right? Everyone needs to focus on depth, but for you, if you don't focus on depth, it's you're gonna struggle.

For other people it's disguise cuz they already have dug deep enough in certain holes to where they're like, well I'm digging lots of holes now.

So they feel good cause they still have their, their gold coming from the holes they went deep on or got lucky on a lot of cases.

So again, guys, go all in with this, make your funnel great, And get it live fast. So like do it with a level of session and extreme focus, but also speed so we don't sacrifice speed for, I'm gonna spend six months on going deep, right?

It's going all in when that's what you're doing until it's done, getting it live testing, and then moving on to the next constraint.

# Personal Brand: Creating Your Bio

Okay guys, so here's a very simple social media bio template you could use. And the whole purpose of this is when someone goes to your page, you're directing them to a follow you, but also, more importantly, click the link and opt in to get your free lead magnet, right?

At the end of the day, our goal is to collect phone numbers, cuz once we get a phone number, we can get a hold of that lead, we can set the lead, and then we can close the lead.

And then most importantly, we can get them results. We can deliver amazing results for the clients that we bring on.

And this is just a very simple social media bio template you can use in order to get people to click the link in your bio and opt in for your free thing.

So a super simple framework you can use, and again, this is not an exact science, you can obviously tweak it and test it and find something that works for you is first bullet point in your bio is I help avatar your market to whatever result you deliver, buy whatever your unique method is without, and then whatever the big pain point of the market is, right?

It's like this is the the messaging that's gonna attract your ideal market. They're gonna be like, wow, I like this guy.

I wanna find out more about what he is about. And then the second line, you can do something like just credibility sentence.

Like, what are some of your past accomplishments? Are you a bestselling author? Have you had an accomplishment in your space?

Whatever that thing is. You know, your credibility obviously better than I do, but you're gonna put your credibility here. And then the lastly, this is the most important.

Get your free training on whatever your, your headline is for your lead magnet, right? Whatever the thing is that you're giving away.

And then you have a, you know, an arrow pointing down or whatever, and then you have a link to that free lead magnet.

This is so that people, when they come to your page, the whole goal is that they click that link, they opt in. And that is the purpose, right? That is the goal of this bio is so that people want to opt in for whatever the free thing is.

So again, super short video but just add this one thing and you'll start having leads trickle in. And as your brand grows, guess what?

You'll be able to capitalize it. And you wanna get this in there quickly because if you're having people come to your page and you have a viral video one day, if you're creating content and you don't have this there, you're gonna miss out on a lot of traffic.

So really this is capitalizing on the opportunity that you're gonna generate. And you never know if you're posting content, you might have one video that blows up one day and you didn't have this link in your bio, and guess what happens?

You missed out on all that opportunity. I don't want you guys to miss out in the opportunity, especially for such a simple win, such as doing this.

# The 3 free traffic methods

All right guys. In this video we're gonna be talking about the three main three traffic methods. We're gonna be talking about the pros and cons of each one, which ones are good for which type of people. And at the end of the day, our goal is to get to the end of this video and have a clear plan of action of which method we are going to go with.

Because so many people, they feel like, oh, I want more leads. I need more traffic sources. When in reality, what you need to do is you need to find one traffic source that works and that's it, right?

The key to going from zero to six figures is one traffic source. The key to going from zero to seven figures is one traffic source.

The key to going from seven to eight figures is usually one traffic source, right? You can add more traffic sources in, but you're gonna get this tiny little marginal increase in what you're doing.

If you can't scale to seven or even eight figures off a one traffic source, it's probably not a good traffic source.

And the same thing goes with free methods, right? If we can't get one of the free methods to get us to a place to where we have plenty of capital to dump into advertising, to get paid ads to work, well then guess what?

It's, we're probably not doing that method, right? Every single one of these methods without fail, I know people who push tens of millions of dollars with right tens and tens of millions of dollars with people who push nine figures plus with these free methods.

So these free methods work. You just have to pick one and you have to make it work. That's the biggest thing is every single thing works.

Usually all the strategies you see people teach, you can make them work, but that's the key word You have to make them work.

They don't just happen automatically and they crush out the gate. You have to play with them. You have to tweak them, you have to refine them.

You have to figure out, all right, what's the constraints? And you have to keep solving for those constraints until you're able to make it work.

I'll tell you what, every single person I know who does eight figures and who does it not based off of luck, but based off of they knew how to get there and they did a process and they got there.

If I said, Hey, pay traffic is gonna be stripped away from you, you can only use free methods. I guarantee you every single one of them could get back up to multiple seven figures, if not eight figures, just by doing free methods.

I know I have friends who the industries that they're in, they can no longer run paid ads just cuz whatever the advertising platforms don't allow it or it's just not a good way to target their market and they get free methods to work.

All right, I'm ranting that said, let's dive into what each of the methods are, the pros and cons of them so you guys can create your plan of which one you're gonna do.

The first one is method one, all right? Which is outbound methods. So this is kind of multiple methods kind of put into one category, but outbound methods is the first one.

So basically to simplify this, you find people in your market, whether it's on Facebook groups or in LinkedIn or somewhere else, okay?

You start conversations with them and a lot of this can be automated, right? There's a lot of things we can do to automate this process that we'll talk about if this is the method you go about.

And then when we turn, what we do is we turn those conversations into set calls and then those set calls into close calls and those close calls into clients.

Very, very simple. There's really two aspects of it. It's finding your market, right? And then there's what's our messaging to actually get them on the phone.

If you get those two pieces right, you're good. And a lot of that again, can be automated and we can really scale a lot of this process.

Again, we have friends who do multiple, multi eight figures just with this right here. We know people who actually have done nine figures a year just with this right here.

The second method is affiliates, all right? So affiliates, so you basically with affiliates, if you're like, Hey, what's affiliates? How does this work?

If you get other people who already have audiences to promote your offer in return for percentage of sales, right? You can call it a JV deal, a joint venture deal, affiliates, a partnership, whatever you want to call it.

But essentially you're finding people who've already spent millions of dollars building their audience, who've already spent years or decades building their audience, whether it's on social media or it's a lot of times in the form of their email is cuz they're a business owner and they're gonna promote your offer for you and return for a percentage of the sales that you make.

Alright? So either they can permit promote a front end offer. So maybe they promote a webinar that sells something for a thousand dollars or they promote something that's a \$97 offer, or they promote something that's a two \$97 offer.

Whatever that front end thing is where you sell, sell something on the actual webpage and you give them a big percentage of those sales and then you're left over with all the leads that you call set and sell you how to take a thing to.

And now if you don't have a front end offer that you can have them promote, right? What we do is we just have them promote to a free lead magnet and we give them a percentage of the back end sales.

So either you're doing a front end offer or you're giving them a really big percentage of whatever they promote on the front end or you're doing just straight to your backend offer.

And again, this is what most people are gonna do unless you already have this set up and you give them a percentage of your deals, a little bit smaller percentage than with this right here.

And then we turn those leads that we get into set calls, we collect all the phone numbers the same way we do with paid traffic and we turn them into set calls.

And again, we turn those set calls into close calls and those close calls into clients. And then method three which is, this is bonus method because we're gonna really focus on one of these two methods as our primary traffic sources cuz they're fully in our control, right?

We can fully control the results of these two things. And at the end of the day, when you're trying to scale a company, we don't want anything to be left up to chance.

We don't want anything to be in the hands of luck. We wanna be fully in control of the results that we get.

And with these two methods, you are right, it's very, very, very, very controllable. Now with this third method, there's only so much we control, which is building a personal brand.

So organic content, right? So many people, they feel like this is the end all be all. They're posting content like crazy, they're doing all stuff with all sorts of stuff with their brand.

They're getting on podcasts, they're doing interviews and they get no clients or they don't get as many clients as they'd like to.

So we're gonna talk about how to actually use your personal brand to generate clients and generate leads like clockwork. Basically this is literally where you post content, you grow your brand, and then what we do, just like the other ones, we start conversations with every new follower, every new like every new comment and we turn those conversations into set calls.

So this is really how we number one, grow our brand. And number two, we're gonna talk about how to actually monetize it to where we're squeezing all the juice out of as possible, right?

I know people who have built massive, massive brands, but you look at their following or you look at how big their, you know, their influence is on online and then you look at how much revenue they're doing and it just doesn't really add up.

Like if you do a personal brand, right, you can make a lot of money off not that many followers. And we're gonna show you how to do that.

And again, the reason I say this is the bonus method is cause we're not gonna rely on this if you're already doing your personal brand.

This is how we're gonna optimize it, right? This is how we're gonna make sure we're getting the most out of what we're already doing.

But these are our primary methods for generating leads, all right? When we use these methods, the whole goal is we're gonna stack as much cash as possible so we can dump into advertising and get advertising to work.

Cuz again, it lowers the complexity of scaling cuz all you gotta do is spend more money when you have to pay ads working.

But in the meantime, we're gonna focus on the things that we can control, and that is outbound methods or affiliates.

And then for those of you who already have a personal brand, we are gonna do this to really optimize what you're currently doing so that all the effort isn't in vain.

You're getting the most out of it with the least amount of, you know, effort put into it. All right? So let's go through pros and cons of each.

That way you guys have an understanding of who should be choosing what, because different people, depending on what market you serve, et cetera, should be choosing different strategies.

Truthfully. So outbound, the pro of this number one is it's fast and easy to start, right? You can get this thing up and live and you can start doing outbound immediately, right?

There's no long setup process or complicated, really anything you can get going immediately. Next pro, because you're doing outbound, you're getting a hundred percent of the profit or you're not sharing any of it with affiliates, you're not sharing any of it with paid ads.

The only really cost of doing outbound is if you're gonna automate it or automate parts of it, you're gonna have some software costs probably but nothing in comparison to giving up a percentage of your sales or obviously paying for ads where the advertising platforms don't care if you're profitable or not.

They're, they're taking their cut either way, right? It's an auction. And then the big con of this is obviously you have to test a lot more messaging before you see results in order to get outbound to work.

Usually the reason people struggle with it is, a, they don't have a system for, you know, doing it at scale, but b their messaging is off.

So they gotta message way too many people to get way too little of responses and it's just not a good process at all, right?

And again, like I said, the next con is there's some monthly cost to automating it. So if you don't wanna be doing it manually by hand, you're probably gonna want to do a lot of automation and there's some software costs behind it.

So that is the pros and cons of outbound as a whole. With affiliates, here's the biggest thing. It's super high leverage, right?

You get one affiliate. One affiliate can bring you a hundred clients if you land a big enough affiliate. It's one of those things where you're still doing outbound in a way, but you're outbounding not to get clients.

You're outbounding to get partners who are gonna bring you clients for not just a day but sometimes decades. So it's a very, very high leverage thing to do.

And once you get one affiliate, right, that affiliate can bring you who knows how many clients. And the good news is we're not limited to one affiliate.

We'll get two and then three and then 10 and then 20, and then a hundred and then a thousand affiliates.



And pretty soon we have a very consistent scalable traffic source. Also, another thing, it's a great stepping stone to ads.

And the reason why is because it's very, very similar of a process to what we do on advertising, right? We're driving to our front end funnel where we call the leads and we actually do set calls versus with outbound we're kind of doing a slightly different process as a whole.

Cuz you know, we're actually the ones outbounding people rather than people clicking on our ad and opting in versus affiliates, it's people clicking on the promotion and opting in.

So it's very, very similar to the process of ads. And once you laid a lot of the groundwork for affiliates in terms of how you kind of set up your funnel you already are basically done for ads.

You're just gonna copy and paste it, track it separately and you'll be good to go. Next thing is it's a little bit more complex.

That's one of the cons of it. There's a little bit more complexity. You gotta get tracking set up, right? You gotta set up the softwares to make sure you're tracking leads correctly so that whoever pushed your front end offer or your lead magnet is getting credit for the sales that they make.

Cuz that is one of the fastest ways to blow up your whole affiliate program you have set up is to not be paying out affiliates correctly.

It'll get people really frustrated, they'll stop promoting and all the work you did to get those affiliates will quickly be in vain.

Next thing is there's more set up time, right? In order to get affiliates set up, like I said, you gotta set up tracking, you gotta set up the funnel, you gotta have email templates and email swipes and promotional material for those affiliates.

You can do this stuff really quick if you operate the way that we operate which is just like your life depends on it and move as fast as you possibly can, compress time, the stuff that normally people will take months to do, you just make the decision that, hey, I'm gonna get this done today.

And you literally work sun up to sun down. Getting it done, set of time doesn't have to be long, but I've seen people just drag this out for literally a month, taking their their time, getting their affiliate program set up.

If you are gonna do this, you have to commit to, even though there's gonna be some upfront stuff you need to get done, you need to commit to getting it all done in record time.

Like set a hard deadline for yourself and operate like your life depends on it in order to actually make this happen.

All right? And then lastly, personal brand. The pro of it is a really warm leads. Usually when you get on the phone with someone from a personal brand where you have content where they reached out or you start a conversation with them, them, it's usually an easy lead to close simply because they already know, like, and trust you.

In fact, a lot of times people think their close rate is really, really good because all their leads are coming from their organic brand and when they start running ads and people aren't closing at the same rate, they're like, what's going on?

And it's like, hey, they haven't been watching your Instagram stories for the last two months before they hopped on a call, so they're gonna be a lot colder.

But with personal brand the leads are very, very warm. Now, the only con is it's not a hundred percent your control, right?

You, you can't just increase the volume of how many people are watching your videos. Like there's, there's some I wouldn't say luck, but there's, I'm gonna use that word just for the simplicity's sake.

There's some luck involved in how viral your videos go, how much traction you get online, and it's not fully in our control and that's why this is not gonna be our primary source of traffic, even though it can be an effective one.

So if you're already doing a personal brand, you're already creating content, you're already generating leads that way, we're gonna, you're gonna go through this and you're gonna optimize it that way.

What you're doing, you're getting the most out of. But if you know you're not doing this and you're like, I wanna do a personal brand, that's how I'm gonna generate leads, guess what?

That's not a replacement for either of these two strategies. I wanna make it impossible for you guys to fail rather than possible for you guys to win, right?

Like, I'm not satisfied with you getting to a place where there's a good chance of you succeeding. I want it to be like literally impossible that you fail.

And that's really how we operate, right? When we're figuring out what we're gonna do to get from where we are to where we want to go, we're not trying to say, all right, what could work?

We're saying what would be impossible to fail? Like if we put all of our eggs in x, y, z basket, how would, how can we make sure that basket's gonna get us there?

How can we make sure it's as a for sure thing as possible? And here's what I'll tell you. If you do outbound or affiliates and you just go all in on those things, you can get them to work, right?

If you can't get them to work, there's something else broken in the machine and that's great, we just fix that piece and then we come back to that strategy.

But that being said, those are the pros and cons of each kind of from a macro level. And now here's really what your plan is.

You're gonna choose either outbound or affiliates as your primary free traffic method. We're gonna talk a little bit more about some of the questions you should ask yourself in terms of making that decision.

But I need you to know we're gonna pick one, right? Not outbound and affiliates, not outbound and affiliates and personal brand between outbound and affiliates.

You're gonna commit to one, right? You're gonna commit to one. So write down which one you're gonna commit to by the end of this video.

And like you're gonna plaster that on your wall and you're gonna make that your your idol, right? You're gonna look at that every single day and you're like, I'm going to make this work.

And here's the biggest thing, don't switch methods five, five days into trying and it doesn't work, right? A day into trying and it's not working, you're not gonna switch methods.

The only reason you're gonna switch methods is because you aren't able to get in front of your, your audience, right?

For some reason the traffic source you're using, you literally can't find a way to get in front of your ideal audience.

That's the only reason you switch traffic sources, right? So many times people, what they do is they, they're this guy up here, right?

They're just digging, digging, digging, digging with one method and then it's not working. So they switch methods and then they're digging, digging, digging, digging, and they pretend to be extra focused this time and they go a little bit farther and they try a little bit harder and they give up and then they try the next method.

And they never really get to a place where they're able to get clients at will with like free traffic methods because they never actually spend the amount of focus required to solve the constraints, right?

Whenever you try something new, there's gonna be problems like to sit here and say, oh, everything we tried just works out the gate will be a complete and blatant lie.

So much stuff we try miserably fails out the gate, right? We try x, y, z new thing. And we have a friend who's crushing it with the strategy and he told us exactly what he's doing.

Guess what? Most of the time it still doesn't work. First try because every business is slightly different. Every market is slightly different.

Everyone has to have slightly different messaging. And if you, if you expect to get it right the first time, you're gonna be massively disappointed because it's not gonna happen.

So what's gonna happen is you're gonna commit to one and it might work out the gate, but for most people there's gonna be constraints we have to solve it's business, right?

This isn't, this isn't get rich quick, you know, you try something, you plug and play, it instantly makes you rich.

It's like, all right, we gotta make some tweaks. The overall fundamental principles aren't gonna change, right? The overall fundamental strategy's not gonna change, but the little details are and we wanna make sure we just keep on digging until we get to that gold.

So that being said you can still do your personal brand in addition to one of these two methods. You're gonna commit to one of 'em, right?

But you can still do your personal brand in addition, if you're already doing it, you already have a system in place.

Now again, if you're spending tons of time on your personal brand and it's not generating you clients, I wouldn't even focus on it.

It's a hard thing to hear, but I wouldn't even focus on it. So many people will spend eight hours a day on their personal brand and to get, let's say one client a month from it and that client a month each each month makes them let's say three K <laugh>.

And if you really do the math, they're making less minimum wage for all the effort they're putting into their personal brand, right?

And the real clients are coming just from like word of mouth or whatever, but the actual new clients they're generating through their personal brand is like very, very minimal.

So if you're not already having success with your personal brand, I wouldn't even focus on it. I wouldn't put the energy into it, I wouldn't put the effort into it cause it's not fully in your control.

And I take so much output to really, you know, see that exponential growth versus with outbound or affiliates, it's fully in your control.

There's fixed variables, there's no like, hey, the algorithm's gonna determine how much money you make this month. It's not like that, right?

You can fully control these things. So that being said, you're gonna commit to one of these two, you're gonna figure out, hey, am I gonna still do my personal brand?

So usually have a plan of am I doing outbound and personal brand? Am I doing affiliates, personal brand, am I just doing outbound or am I just doing affiliates?

And if you're still not sure which one to do, these are some really good questions to kind of run thing your, your thought process through in order to determine which one is best for you.

Right? So when deciding between outbound and affiliates, here's some things to consider. The more mass market you are, the easier affiliates are gonna be specifically, okay?

So lemme repeat that. The more mass market your market is, right, that you're targeting, the easier affiliates are gonna be.

So let's say you're doing something in, I don't know, the health space, right? You're doing something in the health space is very mass market.

Your audience is huge. And what that means is there's so many people who've already built massive email lists of those ideal customers who spent decades building their brand on social media to have a massive audience of your ideal customers, right?

People who've built massive companies in your space who have a giant list of your ideal customers. So the more mass market you are, usually the affiliate easier affiliates are gonna be, right?

Because so many people for so long have been building their brands and their audiences and their email lists and their purchase their buyer's lists in that space.

And again, affiliates are really high leverage. You land one affiliate who spent a decade building their brand, building their audience, and they send out one email.

Well guess what? Now that entire audience is gonna see your thing. So it's really, really high leverage.

And if you're in a mass market, right?

Affiliates is probably the way to go versus outbound. All right? So how many people are there in your ideal audience already on their e on their, have them on their emails?

That's really the question we're asking, right? So when it comes to this, it's mass market, but also it's like, hey, it's not just a mass market offer, it's are there a lot of gurus, influencers, Facebook groups, businesses in your space, right?

Because every single one of those people is a potential affiliate. If there's a ton of potential affiliates, a ton of like gurus, influencers, businesses, Facebook groups, communities in your space, well then every single one of those is a potential affiliate.

And guess what? It's better to be doing outbound to get one affiliate who will get you in front of a million people than just manually be reaching out to potential clients.

And least in my opinion. So that being said, really think that through, again affiliates, everyone's like, well where do I find affiliates, guys, affiliates are literally anybody who's affiliating your product or service or lead magnet, right?

So it's anybody with an audience, it's a, it's someone who's like a guru or an influencer or it's a company or it's a brand or it's someone who's the, the founder of a Facebook group and they have this massive Facebook group of 20,000 people, right?

And they make a post in their Facebook group. It's literally any single person who has the audience that you're trying to get in front of.

And if there's already people, a lot of 'em who have that audience, why try to start from scratch, right? Or you can use other people's audiences.

People always talk about using opm, other people's money. It's best to just use other people's audiences. If you use other people's audiences, you're not gonna have to use other people's money cuz you're gonna have plenty of your own coming in, right?

So that being said, that's the next thing to consider. Another big thing to consider is are you B2B or are you b2c, right?

Are you business to consumer or business to business? So obviously usually if you're business to consumer, it's more mass market typically, right?

There's gonna be more people with massive, massive audiences in that space just simply cuz it's to consumers, right? Consumers are much more plentiful than business owners as a whole.

Now it's easier to do affiliates with B2C than it is b2b doesn't mean that you can't find really, really good affiliates for b2b, but just for example, there's a lot less affiliates for chiropractors than there is for like the health space as a whole, right?

If you're selling B2C health, you're helping people lose weight, you're gonna have a lot more potential affiliates than someone who is selling to chiropractors.

Specifically. You help chiropractors, you know, scale their practice. Like you can for sure find affiliates but there's gonna be a lot less of them, right?

It might just be better to do outbound if that's the case scenario. If you're that niche of a bus, that type of business you serve, it might just be best to do outbound cuz it's easier to just find those people and reach out to 'em versus find somebody who has a massive list of those people.

So again, if you can still make affiliates work, but it's something to consider when you are deciding between outbound and affiliates, like how easy is it to find those potential people who have a list of the people you're looking for.

If you're selling to consumers, it's gonna be a lot easier. You're selling to a bigger group of business owners, it's gonna be easier than if you're selling to a really, really niche type of business owner and you just have to really be cognizant of all the factors that way you're making the best possible decision.

And then also lastly, which one do you wanna do more, right? Which one excites you more? Do you wanna follow up with affiliates and really like, you know, pound the follow up game trying to get them to promote?

But when they do promote it's really, really high leverage. Or do you wanna just like start reaching out to people and get one client at a time?

And honestly both work, right? At the end of the day, the whole goal of this is to build up capital to test on advertising so that we can get paid ads to work.

And at the end of the day, both methods work, right? You have to keep in mind you have to do outbound for both of them.

For those you are like, oh I'm gonna do affiliates cause I don't wanna do outbound. It's like, well you're doing outbound regardless, but keyword, but affiliates, you're outbounding to get people who promote you rather than people who are gonna buy for you directly, right?

So it's indirect verse direct outbound. If you really think about it. You're directly trying to make a sale when you're doing outbound or when you're doing outbound and then you're indirectly making a sale when you're doing outbound to affiliates.

And here's the truth, it's, it's almost like a high ticket sale versus a low ticket sale, right? A high ticket sale might take more follow up, it might take more working of the the deal in order to get it to go through.

And that's kind of like affiliates, right? You have to find the affiliate, you have to get them on the phone, you have to get them to agree to promote and then you gotta work that deal, right?

You gotta get them to actually follow through on what they said they're gonna do and actually promote.

Versus outbound, you find somebody who's an ideal prospect, you get 'em on the phone and you close 'em, but that's one sale and the affiliate might be two or three or more or it's consistent traffic that they just keep promoting for month after month after month.

So again, it's really something you should consider the biggest thing that's targetability truthfully whichever one you think is gonna be easier to get in front of your ideal prospect, I would go with that one, right?

At the end of the day, we're not, we wanna consider which one we want to commit to, but really we're looking for which one is the easiest to get in front of our ideal market.

Like if we don't think there's a lot of people who have lists of our ideal customers just do outbound. But if you think about it and you're like, okay, there's probably a lot of people, there are a lot of influencers, a lot of companies, a lot of Facebook groups who already have my ideal market.

Like if I were in their shoes, I can make a ton of money off of whatever it is that I sell.

And if that's the case, then again I'd probably go with affiliates. It really just depends which method is best for you.

And then here's really the the question, when do you switch strategies? When do you cut your losses and try something new?

And really it's this target targetability times messaging is going to equal the results that you get. So if you aren't able to find a way to get in front of the right people, right?

Maybe like I'm gonna do, there's probably tons of affiliates out there who already have my ideal audience and you start doing research and you start reaching out to people and it turns out you're like, dang, no one has this audience, this is a really niche audience that I didn't realize it.

Then targetability is a problem, right? Not getting, not like getting them to agree, but getting, even finding people who have an audience that you want.

If targetability is a problem, it might be time to switch, right? And secondly, if you're getting in front of the right people but they're not responding, then it's the message.

So if this is the problem, like you literally cannot get in front of the right people no matter what you try then switch methods, right?

Like if you literally, not that they're not, affiliates are saying no, but like they literally, there are no affiliates who can promote your stuff right there.

There's no one with that audience. You find out then I would switch methods. Or if you're doing outbound and there's like no way you can possibly get in front of the ideal person, then what would I do?

I would switch methods. And then if you are able to get this right and they're not able to, you know, you're, you're not getting clients still your messaging off is off.

Either you're messaging to get affiliates to promote, to you promote you or you're messaging to get clients for your outbounding, right?

Either one of these two things are off. And now if, if you're like, man, I can't get money in front of my ideal prospect outbound or with affiliates, well there's time to face a harsh reality, which is our market's probably too niche then.

And we should go back into the offer section and rework, you know, who who, what market we're targeting and what we're selling to them.

Cuz if on all of social media, on all of the platforms we can't find someone who has our audience already or we can't find somebody who, or find those ideal people on, on the platform, then there's a good chance we're way too niche down, right?

We're way too specific and if that's the case, it's gonna be really, really hard to scale. And my goal is not for you guys to get one or two clients a month here and there, my goal is for you guys, if you're at seven figures to get to eight figures, if you're at six figures to get to seven, if you're restarting your offering from scratch to go from zero straight to seven figures and skip the six figure market, like I want you guys to push volume.

Like there's no point in pushing these baby numbers. It's like let's get something to work and let's scale hard. Cause at the end of the day, all the businesses is math and it's just as difficult to add two plus two and say that equals four as it is to say 200 plus 200 equals 400.

It is literally math. Scaling a company guys is literally math. And if you guys can't find, get something to work at a small scale, it's gonna be very hard to scale.

And if you feel like, oh well I can't find them through outbound and I can't find 'em through affiliates, I'll just run ads.

Well I'll tell you what, it's gonna be really, really expensive to get in front of those people if there's not even a single affiliate out there who can promote you, right?

If there's not even a single way of doing outbounding to find those ideal prospects, right? Facebook's gonna really charge you a lot trying to get in front of those people because the majority of the people they're gonna show the ad to aren't gonna be your ideal market.

So you have to understand ads isn't the secret end all be all to target. If you can't find the people you're trying to get in front of organically, it's gonna be rough, okay?

It's gonna be rough. So we wanna make sure that we're able to get this right. You should be able to find someone, someone someone you can target, someone with good target ability through either affiliates or outbound.

You should be able to get in front of your market through both either of those strategies. And if you can't, you need to rework what market you're serving cuz it's gonna be very, very difficult to scale in the long run.

And if you're really passionate about this tiny little market, you gotta face the harsh reality and realize business is a game of math and fighting math is like fighting gravity.

There's been so many times, especially early on in my career where there's things I really wanted to work and I was fighting math.

And no matter how much skill I put towards it, no matter how much how good the funnel was or how good the copy was or how good all the strategies were, it was like pushing a rock up a hill.

It was not easy. We wanna make sure that we're going with the flow of the current that is the marketplace rather than against it, right?

If we fight capitalism, it's gonna punish us. If we go with it and we give it what it wants, it's gonna be very, very easy.

So again, just to simplify, the only time we switch our strategy is if this part is wrong, right? If our targetability of the market that we're serving, we're not able to reach them with affiliates for the outbound strategy.

And if we have this part right, we're getting in front of the right people, but we're just, you know, we're not locking in affiliates or we're not scheduling calls with our ideal market, the messaging is off and all we need to do is tweak the messaging, right?

It's like the scientific method. It's you test something, you say, did it work? Yes or no? If not, why? We make a hypothesis.

We tweak the messaging, we test again, did it work? If yes, awesome. If no, why tweak the messaging and we repeat that process over and over and over again.

All right guys, before we move on to the next video, what I need you guys to do is come up with your plan, right?

Commit to a plan. And this isn't like a tentative commit. Make a hard commitment. You just make a decision. So you're gonna pick if you're gonna do outbound or if you're gonna commit to affiliates as your primary traffic source and you're gonna decide if you're gonna keep doing your personal brand or not. Does it actually make sense? Is it actually profitable? And you're gonna make a decision? And so many times when people are picking what path they're gonna go down, they have a really hard time being decisive about it.

Cause they're like, well what if, well what if, what about this? What if this is actually better? And I don't know, and I don't know right now they're gonna do, you're gonna decide, right?

A big part of getting results is just making decisions and committing to them and committing to making them work. It's like the old story of the general right?

They come to him and they have like six different options and this is a life or death situation and they put all percentage, there's six different options that they each thought was best all the people below him.

And at the end of it, they were all arguing over which one they should do and the general is silent.

And at the end he said, guys, here's what we're gonna do. We're gonna go with this option. And so they're like, okay, yes sir.

And they decide to go with that option. And afterwards, one of you, the lieutenants or whatever comes up to and says, Mr.

General, do you mind if I ask you a question that permission to speak freely, sir? And he goes, permission granted.

And he says, how did you make the decision of which path to go down when you didn't have nearly as much information?

All the, all the people who were presenting it were experts in their field and they all were so certain about the direction you should go that and they had so much information backing up their claims and you only had a five minute meeting and you made a decision.

How could you possibly know what the right answer was? And he said, I didn't. I just picked one of the directions and we decided to go that way, right?

When there's really good options on the table and all of them are well thought through, sometimes the best way to pick the best one is just to pick one.

So if you're not sure which one to pick, just pick one. Pick outbound or affiliates and commit to making it work, right?

If you're like sitting there and you're like, I don't know if outbound works or I don't know if affiliates works, I promise you this, they both work.

We know plenty of people who built nine figure companies off of just one of them. So I promise you they work.

And if they're not working, there's a bigger problem in the business, okay? There's a bigger problem in the business. Don't blame the strategy, blame the fundamental underlyings of your own company, right?

That's what we do. And guess what? It doesn't mean that it's broken permanently. It means we have to identify the constraint, solve the constraint, move on to the next constraint, and we repeat that process over and over and over again until we get something working.

And the good news is once you get something working and you're able to scale it, right? Even with free traffic methods, we can scale free traffic methods pretty, pretty hard.

And guess what? Then you have a ton of capital to dump into ads. And with those ads, you get those working.

And like I said, it's a binary game. Either you're not profitable or you're profitable and you're at seven figures. There's really no in between if you know what you're doing.

So again, pick which method you're going with outbound or affiliates and decide if you're gonna do your personal brand or not, or if it's just, just a distraction at the moment.