

## Sponsorship Mastery Week 2

Well

,  
thanks very much indeed.

It's, it's all, it's all

really,

really valid

and really,

worthwhile.

So thank you for that.

That's

all

right.

Yeah

, no worries.

Yeah,

but

it's

just,

it's hard.

The sponsorship stuff's

hard.

It's

not,

it's not easy.

Everyone would be swanning

around, wouldn't they?

Yeah, because people don't

walk up to you

and say

,  
here's a load of money.

At any

point

you

can,

you

know, you can win

a,

you

could win the championship

and it doesn't matter.

Yeah, no, it's

not

any easier.

I

think

it is.

Yeah.

I think it

actually

gets

harder if I'm honest.  
Because  
when you win, people  
go, that's  
all right  
,

they've done all right.  
They don't need my money.  
You know  
, actually  
you need it more.  
The  
better  
you do,  
the more you need it.  
You know, when you're  
just  
club racing, you can, you  
know  
, you probably know you  
can kind of just about  
afford it on your own  
because you  
just,  
you just  
use the tools that you've  
got, don't you?  
You know  
, you might have  
a couple of people to give you  
a couple of  
hundred  
quid  
or a few grand here and there,  
but that's  
sort  
of it.  
And you  
might  
do.  
But when you get to a  
certain  
level, you have to have these  
certain things  
and that  
always  
costs money.  
You can't then not  
do without them.  
Yeah.  
So it's like a, it's like  
a reverse pyramid, isn't

it, that you need  
more,  
the better you're doing.  
Yeah, yeah, I think that's,  
that's the  
tricky  
bit because,  
you know,  
like,  
you go club  
racing, you think, I've  
only  
got a set of scrubs in the van  
that'll do me all weekend  
because I ain't got any money,  
I didn't get my bonus this  
week or whatever.

And then you can't do that  
in Supersport,  
you know, you can't do a  
25  
lap race on a set of part  
worn tires, can  
you  
?

So you have to, they  
always  
have to be new, you know, no  
matter what your level,  
whether  
you're at the back of  
it or the front of it,  
you've  
got to run with a  
new  
set of  
tires.

Yeah, yeah, yeah,  
yeah,  
absolutely.

And, you know, I think  
also  
the skills in being able  
to talk to a stranger,  
you know, being  
able  
to.

**And**

I was told, as I say,  
Sam Wilford  
earlier, where,  
you know, he's done a lot

on  
Linked  
In, he's  
approached managing  
directors of companies, you  
Know  
, this is what I'm  
doing, this is where I am,  
this is what I'm  
up  
to.

And this is  
really  
part  
of the training as well.  
We're going to show them  
literally  
the  
script  
that he used.

Yeah.

And so you end up, you  
know, he's, what is he,  
23?

But you end up talking to lots  
of managing  
directors.

Yeah.

You know, so you're  
talking  
to, you're on a  
different  
wavelength to begin with.

And  
then  
the decision  
makers and then they say,  
well,  
let's have a call.

Because  
MDs are used to, well,  
let's  
not  
bother texting.

It's  
, let's have  
a call about it.

So  
then  
you're on a call  
and then all of a  
sudden,

you  
know, you go from a complete  
stranger to him going,  
right, where do I spend  
you  
?

You know,  
£5,000?  
And  
all  
of a sudden, you know,  
you are  
one,  
you believe it,  
which is really  
important  
, you  
believe that it's possible.

But  
secondly,  
you're  
**all**,  
you're in rarefied  
air, aren't you?

Yeah.  
Compared  
to the rider  
that's, you know, I'm  
doing this on my  
own.

And it feels a bit of a  
victim.

Feels a bit like, you  
know, it's  
all  
right for  
him with  
all  
that,

support, but look at me.

Because they're  
not,  
they  
wouldn't even want  
to go and talk to  
somebody.

No.  
If somebody came sniffing  
around  
saying, you  
know, how's it  
going

?  
They  
just  
grunt at them  
and keep their head down  
rather  
than everyone's  
a possibility.  
So  
let's  
go and have a chat  
with that guy, you know.  
And it is, it's  
almost  
a self  
propelling, you  
know  
,  
philosophy that if we're a bit  
restricted and don't believe  
it's going to happen, we don't  
take the actions or act in a  
certain  
way that's even  
attractive  
for people to want  
to get involved.  
I think people suffer anxiety  
quite  
a bit about that.  
Especially now where people  
**have**  
not  
been very sociable  
for the last  
two  
years.  
It's  
very  
difficult, I think,  
to know how to  
communicate  
with some people.  
And people that weren't very  
good at it in the  
first  
place have now gone  
completely introverted, you  
know, so, yeah, I think  
not  
letting your anxiety get the  
better of you to do

something  
you enjoy, you  
know, there's trying to  
think of it that there is a,  
as  
a positive at the end of  
it.  
It's  
not.  
And the  
worst  
thing they  
can do is go, I'm sorry,  
I'm  
not  
interested.  
Yeah, yeah, they're  
not.  
I see it isn't it, you  
know, Sorry, you know,  
we haven't got the budget  
for it this year.  
Exactly.  
And  
you're  
going  
to hear lots of those.  
Aren't you going  
**to**  
hear.  
You're going to hear more  
of that than you  
are  
?  
Yeah  
, there you go.  
There's  
two  
grand.  
Yeah.  
You know, you're going to be  
80  
to 1  
**in**  
it, you know.  
Yeah  
, exactly.  
But like you say  
those  
no's, you  
hopefully  
you learned something.

Hopefully  
you've got some  
follow up questions to find  
out a bit  
more  
before

**you**  
say thanks very much.

And  
then  
you're in a  
situation where you're  
building your armoury to be  
able

to go, so if I, we used

**up**  
our budget last

September  
, so if I came to  
see you next

August  
, would

that be a good time for us  
to talk about next

year

?

And  
all

of a sudden you're  
in a position where you're  
putting things in your diary  
for

next

year, you know.

Yeah, especially like, like you  
say with

Sam  
on LinkedIn, for

example, if they're following

each other on

Linked

In and

stuff like that, and he's

this, this MD,

although

he

wasn't interested this year,  
still seeing some posts and  
actually

**go**,

actually I'm

quite interested, there's no

harm in  
Sam  
getting through  
halfway through next year and  
just  
pinging him a  
little  
message and go, no, we had a  
conversation

**up,**  
you know,  
we're going to chat in  
August

,

but why don't you come to an  
event?

Yeah,  
exactly,  
yeah.  
You know, you know,  
especially  
if the guy's been  
interactive with him and  
liked a couple of posts or  
something,

**you**  
know, you go,  
why don't

,

why don't you,  
why don't you come along,  
why don't you just come  
along for the day, you know,  
I'll get you a  
ticket.

And without

,

a shadow of a doubt.  
And it's that it's from  
conversations  
that something  
happens, isn't it?

Whereas  
if you go, oh, there's  
no point in  
contacting  
that bloke because he said,  
no,  
guess what  
, you never  
get anything to happen.  
You know

, and it is all about  
that being a bit thick  
skinned,  
not  
being, you,  
know, I don't believe in  
spamming people and whatever  
else but having a reason to  
contact  
**them.**

So whether that's, I mean

how  
Sam's  
done it is he's  
done  
a, he's asked them  
for their email at the  
end, so can I update you  
through  
the course of the  
season.

So

then  
added them to a  
mailing list and  
done  
a  
newsletter and whatever  
else but whenever you've  
got that reason, you know,  
this has  
happened,

**that,**  
you know, we're, renewing  
for

next  
year, whatever it  
might be, and  
then  
it's,  
it's, it's worthwhile.

It's  
worthwhile  
letting people know.

But, yeah, I understand  
a  
lot of people, it's out  
of their comfort zone,

**so.**

Their comfort zone to be  
promoting  
themselves.

Yeah  
, I think that's.  
That's difficult, isn't it?  
You know,  
like  
I say, I was  
never very good, at it.  
Mine was all  
done  
through for me.  
More  
personal connections  
and then friends or.  
Yeah  
, friends.  
Friends or  
businesses  
of friends.  
Yeah  
, that kind of stuff.  
That's  
, that's how I kind  
of got into that more.  
Just.  
Yeah,  
because  
for me, it was.  
It was  
a  
lot easier that way.  
Yeah  
, I think  
**that**  
was  
just the way that  
suited my  
personality.  
Yeah.  
But like I said, with me  
and  
Elliot  
did lots of fishing  
with these binded  
proposals.  
We  
sort  
of sent out, you know,  
to lots of people  
and  
carried  
them around  
**this.**

And actually  
one  
of the motor three nippers,  
Brian Hitchcock's.

Yeah,  
yeah, yeah.  
You know, so he's got his  
little  
blah, blah, blah load  
of  
blurb  
in the back of it,  
you know, and it  
basically  
says, you know, if  
you're  
interested  
, give us a call at  
the back.

Yeah,  
yeah.  
You know, stuff like that.

**And**  
walking  
around  
with that  
at the show, you know, at the  
end of the year, or having it  
at race  
meetings,  
that just  
**there**  
sat on a table outside  
the awning,  
as  
people are  
walking by, they  
just  
pick it  
up.  
Yeah.  
It's  
quite  
surprising,  
really, what you might pick  
up just because the  
person's  
visited that for the day,  
spotted you, spotted a  
leaflet  
**and**  
thought, I'll

just  
have a little bit of a  
nose, you know,  
local  
scaffolding company all of a  
sudden gives you

1500  
quid.  
Yeah, exactly.

Yeah.

No  
, exactly.

And

, so that's  
a scattergun approach.  
But that scattergun  
approach absolutely works,  
you  
know, because you're  
getting people that  
don't  
even  
know you,  
understanding that there's  
an opportunity

to  
get,  
to get  
involved.

And I  
think  
we've got  
to look at it  
at,  
like,  
three  
different levels.

We've got.  
We'll have some people that  
are  
just  
happy to work their  
network,

like you were saying.

Yeah.

You know, so

Facebook  
and, you know, who do.

Who does.

Who does your  
network  
know?

Yeah.  
You know, but  
again,  
you've got  
to promote  
yourself  
and you've  
got to let them know  
that there's an opportunity  
to get  
involved.

And  
, and you've also got  
to give them the reason why  
it's this year that counts  
compared  
to  
**what**  
you've been  
raising for  
three  
years.

**You.**  
How come this year  
you're  
saying you need help,  
you  
know  
, so there needs to be a  
narrative that you're  
describing,  
you know, what's  
your goal, what you're trying  
to  
achieve  
this season.

And  
they  
need to buy  
into that journey that  
the narrative is  
describing.

Then I think there's  
the business to business  
one  
that,  
Sam's  
used well  
with the LinkedIn approach.

And  
then  
there's

the person that wants  
to  
almost  
do more homework.  
They want to  
really,  
you know,  
do the background check on  
the, on the company and  
then  
bespoke something that's  
deliberately  
to that, to that  
company, you know, so, you  
know, they  
might,  
they might,  
they  
might  
be at the end of  
their town.  
And that's the  
company  
that I want to them  
to get  
involved  
with.  
And I know that this is  
what  
they're  
doing.  
They've got a  
new  
product  
coming out next year  
and I want to be  
**their**  
brand  
ambassador  
or  
whatever, you know.  
Yeah.  
So that's how I  
really  
see it.  
One  
scattergun, one's a little  
bit  
more  
, But they all work.  
They all work.  
It

just  
depends how much work  
you're putting in, I  
suppose.  
Okay,  
so we're back and,  
we're now going to talk  
about  
company  
search.  
So what we're looking at is  
obviously  
we've dealt with  
people  
we know, and now we  
need to look at  
widening  
the  
range and starting to look at  
some  
new  
prospecting with some  
companies.  
And where do we  
start with  
that  
?  
So we've got to look  
at  
starting  
to make a list  
of the types of  
companies  
that you want to work  
**with**  
or that you see are,  
working in the  
paddock.  
So what are those types  
of  
companies  
?  
Haulage in motorsport is  
a  
really  
common connector.  
As we said  
before.  
You know, the trades,  
your  
builders,  
your

scaffolders,  
your, your,  
plumbers, your joiners.

Again  
, really common with being  
in the paddock,  
insurance.

So those types of  
companies

we want to try and make a  
list of and,

obviously  
anything else that you  
also

feel is in keeping with  
where you know your  
location

with the series  
that you're racing in.

We  
really  
want to try  
and do some  
brainstorming  
now

on, coming up with  
the types of  
companies

that  
we want to approach.

So let's  
just  
start with  
that list of the haulage  
contractors, the builders,  
all this  
sort  
of stuff.

So we  
just  
start there.

First  
thing we've got to do  
is then start to do some  
homework on those  
companies.

So they  
predominantly  
are  
enjoying motorcycle racing  
and,  
you know

, coming  
along to the races.  
Your haulage  
contractor,  
your builder, you know,  
the haulage contractor could  
also  
have the contractor be  
pulling the race truck  
and these  
sort  
of things.  
So if we're  
looking  
at a  
company that's a  
little  
bit  
wider field, we're looking  
for a company that we  
just  
are, you know,  
happy  
and  
interested in being  
associated with.  
And  
maybe  
we're looking  
to become a brand  
ambassador  
for that company.  
So it isn't necessarily  
a product that we're gonna  
use at the  
racetrack.  
It's  
more  
a company we've got  
a good  
vibe about  
, a good  
feeling they're doing well.  
They're in something related  
to our,  
location  
or the race  
series  
that we're in.  
That's allowing us to be  
interested  
in them and to be

able  
to help a company.

You need to  
understand  
them.

You need to  
understand  
what their goals are.

You need to  
understand  
what  
their pain points  
are

,

and you need to have an offer  
that will help them  
solve their  
problems.

And let's look  
at a  
company's  
problems.

They're  
basically  
that they  
want to pay their bills  
better  
and they want  
to achieve their goals better.

That's  
basically  
how,  
a company operates.  
So being able to make  
More  
money, you know, help  
them pay their bills  
and be able to achieve  
more.

You know, whether that's  
expansion,  
whether

that's, you know,  
better  
sales, penetration,  
whatever it might be.

We've got to be in a  
situation  
where we understand their  
pain points and we're able  
then  
to have an offer that

meets their  
problems.  
There's  
a  
lot more work that  
goes into this than  
just  
a blind email going out  
to a company saying, would  
you want to sponsor  
me  
?  
The  
only  
way that you'll  
know these things is  
by doing your  
homework.  
And  
then  
we make  
an individual  
proposal  
that  
suits their needs.  
So we're doing the  
background checks to be  
able  
to meet their  
requirements, which makes  
it, a  
more  
probability that  
it's going to be a yes at  
the end of the  
process.  
So  
what  
we want to do is we  
want to do a  
company  
search.  
We,  
first  
of all we want  
to check their website.  
So the website  
now is  
like  
their window.  
And their window can tell  
us an

awful  
lot of things.  
We can look in and see  
a  
lot of elements that are  
related to the company  
through their  
website.  
So do they have  
specific  
pages that maybe are  
about  
community  
?  
So they're  
very  
community  
led  
**and**  
they want to  
have a  
good  
image and a good  
presence in the community.  
Do they have a page  
that's  
on their  
partners  
and on their network and on  
their connectivity  
with other  
companies  
?  
So if they're putting that  
on their  
website,  
it's something that's  
a  
major  
driver for them.  
Are they showing best employee  
of the  
week  
?  
Are they showing  
staff incentives,  
that type of  
thing  
?  
What do they do as a  
company  
?

Do they have a, box  
football  
match  
?

Are they doing  
something  
that's  
related to other  
sports  
?

So you're  
starting  
to get  
an image of what this  
company sees as  
important  
from the  
content  
that they put  
up on their website.

Where do the advertisers,  
the  
next  
thing, what kind  
of advertisements do they  
do  
?

Are they running advertisements  
in the  
press  
?

Are they  
online  
?

Are they TV  
adverts  
?

Are they social  
media  
?

So again  
, we want to search  
about the company  
to find out  
more  
about  
that type of approach.

Where are they spending  
their money  
currently  
?

And

then  
normally  
on the website you get  
an  
opportunity  
for this.

Sign up for their  
newsletter,

**so**  
sign up for their  
blog

,

you start to learn  
more about what they do.

Are they rewarding their  
staff  
?

Have they given a  
bonus  
?

Have they taken people  
away  
?

All  
of these things tend  
to be in the newsletters  
about how  
well  
they're doing.

Are they bringing out a new  
product in the near  
future  
?

Are they opening a  
new  
site.

So  
all of a sudden we get a  
bigger picture about what  
their objectives are,  
about  
their day to day  
activities,

**what**  
where they're spending  
their money and what's  
important  
to them.

So when you think about me  
doing a  
proposal  
where I

don't know any of this and  
I'm just going, hi, I'm  
Craig,  
I race an ABC  
championship, would you  
like to sponsor  
me  
?  
And then you do a proposal  
that says hi,  
I  
live in your  
local  
area, I've been aware  
of the fact that you're  
expanding to the  
new  
site  
and that you've got a  
new  
product coming out and I'm  
sure that's exciting for you  
and I'm  
wondering  
if there's  
a  
conversation  
that we could  
have  
**and**  
about me helping  
you with your  
advertising  
through motorsport.  
I race in  
ABC  
Championship  
and I'd love to talk  
to you about the  
possibilities  
of you getting some exposure  
through  
motorsport.  
Would that be  
convenient for  
you  
?  
And  
so  
all of a sudden you're  
in a situation where  
you are trying to talk to them

and  
understand  
how what  
you do is going to help  
them  
achieve  
their goals.

And like we said  
right  
at the  
beginning of this training,  
**what**  
when you're in that space  
of trying to help  
other  
people  
achieve  
their goals, they're  
going to give you what you  
need to be  
able  
to go out and  
do that.

So as a  
byproduct  
you get  
funded to go racing but  
it's  
helping  
you by those  
list of offers that we have  
at the  
beginning  
where  
you're going, I can do  
this, I can do that, I can  
do the  
other.  
Which  
one  
of those  
meets their problem?

Pain points.  
Okay  
, I think this would  
be a good fit for you.

What do you think

Mr.  
Sponsor?  
And  
all  
of a sudden you're in

a different world  
rather  
than  
as we said before, going out  
with a  
begging bowl  
, asking  
somebody to fund your racing.

And  
then  
some top tips  
about the company search.

Aim for companies that

are  
close  
to your world  
outside  
your racing.

So go for your  
locale,  
go  
for your town, go for your  
county because guess  
what  
?

People want to support  
local  
activity.

I was seeing a sponsor up  
where I  
live  
about a rider  
and we talked and they  
were  
interested  
and we're  
having a chat and they  
said and  
obviously  
he  
lives close by.

And I said  
well  
actually no he  
doesn't  
,

he lives elsewhere.

And you  
could  
see it was a  
real  
downside for them because

they wanted to be supporting  
somebody  
local  
for them.

So make that you know

that

you're  
the local  
boy or girl who races  
in abc,  
championship.

So all Of a sudden you've  
got people that,

you

know,  
the staff want to know  
more  
about it, the  
staff  
want to  
come, to the races

or

watch  
your, or become a follower  
because you're the  
local  
person.

So

really  
capitalise on  
that and aim for people local,  
aim for the  
company  
at the end of the street.

And if it is a

local  
company,  
they may have a  
major  
head  
office, so they might have a  
local manager who's  
running  
the company here, but they  
might have a head office  
that you've  
done  
a good job  
for them.  
And they  
then  
want to get

involved on a national scale  
for  
more  
sponsorship next year.  
So, you know, don't think  
that it's, too small.  
Just  
build and build from there  
with those  
local  
connections.  
The  
next  
thing is target  
companies in a niche.  
If you work in a sector  
currently,  
if you are in  
construction,  
if you are in  
carpet fitting, if you are in  
an  
electrical  
store working,  
all of a sudden start to look  
at the  
companies  
in that  
sector and, approach them.

Hi  
, I am a carpet fitter  
by trade but I  
also  
race at the weekend.  
You separate yourself from  
the herd because you're  
talking  
like  
minded to these  
companies because you're  
in the  
same  
sector and you're  
in the  
same  
world as them.

But  
then  
you go completely  
out of character and go  
racing at

miles an hour  
on a race weekend.  
So  
all of a sudden you're  
in a situation where you  
really  
do set yourself out  
from the rest of  
the competition and they want  
to look after their  
own.  
It's human  
nature.  
We want to  
support  
our own,  
you know, people that  
are doing our  
own  
thing.  
So aim for  
companies  
that  
you are, in that niche with.  
If you're  
already  
working  
or if you're still  
at school or you're still,  
you know,  
not  
at work yet.  
What does your dad do,  
what does your mum  
do  
?  
You know, what does  
your uncle  
do  
?  
Again,  
their introduction to  
you as you know, this is my  
nephew  
who races, but you  
know, you've got that  
connection,  
you've got that  
connection, from the uncle  
and his world and his  
company.  
So

really  
try and leverage  
that because that's  
a  
big  
connection.

And  
also  
if you have a hobby,  
if you have something  
outside  
of racing, you know,  
look at  
companies  
that are  
involved in that hobby.

So you can go, you  
know,

I  
race but I'm  
also  
really into,  
or I'm also working on,  
you know,  
developing  
my skills  
in this area, you know.

So  
all of a sudden that  
company again is seeing you  
as an  
advertising  
billboard.

That's  
like  
minded.  
That's doing something a  
little  
bit different that's  
breaking the mould and they  
want to support  
themselves.

As I say, people want  
to get  
connected  
and work  
with who they feel  
is part of their  
network.

You know, so  
there's  
a, you

know, you know, like  
motorcycles on the road,  
they  
all  
wave at each  
other  
because we're all part of  
that same clan and it's  
exactly  
the same.  
If you're in  
XYZ  
niche, go  
and go and talk to  
companies  
that are in that area.  
Look at trade  
magazines,  
look  
at niche in that sector.  
In the trade magazines, the  
companies that are  
advertising  
and spending  
money already in that trade  
magazine,  
you  
again  
can talk  
the same language to them  
because you go, hi, I  
actually  
work in this sector  
**and**  
this  
is what I do.  
Okay  
, I'm seeing that  
you're spending  
regularly  
in this magazine.  
If I could show you a  
better  
way in being  
able  
to get your  
message out and being  
able  
to  
advertise your product  
through motorsport, would  
that be something of interest

to  
you  
?  
Because I  
actually  
race  
at the weekend  
**and**  
there's  
some  
opportunities  
I'd love  
to talk to you about.  
Again  
you're able to cut  
through an awful lot of  
the  
red  
tape and the barriers.  
**But**  
when you've got that  
understanding  
of their sector  
and you're showing them a way  
to separate  
themselves  
from  
**the**  
herd, a way to be  
different,  
we everybody  
advertising  
that magazine but  
we support a rider who  
gets  
out and does this for us.  
So you increase their  
exposure,  
you help them save  
Money  
**and**  
it funds your  
**rating.**  
And  
also  
if you're employed,  
again when we're talking  
about niches and sector, if  
you're  
employed,  
look at your  
employer, your sponsor may be

closer  
than you think.  
They're spending money  
on advertising,  
they're  
spending money on  
promoting  
their brand.  
Why  
not  
bring it together?  
Why not have  
one  
of their  
people, you know, promoting  
their brand and being a brand  
ambassador  
as well as  
their  
Monday  
to Friday job.  
So  
really  
have a look at it  
from all angles about the type  
of company, what they're doing  
currently,  
what are their pain  
points,  
what do you feel that  
your offers would be  
able  
to  
be able to give them as a  
new  
and innovative way of  
approaching their marketing  
and  
then  
stay close to home,  
use your location, use your  
niche and your  
**sector**  
to  
**really**  
try and make an inroad  
into those  
companies.  
Okay  
, so we're going  
to leave it there.  
Any questions

, drop them  
in the comments below.  
And  
again  
we'll touch  
on this in the coaching call  
to  
just  
get a bit specific  
about your world and how  
that's going to  
apply

.

Okay.  
Speak soon.  
So welcome back to week  
two.  
So we've had  
**a**  
coaching  
**call**,  
we've got an, action  
plan and we are now going  
into  
prospecting.  
So, like any gem that's  
ever  
been found, we have  
to  
prospect  
to find it.  
So back in the, in the  
gold  
rush days, you  
know  
, they  
would look for gold in  
rivers and in mountains and,  
it was the  
prospecting,  
it  
was the searching, it was  
the working that found those  
gold  
teams.  
And so that's  
exactly  
how  
we've got to look for it.  
We've  
got to put in  
the work, we're going to put

in the  
prospecting  
to find, the value at the end  
and the  
sponsor,  
with the money at the end.

So the  
first  
thing we're going  
to do, we now should  
have a nice good amount  
of followers on  
Facebook.

So we're gonna  
build.

Now, you may  
already  
have it,  
so if you've got it, you can  
fast  
forward a little bit, but  
if you haven't

,  
I'm just gonna  
go through the steps of you  
setting up your own  
Facebook  
page.

So you've got your  
Facebook,  
ID  
and your  
profile  
as a person.

You can now set up a page which  
was  
related  
to your  
activity,  
which in this case is racing.

So it's  
going  
to be.  
If you're  
Bob Beckett,  
you've  
got Bob Beckett  
Facebook  
page.

We're now going to have  
Bob  
Beckett

racing, which becomes  
a page, you know,  
becomes,  
an entity in itself.  
So, as you can see, this is  
a  
screenshot  
of my page.  
So I've got  
2,400  
followers.  
And it's all about my  
coaching.  
It's all about my  
coaching  
programmes.  
So the people that are  
following that are  
interested  
or know me  
already,  
you know, they, they are  
interested  
in seeing  
my progress and my activity.  
And  
that's  
what we  
want to build.  
We want to move away from  
your,  
you  
know, your  
family  
**and**  
your friends, which is.  
Which is your normal  
Facebook  
page, and start  
to move you into your racing  
activity  
separately.  
So by you creating your  
own  
name racing  
page  
, you are then  
in a situation where we can  
start to steer some  
people.  
So if you've got a page  
already,

you're ahead of the game and we're obviously just going to carry on pushing people towards that page and we're going to put more content in that's related to sponsorship. But if you haven't got a page, we're then going to go through the steps to get that organised for you. So if you look below this video, you'll see this

,

layout of the steps that you need to Take

to

create your own Facebook page.

Carry those out.

That link is live.

So just click on that link,

it will send you straight to the page.

And , you just then can set up the category that you want to be in, which is either athlete or sportsman, whichever.

And then the name, which is going to be your name and racing, and then

save it,  
we're going to put a  
photograph up there and  
then  
we're going to start to push  
people  
through  
to it.  
So I'll  
just  
show you how  
that works as well if we go  
to my  
actual,  
page now.  
So this is my  
Camino  
coaching page.  
So it's  
everything  
to do with my coaching.  
I've got  
2,400  
followers.  
So they are  
people  
that  
I either know that work  
with me that are  
interested  
in what I do.  
So the content that I put up  
and the  
activity  
that I put  
up is gonna show on their  
timeline  
and  
is  
gonna  
obviously  
be, of interest to  
them or else they would go,  
I don't want to be on this  
page anymore.  
So you've created an  
audience  
by pushing people into this  
page that's  
interested  
in  
your racing

, that's  
interested in your progress.  
And so they become a  
prime  
candidate for us to start  
to talk to about  
sponsorship.  
So how you start to add  
people  
is if you go to this area  
here, the little,  
three  
dots,  
click on that and  
then  
you've got invite to follow.  
So when you click on that,  
everybody  
that you've got as a  
friend in  
Facebook  
that is not  
a member of your  
Facebook  
page, which is not, a follower  
of your  
Facebook  
page, is  
listed here.  
And it won't let you invite  
thousands  
at one time.  
It will do it in  
drips  
and drabs for you.  
But you can start off and you  
can start to select  
all.  
Okay.  
And  
then  
send an invitation.  
So  
then  
they receive  
an invitation that is you  
asking  
them to join your page.  
Now  
obviously  
you're going  
to get friends and

family  
,

neighbours, people  
that you've got  
on  
Facebook,  
which is fine.

We're going to, you know,

that's, that's

good.

And

then

also we're going

to get the people that

we've

just

added as well.

So the people that we've

just

added, we want to That we've

added to your audience are

also

going to get that

invite

to join your racing page.

So we want this picture

to be,

good.

This,

this, if we look

at somebody else's,

that's

probably

.

If we look at

Sam Wilford's

,

this will be a good one.

To choose I think

so.

Sam Wilford

racing.

There we go.

Sam Wilford Racing.

He's got his

logo.

So the big

Bad

wolf is his logo.

So he's got that

as a

cover

page.  
He's got a  
nice  
picture of  
**his**,  
him in team clothing  
and  
then  
he's got what he does  
2021  
so he'll update that  
obviously for next season.  
He's in the firm Repsol  
CEV  
championship.  
He's then got his  
Twitter  
and his  
Instagram  
logos there as well.  
His category is  
sportsman.  
He's  
then  
also got his  
email address as well  
which so somebody who is  
interested  
could follow  
him  
up  
on an email.  
And he's got his web  
page as  
well.  
He's got his web  
address  
which we'll come back  
to a  
little  
bit later  
in the training then.  
Everything  
that he's posting  
here is  
related  
to his racing.  
You know every post is  
relating  
to his racing.  
So he's tagging in the sponsors  
that he's

already  
got.  
You see how  
many  
there.  
He's got the tags  
of the people that are  
already  
involved  
and you know,  
you know the well done  
and the  
congratulations  
and all the bits and pieces.  
So as you can see,  
anybody  
that's a member, let's  
just  
see how many members he's got.  
3100.  
So he's got  
3100  
followers that  
are  
interested  
in his rating.  
So that's  
good  
to know that  
you've got that audience  
and we can start to create  
some  
information  
and create  
a story for that  
audience.  
So  
that's  
our job for today, is  
to create your  
Facebook  
page.  
Okay.  
So any  
questions,  
put them  
in the  
in the  
,

in the comments below.

But  
other

than that,  
get cracking.  
Put some  
nice  
photographs  
and move that  
to your racing page.  
That'll be  
great.  
Okay.  
And  
we'll  
speak to you  
after we have done that  
And  
we'll catch up tomorrow.  
So  
, welcome back.  
So we're now going  
to have a look at  
Linked  
In.  
And LinkedIn is  
probably  
our most lucrative route  
to market for us to find  
decision  
makers, the right  
people in the  
right  
jobs  
at the right times.  
We can go straight to their  
desktop by  
Linked  
In, we can go  
straight  
there and we can find  
the  
right  
people, the right  
marketing director, the right  
managing director  
, the right  
CEO to be able to  
literally  
put ourselves in front of  
their eyes.  
Before LinkedIn  
, you would have  
to ring up  
the company

, speak  
to a receptionist whose job it  
is  
not  
to let anybody through.

So you've  
**got**  
to go, is it  
possible to speak to  
them  
?

What's it  
about  
?

All of these  
sort  
of barriers  
to getting you through to  
speak to those  
right  
people.

So now for us to have this  
as,  
a  
really  
good vehicle  
and a really good route that  
people respect and people  
acknowledge  
and people spend  
time on is a  
real  
godsend  
for us.

So as you can see  
from  
this

,

it's a professional network.  
So  
basically  
it's social  
media for professionals.

It's a  
platform  
that's got  
over  
774 million  
users on it.  
So we are  
literally  
able to go

CEO, of, the  
company  
at the end of the street.  
You know  
, you drive past  
it every day and gone.  
They'd be  
great.  
The  
logo,  
what they  
do, it'd be  
great  
for them  
to get on board.  
Okay, find out who the  
people  
are, who's the  
marketing  
director,  
who's the sales  
manager  
, who's  
**the**  
managing director.  
You can find all these things  
out through  
Linked  
In.  
There's  
a paid version  
which gives you  
more  
access to people.  
But what I'm  
proposing  
is we go  
down the  
free  
version and we  
connect to those people.  
Obviously  
the way you've  
been doing it with the  
50,  
connections a day, to then be  
in a situation that they  
become a  
warm  
prospect.  
We're  
able

to message  
them and let them know  
what we're  
doing.  
So  
let's  
have a look at it.  
So the  
first  
thing as you look  
at my page here,  
is that we've got a  
Messenger  
system inside LinkedIn.  
So we can  
literally  
go, okay,  
if they are  
a first  
level  
contact, so we've connected  
to them, and  
a second  
level  
contact, we can message them  
straight away if they're  
**a**  
third  
level contact, which  
means they're  
three  
people  
away.  
So  
maybe  
the CEO,  
manager and director  
is  
three  
people away.  
**We,**  
we might  
not  
be able to  
message them straight  
away  
,

but again what we look to do  
is we look to connect with  
them, send them a message,  
trying  
to get them connected

Send them a friend request, trying to get them connected so that we can actually end up speaking to the right people. And it's funny, you know, people like to increase their network and again you're doing something that's interesting to them. Hopefully we've done a little bit of homework. We , we're looking at maybe companies that used to sponsor in the past, you know, they used to be in BSB that they used to be in something else previously and we recognise them again and maybe looking to try and get them at your level. Are we looking at them because of the products that they sell ? Are we looking at them because of the contacts that they're in,

you know, haulage,  
plumbing,  
you know, build base.  
These types of people are  
predominantly  
in our sector.  
They  
advertise  
in our paddock.  
So look at their  
competitors.  
Who's a company that's  
already  
doing it then maybe  
a  
local  
company that you know  
that is going right,  
one  
of your competitors  
are actually advertising.  
Why don't you take the benefit  
of advertising your  
products and working with  
me  
?  
So we're starting to build that  
audience through  
specifically  
adding people that  
you think are  
good  
targets.  
This is going to be  
important.  
Good  
job levels, sales  
directors, managing  
directors,  
marketing directors, CEOs are  
who you need to be  
looking  
at.  
Okay.  
They're your  
connections.  
Then  
we can send  
them a message.  
So this is the  
first  
message.

We send this message  
seven  
days after connecting them.  
Now if you're  
really  
organised  
you'll have a spreadsheet  
that  
literally  
is going  
right, I've joined them  
today, this is my  
reminder  
and this turns into a bit of  
a daily activity for you  
maybe to send  
5,  
10, 15  
messages but you're going to  
be  
able  
to copy and paste  
this from the document below  
and  
literally  
just cookie  
cutter and send this  
message  
out.  
So it's going to be a nice  
friendly  
, this is  
who I am and thanks for  
connecting  
me message.  
So hello  
Bob,  
this is  
the person, I hope you're  
well, I wanted  
to thank you for  
connecting  
with me on here.  
I'm trying to increase my  
numbers of  
connections  
to connect with  
business  
partners who may be interested  
in promoting their business  
through  
motorsport.

So in that  
first  
paragraph  
we've gone straight in  
to say  
thank  
you and this  
is the reason why I'm  
connecting  
with people.

Okay.  
So we're  
not  
you know,  
trying to do  
anything  
cloak and dagger here.

We're  
going to get  
a level of  
engagement  
right  
from  
**where**

go.  
I'm looking to connect  
with forward  
thinking  
companies like  
yourselves  
who can recognise the value  
in connecting  
with a  
fast  
paced  
technology  
advanced sport like  
motorcycle racing.

I'm  
competing  
in whatever  
series you're competing  
in and I thought we could  
be a  
good  
fit because.

And this is when we want to  
bring in some  
additional  
information that you know  
about that company because  
I'm

local  
to you and it would  
be  
great  
for the local  
community to have a  
local  
company supporting a local  
rider because you are opening  
a  
new  
site and this would be  
a great way of promoting the  
fact that you're opening a  
new  
site because you have a  
new  
product coming out.  
And I thought it would be  
great  
opportunity for you to get a  
new  
set of eyes on your  
product launch because others  
in your sector are benefiting  
from it because  
ABC company  
have been doing it in the  
paddock for the last  
three  
years and  
obviously  
get an  
awful lot from it.  
And I thought that you'd  
benefit from  
something  
similar  
if we were to work together.  
So that  
paragraph  
is all about  
what you're trying to bring  
and why you've  
selected  
him.  
This is a managing  
director  
again.  
So you  
know,  
at the end

of the day he wants to know  
what's  
in it for him.

He's no fool.  
He's  
not  
sitting there  
going, oh, I've got  
bundles  
of cash to give away.

He's thinking what's  
in it for  
me

?

And you're

supplying

what's in it for him.

In that  
first  
message I would  
love to get the opportunity

to discuss the

possibilities

of how we

could

work

together

to, to separate

your

company

and use their

company name.

Because that's

like

their baby.

So their baby, they want

to see do

well.

Their company

, they want

to see do well.

So

separate your company

name, whatever that is,

ABC Limited

from the rest

of your competitors

in a

new

exciting way.

So that sounds

interesting.

That sounds like it's worth  
exploring,  
you  
know  
, could we  
arrange a good time to speak  
and discuss what is  
possible  
?

I look forward to hearing  
from you  
shortly.

Now that is  
not  
too wordy.

It's  
not  
spending  
too long to read.  
It's going to ping  
on his  
inbox.

Now some people might  
not

receive it, they  
might  
not  
read it,

they might not see it.

Other people will read  
it and

not  
make any action  
from it and the  
last

group will read it  
and do  
something  
with it.

And that's  
obviously  
who we're aiming for.

But there are  
fast  
burners that  
go, yeah, that's interesting,  
let's do something reply  
or there's people  
that  
just  
let it  
simmer

and let me think about it.  
And I've never  
thought  
about going down that route,  
and that's interesting,  
and  
just  
leave it with me.  
And then there's other people  
that either haven't seen it,  
you know, they only check  
their  
Linked  
In, you know, on a  
Saturday  
morning and, you  
know, when they've got coffee,  
in their hands and  
they're  
sitting at home.  
So we don't know  
who we're dealing with.  
So don't get too fixated on,  
I've sent a loadout  
and  
not  
**have**  
responses yet  
because we don't know how  
long  
the burn rate is.  
So we  
really  
got to work on  
letting it get out there.  
Getting  
it out there,  
that's our job.  
Getting  
it out there,  
that's our job.  
And the more people that can  
see this,  
the  
more  
responses  
we're going to end up getting.  
And there are  
people  
that come  
back to you  
six

months later  
from a message that you sent.  
There are people that come  
back to you  
a  
year later.  
And we're going to talk  
about a  
little  
bit  
later  
on  
about how we keep them warm.  
But don't be thinking, I've,  
sent

17

messages out  
this week and  
not  
heard  
a reply from anybody.  
That isn't an actual indicator  
of how  
successful  
you're  
going to be with it.  
It's  
just  
that we're  
dealing with the slow  
burners at the  
moment

.  
You might send  
five  
messages  
out next Monday and you get  
three  
replies  
from it straight away.  
And they're fast burners,  
so you  
just  
don't know  
who you're dealing with.  
So don't worry about it.  
Okay  
, so we're going  
to leave it here and we'll  
catch up tomorrow.  
See you  
then.

So welcome  
back.  
So let's say we get no  
reply  
, which is going  
to be  
fairly  
okay.  
We're  
all  
right with that.  
We're going to then have  
a second  
message  
to send  
10  
days later.  
So we'd started at  
seven  
days.  
This is now going to be  
the  
17th  
day that we send  
him another  
message.  
So this  
one's  
a little bit  
more specific  
and it's Good morning  
Bob.  
Because we're now  
on  
first  
name terms.  
Because he didn't come back  
to us saying, my name's  
Mr.  
Jones,  
we presume we're now  
on first name terms.  
I hope you're  
well.  
I wanted to update you on my  
plans for the  
2022  
season.  
As you  
know,  
I have focused  
solely

on this championship.  
So does he know,  
Is he  
looking  
at.  
He might have gone and looked  
at your  
profile  
now.  
He might have  
checked  
you out  
on  
social  
media, you know.  
So we're now presuming and  
taking a  
little  
bit momentum  
that he's got a  
little  
bit  
more interest than he had  
when it was a blind,  
message  
that he'd never heard from us  
before.  
So I'm solely focusing on  
this championship,  
whatever  
that  
championship  
is this  
year, to allow me to  
concentrate fully on my goal.  
So what is the  
goal  
?  
My goal is to get to the  
TT  
and, and ride the roads.  
My goal is to move  
to  
British  
Superbikes.  
My goal  
is  
to win this  
championship.  
My goal is to just get  
into the top  
10.

Last  
season in your  
championship has been a  
very  
positive step for me.

And  
then  
name your highlights.

So I broke into the top  
10,  
I made the podium  
for the  
first  
time.

I fought for the  
championship,  
whatever it might be.

You are naming your  
highlights.

People want to go  
with  
achievers.

They  
want to go.

They don't know what, how  
the range of that  
achievement

.

They are  
just  
wanting  
to know that they're talking  
to somebody who's  
acknowledging  
the fact that  
they're achieving  
something.

So even if you are  
saying,  
you know, I broke into the  
top  
10

for the first time,  
which is a highly  
competitive paddock, you  
know, I'm

44  
and I'm beating  
guys who are  
21,  
somebody's  
going to connect to that, a,

44

year old or a 54 year  
old,  
managing  
director is  
going to connect with that.

Well done  
, you're knocking  
down these young guys.

Let's get out  
there,  
let's help you.

That's  
the type  
of thing we want to do.

So your story, your highlights,  
your  
championship,  
but we  
don't spend too long  
**in**  
it.

That's the Thing we don't  
spend too long in it.

Alongside  
the racing, I've  
been able to secure a number  
of  
exciting  
opportunities  
for business partners who  
come  
on  
board with me this  
season and as a leader in a  
successful  
business, I would  
love to get your  
feedback  
on  
them.

So we've tilted now we've  
changed  
a little bit  
to try and get his opinion.

We want  
feedback.

Number  
one,  
sales team  
incentives competition  
for your sales team to win

a weekend at the races.  
See behind the scenes meet the rider and VIP hospitality through the circuit owner.  
We can find out the cost of that and we add it to our package but that's what we're initially starting to really try and get his juices running about how this might work for his company.  
Okay.  
And the VIP hospitality is always a nice one where he thinks I'm going to take my sales manager and me and the wife.  
He wants to enjoy the day.  
So that's the type of thing we're trying to give him the picture for.  
Second one is a meet and greet your team, the rider and the bike to visit your head office and talk about the

challenges  
of a race  
weekend  
**which**  
are  
very  
similar to the challenges  
in business.

So what we're  
basically  
doing  
is we're offering to arrive  
there with the motorbike,  
have a  
motivational  
day  
with  
them

, get to know the team.

Sam Wilford  
did this with, a  
sponsor that he had, went  
to their sales team, sat

**him**  
down  
with them all,  
they're  
all  
asking him lots  
of questions, you know, so  
again, it doesn't have to  
be too formal, it can be  
relaxed.

The bike can  
just  
be outside  
in the van and  
you're  
going  
to wheel it out  
**and**  
show them  
in the car  
park,  
you know.

But again  
, it's something  
different for them.  
It's something that when  
Sam  
did it, they were so  
impressed,

you know, the guys  
that were working on the  
sales, you know, floor was  
so  
impressed about what the  
company was  
supporting  
and so  
they started watching his  
racing and they're starting  
following  
**them**  
on social  
media.  
So  
it's  
all a win, win,  
win when  
you're  
,

when you're offering  
yourself out for those  
sort  
of aspects because again,  
it's something different that  
they're  
not  
used to.  
And the last  
one,  
I've also  
spoken to the organisers who  
have known for a  
number  
of  
years, so it's making it  
sound like you're  
connected  
in the paddock and you can  
make things happen and  
manage to secure  
exclusive  
trackside  
advertising  
space  
for  
**the**  
season.  
On selected events, this  
is  
highly  
visible

for the numbers of attendance.

So the

5,000

people, 10,000

people,

1,000

people

doesn't really matter.

It's still

highly

visible

wherever you're going racing.

And the physical crowd that's there of,

let's

say 5,000

people, plus

YouTube

streaming, which can go to,

you

know,

millions

over a

few years and

obviously

TV

audiences, if you're racing

in a

championship

that's got

TV coverage.

So

all of a sudden he's

going, well,

you know

, if

we got involved we could

actually

be advertised,

you know, trackside.

And

you're

all, you're trying

to stroke his ego here, you're

trying to get him interested

in his company,

his

baby

,

remember being promoted in a

brand new way just because

he's now got a friend called

Billy  
who rides  
motorcycles

,

who's going to give him all  
these things.

And that's what you've  
really

got to try and get  
across

is

he's now going to have a  
friend in the

paddock

who

goes, you've got a  
new

promotion coming, let's try  
and do something for you, your  
best salespeople, let's give  
them

a

weekend, they're going  
to remember and  
celebrate.

So you're in a situation

where you're

facilitating

all these

things

that he

never would have got

if he wasn't connected to you.

Okay, so we

just

close up

with, could we arrange a call

to have a chat and see

what will suit you

best.

I look forward to hearing

From

you shortly.

Speak soon,

Billy.

So you're in a situation

where again,

you're

getting

those juices flowing

and you're getting in.

Now we've gone

high  
level  
there, they're  
all  
going  
to cost something.  
You need to go to  
the  
organiser  
and ask how much  
that's  
going to cost.  
You need to find out how much  
hospitality,  
**is**  
going to be,  
a third  
party hospitality  
that's laid on at the  
circuit.  
All of these things are  
all chargeable,  
you  
**know**  
,

all you're doing  
is facilitating it.  
It'll be  
all  
part  
of the package.  
But we've gone  
high  
end here,  
we've gone to try and  
massage  
his ego and him go, yeah,  
this would be better than  
just  
a sticker on the bike.  
That's  
what we're trying  
to get him to buy into.  
So  
again  
we're hopefully  
going to get response.  
If we don't get a response,  
it's still not a problem.  
So  
Sam Wilford  
has got a 5,000

pound sponsor who didn't  
answer for many messages.

His  
third  
or fourth message  
before

**he**  
got an answer  
from him but at that point  
the guy was  
ready  
to go.

And guess  
what  
?

We're going to look at  
the  
message  
that he sent that  
got the  
response  
now.

So message  
three,  
10  
days after that.  
So we've gone  
seven  
days,  
17 days, 27 days.

Okay, so we're  
not  
bombarding  
him with messages.

He's  
not  
like his  
inbox is full.

But we don't want it  
to be forgotten either.

We don't want to be, oh yeah,  
I saw that guy  
months  
ago.

Plus at this time we  
might  
be trying to get  
ready  
for the season.

So  
we've  
**got**

to keep  
it, you know, we're  
going to get people on board  
in time as  
well.

So  
we've  
got to keep it.

Not  
bombarding him  
but definitely  
keeping the tempo.

So.

Hi,  
Bob,  
this one's  
a lot more informal.

Hi,  
Bob,  
I wanted to share  
with you a  
recently  
launched club which will  
be your race number.

So if you race number  
99,  
it's number 99.

If you race number  
three,  
it's number three.

But don't race number  
three  
because you'll  
realise why in  
a second.

This club gives people  
the  
opportunity  
to get  
involved  
and help me with  
my races and  
also  
get  
behind the scenes footage.

Please take a look  
at the ways to get  
involved.

You could be a  
lucky  
winner  
of a custom

designed  
race helmet in the draw  
at the end of the season if  
you become a VIP  
member.

So 35 pounds, because

this is

Sam's

and he's

number

35,

joins and gets

you the following.

So you

could

make that

£50.

So if it's your

number,

you can make it your number

69,

75, whatever, you

can make it that amount.

If you've got a really low

number, I would just

not

name

it your number because

this is called the

35

Club.

I

would

name it your team.

Bob Beckett Racing.

That's

what I would name it.

And make that

£55

or

something, make it enough

for you because if it's

only

getting

three

or four quid,

if you're a three or

four

number racer, you're

going

to struggle.

So this case it's

£35  
to join  
and it gets you the  
following  
race weekend report.  
So he does a race  
weekend  
report  
exclusive  
for the team,  
for the members.  
Five  
of the best hand picked  
high  
res  
photographs  
from each race weekend.  
Some  
people  
love that.  
They  
just  
love the pictures.  
A team sticker which  
again  
you can get  
done  
by  
a local printer or whatever.  
Discount off team clothing  
accessories  
if you have it.  
Maybe  
you do a hat, maybe  
you can do you know, a badge  
on  
something,  
you know,  
you can have a look at that.  
It's  
not  
too much money,  
you know, to get a hat  
embroidered  
or whatever  
with your logo and updates  
and  
exclusive  
insights.  
So that's for  
all,  
that's

for everyone that joins.  
But for the VIPs out  
there,  
we  
have something  
really  
special.  
The vip club is  
£350  
and this  
is where his  
sponsor  
came in.  
He came in at  
350  
and then  
ended up paying 5,000.  
So that's the  
possibilities.  
And you get to add your  
own  
signature to a  
specially  
designed crush helmet.  
Now he gets a sponsor crush  
helmet,  
which  
is painted  
by that sponsor as  
well.  
So it's actually,  
easy for  
Sam  
to do.  
So this might be a  
little  
bit harder for you to do.  
But again  
, I think it's worth  
going down that route  
of trying to find  
something  
that you can have as  
an  
individual  
thing that runs  
for the whole season.  
And  
then  
he'll wear it  
at specific rounds so it's  
visible,

it's been  
photographed and, whatever.

And  
then  
at the end  
of the season,  
somebody  
gets  
the chance for that  
to be drawn out and wins  
that, crash  
helmet.

So that got him the  
350vip

,

level starting.  
So you can see that  
we've gone  
high.

Do you want your  
whole,  
company, advertised  
at the side of the track or do  
you want to just give me  
35

pounds to get involved and if  
you want to be a  
vip

?

So what we've  
really  
done is  
we've given sort of the  
different layers  
, we've given  
the different options that  
were available for

Bob,  
who  
we don't even know, we've  
only met him on  
LinkedIn

,

we've only  
**done**  
a bit of  
homework and we want to be in  
a  
situation  
where we're  
trying to offer him and let  
him know what's

available.  
So this is how we're going  
to deal with the  
replies.  
So the  
first  
thing is we sent  
a message out, message  
one,  
and we get no reply.  
So we get no reply in  
10  
days  
later we're going to send  
message  
two  
and then, seven  
days later after that, we're  
going to send the message  
3  
and  
we're  
going to see how  
that goes for us and we'll  
review on our  
coaching  
calls,  
see what the response rate is  
like  
and then we can start to  
adjust.  
We might come up with  
a fourth  
and a fifth.  
If we feel that  
with  
something  
relevant  
happening, maybe you're now  
fighting at the  
Frontier  
Championship and that  
becomes an update for them,  
maybe  
you're signed for a  
team for  
next  
season.  
And that  
becomes  
an update for them.  
So

we'll  
work out  
how it's going to work for us.

Then  
we get a no reply.

Not  
right now.  
It's the  
wrong  
time.

You should have  
contacted  
us

last year when we're doing our  
budgets,  
whatever the excuses  
are, we're  
**going**  
to have  
a  
response  
that is no problem.

Can I keep you updated  
with my  
progress  
through  
the season and if so,  
what's your email  
address  
?

So we're going to push  
them  
then  
into  
a gathering

,  
into a corral where we  
can  
then  
keep them warm  
and keep them updated.

So they joined our  
updates  
and we're going to be  
able  
to keep them updated.

But it's  
not  
a problem.

They've said no, it's  
not  
a problem because believe you

and me, we're  
better  
off with  
that response  
**for**  
,

for us then  
to start to cultivate them.  
They  
then  
start getting  
interested and we can  
get them  
later  
on.  
And  
then  
the ones that we  
really like are the ones that  
give us an interesting  
reply

.

That sounds  
interesting.  
How would it  
work  
?  
You might get an instant  
how much is  
it  
?  
Either way  
, we want to come  
back with a measured response  
which is can we have a call  
to discuss it  
further  
?  
And  
we'll  
talk about the calls  
and the meetings  
later  
on.  
But that's  
literally  
how we're  
going to attack  
Linked  
In.  
And as we attack  
Linked

In,  
we're going to be getting  
the  
right  
people, the right,  
We've got people with money,  
companies  
have got money to  
spend, they've got  
marketing  
budgets to spend and that's  
who we want to be  
talking  
to.

And as you  
develop  
this,  
you're going to learn what  
type  
of responses  
, you're  
going to learn what type of  
questions you get and we  
will get  
more,  
more  
knowledgeable about how we  
respond  
and how we deal  
with these people.

Okay  
, so that's how  
we're going to do it.

Okay  
, so we're going  
to leave it here and we'll  
catch up tomorrow.

See you  
then.

So  
we're  
back and we're  
gonna have a look here.  
I'm on a website called  
mailchimp  
and what  
we're  
going  
to do is we're going to  
obviously  
push these people  
into a mailing list.

So we're going to say  
no  
problems  
if it's  
not  
for you right now.  
Fully  
appreciate that.  
Are you  
okay  
if I keep you  
updated on my progress through  
the season and if so can  
I get your email  
address  
?  
So we're going to get the email  
addresses  
and  
then  
we're going  
to put them into mailchimp.  
**And**  
mailchimp is a free,  
again  
you can pay for it but I  
would say go for the free  
one.  
And it's a  
free  
bulk mail  
platform so you are  
able  
to  
engage with all of the people  
that you've put on that list  
with the  
emails  
and let's face  
it, we can go back to  
Facebook  
as well.  
From the  
people  
that have gone,  
you know, we've had  
some interaction with or  
they haven't gone for the club  
or they haven't gone for  
the who  
do you know?  
And go

, I'm doing a newsletter  
on my with  
regular  
updates.  
Would you like to get  
involved  
and if so could I  
get your email  
address  
?  
So they volunteer their  
email address because  
obviously  
now there's  
a  
lot of  
with gdpr there's  
a  
lot  
of opt ins and things.  
So the fact that they  
volunteered  
their  
mail address is  
great.  
And  
then  
we then create  
a list, a mail list to be able  
to  
then  
contact them all  
at the same time.  
So you've  
done  
a race, weekend,  
let's say on the  
Monday

.

You're able to  
then  
take some  
photographs from the weekend,  
do an  
overview  
of what  
happened on the weekend.  
You've got your list of  
10,  
20, 50, 100, 500 people that  
have given  
**them**

their names  
on your  
mailing  
list.  
You make  
one  
email  
that's got  
**a**  
nice layout.  
It's all a  
little  
bit different  
to the  
normal  
look  
**in**  
email.  
You can create the  
layout,  
you put in your  
pictures  
and you can put in.  
There's an  
opportunity  
**to**  
get involved in the club.  
There's an opportunity for  
a sponsor at the  
next  
round.  
You know  
, you can put in all  
those types of information  
and then you press  
one  
button  
of send and it goes off to  
all  
of the people on your list.  
They don't know that it's  
gone to everybody else.  
They only receive  
their  
one  
version.  
It doesn't have a whole  
list of people.  
And it's a  
really  
good way to  
keep that

newsletter  
and that  
update happening for no cost.  
There's a  
little  
bit of setup  
in importing the list  
to begin with, but it's  
free  
from mailchimp, and it  
works  
really,  
really well.  
So I would  
strongly  
suggest  
that you sign up for this  
and you can  
then  
run  
through the login and start  
to import and ask people  
for their email  
addresses.  
And so  
that's  
the people  
that have gone,  
no,  
not  
yet, not now.  
Those are the  
people  
that have  
said no, I'm  
not  
interested.  
Guess what  
, we're still  
having a bite  
of the  
cherry  
with them.  
We're  
still  
having  
an opportunity to  
keep them warm.  
We  
still  
have an opportunity  
for them to be interested

and to go, oh, I didn't  
realise he was doing  
XYZ  
or  
I didn't realise he  
achieved this or I didn't  
realise they were racing at  
this track.  
So you're  
able  
to keep  
them updated, keep them  
warm  
and start to.  
So when it comes to  
next  
year  
and you are  
starting  
to talk to them about  
the chances of them coming on  
board, they're  
already  
aware  
of what you're doing.  
They're  
already  
aware that  
you've got A, B and  
C  
company,  
they're already  
aware that you've got  
Bob and  
Beckett  
limited.  
They know  
that.  
So guess what,  
they're  
coming  
to a  
party that  
, that's  
already swinging as opposed to  
a fresh start from  
zero  
again.  
Hi, this is  
Bob.  
I'm interested in  
knowing

if  
you might like to get  
anybody  
you know or I'm sending  
you the message on LinkedIn  
regarding  
getting involved for  
a like minded company.

You're  
not  
starting  
from scratch, you're starting  
from  
a  
year worth of  
warming them up  
and keeping them  
interested.

So if they haven't opted,  
they can opt out from every  
single  
email that comes.

So the people that go, I do  
not  
want to be on this mailing  
list  
anymore,  
guess what,  
they've gone cold there.  
I'm never going to  
support  
this guy.  
I'm never going  
to be  
interested.

So no point in us  
wasting  
energy and time on them.  
But the ones that have  
stayed  
in it and you  
actually  
can get to see who's opened  
the email, who's read,  
certain  
aspects of it.

If  
you've  
got a link in  
there,  
who's, who's opened the link.  
So

all of a sudden  
you can start seeing  
who's getting  
warmer.  
And the  
people  
that have  
stayed in your group, stayed  
in your  
Facebook  
page, stayed  
on your LinkedIn  
connection,  
stayed in your mailing list,  
they're the ones that we  
definitely  
want to talk about  
next season.

Okay  
, good.  
So that's  
mailchimp.  
I'll put the link  
below  
for you  
to go to it and we'll speak  
speak on the next  
one.

Cheers then.

Bye.

Bye.

You've used lots  
of  
different  
approaches,  
in the last year or  
two.

So what do you  
think  
has been the most  
powerful approach for  
you  
?

Yeah, the most powerful  
one

I  
would say is using  
Linked  
In.

I've used  
Facebook  
and Instagram and all

the  
other  
social media, apps  
that everyone uses.  
But  
LinkedIn  
Seems to have  
the most  
business involved  
,

people that want  
to grow their business  
in  
one  
direction or another.  
And it's the  
easiest  
way to get  
to the right person.  
Whether it's you trying to get  
to the  
marketing  
director  
or the managing director  
of a company, you can  
actually  
connect with them and  
then  
send them a message.

Whereas  
on  
Facebook  
or by  
email you're just going to  
hit a person that's  
working,  
that  
gets loads of  
these kind of  
messages  
and  
they've  
just  
sending an  
instant reply.  
Whereas if you  
message,  
the director of the company  
might have an interest  
in  
motorbikes  
and it might be

of  
interest  
to him.  
Whereas you might  
not  
even get  
to that point through  
Facebook  
or whatever other  
application you're using.  
Whether it's an email  
you send into the  
company,  
gets you  
more  
to the,  
to the right person.  
LinkedIn  
, you started like  
everybody else is  
going  
to do.  
You opened your account  
and you had  
zero  
connections.  
What did you  
do  
?  
Yeah,  
first  
goal was to get  
to 500 connections.  
So I wasn't too fast about  
who I'm connecting  
with as long as they're  
involved with  
motorsport.  
So I wasn't directly looking  
at trying to connect with  
every company  
director,  
out  
there or marketing manager.  
But just  
**getting**  
to that  
500  
connections  
just  
helps you  
be more, more credible.

Yeah, and once you've  
got  
500  
you might have  
2000  
connections.  
No  
one  
knows that but it seems  
to be you get  
a  
lot more like  
everybody else on this course.  
You started with a  
Linked  
In,  
brand new account  
with  
zero,  
connections.  
What did you do from  
that point  
onwards  
?  
Yeah  
, the most important  
point was to get to  
500  
connections at first, which  
isn't that easy.  
But  
once  
**you**,  
you start  
connecting with the  
right  
people that are involved in  
motorsport and  
**are**  
enjoying  
the  
same  
thing that you're  
doing, it's you start to  
build a  
good  
network.  
Once you get to that  
500  
market, I started looking at  
more  
more looking at more,

more at  
companies

,  
that I wanted to get on board.

So I'd look up,  
let's  
say,  
Dane Easy and I'd look for  
the  
marketing  
manager who's  
going to be dealing with  
sponsorship  
rather  
than just  
sending an email  
**and**

I'm  
already  
dealing with the  
right person or even the  
company  
Director

.

Again to  
500  
connections is,  
your credibility  
and you get  
more  
responses  
from that I found.

Okay  
, okay.  
And then.

So the initial people  
were  
just  
related to racing or  
teams or what were the initial  
500  
people that you sort  
of just built your,  
your initial contacts  
through  
?

Yeah, I mean the  
first  
500 were  
just  
first  
of all friends

I suppose, because they're  
the  
easiest  
to connect with.

Then  
once you connect with  
your friends who are going  
to be  
probably  
where the  
sponsor you're trying to  
get, whether it's  
motorsport, whether they're  
going to be based  
around  
that  
, and then from that  
you're going to be getting  
suggestions for  
other  
people  
that are interested in that  
or are doing the  
same  
thing.

And once you, once you get  
to  
500  
then you've got  
a  
good  
base to start from of,  
okay, who's coming  
up, who's, who's  
this  
?

And you  
just  
get, you just  
get good suggestions  
*in*  
of whether it's people  
working a  
certain  
company.

And  
then  
because you're  
starting to, you're starting  
to connect with  
marketing directors or  
company

directors,  
you get  
more  
of them suggestions.  
But  
first  
of all it's  
just connecting with people  
in the  
right,  
in the right ballpark.  
And then  
, and then you start  
looking at getting it a bit  
more,  
directing it a bit more.  
And you've dealt with  
a  
lot of directors  
in this last year or  
two.  
Now your  
communication  
level  
is with managing director  
level, isn't it?  
Yeah.  
And to be  
honest,  
that's the best  
responses I've had  
really.  
I think  
all  
of my sponsors  
or most of my  
sponsors  
from this year has come from  
sending the director  
a message and  
then  
jumping  
on the call with him.  
And because he's  
interested  
in what I'm doing and wants  
to get involved, it's  
a  
lot  
easier to make that call  
then  
rather than a company,

a marketing director that  
wants to do  
one  
thing and  
then, you got  
**to**  
go for  
a  
lot more people before you  
get approved.

If you go  
straight  
to the  
director of the  
company

,

he's got a lot easier call  
to make than going through  
five

other people before he  
actually

**get,**  
might  
not  
even

get to it.

But yeah  
, this year I've  
focused a lot more on  
just

dealing with the right

**person**

rather than sending out  
a

thousand

messages to Whoever  
and probably  
999

of them come

back without a response or  
saying, sorry, I can't

,

I

can't help you.

Yeah, no, it's crucial,

isn't it to get

to the

decision

maker.

And

that's

why I think you

found email was  
not  
as strong  
because the emails are going  
to anybody and  
everybody  
in the country in the company.

Yeah  
, I think emails are easy  
to dismiss.  
It's easy to either  
not  
reply to it because  
the email you send, you don't  
know where it's gone.  
You might, it might  
not  
have even arrived.

So if you don't get a reply  
from it, you think, oh,  
you don't really know  
what's happened with it.

**But**  
at least on  
Linked  
In  
you get a message, he's  
seen it, he's  
not  
seen it,  
he's read  
it  
, you get  
a bit more of a direction.

Whereas  
all the emails.  
We sent out,  
a  
lot of emails  
last few years and I've  
never had a good,  
response.

Or  
maybe  
they say, okay,  
we'll forward it on, but you  
never hear  
back  
from  
them because  
**we**  
don't

actually know whether they forwarded that message on.  
So, Yeah, I found  
Linked  
In  
being a lot better for getting  
the responses and  
actually  
talking to people and, the response rate coming back from  
Linked  
In, obviously there  
isn't an average time, but generally it's, how long do you have to  
wait  
?  
Could be  
five  
minutes, could be  
a day or could be  
a few  
days.  
Normally it's not more  
than  
a few  
days.  
If it's more than  
a few  
days  
**and**  
you kind of get, you probably won't get a response from them, but it doesn't mean that they're not going to respond to you at another time.  
It might be just that they're not using LinkedIn at the time.  
Or  
, maybe they've got a load of messages on there that they haven't opened and yours  
**is**  
slid out

of the  
important  
ones.

Whereas  
, you might message  
them again after a few weeks  
with  
another  
update on what  
you're doing and you might  
get a  
response  
from  
them  
then  
, because it's popped up  
then.

But no  
, generally  
anything over a few days is  
normally  
, gone missing.

And the, you know, the  
system  
that you've  
used  
, do you  
feel that that would apply  
only at your level of  
racing  
?

Because  
obviously  
people  
watching this are going to  
recognise  
that you're racing  
at a,  
you know  
, Junior  
World Championship level.

Now  
, do you think it applies  
only to you or  
**would**  
it apply  
to somebody just starting out  
at clubman  
level  
?  
Start at, you know,  
somebody

in thundersport, somebody  
in

Moto America?

Would it apply to them as  
well

?

No

, because at the end  
of the  
day  
, it's what  
the company's interested in.

I mean

, I've had a lot  
of responses this year that  
people don't want to  
sponsor me because they're  
already

helping people in  
on a national level.

So

,

and

then

if I think if I  
was on the national level,  
maybe  
I'd have more sponsors  
this year rather than being  
international because my,  
most

of my bases is

British  
based

because obviously a lot of  
Spanish companies don't speak  
English or it's  
hard  
to get a  
response from them.

So, yeah, I think,

it

depends

where you are

and what

you're  
doing.

I don't think it makes  
a difference whether you're in  
thundersport or BSB or  
what I'm doing in  
Europe.

It's  
maybe  
if you get to  
a world championship level it  
changes  
because of the amount  
of people, that watch it  
and how  
big  
a promotion it is.  
But yeah, I think at the  
level,  
at this level it's  
more  
people that want to  
support you and want to see  
you  
progress  
and want to get  
a bit of brand exposure from  
it, but  
also  
want to enjoy  
what they're  
spending  
their  
money on and yeah.

Okay  
, so welcome back.

And your  
Facebook  
page should  
now be up and running  
and we've  
invited  
and started  
to invite people into it.  
So that becomes our  
audience.

We're starting to gather  
like  
minded people who are  
interested  
in your racing  
into a space where you can  
communicate  
with them.

So  
we're  
going to be doing  
some posts and activity  
to keep them interested

but we're  
also  
going to start  
to message them as  
well.  
And we're going to use  
the power of your  
own  
network.  
Now you are  
connected.  
If you open your phone  
now and go to your  
contacts,  
you'll see  
just  
how many people  
you've got connected to.  
Mine is  
918.  
There's  
918  
contacts  
in my, in my phone.  
Yours might be  
200,  
it might be  
a thousand, who knows.  
But the  
main  
thing is that  
network are  
all  
people that  
you know and know you.  
They're people that  
understand  
what you're doing.  
They  
maybe  
are  
already race fans.  
The  
biggest  
problem that you  
have got is that you're  
already  
racing, you're  
already on the grid so you  
don't look like you need any  
help, you don't look like  
there's an opportunity to

get involved.  
So what  
we've  
got  
to do is we've got  
to start to communicate  
about the  
opportunities  
that we've got.  
And there's a  
difference  
between how we do that with  
people that we know  
compared  
to  
complete  
strangers and  
companies that we'd like to  
attract to be  
sponsors  
in  
the future.  
So this module we're going  
to be  
looking  
at how we  
deal with our  
own  
network  
and how we overcome that  
problem of looking like we  
don't need any help and  
actually  
tastefully and in  
the right way, letting them  
know there's an opportunity  
to get  
involved.  
So there's a thing called the  
six  
degrees of  
separation  
and  
it's a, it's a concept that  
says that  
all  
people on the  
planet are fewer than  
six,  
connections away from each  
other.  
So

basically  
the chain  
of a friend of a friend  
can  
actually  
lead you  
to anybody on the planet.  
So if you wanted to find  
and  
connect  
with  
Tom Cruise,  
you potentially could  
work that out in  
six  
or less  
people that they know.  
Somebody, somebody who works  
at  
Universal  
Studios,  
somebody at  
Universal  
Studios  
knows the next door neighbour  
of the cameraman that works  
on  
Mission  
Impossible.  
And you know, so it  
just  
works  
that way, it works in the  
connections  
of everybody  
else's connections and that's  
what we need to tap into now  
as  
well  
and  
really  
start to  
use the elements of what, you  
know, your own  
Network  
has got  
lying dormant.  
Because we haven't really  
put the message out that we  
have got an  
opportunity.  
So we're going to use,

a  
system  
that we've used  
with  
Sam Wilford.  
And  
, it's a real basic  
system just starting from  
ground roots and it's  
really  
just trying to get  
people's attention  
, trying  
for the sort of really  
interested person to rise  
to the  
surface.  
So we're  
not  
going  
granular here and going  
into  
a  
lot of detail.  
We're  
just  
literally  
getting out there.  
So don't procrastinate,  
don't put it off.  
I'll do it  
next  
week.  
I've  
only  
just added  
these people to the group  
so they shouldn't get  
a message the same day.  
That's  
just  
your, comfort zone,  
kicking in and trying to  
put off what needs to be  
done.  
So don't overthink it.  
Just  
literally  
**come**  
copy and paste the message,  
and get it out to the  
people.

Again  
, really important.  
50  
messages a day  
is all you can do.  
It sounds a lot,  
50  
messages, but you can actually  
get through  
50  
really, really quickly.  
So  
50  
is all you can do.  
On  
Facebook,  
you will get  
blocked and they'll block you  
for  
a  
week or a month in some  
cases if you are seem to be  
not  
adhering to that rule.  
So don't hang yourself up by,  
getting caught out.  
Just stick to  
45  
to  
50 a day maximum.  
And that will  
just  
keep you  
under the radar and keep you  
able  
to carry on the posting  
and carry on the  
messages.  
So  
basically  
we're going to ask  
your network that have joined  
voluntarily,  
they've joined.  
Well,  
first  
and foremost  
they've got a message  
from you to say, hey, why  
don't we connect  
on  
Facebook

and be friends?  
And  
they've  
said yes to that.  
Then they've got a message  
from you that says,  
why  
don't you join my racing  
group, my,  
Facebook  
page.  
All  
of a sudden they're into  
a racing environment,  
okay  
?  
So they see that  
you're  
a racer, they see what  
championship  
you're racing in,  
they see that activity.  
If they are  
not,  
interested in  
motorsport, don't have the  
 slightest  
interest in racing,  
they're  
**going**  
to  
politely  
go,  
thanks very much indeed, I  
don't want to be a member  
here.  
You won't even see them  
log out and unfollow you.  
**And,**  
and so it's  
not  
a problem for them  
to be  
able  
to do that.  
If  
they've  
stayed, they've  
stayed for a reason.  
They've stayed for an  
interest,  
they've stayed

for Your purpose, and that purpose could be entertainment , that purpose could be, you know, they're quite thrilled to be talking to a racer. We get , very de sensitivized about the fact that we're actually dealing in a really exciting sport. And you know, for people that are, you know, sitting in front of a computer all day or, you know, working in a factory, to actually be out on a motorcycle around a racetrack, you know, competing with other people or just testing or whatever it might be, it's almost like a dream come true for them. So for you to be somebody they can follow and feel attached to and feel connected to, that's a bit of a buzz for them. So we can be, you know, well,

they're  
not  
going to be  
interested  
or, you know, I've  
got nothing to offer.  
But it's the  
opposite  
way  
**around**  
when they're  
going,  
oh, I've got this guy who's  
racing in, Thundersport  
and he races a  
600cc

I mean that must be  
quick.  
And you know, these people  
are  
interested  
for a reason.  
So let's  
not  
again, overthink  
it and try and work out  
**all**,  
you know, they don't  
really, they're  
not  
really  
interested in supporting me.  
They're  
not  
really interested.  
They're  
there for a reason.  
They're there that you  
can  
easily  
click and say,  
no, I don't want to be part  
of this anymore.

**But**

'  
but if they are in it and  
they are enjoying it and  
they're seeing your content,  
seeing  
your posts,  
especially

the ones that are liking it,  
especially  
the ones that are  
giving you a comment, those  
people  
absolutely  
are there  
for a good reason.  
So we're going to use  
the who  
do they know?  
So we're going to put in  
a  
message  
to them.  
Okay,  
so  
this is the message,  
this is the template that  
you're going to have as a  
download below  
so  
you can  
copy and paste it and  
basically  
you just need to  
insert  
a couple of things  
here that are going to be  
making it  
applicable  
to you.  
So.  
Hi  
, whatever their name is.  
Hi  
Bob,  
I hope you're well.  
I  
wanted  
to thank you  
for joining my racing  
Facebook  
page.  
I'm  
, really pushing my  
social media following  
this season  
to help attract  
sponsors  
and partners who will be  
interested

in supporting  
me and getting  
involved  
in my racing.  
So  
right from the word go,  
you're putting it out there.  
Right from the word go  
you're  
saying thank you.  
It's  
really  
great to have on  
board because you're actually  
helping me with  
**the**,  
my pushing of my  
social  
media.  
So all of a sudden,  
you  
know  
,

that you're right out there.

There's  
no hidden agenda here.  
You're  
letting  
them know,  
why what this page is for  
this year has shown me  
that I'm  
able  
to take my  
racing to the  
next  
level.

Now that might just mean  
that you got,  
you  
know,  
a  
higher,  
position  
than you got last year.

It  
might  
mean that you  
got a pb, it might mean  
that you did, you know,  
get on the  
podium.

I don't know at this stage  
what your individual  
successes  
were in the, at the  
end of the  
module  
, we'll  
definitely stress test that  
and put in those  
elements  
so  
that we've got that.  
But we want to be  
basically  
getting people  
to join into a  
journey.  
So the  
message  
here is  
giving them the information  
of the journey.  
Okay  
?  
So this year shown me that I'm  
able  
to take my racing to the  
next level and achieve my  
goal in  
2022  
of and  
then  
insert your goal of getting  
into the top  
10  
of winning  
the championship, of moving  
on to another championship at  
the end of this year, you  
know,  
whatever  
it might be,  
Sam Wilford  
is to get to the  
MotoGP paddock.  
You know  
, he's telling  
everybody in the conversations  
that  
he has  
, I want people on  
board that are going to help

me to get to  
Moto  
GP paddock.  
So, you  
know,  
let's face  
it, you know,  
people  
want  
to be part of a goal.  
They want to be part  
of something that's  
happening.  
They  
want to be part  
**of.**  
They're in their  
humdrum,  
world in their opinion.  
And to see somebody that's  
getting out there and saying,  
this  
is what I want to  
achieve  
and I'm putting a stake in the  
ground about the goal that  
I've got is  
quite  
refreshing  
and  
quite  
motivating for them  
as well.  
So my goal, you insert that,  
whatever  
your goal is, and to  
achieve  
that, I will need  
to work  
hard  
and also  
have good people around me.  
So I'm looking to attract  
sponsorship  
partners  
to help me achieve.  
And again  
, your inserted goal.  
So  
twice  
you're saying,  
this is why I'm

doing it  
,

this is what it's for.  
I want to win this  
championship,  
I want to break  
into the top  
10,  
I want  
to be a podium  
contender,  
whatever that is.  
And we'll stress test it  
in your coaching,  
call  
at the end of the  
module  
to make sure we're getting  
the  
maximum  
out of that.  
So  
then  
the next  
paragraph, their name.  
So back to  
Bob  
again.  
Bob,  
can I ask you,  
who do you know who could be  
in a position to take  
advantage  
of an opportunity  
to get  
involved  
and support Me going forward.  
So we've taken all the  
pressure  
off up until this  
point.

**He**

might be reading going,  
oh  
he's  
going  
to pitch me now.  
We've taken all the  
pressure  
off by asking  
him who does he  
know

?  
So what's in his  
Rolodex  
, What's in his  
918  
contacts in his phone?  
So who does he know that  
could  
be interested  
in wanting to get on  
board  
?  
I've created  
different  
packages depending on the  
level of interest and  
investment  
to offer the  
opportunity to people to join  
simply  
at a race fan level  
who want to have access to  
the  
paddock  
and get tickets  
to the races and to be part  
of team and  
then  
your name  
Team  
Bob Beckett Team  
Crave  
Me youe Head Going right  
up  
to business owners who want  
to share their brand image in  
my team on my bike, my  
leathers  
or my helmet in an  
exciting,  
highly  
visible  
technological sport.  
I would  
really  
appreciate  
anyone you could think  
of Bob to be  
able  
to offer  
them this opportunity.  
I look forward to hearing

from you  
shortly.  
Many thanks  
Craig.  
So  
we've  
asked for it,  
we've put it out there  
but we haven't gone  
in with a hard sell.  
We haven't made anybody  
feel uncomfortable.  
All  
we're doing is putting  
it out there to say  
this is  
where  
I am, this is  
what I want to  
achieve  
and I need help to do it.  
Who do you know that  
could help  
me  
?  
Now ideally we want  
Bob  
reading this to go  
**well.**  
I'd be interested in  
one  
of those packages.  
That's  
really  
what  
**we,**  
what  
we want him to be doing.  
He wants to be going  
well,  
you know, how much are  
you looking for when he  
comes back to you  
Craig?  
How much  
**are**  
you looking  
for  
?  
That's a  
great  
response and we

can start to talk about, you know, what's available but what we're really getting him to do is we're taking the pressure off by ideally him going, okay, well he's asked me who do I think of what about me. But equally who is he thinking of ?

There's my boss, there's.

|  
know , I know my cousin is mad about motorbikes , maybe I could contact him.

I know my brother in law

has just started a new business and, and he's looking at how he can advertise his new business.

I know that my next door neighbour has just bought a brand new XYZ and loves it to death so

maybe he'd be interested.

All of a sudden that person

started to think and if we  
then looked at trying to  
do this with  
10  
people,  
50  
people, 100 people, 150  
people,  
**a**  
thousand people.  
We've got them like a  
little  
army thinking about what you  
need and  
people  
that you  
need to come on board.  
Now,  
not  
everyone's going to  
respond and that's not a  
problem because if they  
don't respond, we have a  
follow up message for them  
in  
a few  
days  
, in a right  
amount of time.  
We don't want to hit them  
with continual messages,  
but we have got a follow  
up  
message  
for them and if  
they do reply, guess  
what  
?  
From  
conversations  
come activity.  
So  
then  
all of a sudden you've  
got some meat on the  
bone.  
You've got from  
that  
reply  
**you're.**  
Yeah, well, you know, I'm  
in work on

Monday

I'll speak to our  
marketing  
manager.

Okay.

Again,  
in the coaching call,  
we will go through what  
those  
responses  
should  
be

and

how we're going  
to handle those  
responses.

But  
ultimately  
we want to be in  
a situation where we're trying  
to get people  
working  
on your  
behalf about who they  
know,  
who they know, who they know.

So does that make  
sense

?

Is that working for you  
so  
far?

I hope it is.

Any questions  
, put them  
in the comments below.

**Comment**

and I'll  
certainly  
fire back to you  
with anything  
specific.

But that's the general  
approach that we're  
just  
going to gather people in  
and  
then  
we're going to  
move them into that space  
of

getting  
them to think  
about who it is that they  
can help you  
with.

Okay  
, we'll leave it for now  
and we'll catch up  
again  
soon.  
Okay  
, speak to you then.  
Bye.