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23 ore• 23 ore, visibile a tutti

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100 Cold Call Openers in One Page  
  
Start better conversations and book more meetings with these proven openers.  
  
Want the high-resolution PDF version of this cheat sheet?  
  
✅ Follow, Like, and Comment to get it.  
  
📥 𝗧𝗵𝗲𝗻 𝗱𝗼𝘄𝗻𝗹𝗼𝗮𝗱 𝗶𝘁 𝗵𝗲𝗿𝗲: https://lnkd.in/exS2GcFi   
  
What’s inside?  
  
A list of attention-grabbing cold call openers that actually work.  
  
𝗢𝗽𝗲𝗻𝗲𝗿𝘀 𝗳𝗼𝗿 𝘁𝗼𝘂𝗴𝗵 𝗽𝗿𝗼𝘀𝗽𝗲𝗰𝘁𝘀  
  
⇢ "Hey [Name], I know you weren’t expecting my call, but can I take 30 seconds to explain why I’m reaching out?"  
  
⇢ "Hi [Name], I’ve been speaking to a few [roles] like you, and I keep hearing about [specific challenge]. Does that sound familiar?"  
  
𝗦𝗲𝗻𝘁𝗲𝗻𝗰𝗲𝘀 𝘁𝗵𝗮𝘁 𝗿𝗲𝗱𝘂𝗰𝗲 𝗿𝗲𝘀𝗶𝘀𝘁𝗮𝗻𝗰𝗲  
  
⇢ "Hi [Name], I’m [Your Name]. Before you hang up, can I ask one quick question?"  
  
⇢ "Hi [Name], I’ll be honest—this is a cold call. Can I explain why I thought it’d be worth reaching out?"  
  
(Get 96 more openers in the cheat sheet!)  
  
- Openers for decision-makers  
- Openers that use humor  
- Openers for referrals  
  
(Get the rest in the cheat sheet!)  
  
👉 Download the full cheat sheet here: https://lnkd.in/exS2GcFi   
  
Did this inspire new ideas?  
  
P.S. Like and comment to help spread this cheat sheet.

[**Aaron ReevesVisualizza il profilo di Aaron Reeves**](https://www.linkedin.com/in/ACoAADPULPABYB_NtH6fBCf92f75N9dGv14sq0s?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAADPULPABYB_NtH6fBCf92f75N9dGv14sq0s)

• 2°

I help tech sales SDRs & AEs book 10+ meetings every month through cold outbound using a proven system | Founder Outbound OS

3s• 3s, visibile a tutti

How to make the perfect cold email  
  
(in 7 steps + scripts)  
  
Cold email can be tough.  
  
But it’s also one if the best ways to build pipeline.  
  
I used this framework to book 100s of meetings.  
  
So let’s get into it!  
  
Step 1: Trigger  
↳ Show why you are reaching out  
↳ Lead with why them why now  
  
Step 2: Implication  
↳ Make a hypothesis on this trigger  
↳ Show why they should care  
  
Step 3: Pain  
↳ What do they do in their day to day  
↳ What potential issues can they have with it  
  
Step 4: COI  
↳ Show what happens if they don’t change  
↳ Loss aversion is powerful to prospects  
  
Step 5: Social Proof  
↳ This builds a ton of trust  
↳ Use relevant results of people you’ve helped  
  
Step 6: Solution  
↳ What did you do to help others  
↳ Keep it brief and build interest  
  
Step 7: Soft CTA  
↳ Start a conversation  
↳ Don’t force a meeting straight away  
  
BONUS: Data  
↳ You need valid emails to get replies  
↳ Use Seamless to get the right info  
  
Checkout Seamless' data here: https://lnkd.in/e3bdNm5u  
  
What else would you add to make a killer cold email?  
  
(I also added a bonus follow up email in the comments 👇)  
  
Enjoy this? ♻️ Repost it to your network and follow Aaron Reeves & Outbound OS for more  
  
P.S want to finish Q2 strong and set yourself up for a record Q3 150%+?  
  
I’m launchign the summer sprint program this month, if you want the details DM me “SPRINT”

Martha is stuck at £6K/month.  
  
Desperate to sign clients… Terrified of DMs.  
  
Martha can afford rent. Groceries. The occasional treat.  
  
But the nice holidays? The dream apartment? The “order what you want” dinners?  
  
Not happening.  
  
So Martha is on LinkedIn.  
  
She’s heard of people signing clients here. She’s also heard DMs are how you sign clients.  
  
But it feels salesy.   
  
Desperate. Like she’s begging.  
  
So she puts it off… month after month (while staying stuck under £6k/month)  
  
One day, she gets sick of it.  
  
She sends a few DMs.  
  
No one responds.  
  
She sends a few more.  
  
1 response → "Not interested, thanks."  
  
She sends a few more.  
  
💬 A reply… someone is actually interested.  
😳 Panic sets in… she has no clue what to say.  
  
So she ghosts her own lead.  
  
At this point, Martha almost gives up. But then she meets someone who helps her fix her DMs.  
  
They:   
  
- Hold her accountable  
- Show her how to start conversations with DMs  
- Teach her how to not be ‘salesy’ but natural  
  
She tries again.  
  
After a few tries, she books her first sales call.  
  
Then another.  
  
She signs a client. Then another client.  
  
Now she wonders, "Why did I ever care about sending DMs?"  
  
There’s only one thing… Martha doesn’t exist.  
  
But about 90% of the coaches/consultants I speak to have a similar story to “Martha”.  
  
They know it’s possible to sign clients on LinkedIn…  
  
👉 They just need help having conversations with their dream clients.  
  
From “Hello” → to “How I can help you” → to “Done deal”  
  
𝗧𝗵𝗮𝘁’𝘀 𝘄𝗵𝗮𝘁 𝘄𝗲 𝗱𝗼.  
  
We help founders book sales calls every single day with DMs.  
  
- Chris T. → 22 sales calls in 14 days ($20k in 4 weeks)  
- Pete → 9 new clients in 2 months (doing $60k/mo)  
- Ross B. → From 4 to 12 clients in 4 months  
  
(These people are real btw… all in my About section 😊)  
  
We’ve built a 3-Step DM Framework to help you master DMs too.  
  
𝗙𝗿𝗮𝗺𝗲𝘄𝗼𝗿𝗸 𝟭:   
↳ How to start a conversation with any prospect  
  
𝗙𝗿𝗮𝗺𝗲𝘄𝗼𝗿𝗸 𝟮:   
↳ How to DM less active/interested potential clients  
  
𝗙𝗿𝗮𝗺𝗲𝘄𝗼𝗿𝗸 𝟯:   
↳ How to leverage your audience + grow your business  
  
(I also show you how to not be “salesy” & how to automate your outreach)  
  
Drop “𝗡𝗢 𝗦𝗔𝗟𝗘𝗦𝗬” in the comments & I’ll send it over!  
  
Just make sure we’re connected 🙂

[**Aaron ReevesVisualizza il profilo di Aaron Reeves**](https://www.linkedin.com/in/ACoAADPULPABYB_NtH6fBCf92f75N9dGv14sq0s?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAADPULPABYB_NtH6fBCf92f75N9dGv14sq0s)

• 2°

I help tech sales SDRs & AEs book 10+ meetings every month through cold outbound using a proven system | Founder Outbound OS

3 giorni• 3 giorni, visibile a tutti

I booked 24 meetings in 41 days using intent signals  
  
Here’s the 3-step system I still use every week.  
  
Cold outreach is a guessing game when you rely on surface-level data.  
  
By tapping true, person-level intent signals you cut through inbox noise and open real conversations.  
  
In this carousel, you’ll learn how to:  
  
→ Capture the Right Signals with Common Room’s Vector & Bombora integration  
→ Score & Prioritize Automatically so you only chase the hottest leads  
→ Personalize at Scale by weaving in real-time insights  
  
Want my exact filters, scoring template, and outreach scripts?  
  
Check out Common Room to build your own signal-driven machine and start booking more meetings.

Me: "What do you want to get better at?"  
  
Salesperson: “Keeping prospects on the phone longer.”  
Salesperson: "I want to increase my talk time."  
  
When your intent is to keep someone on the phone longer and increase your talk time....  
  
You come off like a Comcast rep trying to stop someone from canceling.  
  
That's because your intent affects your behavior.   
  
In this workshop with [**memoryBlue**](https://www.linkedin.com/company/memoryblue/) I share why needy energy kills trust.  
  
And how to shift your intent so prospects lean in instead of pulling back.  
  
We talked:  
Detachment  
Cold call psychology  
“Poke the Bear” questions  
Why we have a vendor isn't an objection. And how to prevent it.   
How to sound relaxed and chill.   
  
It’s packed.   
Unedited.  
And raw.

0:00

you guys mentioned like keeping people on the phone longer Um can I get engagement higher can I increase my talk

0:06

time when our intent is to keep people on the

0:11

phone longer what ends up happening is we emit an energy whether we know it or not that

0:18

feels needy and desperate I'm going to read you a transcript of a call that someone made to Comcast

0:26

to try to cancel their internet and the person that they're calling

0:33

is a retention specialist And while I'm reading this I want you to

0:40

think about what the intent is of the the retention specialist So the person

0:45

says "I'd like to cancel my internet." And the retention specialist says "Why

0:50

would you like to cancel your internet we have the fastest speed in your area."

0:56

And the customer says,"I declined to answer Can you please cancel my internet?" And the retention specialist

1:03

says "But why would you like to cancel as I mentioned before we have the fastest speed in your area." And the

1:10

customer said "Again I'm declining to answer Can you please cancel my internet?" And the retention special

1:16

says "But why we're also offering free HBO this month." This went on for a

1:22

couple minutes It's actually recorded and the call went viral on the internet

1:27

Who can tell me what the intent was of the retention specialist what was their

1:32

intent what were they trying to do to keep him on the phone

1:39

Why so he can try to like knock it out of it

1:45

Why what is What is that guy paid to do make it harder for them to cancel their

1:51

internet Yes Why that's how he makes that's how he gets comped

1:57

Just like you get comped to book meetings The problem is is that when that's your intent going in

2:04

you behave a certain way because your intent affects how you behave Whether you

2:11

realize it or not people can pick up on it So of course you believe in what you're selling and you have a hypothesis

2:18

But what I'm going to suggest here is to actually detach from assuming that the

2:23

person that you're calling actually needs what it is that you're selling and that your job is to discover if there's

2:29

even a problem first that needs solving That shift alone is going to change how

2:35

you sound when you pick up the phone You're going to sound more relaxed and chill

2:41

I'll give you an example of a cold call I got last week This person was completely detached

2:47

Um her name was Kendra Actually it was more than a couple weeks ago She calls me up I'm in the car actually with my

2:52

wife And the phone rings and I go "Hello." And she goes "Hey Josh this is Kendra

2:58

I'm with a company called Gravy I didn't think you'd pick up the phone I'm at the actually at the drive-thru at Starbucks

3:05

uh midsip." And I said "What are you drinking?" She goes "A macchiato." I go "How can I help you?" She goes "Yeah I

3:11

was on your site and I noticed you sell a lot of products and I was wondering how you're currently

3:18

dealing with people that have failed credit card payments." Like are you doing that yourself or do you have a

3:24

team of people that like tracks them down and I said "I'm using Stripe for that."

3:32

Now most sales people would think that was an objection that they had to overcome but not Kendra She leaned back

3:38

and she goes "Oh it sounds like you're logging into Stripe and you're frequently checking the failed credit card report."

3:45

And I said "What the heck is that i don't even know about that." She goes "I don't know if this is even an issue for you If you'd like I can send you some

3:52

instructions You can check to see if that's happening and if so we can continue the conversation." And that's

3:58

exactly what she did So what she's doing is she is sorting not selling She's

4:04

actually trying to discover if there's a potential problem to solve

4:11

I'll demonstrate this now with Meredith who I don't know Meredith would you agree that we don't know each other we've never spoken before

4:18

Yes I don't Now watch this though I don't know I don't know Meredith at all But Meredith I don't know if you saw

4:24

this This just came on my radar I'm going to pull this up last week So

4:29

National Public Data just released this statement that 270 million unique social

4:36

security numbers have been hacked So things like full names addresses phone numbers birthdays

4:43

Have you checked to see if any of your information was leaked no I haven't

4:51

Now she's a little curious probably She's like does is my information leaked

4:56

notice what I'm not doing I'm not pitching my solution I'm asking a question I'm detached from

5:02

the outcome For all I know she go she could say you know I just I have something in place for that and I just checked it last week To which I would

5:10

say sounds like you're all set because there's no problem there for me to solve

5:17

Give you another example I was in the mall with my wife I did not need anything She was returning something as

5:23

she often does We have six Amazon packages out right now I guarantee she's returning all of them tomorrow That's

5:28

another conversation We were going to grab dinner afterwards I go into fit to run

5:34

not needing anything So if the store associates said "What brings you in today can I help you do

5:40

you have a problem with your sneakers can I show you these new sneakers?" I'm saying "I'm not interested." Because they're pitching and explaining

5:48

But she shifted from explaining to asking a question And when you ask a question brains have

5:53

to hold up their end of the bargain She looked down at my sneaker She said 'Are you a runner i said 'I am.' She goes 'Training for any races

6:00

i said 'Ay a half marathon.' And she said this "You've probably had a running

6:06

gate test." And my desire to correct kicked in just like

6:12

the person that was asking about the social security Well I haven't checked my number I said "What's a running gate test?" And moments later I have video of

6:19

this I'm on a treadmill in the store She freezes the frame zooms into my ankles

6:25

and she goes "Notice how your ankles are over pronating when you run." And I go "Yeah." So she goes "Well the problem is

6:31

for many runners when you run long distances over six miles you can get

6:36

injured if you're running in sneakers that are not made for pronated feet Pler fasciitis and runners knee

6:45

How are you dealing with that in your sneakers have they been tested for pronated feet?" And I said "I I don't

6:51

know." She goes "If you'd like I could test them and see." And about six minutes later I'm spending $180 on new sneakers and insoles You see here she's

6:59

illuminating a problem One more example because we're going to turn this to your prospects and this is

7:05

going to help you open up more doors These two ideas I was going down to see a concert down in Miami a band called

7:11

Krungbin Am I saying that right guys krenbin Do you guys know who that is three people and a bass guitar player Am

7:17

I Am I dating myself crunchbin I think is the name of the band uh get a call

7:23

and the person says "Josh notice you're going to down in Miami to see a concert." When you go down to events in Miami are

7:31

you driving the car yourself and trying to find parking taking an Uber or are you able to

7:38

reserve a spot in advance so you don't have to fight traffic and that last one I said "What is that?"

7:46

She goes "Oh you probably heard of Spot Hero." And I said 'No what is it and then and

7:51

opening created by asking the right question

7:58

So when we're making cold calls when we have conversations with people we're detached And what we're going to do is

8:03

instead of pitching and explaining and convincing we're going to shift into asking a neutral question about a

8:10

potential problem And we'll go we'll go through some examples for your business I'll give you

8:15

some frameworks and we'll practice this And when you're detached you're going to sound relaxed and chill like Kendra did

8:21

like this real estate agent did that called me yesterday Hey Josh my name is Matt I'm an agent

8:27

in Bokeh Do you still own the home on Marbella Drive i do Josh as you probably

8:32

know there's a lot of demand for homes in that neighborhood People are paying above asking price Have you considered

8:39

selling it i go "No I love it here." And what the agent tried to do was

8:45

convince me He said "Oh it's probably your forever home."

8:50

And my desire to correct kicked in Well I don't know about my forever home We'd like to move to the mountains one day And then he created an opening and asked

8:57

me if I would be on his newsletter list because he sends comps in the area And I said yes And now I get his newsletter And when I'm ready to buy I'll probably

9:03

think of him all because he knew the questions to ask All right So the superpower here is we got to formulate a

9:09

question I call it poking the bear that gets people to scratch their head and think that's a good question

9:18

Lucas uh if you don't mind me asking and you can uh pass on this because it's a

9:23

little bit of a personal question Do you get like annual You're a young guy You might this might might not be on your radar but Lucas do you get like annual

9:30

exams uh physicals go to the doctor make sure you're healthy get any kind of blood work done yes sir Mandatory for

9:37

the health Okay Okay so Lucas I'm going to keep you off mute for a second So um

9:42

I did this too I I go I've been going every year since I was 30 and my cholesterol has always been great So

9:50

never had a problem I eat healthy I work out like seven days a week I read a book called Outlive by Peter Aia Have you

9:58

ever heard of him dr Peter never but I'll put them in the notes Josh put him in the notes I'm reading this book and

10:04

he starts talking about this thing called LDL particle size which is the number one indicator of

10:11

heart disease and heart attacks And here's the kicker It's not tested on

10:18

common blood panels Sure enough I looked at mine It wasn't tested So I got it done when

10:26

I'm doing workshop to actually show my results and my LDL particle size number was in the critical red zone

10:34

Lucas have you had your LDL particle number checked recently i have I don't even

10:40

know if I've ever gotten it checked Josh So thanks for bringing that to my attention That's the idea Now he might be a little

10:48

curious about that and look into it and now I've created an opening Or he might say I don't care about stuff like that

10:53

It's not interesting to me or I had that done and it's not like something I cared to look about That's okay too

11:00

We're not for everyone But notice what I didn't do I didn't pitch my solution which in this case is a product called

11:05

function health that does this specific type of test because the solution has no value without a problem And yet as sales

11:12

professionals and I've done this too when I first started out we've all been taught to pitch

11:18

Well I I can't pitch a solution to someone that doesn't drive down to Miami and isn't looking at concerts or that

11:23

doesn't value blood work or that already had this done So it's madness to lead with solutions What we want to do is

11:30

shift to the question So that's principle number one Principle

11:36

number two is this equally important I want everyone to put a thumb up

11:43

and keep it up if you have more than two pairs of shoes in your closet

11:51

Okay more than five pair more than seven pair

11:59

More than 15 pairs of shoes in your closet Keep your thumbs up More than 20 pair

12:07

Okay Who do you think if I'm selling shoes I want to target lucas

12:14

This brings me to the second biggest mistake I made as an SDR is not slowing

12:20

down and figuring out who my Lucases are because it's not everyone Whenever I go

12:26

and do workshops and I tell people to pull up their list and I ask them to defend their list they have a hard time

12:31

doing it Or there's different types of people mixed in with the list different types of titles

12:38

Well everyone cares about different things So I would spend a considerable amount

12:44

of time as an SDR when I started getting better This took a while I would be slow

12:50

to build my list much slower than my peers And this was before all the tech that made it easy I would look at every

12:55

LinkedIn profile and I would say that's my that's probably my person

13:01

And I would group them by title because the way I ask questions of CEOs is

13:07

different than I ask questions about for a marketing director It's not the same talk track because they have different

13:13

jobs they're doing They care about different things So you want to slow down and make sure

13:18

that the list you're calling is segmented by the job they're trying to get done You might have three or four

13:24

different lists And what I would do is before I left

13:30

work I would make sure to have a list of 40 people I was going to call the next day

13:39

Now Bianca why in the world do you think I did that why would I create a list of 40 people i

13:47

looked through their profiles made sure they were they were my right people and I made sure they were ready and ready to go before I left work

13:55

Why do you think I did that Bianca so that when you called them the next

14:00

day you would be able to have some relevancy and actually be able to dig in

14:06

and get curious with them so that they're not just another call on the phone and they know that you actually

14:12

like took your time to do the research Spot on Now why not just hunt and peck

14:18

for them in a CRM why have them prepared the day before before I left work why would I have them all like ready to go

14:24

and call right in my dialer like why why do you think I did that i'd say

14:31

I mean it's it's pretty blatantly obvious to try to um dig in and hone in

14:37

on the fact that they're not just another person that you're calling and to really get curious and see if that's

14:44

something that would you know be for them All right Who can help Bianca out

14:49

here's my question Bianca I want to keep you there I could still do that and then hunt and peck for them in a CRM but what I did is

14:57

before I left I put them all on a list like so that when I came in they were right on my screen versus having to hunt

15:03

and peck for them in my CRM Why do you think I organized it on my list so I was

15:09

ready to go before I left work why do you think I did that Bianca

15:18

you can phone a friend if you want Phone any friend you want in the audience Let's go with

15:25

Lucas Lucas she's phoning a friend Why Lucas why in the world would I have this all organized in a list before I would

15:33

leave work for the next day i would assume just because it makes uh you tracking your organization within your

15:39

cadence a lot easier Uh you know who you've already spoken with who you've yet to speak with and then it segus into

15:46

email two email one um and so forth Yes Does anyone know the term misan plas

15:54

in cooking anyone in the room everything in its place Who said that bring that person on

16:00

the stage That genius person Very rarely do I hear someone Who was that genius that said that bring that person on Can

16:05

we Can we promote that person who's Who was that i don't Maddie Maddie how do you know

16:12

that how do you know that term because I rarely run into people that know that term Can you explain what it is it

16:18

drives my husband nuts that I cook with everything everywhere And so he's like

16:24

mis plus everything needs to be chopped up and in its little container and ready to go So he taught me that I would get

16:31

along Now why do chefs that's a French culinary term as Maddie well said means everything in place Maddie what is your

16:38

hypothesis for why chefs do this

16:44

to be precise Things need to follow a

16:50

certain order and it needs to be ready when the time comes in the recipe to use

16:56

it What happens if they don't do that and the restaurant opens and everyone floods in and and starts ordering food

17:02

what what is the result of not having that chaos overwhelm Yes People aren't happy Yes So when I go

17:10

and look at sales floors and I go to see call blocks meaning this is the time people should be calling and I see

17:16

people looking in CRM that means they're doing what Mattiey's doing when she cooks Things are all over

17:23

the place Not like Mattiey's husband says put everything in its place So if you want to get better at this job

17:30

part of this is me some place finding the right people but then if someone were to tap you on the shoulder and say "Can you show me the 40 people you're

17:36

calling today on your screen without having to hunt and peck the top performers can say "Here they are."

17:44

So this is something to think about mispl

17:49

So to summarize we got to have the right people segmented

17:55

a strong hypothesis about a problem that they have that they don't know about

18:00

and a detached energy because we don't know till we have a conversation that they actually need our

18:06

thing Once we have that we can start to talk about our messaging and more importantly

18:13

our tonality how we sound So I've been cold calling for more than

18:19

a lot of you are older Uh so I've gotten really good at tonality because I know

18:25

the words really well Like right now I'm learning I don't know if you guys could see this guitar and

18:31

bass and I'm just starting to learn like the

18:36

notes So my tone sucks So we can't really work on our tone and

18:42

how we sound until we get the words really like under our tongue So let's work on some messaging right now for

18:47

your prospects We'll talk about two things We don't have time to cover the whole entire cold

18:52

call but I want to get you out of the block Let's assume right now what I want you guys to do is I want you to pull up

18:59

one person you want to get in front of on LinkedIn Anybody could be any person

19:15

And I'll randomly call people on this as well hopefully And if by the way if I call you randomly and you don't want to

19:21

answer you don't have to answer You could just say pass and I'll call somebody else There's no pressure here But I'm just going to call people

19:27

randomly because it's a little easier And uh I'm just going to give someone a heads up that I might call them And it's

19:32

going to be Catalina Okay Catalina Just just just so you know I might call on you Okay here we go So for this person I

19:38

want you to write this down This is the information that I want you to tell me when I call on you What's the person's first name

19:46

well that should be pretty easy Just read their LinkedIn profile This isn't so hard Uh Stephen Oh wait a second Matt

19:52

Not yet Catalina I haven't given you all Look at Look at Catalina buzzing in early Hold on Catalina There's more

19:57

questions but I like the eagerness All right here we go So person's first name their title

20:04

the job that they want to get done That's not their solution So if I'm a

20:10

runner and I'm running marathons Catalina what job do I want to get done if I'm running a marathon what do I want

20:16

to do you want to

20:22

wait what was the question you're running a marathon what's the job you want to do yeah If I'm a If I'm a marathon runner what do I want to do

20:27

like what's my job as a marathon runner how many miles do I want to run um

20:33

I I don't know Pretty sure like 26 miles But me start slowly Yes Well let's not

20:39

talk about how Let's just talk about the job they want to get done So everyone goes to work and they have a job they

20:44

want to get done Catalina when you go to work what's job what's your job that you want to get done

20:50

um I want to get books You want to get what like get people on the board get

20:55

meetings Get book booked meetings That's the job you want to get done Your prospect has a job they want to get done

21:01

too You're trying to book meetings They're trying to get their job done So the second question is after their name and their title The third question is

21:07

what job do they want to get done and I want you to get very specific They're trying to book meetings They're trying to run 26.2 mar 26.2 miles

21:17

Here's the next question No matter what you sell doesn't matter

21:23

Nobody's sitting around running marathons without sneakers unless they're from Kenya Let's exclude them

21:29

for a second Meaning everyone has a solution in place Remember

21:35

the spot hero example so Josh when you go down to Miami for an event

21:42

are you driving yourself trying to find parking like in that expensive garage

21:48

taking an Uber or do you have like a private driver that drops you off or are you able to reserve a spot in advance

21:55

those are the ways that people are getting the job done I want you to be very specific about the ways people are

22:03

getting the job done because when we make a cold call we're just going to call those out And so you're never going

22:08

to hear we have a vendor for that Right so to the best of your ability

22:16

how are people getting it done today spreadsheets some other competitive

22:21

product I want you to rattle off two or three ways that you know If you're not sure about this

22:27

chat GPT is amaz incredible at this Like I use chat GPT every day for my PR

22:34

Like hey I'm targeting this person This is the job they want to get done Can you tell me like how they're currently doing

22:39

it today like what are all the different ways i don't understand this Can you explain it to me like I'm 10 Like I want

22:44

to really viscerally feel how they're doing it Okay next question

22:50

What terrible no good very bad thing happens if they keep doing it the current way

22:56

what terrible no good very bad thing happens if they keep doing it the current way

23:03

now why am I saying very bad no good very bad thing i'll tell you right now

23:09

Nathan do you like to gamble nathan Kareem do you like to Are you a

23:15

gambler Nathan uh yeah I like Okay Do you have Venmo

23:21

i do have Venmo Okay This is what I'd like to do right now I Venmo as well Um you give me your Venmo I'll put it up on

23:28

my screen I'll give you mine I will flip a coin right now on the Zoom If it lands on heads and I'll show it to everyone

23:34

I'll Venmo you $1,000 right now Okay If it lands on tails you're gonna Venmo me

23:40

If it lands on tails you're going to Venmo me $1,000 right now You want to You want to play

23:46

if it lands on Tails I need to vent you $1,000 right

23:53

um we get paid on Friday so let's do it Do

23:58

it Let's go Let's go Josh I'm not doing that I'm afraid to lose

24:04

$1,000 And so are your prospects And by the way if we really did this he'd probably chicken out at the last second

24:10

especially if I raised it to 5,000 which is what he So the problem is it's called loss aversion

24:16

People are more motivated to change when they feel like going to lose something So that's why I say what terrible no good very bad thing happens if people do

24:23

nothing because if nothing happens I'll just stick with my current sneakers

24:29

Jordan do you remember do you remember Jordan what happens if I

24:34

kept running in my current sneakers with that fit to run story earlier in the workshop we just were talking about like

24:39

if I stay with my current sneakers what terrible no good very bad thing might have happened to me jordan do you

24:45

remember if you're referring to me Jordan um it would cause an injury right yeah Yes

24:53

What kind of injuries does anyone remember specifically

24:59

fasciitis Yes And as an old Jewish person that's the last thing that I want

25:06

Right So that's your next question What terrible no good very bad thing happens if they do nothing

25:12

that's going to be the last question Now notice what we're not focusing on Your memory blue solution

25:19

doesn't matter right now at this part in the cold call

25:24

because and this might something you want to write down and stick on a sticky note solutions have no value without problems

25:32

So it's madness to talk about our solution unless the prospect asks then we'll tell them

25:38

but not before Okay So what happened to my what

25:44

happened to the person that was on the that I picked who was that person that was on the stage with me that was going to answer these questions she she chimed

25:50

in really fast and then she left Me Okay Come back on See if you can answer those

25:55

questions for the person you pulled up on your screen

26:00

Um yeah Um I actually don't know how to get up there but um

26:06

there you are You're up here now Oh okay Okay So person's first name uh Stephen

26:13

title is the vice president of code and standards compliance What the hell is

26:18

that i've I'm assuming you've never done that before That job Catalina have you ever done a job of standards

26:24

and codes and compliance have you ever done that job no No Me neither Okay What to the best of your ability And this is

26:30

why our job is so hard as an SDR Hey you're hired Go sell to this guy who's been doing this job for 25 years and you

26:36

probably don't even know what the hell it even means Probably not your fault Just this is why

26:42

chat let's see how you do on this because this is hard This is why chat can help To the best of your ability

26:47

tell me in plain English what job you think this person is trying

26:52

to get done Remember in the running example uh guy's running a marathon He's trying to run 26.2 miles

27:01

Yeah So basically he's trying to follow the rules make sure everything at his company is following the rules and not

27:07

doing anything that's breaking them And when you say the rules meaning like when he can go to

27:13

the bathroom like when he can eat like when he can go to work like what do you what you when you say rules um yeah So

27:20

legal rules concerning um businesses Give me an example of a legal rule

27:27

Yeah So well you're not really supposed to drink in the car like even if you're

27:32

not the person driving meaning alcohol or anything yeah alcohol

27:40

So he's enforcing the rule of people that aren't supposed to drink alcohol in the car when they're or they're driving

27:46

their they're Tell me who who are these people these are like people out in the field doing work Wait did you actually

27:52

want me Sorry I just said like uh an example It's not actually pertaining to

27:57

what he just notes more so in like compliance following like regulations

28:03

like HIPPA for example but not exactly to HIPPA it would be to like SOCK or NIST okay give me an example

28:12

um

28:17

okay I want to pause for a second go ahead go ahead go ahead so not pertaining to this um for example No but

28:25

pretending to this pretending to this person Okay

28:32

So he works at Vivant which they um Vivven is computers and electronics

28:38

matching for also like houses and things Um

28:43

so it'd be like front they have like sensors to thermostats

28:51

smart cameras kind of like also the the ring cameras stuff like that

28:58

So they would have they have privacy things So making sure that all those privacy things are following the rules

29:06

Excellent Okay good job If you struggle with this Chachi P's great at it Okay So tell me how he's doing this today

29:12

without you guys How is he getting when you say follow the rules who's he trying to get to follow the rules the people making the products

29:20

Yeah So like his the his company Okay How is he or she making sure these rules

29:27

are enforced today and why is enforcing these rules important

29:33

um if I'm honest I'm not sure exactly how he's doing it He's a person I want to contact specifically because also I

29:40

know that Vivant had some legal issues and third party liability a few years

29:46

ago Um what was the other question no that's perfect that you don't know Oh because

29:54

once you realize you don't know that's where we got to go to chat GPT and find out because it's possible that the

30:00

problems he had have nothing to do with what you can help with

30:06

So when I make a phone call one of the questions I want to might want to ask is

30:11

hey when you guys are trying to get everyone to follow the rules to be compliant

30:16

are you using A or B or C so this is a question This is one way to

30:22

ask this question I call poking the bear There's like 10 different ways to do this but let's just start with this way So Josh when you're going down to Miami

30:30

to go down to an event are you driving yourself taking an Uber

30:38

those are kind of the current ways or

30:44

are you able to reserve a spot in advance so for Catalina for your

30:49

prospect what might a version of that be for him so hey when you're trying to whatever

30:56

the job is he or she wants to get done when you're trying to when you when you are doing X Y and Z

31:02

um are you guys like doing that like is that that like in a spreadsheet are people looking at it like in a manual or

31:09

do you have a way to whatever it however you make it better what's your best shot

31:15

at goal at what they might be doing

31:22

um sorry Was that the question like what they probably how they would go about it

31:28

yes Yeah So like in this example so Josh when you go down to Miami Yeah It's a job When you go to to see a

31:34

concert in Miami are you taking an Uber driving yourself

31:41

or are you able to reserve a spot in advance

31:47

what would the equivalent of that be for this particular person yeah So it would be

31:54

if they were using Excel or a spreadsheet um also using another a

32:01

competitor that a tool that helps them do it manually the tool um or can they

32:09

automate it can they sorry can they automate it perfect

32:15

Let's write this down because you nailed it So when you're when you're what's the job they're trying to get done when

32:21

you're doing how would you label it so I said when you're going down to Miami trying to go to an event in Miami What would the equivalent of that be when

32:27

you're when you're when you're when you're um I focus on many things So

32:35

sorry Um so when you're focusing on compliance and making sure

32:42

everything is well when when you're making sure everything is compliant um how do you go about it would it be

32:48

with Excel a spreadsheet a tool that you have to manually

32:56

take care of it or automate it perfect Yeah Now it was bumpy because you're

33:02

playing the guitar for the first time Watch I want you to just take a second and write down what you just said to the

33:08

best of your ability And we're going to have some other people do this as well for the person that you have on your

33:13

screen But watch how much better Catalina gets

33:19

with only a few reps Now she just thought of this amazing question on the fly under pressure in front of the

33:26

entire company This is not easy And I loved how it wasn't perfect

33:32

Like you could tell she was a human kind of getting it out right like is it is it

33:37

sort of like automated is it is it manual is it like in spreadsheets she's coming from a place of cur genuine

33:43

curiosity because if it's automated we're going to say something different than if they say it's in spreadsheets

33:51

All right So Catalina let's have you ask that question again This is only the second time she's

33:58

playing the scale on the guitar still gonna sound like she's reading it from a script which is a natural part of the

34:05

learning and mastery process that you can't skip So just accept

34:14

she's not doing it poorly Like I just took a a guitar lesson yesterday and they taught me a scale

34:21

I get it just like you get this but can I play the scale at 80 beats per minute perfectly no way It sounds and robotic

34:29

It's not awful It's just how it is when you learn something Just part of the learning process So what you're seeing

34:35

here live on stage is Catalina playing in front of you Like you're seeing the learning happening and it's only her

34:41

second rep All right Catalina let's hear it So when you

34:49

when you work on your compliance do you use spreadsheets such as Excel do you

34:55

use a specific tool that helps or can you automate or do you have it automated

35:01

perfect And they're going to answer that question And if they say "We're using Excel."

35:09

This is what you're going to say in a very calm voice You're not going to say "Oh my god we can help you automate that It's gonna"

35:17

You're going to lean back and in a very calm voice you're going to say this

35:24

How's that been working out for you how's that been going for you

35:31

and then we're going to let them talk

35:38

And then from there we're going to gently suggest what's possible In this case you're going to

35:45

say this after they're done talking Hey John you've been doing this job for 12

35:51

years You've probably and you might want to write this language down I'm not suggesting you say it exactly

35:56

like this but the intent you've probably considered automating it Now why the heck am I saying it that way you've

36:03

probably Christian Green Why am I using the word

36:09

saying to this person "Oh you've been doing this for 12 years You've probably looked into automating it."

36:16

Why am I using that phraseiology um I guess it kind of invites them into

36:22

the conversation like says "Hey I know you do this and this is why it's relevant to you."

36:30

I'm looking for something a little little more Let me let me let me let me press you a little bit This person's

36:35

been doing the job for 15 years There's this thing called ego

36:44

What is when I say you've probably be looking into automating it chances are

36:51

that if this person's been doing this for 15 years they're probably aware that it could be

36:56

automated So we don't want to make them feel dumb

37:03

They want to say "Oh of course I've looked at it." Because you're going to start pitching something like "Dude I looked into this 20 years ago 10 years

37:09

ago." We want to assume that they know And that's going to protect the ego One

37:15

of two things is going to happen Either no or yeah we I know Of course I know

37:21

about automating it you dumb idiot I've been doing this for 20 years Of course I know Not we're memory blue We help you

37:27

automate it Yeah dude I know I know everything can be automated I know there's sneakers that are made for perated feed I know commissions can be

37:33

automated So hey Josh when you calculate commissions for a 100 person sales team

37:39

are you like using spreadsheets or is it more of an automated process oh we're using spreadsheets Oh you've probably

37:45

looked into automating it We have Oh your rules were probably way too complex Well it wasn't that It was X Y and Z You

37:51

see what I'm doing here i am leaning back and I'm pulling the

37:56

information out I'm not pushing it at them So Christian I want you to stay here And Catalina I want you to stay

38:02

here and we're going to go through this little framework We haven't talked about the first

38:08

opening of the call We'll get to that later But after the opening this is part two which is this is the question And

38:14

then after they answer it how's that been going for you and then let's assume for this one they

38:21

they're doing it in spreadsheets You're going to simply say you've probably hey John you've been uh

38:27

looks like from your LinkedIn profile you've been at this for like 12 years You you've probably looked into automating it Now they may say "What do

38:34

you do?" That's what we want Or they may say "Yeah I looked into it."

38:40

And then you're going to take an educated guess as to why they didn't switch

38:48

Chat GPT is amazing for this What I do is I type in "Hey people know

38:54

about this What are the reasons they haven't switched?" And you're going to get 50 things You're going to pick one

38:59

doesn't matter because if you're wrong they're going to correct you because people love correcting

39:05

others They hate being corrected but they love correcting right so again the commission

39:12

example for Captivate IQ So Josh when you when you uh So James when you calculate commissions for looks

39:20

like you guys got about 120 reps there are you guys using spreadsheets like Excel or Google Sheets or is it more of

39:26

like an automated process oh we're using spreadsheets How's that been uh going you must be some kind of a spreadsheet

39:32

wizard to be able to do that with 120 people Now Christian what did I just do there you must be some kind of a

39:38

spreadsheet wizard What did I do psychologically i don't need you to use these words but I want you to understand

39:44

my intent What did I What is that doing psychologically um it hypes him up Kind of makes him

39:51

feel good about himself Yes I'm gonna mess this up Catalina you can correct me Is there a term you young kids use

39:57

called rzing rz them up Is that Is that a thing is that what Am I using it wrong am I using it in the wrong context i

40:02

don't want to get in trouble with HR I'm using it wrong Okay I I I back off that I think it might be in the wrong I

40:07

always mess up these colloquial But yeah you must be some kind of a wizard How's it been going you must be kind of a

40:13

wizard like doing that in spreadsheets B They're going to talk and then the next words out of your mouth are what you've

40:20

probably what you've probably considered automate Yes

40:26

sir Yes And then shut the front door and just

40:32

listen Okay So let's role play this with

40:38

Catalina from the beginning She's been taking copious notes

40:43

We're going to assume we get past the opener which we could talk about And now we're going to get right into the meat

40:48

of the call which is the question the poke the bear question the listening

40:54

And you probably notice I'm not saying you probably looked into memory blue

41:00

I'm talking more about the category Okay Uh yeah I can help you How can I

41:07

help you catalina you have a question What's your question yeah So when you go

41:14

when you go working on your compliance do you use spreadsheets such as Excel do you use a specific tool

41:21

or do you have it automated okay let me ask you a question Catalina When you say "What's the difference between tool and

41:26

automated?" Because those sound the same to me Yeah I was trying to find a word that like kind of a tool that helps you

41:35

organize it um that doesn't automate it Okay Are you using something like

41:41

homegrown maybe okay I don't know who who can chime in

41:47

and and and just describe a word for what Catalina's talk What would they be using specifically

41:53

um so I focus on different titles Um the product I do is a different things So

42:00

I'm not too specific on just compliance things I know there is one called uh

42:06

Cybolt that also does compliance That's that's like a non-automated one

42:11

I'm not sure about that Custom solution Homegrown Let's Let's look at that Custom solution I like that from Adam

42:18

Let's slot custom solution homegrown system or custom solution instead of um tool Okay I like that a

42:26

little bit better Oh in-house from Lucas I even like that better There's You have

42:31

three options Pick the one that you like You have homegrown custom or in-house I kind of like the

42:37

in-house That's that all three good suggestions Let's swap out the tool for that All right let's try it again Okay

42:42

Um Yeah How can I help you yeah So when you work on your compliance do you use spreadsheets such such as Excel you use

42:50

an in-house solution or do you have an automated solution um yeah you were using like Excel

42:59

How's that going for you yes

43:10

now look what Catalina is doing masterfully She's not talking She is waiting two seconds until after

43:18

the person stops talking to give that third line And she masterfully did not

43:24

cut in even though I kept talking Let's see if she could do it again

43:39

You've probably considered automating it That was a little too long Cataline but that Yes

43:45

Yes Yeah And if you want to make it even better hey thanks for sharing John You've been looked I'm on your LinkedIn

43:50

profile You've been at this for like 16 years You've probably considered automating it Now why does that sweeten

43:56

it a little bit how does that feel when I say you've been at this for 16 years like what does that do to it Catalina

44:02

it makes them feel good Makes them feel like credible Like wow they've been doing this for a long time They should be like experts Yes

44:10

We don't want to tell people they're doing their job wrong So let's just try that third part one more time with the

44:16

Hey uh thanks for sharing Hey I see on your LinkedIn you've been doing this for like 16 years You've probably considered

44:22

automating it And action Yeah thanks for sharing I've seen that on your LinkedIn you've done this for 15

44:29

years You've probably considered automating it Yes

44:35

Okay I know we are getting close to our time and I want to open up for questions but

44:40

what I would like you guys to try to do if you'd like to do it is you have an opener whatever one you're using I'm

44:45

more than happy to talk about those at nauseium but this is really assuming you can get past the opener

44:53

this is how I want you to try to experiment this is experimenting I don't know it's gonna like see how it feels in

45:00

my opener I might ask would it be okay if I ask you a question sure and then we ask the question and

45:05

then we follow that and then just do what you want for the rest of the call because I can't learn more than the G

45:11

major scale right now even though there's more to learn because my brain doesn't have the capacity and most sales

45:17

training throws too much stuff at you I can't deal with it all I can't deal

45:23

with it all So right now I'm just going to work on just the scale So the question how's it going and the you

45:30

probably And once I get that memorized and internalized then I can work on my tone

45:35

and I can just lean back and relax and be chill because I'm not here to make anyone do anything I'm here to to discover if there's even an issue

45:41

because if they say I automate it and we're happy it's amazing and we can't ask a question that illuminates a

45:47

problem with the current way there's really no need for you to spend any time with them That's okay You go find

45:52

someone else that's using spreadsheets That's a lot of people

45:58

All right I totally hijacked this meeting I'm gonna I'm gonna back off now

46:03

My Where's Now this was great This was great Let's open it up for questions I I I

46:08

totally hijacked this entire call I do this sometimes All right I'm gonna I'm gonna be quiet now I'm gonna take my own

46:14

advice All right Uh I'll turn it back to the host Thank you Cat Give it up for Cat

46:20

Katarina for being such a good sport Thank you Cat Thank you so much That was

46:26

honestly really cool and really helpful All right All right Well yeah we got a few minute

46:34

few minutes left here And let us know if you have a hard stop Josh I I could go over so no problem Awesome Um no Cass

46:41

you raised your hand Hey Josh Um I was uh I was wondering how

46:49

like I I joined a little bit late so you can tell me if I've already gone over or you've already gone over this but I was

46:54

wondering how you practice tonality and kind of conveying the tone you want um

47:00

you know throughout your sales career and how to improve upon it Sure First off I love that you're asking the

47:05

question because how you sound on the call is equally as important as what you're

47:11

saying So I could tell you about how I did it and then maybe it helps you in some small way Um so um as I mentioned

47:20

earlier I'm actually learning how to play guitar right now Mhm My tone sucks

47:27

Now why is that because I don't even know the notes Yeah So I'm trying to

47:33

just get the notes under my fingers I can't really work on how it sounds the

47:38

verb and dynamics meaning some are louder and some are softer And I can't

47:44

work on any of that stuff unless I really have memorized the scale or the

47:50

song or whatever it is that I'm working on So step number one here is I got to know the words the talk track that I'm

47:56

that I want to say Like I got to know it like like I could play with my eyes closed

48:05

Once I have that I can now start to record my calls Now I don't know why

48:10

this is Somebody smarter than me can probably tell me but the the mere act of listening to yourself will nauseate you

48:17

and will calm you down So once I memorize it and I listen to

48:24

myself I'll change my wiring The detachment also helps me tremendously

48:31

Meaning I certainly believe in what I'm selling when I call but I don't have any assumptions And I don't really I'm okay

48:37

if it's not a fit I know this person's not going to remember me after I get off this call

48:43

They're certainly not going to roast me in Slack Like they're not going to remember anything So I'm like I got so many people to call Like it's cool

48:49

either way And that comes through my energy I'm detached from the outcome Meaning it's not that I'm complacent

48:57

but I'm not assuming everyone needs what I'm selling and I'm not gonna be so disappointed if they're not like don't have a problem or if someone slams the

49:04

phone on my face because that's the nature of cold calling People slam the phone on my face when I cold call It's just planes are late dogs poop in dog

49:12

parks and people don't pick up the poop That's just how that's just how it is That's just how it is And then the final

49:17

thing that's helped me tremendously is meditation

49:23

I don't want to get too wooy but uh I do 10 15 minutes of that a day And what

49:29

that allows me to do is not get lost in thought So I'm actually able to observe how I feel and in that moment it just

49:37

calms calms the voice down Is that helpful yeah absolutely Thanks so much Josh All right

49:45

Oh and psychedelics help as well but we can get into that later later today Hell

49:50

yeah Uh Luke Viciano you still here

49:56

yeah I'm here Um hey Josh first first thank you for for doing this This has been very insightful for everybody I

50:02

imagine Um for the example we used with Catalina there's a lot of STRs here that

50:09

are selling for example say a lot of cyber security solutions In this example used with Catalina there's going to be a

50:15

lot of prospects that may may not be allowed to reveal what types of even what types of solutions they're

50:21

currently using whether it's in house or you know spreadsheets or you know what have you Any tips on how to navigate a

50:30

conversation like that yes So I shared one example of a when I say framework I

50:35

mean like how the question structured So this framework that I shared was current

50:40

way current way what's possible There are literally 20 other ways you can ask these kind of questions I'll just share

50:47

with you a couple more And if you want more I know your your team is giving away I think some licenses to my poke

50:54

bear Of course they're all in there but I'll just share some with you right so here's here's one Um

51:00

so this is a this is a simple one So imagine that you sell some kind of software that alerts a manager if their

51:08

A players are about to leave the company

51:14

You might say John um how are you currently

51:22

knowing when someone's at risk of leaving

51:29

hey you know um I know that recently 270 million unique social

51:35

security numbers have been hacked according to the national public data Um

51:40

how often are you checking to see if your information was leaked how are you currently checking to see if your information is leaked

51:49

hey I'm I'm not sure about you but a lot of comp admins are using Excel and commissions Um which means it's hard for

51:56

reps to see how their commissions are being calculated they'd like knock on their door to see like how it was done

52:02

How are reps currently getting visibility into how their commissions are being calculated

52:12

josh a lot of homes in Marbella Drive where you live as you probably know they're going up in value because

52:17

there's a lot of demand And a lot of owners I don't know if you're included they don't realize how

52:23

much leverage they have in terms of their house Have you had yours appraised recently

52:35

you see getting some ideas here when meetings dare when when your when your meet Hey VP of sales when meetings

52:41

are dipping like your cold your SDRs aren't setting enough meetings where do you usually see

52:47

the break is it like skill level strategy or they just not picking up the phone

52:54

you see these are all poke these are all neutral poke the bear questions and again in the course there's like 30 of

53:00

these that are you can start to play around with and then I have a chat GP prompt that will help you kind of

53:06

generate but that was just one format for these kind of questions

53:12

So here's one I was doing last week I did a big workshop This was awesome There's a CEO in there Um

53:20

this guy came up with one that was killer that he actually used in the call and it like so he got a call from a

53:25

prospect and the prospect said that they were leaving This guy's a real estate broker They've

53:30

been my customer for 5 years So he picks up the phone during the workshop and they have some small talk and this is

53:36

what he said exactly I wrote it down This is what we did during the workshop So John um so I'm not sure about you but

53:44

a lot of property owners with environmental sensitive sites like you guys with your die houses they're

53:49

getting hit with 20 and 30 20 to $32,000 in remediation fees when the tenants move out

53:56

How are you currently getting in front of that you see here we're assuming they know

54:01

about it and that they're getting in front of it Now something interesting happened in this case This guy was like "Gee that's

54:08

a good question what do you recommend but we protected the ego by saying "Hey you probably know about this Not sure if

54:14

this is you know for you or not." But this person they have a die house It's

54:20

being used for environmental purposes So do you And they were hit with a $30,000 fine when the tenant move out in

54:27

remediation costs meaning cleanup costs Do you mind me asking how are you

54:33

currently i love that phrase on a cold call especially I'm talking to someone with a big ego which is

54:39

A lot of people soften Hey do you mind me asking how are you guys currently getting in front of that

54:47

and again this all starts with a hypothesis because if there's no problem with the current solution that cyber

54:53

security if there's no problem with it there is no need for someone to switch and change So it all starts with that

54:59

hypothesis of what cyber security system are they currently using I'll give you an example here This might help Um you

55:07

probably you might not remember this I iPods

55:13

when they first came out I'm going to really date myself Do you guys know what people were using before an iPod if they

55:20

wanted to go run with music oh my god A normal right a normal MP3

55:26

player What else walkman Yeah Yeah Walkman CD players What was

55:34

the problem with the current way meaning what was the problem of the

55:40

of the current MP3 players before the iPod does anyone know the big one storage Yes

55:48

So every product has an Achilles heel Now storage does not matter if I only

55:54

have five songs But if I run two miles or two hours and

56:00

someone says I got a Diamond Rio player what I'm going to say is heard a lot of

56:06

great things about that They you know kind of created the awesome UI Um how do

56:12

you like how do you like it what's your what's what do you guys like about it and then I'm going to say this So I know you run two hours Josh

56:19

And when that came out state-of-the-art it held holds 32 uh 30 minutes of music as you know because it has a a 12

56:25

megabyte chip How are you dealing with that when you go on your longer runs are you like switching the songs out or do

56:31

you just listen to the same songs on repeat shut the front door Oh you've probably looked into an iPod Yeah I have

56:36

Oh it was way too much money for you Well it's not that I thought it was only on a Mac You see what we're doing here

56:41

i'm asking a question that relates to my hypothesis about the problem with the

56:47

current way I have to know that So I have to know all the current ways and I

56:52

have to have a hypothesis about the terrible no good very bad thing that happens if they

56:58

stay with it Now that only matters if it matters to the person

57:03

but you have to bring you have to have a hypothesis about it and see if they lean into it Does that help you Luke

57:12

does Thank you All right

57:19

All right And then Vanessa I'll spotlight you too here

57:25

to ask your question Hey Josh Um I had a question Uh where

57:31

would you go next if the prospect already has a competitor in place because of a lot a lot of the people I

57:37

call they already have a solution in place that's similar to the product that I'm selling Perfect Who can answer that

57:43

question based on what they learned in this workshop and come on stage

57:51

question is this someone So here's the thing No matter what you sell

57:57

everyone has a solution in place Nobody's running with no sneakers So Vanessa's question Joseph is this person

58:03

has a competitor That's not an objection by the way That's the truth Everybody has a competitor And sometimes a

58:09

competitor is a spreadsheet So Vanessa's question is hey if they have a competitor in place where do we

58:15

go from there joseph Yeah I think that what you have to do is know your distinctive edge as a solution

58:22

and know the distinctive problem that it solves for and then ask a question that

58:27

draws like forces the prospect to acknowledge that problem without making them feel like dumb or like they don't

58:32

know what's going on or something and then makes them think huh what what am I doing for this or like well obviously

58:39

they have a current solution in place but like what does this solution like do for this problem and then there will be nothing that they do for this problem

58:45

and then you introduce your solution or not right So so Vanessa the iPod example

58:50

is the perfect example right so Josh I got a competitor I'm using a Diamond MP3 Oh how's that been going for you great

58:57

So Josh I don't know if you're bumping into this but I talked to a lot of people that run two hours I know you're

59:03

training for a marathon And as you know those guys are great Like the UI of that

59:08

product is amazing but as you know it was state-of-the-art when it came out It holds 30 minutes of music

59:15

when you go on your two-hour long runs Um how are you dealing with that storage capacity are you like listening to the

59:21

same songs on repeat or do you like swap out the music every once in a while oh dude I only have like three songs Oh

59:29

sounds like you're all set There's no need for your solution You see what I'm saying here there's nothing to fight

59:34

here If they're if they have a competitive solution and there's no problem

59:41

you have to find someone that has a problem And it's not this person It's possible

59:47

that this person has a competitive solution and there's no problem that's meaningful because problems have to be

59:55

big I have a pixel out on my TV in the back bedroom right now It's a problem but I

1:00:02

rarely watch that TV and I barely notice the pixel So I'm not getting a new TV So it could be a teeny little problem It's

1:00:08

like it's no big deal I just swap out my music I don't really care No need to talk about your solution

1:00:15

So Vanessa my uh assignment for you would be to go to chatt or even better to interview customers if

1:00:23

you can And they're all switching away from something toward you

1:00:29

Meaning they were all using a competitor and decided not anymore We're switching to memory blue I want to know how the

1:00:36

customer describes the problem and I'm going to turn that into my poke the bear question That's way better than chat GPT

1:00:43

because it's coming out of your customer's mouth You may have this somewhere in your customer case studies

1:00:48

but you got to look for things in quotes not marketing language And to avoid that from even happening at

1:00:55

the beginning do what um Katrina did at the earlier call which is to bring it out Bring it up at the beginning of the

1:01:01

call Are using A B or C oh we're using you know Acme And then I have my problem statement

1:01:06

around Acme or Beta or Charlie I'm going to hear the same three or four all the time Hey I was just talking to another customer I don't know if this is

1:01:12

happening with you but they were bumping into A B and C How have not have you

1:01:18

considered switching but how how have you been navigating that well we can't really do it And now

1:01:25

you've created a little bit of an opening This is a way of thinking of like when I hear competitor I should

1:01:33

be thinking what terrible no good very bad thing might happen if they stay with the competitor If I don't have a

1:01:39

hypothesis I can't have a conversation

1:01:44

Does that help you Vanessa yeah A lot Thank you All right

1:01:52

Um and then if we still have time Josh Luke Mir had a question as well Okay

1:01:58

Luke Uh hey Josh Um so I heard you talk about

1:02:04

openers and that you could probably talk to them for hours I believe I saw something on LinkedIn um specifically

1:02:11

when I switched roles and it was that permissionbased openers lead to less conversations but convert at a higher

1:02:17

rate versus non-permission based openers get you into more conversations but you don't convert them at the same rate What

1:02:25

is kind of your thought process on the two and do you think that it's even to

1:02:31

do with permissionbased openers or is it the tone that you go and ask the initial kind of engagement okay so here's the

1:02:38

thing Everybody writing about this stuff including me is trying to create controversy Nobody [ \_\_ ] knows

1:02:43

anything I mean how would anyone even measure like just think to how the [ \_\_ ] would anyone even measure this [ \_\_ ] like

1:02:48

does anyone know no one knows anything All these things can be fine Find the one that works for you Experiment with

1:02:56

permission-based openers Hey James Uh my name is Josh I know you weren't

1:03:01

expecting my call Uh do you have a moment i promise to be brief Or hey Josh Um my name's James I'm an ad

1:03:09

rep calling about the inside selling podcast Do you still handle sponsorships for that that's a non-permission based

1:03:15

opener Hey Josh my name is uh James Uh you are probably going to hate me Uh this is a

1:03:21

cold call Uh would you like to hang up or can I ask you a question if you want to hang up I completely understand I've

1:03:27

only been hung up on like six times today You can make it seven Like all these can work It's what's comfortable

1:03:33

for you Don't overthink it Don't look at people on LinkedIn including me and like "Oh this." Whenever you see a stat

1:03:40

remember this on LinkedIn Everybody is sharing perspectives not facts

1:03:46

99% of the things you read on LinkedIn are not objectively true There's some influencer like me trying

1:03:52

to like stir the pot So just try some stuff man And don't and work on your tone relax detach and just like see what

1:03:59

works It's not a big deal either way Find one that you're like I think that's that's kind of cool you know try one try

1:04:04

another one see see what works But like don't worry about conversion

1:04:10

I don't know dude Who knows dude nobody knows Does it matter what you're saying what about what you're saying afterwards does that matter how are you even

1:04:16

testing that like who would ever know that it's like all these stats are like BS in my opinion Takes the pressure off

1:04:22

Got you Nobody knows anything I I I appreciate it I was wondering if uh I saw that on my LinkedIn from one of your

1:04:28

posts from back in the day Yeah Sometimes I write sometimes I'll say use permission sometimes I say I won't And I

1:04:34

do this on purpose because everyone's like "Josh you're contradicting myself." I go "Exactly I don't know what's going

1:04:39

to work for you." That's my point Like try something Don't ask for ask for feedback not advice Like go try some

1:04:46

things Perfect All right Thanks Josh I appreciate you taking the time You got

1:04:53

it Well this this was amazing I mean we're

1:04:59

16 minutes over Still have a a hundred people I know we haven't touched on emails at all at the risk of um really

1:05:07

pushing for too much Would we be able to do one more josh Raymond had an email specific one Go ahead Raymond

1:05:16

Hi Josh Uh I was I know you mentioned earlier mentioning like um you know the

1:05:22

AB and C part Uh I was wondering how you would word that in an email Would you

1:05:28

reword that at all or how would you structure that uh just was just curious on your thoughts on that I mean I don't

1:05:34

know Yeah I teach something I teach something called a 4T email If you've been

1:05:39

following me for a while you've seen me talk about it Um but before we actually write an email

1:05:44

we have to have some things misan plus in place

1:05:51

the first thing we have to know is who is this person what job did they try

1:05:56

to get done and what's the current way and what's the problem with the current way we have to have a hypothesis

1:06:05

and then from there we're going to start our email with some kind of an observation about the person that

1:06:12

relates to what is the problem we solve So Josh looks like you're training

1:06:19

for Iron Man KSML right so looks like you're So Josh looks

1:06:25

like you're going to see Kronumbing in Miami later this week

1:06:32

What's wrong with that all right so I'm going to start with some kind of observation Now this could there's 20 different observations We probably can

1:06:40

go into all of them but there's ways in which you can look at someone or their company or things they're interested in

1:06:47

or initiatives that they have and start with that observation So what that does

1:06:53

is it answers the question why are you emailing me versus someone else now it doesn't mean it's specifically for them I could send that email to everybody

1:06:59

going down to that concert So step number one is a sentence about

1:07:04

some kind of observation So I call that the trigger The first T

1:07:10

The second T is my my sort of poke the bear question It's like a it's like a how question

1:07:17

So uh it might sound like this So Josh notice you're going down uh to see God I

1:07:23

forgot I remember how to pronounce this band's name Kumin down Crime bin Thank you God I listen to my wife listen to

1:07:30

him every night and I can never remember how to pronounce it Down in Miami um which typically means circling parking

1:07:37

lots for hours looking for a spot or leaving before the last song Maria

1:07:43

Tambian so you don't have to get stuck in traffic right so the observation how are you avoiding how you dealing with

1:07:49

that right and then the third T is third party credibility um over 700 people in

1:07:56

Bokeh are using spot hero to reserve a spot in advance so they don't have to leave early or

1:08:02

fight traffic or circle like a Mario Kart

1:08:07

against taking a peek which is the final T which is doesn't make sense to talk right so there's four four kind of parts

1:08:13

to it in the badass B2B growth guide if any of you have it there are literally hundreds of these written by real people

1:08:20

with proof of positive responses that you can sort of reverse engineer

1:08:26

um writing cold emails is another skill like copywriting that

1:08:32

you probably haven't been taught taught you probably haven't been taught how to write in school essays This is not that

1:08:38

So by studying good ones not good ones that influencers write on LinkedIn but

1:08:44

like ones that have proof of positive responses you can actually see this person lean forward What is what are

1:08:49

they doing here oh they're kind of following the same idea And then I could put some stuff in the

1:08:55

What I also do is I will lift language from customer testimonials

1:09:03

like quotes So you shouldn't have to copy and paste data from Excel and the Google Sheets

1:09:08

when you're calculating commissions That comes from something a customer said on the website and I'm going to email a

1:09:14

similar customer So when I teach this stuff the good cold email copy if you're writing it

1:09:21

it's not as good as if your customers are writing it So it's not written so much as it is found So I have a swipe

1:09:27

file when I was in your job of all of the things that customers said like

1:09:33

specific words that I could never make up and I would slot those into my problems in my cold emails versus what I

1:09:40

normally see in cold emails which is marketing language It's not how people talk So start to create a file for yourself

1:09:47

of like I called it the lingo library and I would just start to collect and it has to be in quotes and I have it by

1:09:54

persona and I would slap that because what happens is you get an aha you get some someone nodding their head Oh yeah that

1:10:01

sounds like exactly like my world It's like you're a fly on the wall So like when I do these workshops

1:10:06

there'll be SDRs in the front row and I'll I'll say you know you you have a list you're losing

1:10:13

even with direct dials you'll maybe only talk to like one or two people like nobody picked People are going like this

1:10:19

because it's like that's their world You're joining the conversation happening in their head And the next logical place the brain goes is what's

1:10:25

the next sentence like how do what do you have for me well with Titan X we know the people

1:10:32

that are most likely to pick up the phone before you call them So instead of having two conversations

1:10:37

for every 50 dials you have 15 Well how the hell does that work right So there's

1:10:42

the the contrast Does that help you at all Raymond yeah for sure That makes a lot of sense

1:10:49

I appreciate it All right you got it Yeah study study good cold emails And um yeah or if you have someone at

1:10:56

your company this is something else I did when I was in your job Like I I

1:11:02

zoned out of the training Know what I did a mentor told me this when I was like probably your age I found the top

1:11:09

salesperson in a company the top two or three and I became buddies with them and

1:11:14

I just watched everything they did and I documented it like religiously and I

1:11:20

just copied it and then eventually I came into my own way of doing it But I'm like this person's cracked the code

1:11:25

They're achieving quota every month And when I managed SCRs and someone was having a problem they're like Josh what can I do i'm like I don't know Go sit

1:11:31

next to Laney Like just go copy her whatever she's doing I she's figured something out Like it's possible Raymond

1:11:38

that you have someone in your company that is really good at emails Maybe not on the phone but that their emails are

1:11:44

doing really well Go like over there and find out what he or she is doing and just copy them

1:11:50

It's not like school You don't get in trouble for copying at work

Inglese (generati automaticamente)

**[](https://www.linkedin.com/in/charlie-hills?miniProfileUrn=urn%3Ali%3Afsd_profile%3AACoAAClbzBoBOVybKu5qmnUEkKOD_KhMrJJLJpo" \t "_self)**

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3 giorni • 3 giorni fa • Visibile a tutti su LinkedIn e altrove

Most people use ChatGPT for everything.  
  
Smart creators know when to switch tools.  
  
Every tool here solves a specific problem:  
  
ChatGPT → Brainstorming Machine  
Refines rough ideas into polished concepts.  
My go-to for breaking writer's block.  
  
Perplexity → Research Powerhouse  
Finds trending topics with real citations.  
No more guessing what your audience wants.  
  
MagicPost → Final Polish  
Transforms ideas into scroll-stopping posts.  
Paste, tweak the hook, publish.  
  
Notion → Content Command Center  
Calendar, ideas, analytics in one place.  
My entire content strategy lives here.  
  
OpusClip → Video Multiplication  
One long video becomes 10+ LinkedIn clips.  
AI finds the golden moments automatically.  
  
VEED → Professional Polish  
Captions, cuts, and clean audio in minutes.  
Makes phone videos look studio-quality.  
  
Synthesia → Scale Your Presence  
AI avatars deliver your scripts professionally.  
Create videos without being on camera.  
  
Ideogram → Visual Storytelling  
Describe it, AI creates it instantly.  
Scroll-stopping graphics without a designer.  
  
Kondo → Inbox Sanity  
Labels and organizes LinkedIn DMs perfectly.  
Never lose a lead in message chaos.  
  
Sybill → Sales Acceleration  
Turns calls into summaries and follow-ups.  
Close more deals with less admin work.  
  
Pick 2-3 tools. Master them. Then expand.  
  
Which one solves your biggest pain point?  
  
♻️ Repost to help your network level up

How I find 50+ high-intent leads a week  
  
Takes 2 minutes in Sales Nav  
  
1. Open up salesnav  
  
Salesnav is the single best data source for finding leads. But you have to know how to use the filters correctly.  
  
2. Set up your personas  
  
This will save you so much time, save the most common people you prospect to. For examle; Above The Line - Sales Leaders (Seniority = Director or CXO or VP) (Function = Sales or Business Development)  
  
3. Input your ICP  
  
Go onto “Lead Filters” then input the info of your ideal customers. The more detailed the better, as this will make your messaging more specififc, add filters like:  
  
Headcount, company type, location, industry.  
  
4. Toggle on “Changed Jobs & Posted on LinkedIn”  
  
New leadership has been brought in for change, they spend 75% of their budget i the first 90 days, so go after them!  
  
Reach out and how how you can help them hit THEIR personal KPIs in their new role with your solution.  
  
5. Toggle on “Connection” or “Connections of” or “Past Colleagues”  
  
If you are already connected and know them, you already have established trust so reach out.  
  
If you have mutual connections, try and get a warm referral (much higher response rate than cold)  
  
If you have worked with them before and know them, use that to your advantage.  
  
Look for the warmer leads! Make your life easier.  
  
6. Turn on “Save search”  
  
This way everytime new leads match your criteria you’ll be updated and notified. You can check this every week to have a bunch of great leads to go after.  
  
Name it also so you remember what it is.  
  
Would you try this workflow?  
  
P.S I’m working with a few more SDRs or AEs who want to hit 150% in the next 45 days in my summer sprint program ☀️  
  
If you want the details DM me “SPRINT” limited slots left

This template booked me 147+ meetings as an SDR / AE, you can steal it for free  
  
Email has always been my best channel as an SDR, as an AE, as a founder, and even now coaching my clients.  
  
  
We see great success through email, like:  
- Raph who booked 2 multi-billion dollar orgs with cold email in 7 days  
- Or Frank who jumped to a 12% reply rate on his initial emails  
- Or Devin who booked 5 meetings with one tweet  
  
So I just wanted to share exactly how we do it:  
  
(If you want this email + 4 follow ups comment “email below)  
  
1. Trigger  
  
The trigger is why are we even reaching out to this person now? It could be a personal trigger like a job change or that they recently got promoted.  
  
Or it could be a company-based trigger like the company is growing or they've made a registered acquisition.  
  
But in outbound timing is everything, so we always lead with the relevancy first.  
  
2. The implication.  
  
This is where we take the trigger and tie it to what could be a focus for that persona. What's their KPI?s Their world? Their issues? And then we tie the trigger to what could be a focus for them.  
  
3. Pain  
  
Pain is everything in cold email. Status quo is the biggest reason deals are lost, so we have to show them how is status quo bleeding them dry?  
  
This is called cost of inaction, so we talk about their KPIs, their goal and show if you stay the same how does it negatively affect you.  
  
4. Social Proof  
  
Then we help somebody like them avoid that exact issue. Make sure we show the relevancy to the pain so it has to be specific.  
  
So if we're talking about reducing manual work, inputting data we show how we help somebody save time on inputting data solution this is exactly how we help them do it.  
  
5. Solution  
  
Then we explain how we helped somebody do it. What did they do to achieve that result? We present ourselves as the bridge to go from the negative pain to the desired outcome of the social proof.  
  
6. Soft CTA  
  
Then instead of forcing a meeting, we instead try to start a conversation. Leave it open-ended. And that is how we finish the email.  
  
Here is the skeleton to use:  
  
Hey [name]  
Looks like [relevant trigger], Imagine you’re / thought you’d [implication based on trigger]  
Usually, our customers struggle [main problem related to ICP]  
So [COI]  
We’ve been helping [social proof]  
[positive outcome & how your solution did that]  
[Soft CTA]  
  
It works because it's relevant based on the timing. It talks about their pain. It's not about your features or your product.  
  
If you want this framework plus four of their emails, comment “EMAIL” below and I'll share it.  
  
P.S If you want to work with me to tailor this to your industry, your day-to-day, and make sure it's ready to help you book meetings.  
  
DM me Sprint, and we'll talk about my one-to-one coaching.  
\_\_\_\_\_\_\_\_\_

This ChatGPT prompt wrote 1,000+ LinkedIn posts.  
  
(Copy the exact prompt framework I use daily)  
  
After writing 1k+ posts for myself and clients.  
I discovered the perfect prompt structure.  
  
I call it the RIF Framework.  
  
RIF = Role + Instructions + Format.  
  
Here's my exact framework:  
  
ROLE  
Define who ChatGPT becomes (ideally, you). Make them an expert in your field. Give them specific credentials.  
  
INSTRUCTIONS  
Provide a step-by-step process to follow. Clear actions before generating output. No room for misinterpretation.  
  
FORMAT  
The exact structure requirements. Character limits per line. Style rules to match your voice.  
  
Here's my prompt in action:  
  
-  
  
You are the most interesting person in the world and the world's leading expert in crafting the perfect LinkedIn post. You spend all day every day writing entertaining LinkedIn posts. Act like a top expert in marketing and AI. You've grown your LinkedIn following by over 55k in 365 days. Your writing style is clear, confident, and shows you know your stuff.  
  
1. I will give you an attached file.  
2. After you receive it, please read the following formatting rules carefully.  
3. Then write a viral post on the attached design.  
  
- Provide a distinct opening line (12 words max), with no questions, to immediately draw readers in.  
- Provide a bold opinion that is contrasting to the opening line in line two (30 characters max).  
- Before the key points, use PAS framework in short sentences (40 characters max).  
- Use the all information in the attached as key points (50 characters max per sentence). Write 2-3 lines of text per key point.  
- Write a conclusion in 3-4 lines of text that reinforces the message (40 characters max per line of text).  
- End with a clear call to action, "Follow Charlie Hills. Repost to help others."  
- Always write in full sentences per line of text.  
- No rhetorical questions.  
- No emojis.  
  
Take a deep breath and solve this problem, step-by-step.  
  
-  
  
The magic happens in the details:  
  
☑︎ Swap the Role for different expertise.  
☑︎ Change PAS to AIDA or another framework.  
☑︎ Update the CTA for your goals.  
  
Most creators write prompts from scratch.  
Smart creators use proven frameworks.  
  
RIF turns AI into your personal ghostwriter.  
  
Follow Charlie Hills. Repost to help others.

**[[](https://www.linkedin.com/in/ACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y)](https://www.linkedin.com/in/ACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y)**

[**Josh BraunVisualizza il profilo di Josh Braun**](https://www.linkedin.com/in/ACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAAABd8iwBKytmqb231rmJeaWSVUHIEatsI4Y)

• 2°

Struggling to book meetings? Getting ghosted? Want to sell without pushing, convincing, or begging? Read this profile.

1s• 1s, visibile a tutti

If you’re explaining on a cold call you’re losing.   
  
Explaining sounds like this:   
  
“We help comp teams move off Excel so reps get real-time visibility into their commissions and trust the process.”  
  
Why explaining backfires:  
  
It positions you as the expert before people feel understood.   
It assumes they have a problem.  
It triggers the “I’m being sold to” reflex.  
  
It’s not the information that turns people off  
it’s the energy behind it.  
  
Explaining feels like pushing.  
  
The shift?  
  
Switch from explaining to asking about a potential problem.   
  
Here’s a poke the bear question I like:  
  
“Your process might be different, but a lot of comp admins use Excel to calculate commissions, so reps don’t always know how their payout was determined. How are your reps seeing how their number was calculated?”  
  
No explaining.  
No assumptions.  
  
Just a gentle question for reflection.  
  
Why it works:  
  
“Your process might be different…” softens the approach.  
It says: This might not apply.  
No one feels blamed.   
  
It normalizes the problem.   
“Most comp admins…” creates distance.  
It’s not you. It’s the pattern.  
  
It asks, not tells.  
Telling triggers resistance.  
When you ask, brains have to hold up their end of the bargain and answer.   
  
Poking the bear isn’t about convincing.   
  
It’s about making someone pause long enough to see something they might have overlooked.  
  
And that pause?  
That’s where the conversation starts.  
  
If you want to be a better closer, be a better opener.

I sent a video DM to the VP Sales of a $3bn company.  
  
“Best outreach I ever received" he said.  
  
Here’s why video prospecting is a game changer:  
  
1. Prospects are tired of canned sales outreach  
↳ Cold email reply rates are 1-2%  
↳ Executives receive 100+ emails DAILY  
↳ InMail performance is only marginally better  
  
2. Phone pick up rates are garbage  
↳ Apple’s new Call Screening feature is disrupting  
↳ Prospects won’t pick up unless they already know you  
↳ Average age of decision makers = 34 (they only text)  
  
3. Video accelerates trust  
↳ People buy from people - they LOVE the video medium  
↳ It’s the only differentiator from AI spray & pray  
↳ Result: 30-40% reply rates, with raving feedback  
  
Video prospecting was already around pre-Covid.  
But the market wasn’t ready for it.  
  
Right now video is experiencing a renaissance.  
And personalised video DMs on LinkedIn are crushing.  
  
It's how I book 20-30 meetings/month, all through video.  
  
What’s your question around video prospecting?   
  
AMA in the comments👇  
  
PS: Meme created by the genius Yurii Veremchuk

How I added 3 extra meetings a week with this call workflow  
  
(Steal the 3-step system)  
  
Calling still works if you approach it the right way   
  
But the best way to get the best results from calling is to follow structure and turn up prepared to your calls.  
  
If you want a consistent output, you need to have a consistent input.  
  
- The research you do pre call  
- The script you're going to follow  
- The flow for logging everything in your CRM  
  
In this workflow, I'm going to walk you through exactly what I did as an SDR to book 3 more meetings per week.   
  
P.S Huge shoutout to Tango for sponsoring this post. If you want to check them out to automate all your CRM updates, get it in the comments!

How to get clients on LinkedIn   
  
Without feeling like a manipulative weirdo.  
  
Let me guess what just happened.  
  
You're staring at someone's profile.   
You type, delete, retype.   
Your shoulders are tense.   
You hit send.   
  
Your stomach drops.  
  
Because you know before they even see it—you sound like a weirdo.  
  
This is your nervous system (your body) telling you it's dumb.  
  
So please do this instead:  
  
1 - Write like you're talking to a friend Read it out loud. If it sounds robotic, delete it.  
  
2 - Two sentences max "I noticed you're scaling your team. Are you looking for help with hiring?" Not a paragraph explaining why you're messaging.  
  
3 - Stop saying "I came across your profile" They know. You're on LinkedIn. Start with what you noticed.  
  
4 - Don't list your achievements unless they're relevant "I've helped 500+ companies" = spam "I helped a similar company reduce hiring time" = maybe relevant  
  
5 - Ask one specific question Not: "Would you be open to a conversation?" Yes: "Are you hiring senior developers right now?"  
  
6 - Never say "just following up" You're not "just" doing anything. You want something. Instead: "Still looking for developers?"  
  
7 - If sending it makes your chest tight, don't send it That pushy energy? They feel it too.  
  
8 - You're trying to start a conversation, not close a sale If it feels like a pitch, it is one.  
  
  
The issue is simple  
  
You're writing from fear, not confidence.  
  
Before you hit send, ask: "Would I say this at a networking event without feeling weird?"  
  
If no, rewrite it. If yes, send it and don't check messages for 24 hours.  
  
The goal isn't to get everyone to respond.   
The goal is to feel good about every message you send.  
  
When you do that, the responses take care of themselves.  
  
  
PS - Need some help? Here's 5 FREE LinkedIn courses so you can get started.

Last week I finally tried N8n.  
Way too late, I know.  
  
I started with a Google Sheet.  
A list of leads I’d worked on in Clay.  
Then I built a node to send each one to Perplexity.  
Asked it to analyze the website.  
Understand the business.  
Identify competitors.  
Read the reviews.  
Spot weaknesses.  
  
The goal was simple:  
give a BDR a quick summary, good enough to write an email or record a voice message.  
  
When I had a phone number, I took it one step further.  
I passed the summary to Claude.  
Told it: “You’re a sales rep. Write me a short script for a voice note.”  
  
Then sent that script to ElevenLabs, which generated the audio, voiced by a Sicilian girl. Natural. Convincing.  
  
Finally, I used Cursor to write code that sends the voice message via WhatsApp Web, using OpenWA. No API.  
  
Everything runs through N8n.  
End to end.  
  
I’m still experimenting.  
But the potential is clear.  
And you don’t need to be an engineer.  
  
I’ll share more soon.

Here's how I’d write a cold email as a rep at Gong  
  
(Full example & breakdown)  
  
Gong is a great platform & one of the most famous on here.  
  
In this example I am just talking about one feature as an example.  
  
As I did this here are the main things I’d focused on:  
  
1. Persona  
  
What a CRO cares about is different to to a Head of Sales which is different AE manager. So know who youa re selling to and what KPIs do they really care about, show how you make their life better.  
  
1. Trigger  
  
Always have a great reason to reach out. In this example I used a different take on the classic “Recent hire” by adding in I have spoken with their team to build a strong relevant POV.  
  
1. Pain  
  
Show the issues with their current process, but always add in the COI (cost of inaction). If nothing changes how does that negatively impact them, show that stats quo is the enemy.  
  
Here is the example:  
  
Hey Jon  
  
Heard from Jake and Susie that they're spending hours each day updating Salesforce.  
  
Curious how you're planning to track forecast accuracy in your first 90 days.  
  
Usually when reps update things by hand, it gets pushed to the side.  
  
So only 35% of manual updates are even close to accurate  
  
ACME improved forecast accuracy by 61% using Gong. It updates timelines for reps so they can sell, not update fields.  
  
Think this could help in your first few months?  
  
Why does this work?  
  
I clearly show the message is for this person by referencing their team, I then tie it to a potential issue and emphaise the pain of not changing. Then show relevat social proof and finish with a simple no pressure CTA.  
  
I don’t fully know Gong’s value prop but I hope I did it justice!  
  
P.S I’m working with a few more SDRs or AEs who want to hit 150% in the next 45 days in my summer sprint program ☀️  
  
If you want the details DM me “SPRINT” limited slots left

I made more money in May than in my entire 1st year as an SDR. 5 key sales skills that got me there:  
  
1. (𝗗𝗶𝘀)𝗾𝘂𝗮𝗹𝗶𝗳𝗶𝗰𝗮𝘁𝗶𝗼𝗻   
↳ You have to know your ideal customer profile (ICP)  
↳ Softly qualify budget, need, authority, timeline  
 ↳ Have the courage to walk away from bad fits  
  
2. 𝗣𝗿𝗼𝘀𝗽𝗲𝗰𝘁𝗶𝗻𝗴   
↳ Lead with business problems, not features   
↳ Cut through the AI noise with relevance  
↳ Master video prospecting (game changer)  
  
3. 𝗗𝗶𝘀𝗰𝗼𝘃𝗲𝗿𝘆   
↳ Uncover the Cost Of Inaction to drive urgency  
↳ Map out the entire decision making committee   
↳ Ask the hard questions that competitors avoid  
  
4. 𝗖𝗹𝗼𝘀𝗶𝗻𝗴   
↳ Create mutual action plans with clear next steps   
↳ Get multiple stakeholders involved from the start   
↳ Hold prospects accountable to their commitments  
  
5. 𝗦𝗼𝗰𝗶𝗮𝗹 𝗦𝗲𝗹𝗹𝗶𝗻𝗴   
↳ Build your personal brand on LinkedIn   
↳ Use likes, comments or profile views for outreach  
↳ Nurture your target audience with value over time  
  
The biggest game changer so far?  
  
The ability to generate my own leads from LinkedIn.  
  
This will be a top hiring criteria for future sellers.  
  
No pipeline? Go on LinkedIn.  
No brand awareness? Build it on LinkedIn.  
No meetings in the calendar? Book them on LinkedIn.  
  
Building your brand is future-proofing your sales career.  
  
Agree or disagree?👇   
  
♻️ Repost and share this in your team Slack  
🔔 Follow Christian Krause for daily LinkedIn sales tips  
  
📌PS: Want to crush your 2025 quota and book 20-30 meetings per month on LinkedIn? Join our Social Selling cohort in June: https://lnkd.in/ev5iWM6s

Day 5/5 - How to capture leads on your LinkedIn Profile while you sleep

0:00 How to capture leads on your LinkedIn profile while you sleep. That's, this is the last most important thing. This does not matter if you don't get all this stuff right, because no one's gonna like do you think anyway.

0:14 So you have to get your business here, right? You have to go to all this stuff, right? But the next point is, how do you actually capture leads on your profile?

0:21 So when people click on it, they're like opting in on and take the free thing. Now, let's go through the psychology.

0:27 Seniors profile. I see a comment that she leaves on a SaaS founder's post. I'm thinking about doing SaaS, elegant photo, says her name.

0:39 I click on a profile. Oh yeah, I've actually been thinking about starting a SaaS business. All right, go ahead. What's the next natural thing someone will run and do?

0:47 They'd want to run customer interviews to validate a business idea. That's the key. Because what you want to look at is with any market, right?

0:59 For example, we'll get any market. There's only 3% of a market that's ready to buy right now. But the other percent are at different stages from, and then it starts to not even aware that your thing even exists, right?

1:13 And these take the longest to eventually buy your stuff because it's these people that buy, right? What you want to do is you want to be capturing the market all the way down and nurturing them through your emails and your content and all that kind of stuff.

1:27 What happens is when someone Has a calendar link on their profile. They only market to a tiny percentage, a small percentage of the 3% because a lot of people don't even click on links on calendars because they're like, I just don't do it.

1:39 It feels weird. But what happens is when you put something on your profile that's the next natural step or next extension, you end up capturing all of this percentage of the market that views your profile and then you nurture them through over time.

1:54 So the next bit is creating the next Natural extension of what they want to do. So how to run custom interviews to validate a business idea.

2:05 This is called a funnel. You want to push them through your funnel. Because if I go here, then I can do this.

2:12 Matt, I can put in my dates. And then she captures the lead. They get all arranged, right? This is what a funnel looks like.

2:20 Now we show you how to build this in our program. Obviously I'm pitching my program. This is the whole point of making these things because if you're a side business owner that we want to work with, I want to work with you.

2:30 There's a tiny section of our program under the funnel building setup. Example funnel to test. This is what a funnel should look like, right?

2:39 You should have your colors here. Super basic. They click on your link in profile. They can't scroll anywhere. This is where you should give away, you know, if you're an e-commerce, if you're Hannah who helps do e-commerce.

2:51 Ad creatives, right? She should have here get these 53 templates of ad creatives, right? Why do I want them? Gives you all these points.

2:59 Here is what it is, right? And then I can either have a video here of it or I just have an image.

3:03 Just have a great ad image. That's totally fine. All right, cool. Yeah, I love that. Get the free funnel blueprint.

3:09 Cool. What's your name and mobile phone number or email mobile phone number, right? But you can remove that phone number.

3:15 That's fine. Just what is it? What's the details? Give me the funnel blueprint. Then, hey, thanks, it's on the way to your inbox.

3:24 Do you want to skip the trial there and just book a call? And we'll just make getting leads super easy.

3:28 Here it is. This is how your LinkedIn funnel should be. You should give away the free thing first and then it encourages the next person to go to the next thing where they can book a call.

3:40 So if we go here and look at it, you'll take what this means is you're marketing to all the people in your awareness, right?

3:48 That's the key because you want your What happens here is you got your profile. So you've got your, let's, let's just go back up here.

3:55 This is how it works, right? You do all this work here. This is number one. Your messaging people, your posting content and your commenting to get visibility and then your headline, your little headline part and your photo is drawing them to your profile, right?

4:11 They then get drawn to your profile and you want them then to immediately know what you do and how you can help them to just be like super clear.

4:18 Like what do you do? And then when they go to your profile and they hit it, do I want to get the free thing?

4:24 Do I want, you know, do I want to get the free thing? Yes. Grab it. At that point, right? You've gone, you've gone through the trust hurdles of like building it because with content, comments and DMs, right?

4:39 If we look at content alone, posting or commenting, only about 2% of your audience see it. The reason I love DMings is because 100% of you already see it.

4:49 So I love DMing, it's great. You build trust a lot faster. But with opting in, when someone opts in for the free thing, and then if you're sending, if you're a, if you're a Denver business owner, and he more than $500,000, and I'm going to send you tips on how to do tax mitigation and do worth planning

5:03 to build an eight-figure nest egg, I'm going to read your email every week. I'm literally going to read it every week.

5:09 And that's the thing about opt-ins. 100% of people, well, then you read your emails. You'll give away the free thing, they get it, they ingest it, they use it, then you start emailing them.

5:19 We've got an email book on how to do that in the program as well. I actually show that in a sec.

5:23 And then they start binging. They start seeing your stuff all the time. And then they start building trust, trust, trust, trust, trust, trust, trust.

5:32 And then you might send them an email later on and be like, Hey, just by the way, like, I'm not going to be working with a couple more Denver business owners who are any more than five are okay, who want to do a track mitigation strategy session for free.

5:42 I'm willing to come out to you to have a coffee. Who's interested? You get fire people putting their hand up because they all been doing it.

5:48 And then this is this is how I booked 3,500 meetings or more on LinkedIn, like just from my profile. And that's it through this actual strategy.

5:56 And so you want to take people through this funnel. This is what should happen on your LinkedIn. And then after that, there's another thing that you build as well is you do a million dollar email blueprint where it's like you give them the free thing.

6:09 Then you have the email system where you email them multiple times. We got to built in here. How you structure it, how you capture the leads, all the different emails you write.

6:17 We've even got a prompt here that writes all the emails based off the emails that I've wrote, which has done like, I think we've done probably like $700,000 of sales while I email.

6:26 But like only in a short, like probably in like a year, yeah, which is pretty good, right? Seeing the email, it's got a GPT that writes it.

6:32 Like, this is how a profile funnel actually works. And, but I've seen big LinkedIn creators say, put up calendar, link on your profile.

6:44 It's like, I have 17,000 people in my email address. 17,000. Like, that I can email all the time. Right. If I had a calendar link here, I would like not have that.

6:56 Just be got. And so this is why, this is like my last comment piece of message. This is why working with an expert.

7:03 Actually matters. Like myself and my business partner, my business partner used to be the CEO of a listed company here in Australia, a software company.

7:11 Here is a weapon. All the tools, all the software we're building, the software might actually be out now. All these books, the reason why we have so many testimonials, the reason why we have so many people winning is because like me and him are obsessed with helping small business owners generate leads

7:25 themselves. Because we've just seen so many people get stuffed up and ripped off. And like, if you watch this video, right, and you're like, Matt, actually, I've actually never heard of someone talking about LinkedIn this way.

7:36 I've never seen them breaking it down and strategizing it like this. This is like a tiny percentage of what we cover.

7:42 Tiny percentage because we built LinkedIn and we built this system to actually help small business owners generate leads forever. It's what we've helped business owners, like, make multi-seven figures through it.

7:52 Like, like, we do, we're doing right now $3.5 million a year through LinkedIn. Like, Just alone. Like, cause we, we practice what we preach.

8:02 Like my co-founders Steve, he, we tested this because he wrote a book on how to actually send DMs. So he's actually written four books altogether now.

8:11 He put all these together. He wrote a book on how to send DMs and book calls. And cause he actually closed $100,000 on LinkedIn.

8:19 And this is his profile, literally. He closed $100,000. With no profile photo, just to prove that you could literally just to prove that you could.

8:30 Doesn't even know about it. Never commented. Never know anything. This is where the sitcom you ever see, uh, before, right?

8:35 Like, here's a weapon. And like, if you've gone through this and you're like, Matt, this is like, wow, this makes total sense.

8:43 Imagine what working with us for six months would be like, literally six months, because my goal is that you can earn so many leads that you can just leave.

8:52 That's my goal, because I want to teach you how to do it. I'm a big believer in teaching someone how to fish, not just giving them the fish.

8:58 That's why I don't believe in, like, here have these post templates, all these DM templates. No, it doesn't matter. What matters is that you know how to do it.

9:04 What matters is that you can just log into LinkedIn whenever you want. If you feel stressed, a client left, you're like, okay, I can just log into LinkedIn and I can book some more meetings.

9:11 Like, that's the power everyone should have, and with technology the way it's at, that's what you should be doing. So, please, if you're interested, if you think this would be a good fit, and if you want to save six months of trying to do it yourself, Locking a chat with me.

9:23 Let's have a discussion to see if it might be a right fit. If it's not totally okay if I still need to convince you, we've got tons of other free stuff as well that you can consume because I do this the same thing.

9:34 This is my strategy that I use that I teach everyone else. It's just different for every business owner because they've got different ideal clients that they go after.

9:41 So you could be a mortgage broker, you could be an accountant. It could be a real estate, like, it doesn't matter.

9:47 Like, what matters is you have a personal brand marketing system that works for you. Anyways guys, I had so much fun making this.

9:52 Catch you later. Have a good day.  
\_\_\_\_\_\_\_

Day 4/5 - The 2 other elements that are the most important but everyone get them wrong  
0:00 The two other elements that are the most important, which everyone seems neglect. This one's going to seem pretty dang simple, uh, when I go through it, but it's required.

0:11 And I might be repeating myself, it's just so important. I just, I just want you to take action on it.

0:17 So when people look at your LinkedIn profile, they, they, oh, that's green. It's a bit intense, right? So let's say when they go to your LinkedIn profile, they see this.

0:27 Like that. When they're looking at your, your phone, they say that, from their phone or whatever they say this, and then they see this piece of real estate here, and they see this photo.

0:37 Alright, here, and here. And then underneath here, this thing is what draws them to your profile with the actual photo itself.

0:46 These are arguably the most important things on LinkedIn. Now, the very most important thing ever, and I might rip on some people here and I'm just going to be Blime, I that's okay, right?

1:00 So let's go here, this post. Your profile mat, mat, photo mat is so much, like, if we scroll down, right?

1:08 See, Larissa, like, it's okay, but I can't see her face. Let's scroll down a little bit more. This photo here looks a bit dodgy, right?

1:18 This photo here, nah, the color really isn't matched, it's zoomed out, it doesn't look that good. Like, people immediately judge you on your profile.

1:28 You want to be like, I think Robert's profile photo is quite good, right? Yeah, that's quite good. But, oh shit, what do I go here?

1:37 Yeah, people like, immediately judge you on your photo. I think I put out so much content on this that people like, in my following, have actually all changed their photos, because I just do it so much.

1:48 But this photo here, very bad. Like, extremely bad. This, you can see the feeling, I'm sorry dude, and I'm, hopefully you see this in change it.

1:59 But like, imagine you click on this photo, there's a photo of him here, and then imagine you see this. It's just like, in immediately, you de-distrust someone.

2:09 And like, when you're looking at, like, from the mobile phone, right? Let's say here, let me pull it up. Like, when you're looking here, this is what you're looking at.

2:22 You're looking at people's profile photos. Down here. And this is the first thing that you see. I'm sorry to do it a lot of you may like but like your photos are very bad.

2:31 You gotta change that. You can see here how like as you scroll through this is the first thing they see and I'm just gonna be real when you go like lime yellow it's very very bad.

2:43 Like no executive or business person or anything is gonna have a bit of a photo like a photo like that.

2:51 Just at all. Like, and the thing about LinkedIn is like, when you're selling to a target market or a target audience, right?

2:59 They're gonna judge you based on the way you look. People do. Like, that's why I don't like when people say, ah, just wherever everyone does matter, like, you know, Mark Zuckerberg did it.

3:07 It's like, f\*\*\* off. That's Mark Zuckerberg, right? When you're ingenious, you can wear whatever the f\*\*\* you want. For everyone else, you want a leg up.

3:14 You want to wear something nice. And like, you need it to look nice, because otherwise, You're immediately putting yourself at this benefit.

3:24 So a nun right now, hopefully you change it, is like, if I am a business owner and I click on his profile, immediate distrust, like, like, immediate, like, I don't even have to read anything else.

3:35 They're just not going to trust you. And this is a problem. But if I'm a business owner and I go to say, Marina's profile, right?

3:43 So not Marina, I'm saying his profile. Like, there, look, that photo. Great. Super classy, looks really nice. Immediate trust. Like, it has a good feeling about the profile, with like immediate trust.

3:57 Most people, like a lot of my people in my following, like comment, like Arjun's photo, I've sent it before, it's not good.

4:06 Like, it just looks like you can see here. It just looks like it's not a high quality shot. It's kind of weird looking up here as well.

4:15 It's like, could be a lot better as well at the same time. You can just tell, like, business owners can just tell when something's your quality.

4:22 Wesley, I can't even see. Like, like, I can't even see what's going on. So, like, immediate distrust. Like, I've seen people with, like, hot pink photos and stuff.

4:32 And I'm stressing about it, but like, you have to change it. Like, it has to, you have to have your photo that gives a professionalism about it.

4:41 If, and it has to be clear. Like, When people scrolling through the link in profile, they need to see your face, they need to see your emotions, it needs to be clear, it needs to stand out, it needs to be not f\*\*\*\*\*\* fluoro yellow, like, I can't even deal with the amount of people that have like, oh,

4:57 and the other problem is that a lot of us don't understand design, neither do I. Just take a screenshot of your link in profile, put it in chat TBT, and be like, does this come across a bit tacky?

5:07 How could I improve the colour? Is purple bad? Is this color of purple bad? How do I make it more classy?

5:13 Because we're on, we're not on Instagram or TikTok. We're on LinkedIn. It's, this is the type of platform. So please, professional photo, zoomed in on your face, either AI, but preferably in person that you actually get the photo done.

5:27 The second thing is the banner. It has to just be very, very clear what you do and it has to stick out.

5:34 So let's look at Radoo's one. Redesigning product leg onboarding clarified value to activate users, 16% users. Book a free sass on it.

5:42 Very clear I know what he does. Seniors profile, very clear. I know what she does. This banner has to be hyper clear because people are scrolling through the feed.

5:55 They click on your profile. They're clicking on it because they're clicking on your profile because they're saying this and they're saying this.

6:02 Most people lose there. I don't even draw people into the profile because someone says they don't have a professional photo and so they just look dodgy.

6:11 So don't click on it. It's like one of the biggest things with LinkedIn and just no one does it. Like, my buddy, I'm helping him kind of get a job down and helping him post on LinkedIn and stuff.

6:19 This photo's zoomed out. It's bad. It's just immediate, you're at immediate disadvantage. It's like if you walk to a party and it's like nice dress, everyone has to dress nice and you just don't come dress up.

6:29 You stick out and then people are, You know, I don't really take you seriously, even if you just didn't know.

6:35 And so these two things matter as a first point of call, right? And then when they go to your profile, then they're looking at all of them combined.

6:44 This is like your shop front. And so the the profile kit that I'll give you, it helps you redesign and make it look amazing.

6:51 It's just, I'm not really going over much here. I'm just stressing the importance of this. You have to fix it.

6:57 Like otherwise, like people They literally spend, I've seen people spend like four hours a day commenting. And that pro, their profile photo looks like they took it in their parents bedroom, my parents house.

7:09 Right? You took some shitty ass selfie. Like, it's just, it's like everything doesn't matter. It's like you're filling up a water and there's a hole in the bottom.

7:18 It's just fallen out. The trust is gone. Like, this is why I don't like a lot of people when it comes to like posting content.

7:25 They're like, just post content, just post content. Guys, like you don't, This is off topic, but like, if you, if you know nothing in an industry, all right, let's say that, let's say that this is trust, all right.

7:37 For example, all right. Trust the advisor stranger, all right, and it takes time and value to do it. If you're in an industry right where you're new and you're posting advice and you've never chatted to someone in it, this is why this isn't about you guys because you're an established business owner,

7:56 but like, imagine when you first started your business, If you start a posting content, but you didn't know anything. What it does is people start as a stranger, but then it pushes you back.

8:05 They distrust you. It creates bad brand. And that's what a bad profile photo does and a bad banner. It creates distrust.

8:15 It makes people like not want to work with you. You're not professional. Like, and so you gotta fix, like, this bare-bone stuff, you gotta fix it.

8:24 Make us look aesthetically pleasing. And then we'll get into the next video. Thanks guys, see you in the next one.

Day 3/5 - How to write a headline so your ideal clients immediately know what you do  
  
0:00 How to write a headline so people immediately know what what you do, and how you can help them. That's what I'm going to cover in this video.

0:09 What a headline is, is it's just this thing. This is a headline, right? This is a headline. So what I want to do is I want to write a headline.

0:20 So this is probably like the most important thing with your photo, just because your photo has to make you You have to look legit in your photo.

0:28 If you look dodgy, it's just bad. Like, just you have to make, don't make your photo lime green in the background.

0:34 Just don't do that. And don't make your profile, like, there's a lot of these, like, linked in profile optimization specialists.

0:40 And they'll come back and they'll rebuild your profile. And it looked like a f\*\*\*\*\*\* packet of, like, it literally looked like the box that Buzz Lightyear from Toy Story came out of.

0:48 Like, You don't want to do that. It needs to look elegant. It needs to look professional. It needs to match the tone of voice that LinkedIn is, right?

0:56 It has to do that. Unless you some really out there quirky personality and you've got an established business, that's like, okay, but for most of us, we just need the professionalism.

1:04 And guys, I'm going to give you a LinkedIn profile kit at the end of this so you can rebuild your profile because like people usually charge $1,000 of that.

1:10 You just have this to free. Like This is like a, this is such a small percentage of what actually matters.

1:15 I just want to get it out of the way so you can fix it and start making money. Like, that's the actual goal.

1:20 But this headline is super crucial. Now, if we go back to Radu's post, Radu's one, right? There's this theory that, you know, your grandma needs to understand your copying or writing or what you do.

1:33 No, that's incorrect. Only your ideal client needs to know. It needs to be super clear for them. Your ideal client is all, and like that's it.

1:42 And so, I'm going to walk through and build a headline now and write it using ChatGBT, and I'm going to show you how I do it.

1:48 Let me just open it up one second. Where's our? Cool, got it open. So, I'll walk you throughout a bit.

1:58 Hey ChatGBT, I am a wealth manager in Denver, Colorado, and I work with Small business owners and executives and staff that earn more than $500,000 per year.

2:12 And I help them build wealth, but more importantly, I help them save money so they don't pay more money to Uncle Sam.

2:18 Uh, and I live in the Denver area and I like meeting people like with people in person. And so what I want you to do is I need you to create me a LinkedIn headline, um, that it capsulates like what I do and how I help someone and then Give me a suggestion then, like, what could be on the LinkedIn banner

2:34 ? But give me 10 variations of the headline. And imagine, like, I am this Denver Business Owner Executive, and I've seen my comment, and then I scroll past and I see the headline, and I'm like, ooh, this person can help me.

2:46 So it needs to be just abundantly clear what I do super quickly. So if I am the ideal client or when I reach out to people and I call DM them, they just know exactly what I do.

2:55 Go. And so you just tell it all that information. And what matters is that your ideal client actually sees it, right?

3:05 Keep more money. Build wealth, slash taxes, right? More wealth, helping Denver grow their business school. Helping Fiverran County pay owners pay less to Uncle Sam and build lasting wealth.

3:16 That's brilliant. Business owners tax and multiply. Cool. And so what I want you to do is I like the one where it's helping 500k plus earners in Denver pay Leicester on the Uncle Sam.

3:29 Uh, and then we want to have like a dash and then we want to be like, um, through advanced tax strategies and wealth maximization.

3:39 And then we need to say, um, working and then another dash and say working with 83, um, Denver high income.

3:46 I'm going to use now and then another dash and then we just need to say, um, DME Denver, um, if you, if you're looking for a, if you'd like a conversation or something like that, if you don't mean like that's kind of how we want to broken up instruction.

4:02 Cool. Cool. Easy. Let's talk. Cool. And then DME that. That's it. And so then if I go here, then if I go to my profile, I want to change my profile and just show you what it looks like on my profile.

4:22 Let me just uh, copy it. Alright, cool. So let me copy this. And then I, so all I do is I go here, I click this button, and I scroll down, where's the headline?

4:38 Here it is. Cool. And so I'm going to slightly open this. Cool. I'm doing this because I worked with a client the other day and this is the headline that he built that we built together.

5:02 To chat. Cool. Like that. Alright, Denver-based. Sweet. So, now that we've updated it, helping 500 K-plus owners in Denver pay less to Uncle Sam.

5:17 Alright? But let's see what it looks like in my comments and that kind of stuff. So if someone immediately comes to my profile, they can see this.

5:24 But even more importantly, When I comment on someone else's post, especially from the mobile, helping 500K owners in Denver pay less to Uncle Sam.

5:35 So, like, if I am, like, someone any more than 500K, and I see this, immediately I'm going to be like, oh, who's this Matt guy?

5:46 Who's this Matt guy? And then how do I do it through advanced tax strategies and wealth maximization? We're working with 83 high income Denver business owners and executives now.

5:55 I'm Denver based. D.M.E. Denver to chat. Or you could just remove all this and just have it super clean. But what matters is that if my client who's doing this, if he's connecting with 200 business owners from Denver every week, if he's commenting on their posts, if he's doing all this stuff, if he doesn't

6:12 have this and it's not clear, it's a waste of time. So and he can be like, you know, financial planner or wealth planner here and have his name and then he has a good quality photo.

6:21 And then we're going to adjust this as well. But like, this is what Good looks like. For everybody else, it doesn't matter because when my clients reaching out, right, and he's building lead lists, right, and he's finding people in Denver.

6:35 We've got another video on how to do this as well. He's finding all these business owners in Denver that are connected to people that he knows and his current clients and stuff like that.

6:42 They're just going to accept his connection request, like immediately, and they're going to be like, oh, he helps me. And then so later on, we'll show you how to build the funnel.

6:50 When he says, you know, advice for tax- Medication for Denver residents, any more than five are okay. Of course I'm going to be interested in that.

6:59 Because it's such hyper-specific advice. Like, it's why I love Marina's profile so much here. And like, I like it because she booked out so much last year that she couldn't even take on any of the clients.

7:10 She had so much inbound, just from that. Just literally, that's it. Like, that's all it was. Like, she didn't even have this section here.

7:18 She's even got a calendar link, which I don't even advise. You know, I, I, I test LinkedIn strategy for financial advisors, so you don't have to guess.

7:26 Great. If I'm someone in that industry, oh, I gotta let her know that that doesn't work. But like, it was literally just that.

7:33 She booked out from that. She didn't even have a good banner for her anything, because it just doesn't matter. She doesn't even have a crazy amount of followers.

7:39 This is like This is with LinkedIn, this is how you build what's like what they call authority without having a lot of followers.

7:46 Because what happens is that if we scroll down here, if someone just says that they do one thing, right, let's put out another trust graph.

7:56 If someone goes to Marina's profile, they start here because that's all she says she does. So when you say only do one thing, they just assume that you're gonna be amazing at it.

8:08 And that's like the shortcut. So like, it's not even niching down. It's just like being very hyper specific on what you're doing.

8:15 And like, I didn't think about for this client. I didn't think about using the word Uncle Sam. And he's like, dude, everyone in Denver or the US says that I want to pay money to Uncle Sam.

8:23 That's just what the word is. So in Australia, nobody knows what that means. But in the US, everyone knows what that means.

8:30 And that's the only thing that actually matters. That if I'm a doctor in Denver and I scroll past my client's post, Oh, he's comment that he left on someone's post, and then I'm like, oh, wow, oh, that's this guy.

8:43 Click up here. Oh, that's what he does. Oh, it tax strategies. Yeah, I'm thinking about that. Yeah, I've got complicated tax.

8:49 Click. Like, and that's why this part is so crucial. Anyways, guys, excited for the next one. This has been fun.  
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Day 2/5 - 6 LinkedIn profile elements and why they matter

00:00 The six profile elements and why each of them matter so much. That's why I'm going to walk you through now, uh, step-by-step on actually constructing a profile.

00:10 Now before we go into it, what you really need to remember and understand is that you're just like Seniors profile, is it readable on the mobile?

00:21 Right? If it's not, redo. Like readability and mobile, people scan, They don't read, like, how, like, when you're scrolling through social media, like, when I see my wife scrolling through, like, Instagram through it, she's like, f\*\*\*\*\*\* like this.

00:36 I might stop, we want to see some stuff. She's like, nah, I know it all sucks, right? Like, you've got to make it in a way, so it just hooks people in immediately, and it's just like, abundantly clear.

00:45 So even if you can, like, kind of see it on the mobile, so let me just turn my fan on, because it's a bit hot in here, and these lights get a bit hot.

00:52 Um, when it's, when it's not abundantly clear, Really quickly what you do, people can easily just scroll past. So it's got to capture their attention.

01:03 But let's walk through the elements of a profile. And so, okay, cool. So the first things first is your profile photo.

01:13 That is the most, probably one of the most important things, uh, for LinkedIn itself. Like, I've seen people's profile photos.

01:23 I wonder if we can go into my like comments as well and try and find some profile photos. Like, when you have a profile photo that's just like, like, love Malik, but like, when you have a black and white profile photo, with you with Sonny's on, with Orange in the background, it's not going to attract

01:41 clients. Like, at all. LinkedIn is a professional platform. Anytime with you go with like some crazy different color or something like that that doesn't look professional, You're not matching the profile.

01:53 Like Nigel's photo, good photo. Like, quality photo, red in the background. I can see his face. A lot of people, if they have just like, zoomed out photos, they've taken it from home.

02:03 It looks super cheap. Like, really, really difficult. So the first thing that matters is the photo. Because, oh shit. Yeah.

02:11 Because like, what you've got to think about is, as, let's go here. Let's go. As people are commenting. Alright, as an example.

02:21 So say this is my post here. They're looking at your photo. The worst thing you can have is a zoomed out photo.

02:29 Or a photo with like hot pink ring around the thing. Or just like this doesn't look professional. Especially you can always tell like a photo that's like a cheap photo or someone's like having this weird selfie.

02:39 Like you don't want to do that. It has to be professional. Whether you get an AI generated or not, a professional photo because it's like the first opinion someone has of you.

02:47 And if you have that photo that's zoomed out from 10 years ago, you were the wedding. Immediately they don't trust you because people look at your social media and the quality of the look and the aesthetic of your social media dictates how someone's gonna judge you like people just judge people where

03:01 some appearance and One of the bad things on linking is having something that's not professional It has to be professional and like obviously that maybe that's something you want your style and that kind of stuff, but like honest it just matters so much when you're actually doing it So that's the first

03:14 thing the second thing is the banner what you want to do with this banner is this is the billboard That's quickly glaring to someone, like, what you do, how you help them, and you, uh, can only have one message in there.

03:28 So, mine says, scroll down, click my links, make dollars on LinkedIn. As clear as possible, right? If I look at, say, oh, I got rid of say, Sonya's one, which I'll bring it up here, right?

03:40 Sonya, if I go here, clear as day. This is what I do, a bit of social proof, right? And I can scroll down.

03:49 This is like super crucial, like just because you've only got like a split second to like tell someone. And so, you know, a really good thing might be like, hey, take my, take my free guide.

04:00 I think, um, it was Amanda. Amanda, see what's, we just had a call the other night, which was pretty cool.

04:07 Yeah. So, make more money, get your time back, scroll down for free book. Like, really clear. Cause she helps in accounting consultants productize business advisory.

04:18 And so she wants to push them. I gotta tell her to change this one. She wants to push them to go here to download this book because this book counts as like a lead.

04:27 Right? A lead magnet. But I'm gonna tell her to change her landing pages to make it better. She just joined about two weeks ago.

04:34 This is super clear. The next thing after that, and there are also slides now, you can actually add a banner in with slides.

04:41 I won't get into that because it's a bit more difficult, but I do think the slides works really well. The other thing that you can do is you can change your pronoun.

04:49 So like me, I changed my pronoun just to LinkedIn expert. It's just an added thing that you can adjust just to make it easily recognizable what people do.

04:58 I don't know if Joseph's change is, no, he hasn't. But you can make it easily recognizable what somebody does. The next part is your headline.

05:07 Now the part about your headline that really matters is this part here. There's a certain amount of text that shows up on the right over here and there's a certain amount of text that shows up when you comment.

05:20 And when you DM someone. So having this, I can see here. Andrew, I helped small MSP's land consistent new MRR in six, obviously six months or six weeks.

05:28 That's pretty good, right? Andrew's actually in our program. Um, you know, Daniel, he's in our program. Now you're speaking gadgets.

05:34 Really good, super clear, very, very easy to understand. Hey, it's crazy how they all come up over here. Um, but like, it needs to be abundantly clear really fast, what you do.

05:43 But like, if I look here, lifestyle legacy portraits, don't know. Video producer, don't know. Commercial digital legacy. Like, if you have that, it's, it's less about you and it's more about how you can help them.

05:55 But like, that is what this section's about. And you can have this section here and then you can cut it up with call to actions.

06:02 So on mine, I said add 30k a month on LinkedIn because like my target market is people who are currently like engaging on the LinkedIn platform.

06:10 They're probably commenting, posting the kind of board in that LinkedIn actually is a good tool and Now they want to like add that amount and usually 30k is like, hmm, this is a good number I want to add, right?

06:19 Usually for my target market although there's some people I work with that want to add 100k and we help them do that or 200k but this is kind of like our general overall people because usually we're working with people who have smaller teams if they can add that per month they'd be pumped and then I

06:34 say I'm ranked number one in Australia number 12 globally for lead generation across all social media channels DM me 7FC if you might be looking for some help.

06:41 So I'm adding a call to action at the end. I just want to make it like abundantly clear what I do with a call to action.

06:47 The next thing that matters is this custom button, right? Now, the why the custom button matters is if I go to Seniors Posts, right?

06:58 And LinkedIn recently brought this out. If I see Seniors Post here in the feed, right? And I'm like, oh, she looks cool.

07:06 She might be someone I want to work with. I can bypass clicking on her profile, and I can go visit my website.

07:13 And I can go directly to what she's doing. I would actually, I didn't realize this, but I actually advise her to make this instead of her landing page, where she can collect leads.

07:21 But having this visit my website really helps. The way mine's constructed is, so if someone sees my thing in my feed, they go here, choose your program, they get to choose which one.

07:31 And this one here, we've had about 6,000 people opt into this. At a 67% conversion rate on the page, right?

07:38 Just from having any my LinkedIn, which is pretty crazy. So having this here really helps. Like, you can have it and call it book an appointment, but I prefer visiting my website because imagine you're scrolling past Seniors content and it says book an appointment.

07:51 Uh, it's a bit early, don't know. Or, actually, I want to check her out. Click on the website. So you want to create the thing that's the lowest friction for somebody to do.

08:00 Creating, booking a call is friction. It's a commitment. What you're doing is you're selling the click. And so I prefer to sell the click with the thing that's not visit my website as well.

08:12 Now, if we scroll down here, we've also got an about me section down here. So this is where you can kind of like what you want to do as you want to write your sales letter of just what you do and how you help people.

08:23 So she's fully booked until May here, but I'm opening spots here. That's actually really good. So she's starting a wait list.

08:28 It looks really, really cool. The idea of this is to be a sales letter. It's an extension where if someone goes to profile very tiny percentage of people read this.

08:36 Doesn't matter as much, but it should tell an interesting story about what you do and for whom. Me, I just got rid of it, right?

08:44 Uh, at the same time. Then the next part is the featured section here. I am very big around one max two things in the featured section.

08:53 I want to limit the amount of clicks that somebody has and I want to control where they're going to. So like what Seniors doing, she's controlling everyone to go to here and I love this, right?

09:04 Because if she posts content to her idol clients, they're gonna want this. And so then they go to put their name and email, she captures them as a lead.

09:12 Like this, these are the different elements or the six elements of a LinkedIn profile that make it up. So what usually happens, if someone, let's, let me go back here, all right.

09:23 Let's say someone lands on Seniors page. Boom! I'm an executive woman. Oh, she's a coach. Ooh, I'll look at about thinking about doing this.

09:31 Scroll down. Might have a read of her thing. Scroll down. Ooh, I want to run custom interviews. That's actually a good idea.

09:38 Capture the lead. So even if I was like just thinking about starting a business or whatever it is, she captures the lead.

09:45 The thing give away is just meant to be the perfect extension of like the next logical step that someone would want to do.

09:52 And say, for me as an example, someone's here. Okay, cool. Oh yeah, I'm a business owner, I want to do this.

09:58 Okay, cool. What am I going to do? Do I want to start selling? Yeah, maybe I don't really trust this guy yet.

10:03 Do I want to hit consistency six figures? Am I a business owner? Or I don't want to do seven figures and it's kind of like a level up?

10:08 Like what am I? So I kind of give them the options. This is a bit more advanced, but I don't think everyone should do this, but like go to Amanda, she's written a book on how to help accountants and consultants productize their business.

10:20 She wants them to download the book. And then she knows that each time They download the book, she gets the lead, she can call them up and have a discussion with them.

10:28 And like, but most people don't have this type of setup, so they're creating all this content and making all these comments.

10:35 They're doing all this activity and then the people is running into a dead end. And they just like, they're just going to profile and it's, it's bad.

10:42 Like, if I look at Luke over here, entrepreneur, advisor, investor, no idea what you do, no idea. And so he could, he could spend four hours a day commenting, but he's not going to draw people back to his profile.

10:52 But if she, Amanda comments on, you know, some large financial planners post and accountants read that post, and then they, ooh, this Amanda is just pretty insightful what she said, and then they go back to her profile and they're like, oh, I actually want to productize my services.

11:07 Lead. Like, same thing as if you DM someone, they see it. It's all this stuff you're doing is the metadata you're leaving to bring people into your world, because then once you've captured the lead.

11:19 She can just start marketing until the doctorate. She's got their information and she knows that they're interested. Anyways, that was fun recording this one.

11:25 See you on the next one.  
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Day 1/5 - 99% of LinkedIn Profiles are losing business owners $$$

00:00 99% of LinkedIn profiles, I see, are losing people money and they're losing them leads because they don't adopt the strategy.

00:10 Of the LinkedIn funnel. They treat it more like a brochure when what they should be doing is treating it by coming into someone's world.

00:17 So let me walk you through how the funnel works because you need to know this before we decide to show you how to describe or so I've built a LinkedIn profile.

00:25 And then I'm going to show you through and show you some examples as well. And so by the end of these five days you're going to know everything you need to know about LinkedIn profiles.

00:32 Now the way that LinkedIn works is that you comment. I can't even write. You comment. You post content and you DM people.

00:45 When each time you do that, this leaves a little bit of metadata, which is like a little bit of a breadcrumb that then brings people back to your profile.

00:55 That's the ultimate goal. Profile viewers is a really great metric to track on LinkedIn, especially if you're in a bit in a industry where you might sell to CEOs, they're never going to like or comment on your post because they don't want their employees to see, but they will view your profile.

01:07 If the content is actually good. So when you comment, person DM, you're leaving metadata. This is why a lot of people give the advice on commenting for two hours a day because if you do that, you've got a lot of metadata that brings people back to your profile.

01:20 The next step past that is then when they go to your profile, they view your profile and what they're looking for is they're looking to see, okay, is this someone I want to follow and is this someone where I might want to ingest some more of their content, right?

01:35 The next part about the profile and that's the goal of what you need the profile to be immediately recognizable to your ideal client so that they'd be like, yep, that's someone I might want to work with.

01:46 And I'm going to show you some examples. The next up is then they opt in to whatever thing that you give away.

01:54 And so this is a bit more tactical, we'll go through later, but The goal of your LinkedIn profile is to send, you know, if you're a financial planner to business owners 45 to 55 who are looking to sell their business in 15 years, if they go to your profile, you want them to recognize that.

02:09 And then you want them to then give over your email for the 12-step checklist for selling your business or something like that, right?

02:15 Then you're going to know if your content's working. Then when they opt in for your thing with their email, what happens is they then start binging your content.

02:26 It just, it's like what you're doing right now. You're watching this video because you saw my LinkedIn post. Maybe I DMed you, maybe you saw me comment, and then you went to my profile, you ingested some of my content, you're like, all this guy might know his stuff.

02:38 You're in the emails, you're like, oh, I'm actually quite convinced. I'm going to binge the content. And at the binge stage, this is usually the stage right before buying.

02:47 So you want to bring people into your world so they recognize that you can help them so they can then binge your stuff.

02:54 So that they can then buy from you. And because people, there's this global recession of trust, people don't trust anyone, they need to trust them even more now to buy.

03:04 And this is why as an existing business owner, this is so crucial for you to have. Because the way purchasing works for people is that on the left is a stranger and on the right is a trusted advisor.

03:17 The only way to take someone from a stranger to a trusted advisor is to spend time with them and then to give them value.

03:23 Let me make that another color. Spend time with them and give more. Can't even do it. I haven't had enough of my coffee yet.

03:31 And so what happens with LinkedIn is, let's say, they see you comment on someone's stuff. I can't even spell comment.

03:38 They see you comment on someone's stuff, right? And they're like, oh, this person's insightful. Trust you a little bit more.

03:44 They go to your profile. Oh. They help 45-50 year old business owners. Yeah, I might follow them, right? And then they start ingesting a bit of your content.

03:52 Then they go back to your profile and they're like, oh, what's this free guide? And then they start getting your emails.

04:00 And then you DM them. And then over time, this could, you know, this can happen from, you know, one week to six months.

04:10 What however long this does take depending on someone's ready to purchase or whatever it is, this is the goal of your linking profile.

04:17 But the biggest mistake that people make is they're spending all this time, commenting, posting, sending DMs, and their profile isn't even instantly recognising what they do.

04:30 So like, they're idle clients. Like, you're idle clients are viewing your profile, and they're not immediately recognising, or can you help me?

04:38 And there's no way for them to seek out and get further information other than booking a meeting. But how many random people, how many people's LinkedIn profiles do you just go there and you just randomly book a meeting with them?

04:49 Either you trust them so much that you're like, I just want to buy now or you're just totally unqualified and you want free coaching, right?

04:58 But you're missing out on this whole bunch of the market of what's happening and that's the thing. And so what we need to get right As we need to make sure that effort that you're doing here to do all this stuff, then goes here, then goes here, then here, then here.

05:14 And that's how you create a, it's got a personal brand marketing funnel. That's how you create it. This is how I've got an email list of 17,000 people now, um, and I spent no money on paid ads or anything.

05:25 It's just from doing this appropriately and so many clients. So I'll show you some examples of clients about this metadata and how it actually works as well.

05:34 When we look at my profile, right? And I'm going to explain to you all the elements of the profile in the next video, but you really need to just look over here.

05:42 This is what people see on the right hand side. So, they see, oh, I don't know what she does.

05:59 Andrew, although who helps founders, don't know what he does. Devon, I have no idea what he does. I give away stuff for private homegirls.

06:06 That's not too bad, right? But like, the problem is, they could just, let's say someone goes to my post, right?

06:13 That was an example. You can see down here. So, Richard Moore, I get founders and entrepreneurs to sell with elegance.

06:21 That's pretty good. Like, really straightforward to the point, which is a legend, by the way. You know, um, director of luxury pool services, don't know.

06:30 In love with Google ads, don't know. CFO, Clovefield, don't know. There's all all everyone here is wasting their time with LinkedIn profiles like that aren't clear enough, but if you if my client's senior if she posts if she posts like so if she comments or she DMs someone right I help it because I help

06:53 executive women start SaaS businesses So clear and if I'm an executive woman and I want to start SaaS business and I click on seniors profile Let's go out over here, right even on the mobile version And because 70% of people are using the mobile.

07:07 That's like, that's why you always want to look at the CEO of the mobile version, right? I can see here, I can read her profile.

07:14 I, and even in the top banner, I'll help executive women in tech, right? And then next, if I scroll down on her profile, what's the next thing I would want to do if I'm thinking about starting a SaaS business?

07:24 I want to know how to run customer interviews to validate a business idea free guard. This is what a good profile looks like.

07:33 Senya took some part time off recently, but she was happy because she just kept posting, but then she kept building your email list.

07:40 And so, when, if I'm an executive woman in tech, if I click this, then I want to be like, okay, cool, I'm going to run and validate my idea, first name email.

07:49 And so she captures leads. That's the key, because what, you know, each time Senya, if I go to her comments, right, as an example, each time she leaves a comment, Hopefully it's not, oh, that's her on her post, right?

08:04 But I know, that's not, oh, that's her post. Each time she leaves a comment, right? You can see here, metadata.

08:11 And it's the same in the DMs. I just don't want to show you anyone's private DMs, but like, it's the same in the DMs.

08:16 It's the same over here as well, right? You need to know, or we look at, say, Joseph profile, modern financial advice for millennials, modern financial advice for millennials 30 to 45 earning 200k.

08:30 So if I, A millennial, earning 30, and I'm earning that, right? So like, that actually, that ticks my box, right?

08:37 I'd be like, okay, cool. Who, who are self-employed, or who have equity comp? So clear. Like, who's he talking to?

08:44 Hannah, who, she stopped posting and engaging our program because she 10 extra business last year. But, absolutely, like, Amazon creatives for team, Amazon creatives, team for agencies and e-com brands.

08:56 We create CTR and CVR product images like it's so clear what she does so you know every if I look over here video manager It just doesn't do anything and if we go back to here, this is like the problem like that Everyone and no one talks about this like for some reason Like because if I go to this this

09:19 they're doing you're doing all this work. You're like cool. I'm just gonna that Four hours on LinkedIn a day. But then your profile is not clear.

09:27 It's so bad. Like, one of our other clients, Radu. Now, let me pull up his profile. Uh, like, he got two inbound leads because his headline doesn't make sense to anyone that's not in his ideal clients, right?

09:44 It doesn't make any sense. But to them they may reach out and they're like, do you actually do that? Is that something you do?

09:50 Like, It's that this is the key, because when Radoo's commenting over here, look at this, student out there's helping real, okay, that's pretty good real estate agencies.

10:00 You know, it's, it just needs to be abundantly clear. Like one of my favorite client ones is Marina. Her, like her one, I think is just the best.

10:10 I, I build personal brands for self-employed financial advisors in Australia. Like, it's just so clear. Like, I also sell LinkedIn lead generation.

10:20 So does Marina. But she literally, if she goes into it, if she comes into a deal against me, she could just say, I just, that's all I do.

10:29 And she probably win the deal, like because she's so specific in what she's doing. So guys, you got to remember, the goal is what, if you're doing all this activity, it needs to be abundantly clear what you do.

10:41 So then when they go to your profile and they view it, then they opt in for your free thing over time.

10:46 You don't have to do a free thing now. It just, at least has to be clear what you do. Because if you don't, like I imagine that if I had on my profile, like a calendar link, right?

10:57 No one would book the time or only unqualified people would book the time. So I've got 25,000 profile years and nine days all the waste.

11:06 That's why when I say a lot of big creators doing this, I just can't even like believe it. You should be building an email address.

11:11 You should be building a bench bank or a database. So guys, this is the first thing when it comes to the profile.

11:18 You want to bring them into your world. Deliver more trust, but it needs to be abundantly clear what you do, and it's the start of the sales funnel.

11:24 Cool. See you in the next video legends.

Day 5/5 - How to start a conversation with someone and no feel like a weirdo  
0:00 Now for the last piece of the puzzle, I'm gonna show you how to start a conversation with somebody and not feel like a widow.

0:07 That is the key. So, as we go through, you need to make sure that your messages are personalized, relevant, put together.

0:15 But then, okay, how do I send a message that kind of takes them down the thing of me pitching them kind of, but they don't really feel like that.

0:24 And that's the key here. I actually wrote how to do this in a LinkedIn post. It was two posts ago.

0:30 So I'm actually just gonna grab the script, uh, right from there as well. So this, this, you can use this script.

0:35 I put it in a LinkedIn post. Like, and you may think I'm crazy giving all this stuff away. Like, this is literally the most basic stuff I know how to do.

0:43 Like, this is like, this much of what we can actually do. That's why I gave it away, but, The reason that so many people are like, what is crazy?

0:51 Why do you have so much stuff away? I'm like, this is like nothing. This is like the tiniest thing ever.

0:55 The thing is their quality is they're used to such shit quality templates that they think this looks like an innovation.

1:01 This is like basic sales stuff sales people have been doing so long. It's just the word doesn't get that on their own LinkedIn.

1:07 So all I can do, let's say in the first script, all I need to say to anyone in this list, let's say I send a blank connection request to Jason, right?

1:15 A blank one. As I could say, I could go, Jason. That's all, actually, Andy about it. Andy, saw you're in New Jersey.

1:25 My mate Greg actually lives in New Jersey. He moved there from Sydney a few years back. I really want to visit him.

1:32 He's got such a nice house. Hit Enter. Next thing. Hey, I know it's a little bit weird because I haven't really chatted to.

1:41 But I saw you connect with Wundo, my client. He's a financial advisor from the States as well. I'm an Aussie.

1:49 I actually have a financial advisor DM templates that Mundo used and he actually booked four calls last week with them.

1:55 Would you like me to share them with you? Enter. That's it. So you got to do. The key is it has to be personalized, relevant, and make them feel special.

2:08 If you rewind it back and listen to what I said, imagine if you got that message from me. It's so unique and personal, but also I could send it to the a thousand people in my lead list.

2:21 The same thing to the same number of people, right? It's that is the key. It needs to be personalized, relevant, come from your perspective, but above all, when they receive it, they have to feel like, oh, that was nice.

2:34 Like, that is the key. Yeah, you have to send messages that they will go home and tell their partner because when someone feels good from something.

2:42 They remember it in their long-term memory. It's like when I first saw the Lord of the Rings. It was so f\*\*\*\*\*\* good that I was just like, man, I remember that so much.

2:51 Like, I remember all of the Lord of the Rings movies. I remember the scene of like, when the writers of Rohan rock up to Gondor, and they're on the peak there, if you've ever seen it as well, and they're like, Rohero, and then they like charge down.

3:03 Like, it literally gives me the feels. That sticks in your long-term memory. What people aren't thinking about with LinkedIn? Business owners especially is like, when you go to a networking event, when you meet someone, when you vibe and when you gel and when you build familiarity, you're building rapport

3:16 and you're building trust. You can do the same thing in the DMs. You don't even have to type it out.

3:23 You can send an audio note. With LinkedIn, you can just say that to them. Personalize it even more. Guys, you gotta, the key is not treating people like transactions on LinkedIn.

3:34 Treating them like real people that you can actually help. Find the clones of you, of your best clients, and then reach out to those people and be like, hey, I know I can help you because I help this person.

3:47 And they'll be like, yeah, that's f\*\*\*\*\*\* actually great because I'm looking for help doing that thing. This is the tactic that I taught Mondo how to do it and how he went from five to 25 calls.

3:55 He has so many meetings. His executive assistant is putting a waiting list up. And I barely showed him what to do.

4:02 Like, it's just this kind of personalized outreach as well. But guys, let's go with a quick review. And just remember, like, this is like, if you watch this video, this is watch these videos, this is like 30 minutes, right?

4:14 Imagine how much value you would get actually working with us, just literally. Like, if you watch this and you're like, wow, that was damn thing about that.

4:22 Imagine how much value you would be spending six months working with us, actually implementing this in your business. Me telling it to you and you understand, again, is like very, very different.

4:30 Like, you, you, you might just conceptually understand it, but then going to apply it, that's harder. It's when you need coaching, you need feedback, you need all that kind of stuff.

4:37 But just imagine if you got this for six months, how much you could put in your business. That's why we've got like over 400 testimonials, and we get so many good client wins.

4:46 I had a client Robert I mentioned before, he's joining back in the program because we generated so many leads here to leave.

4:52 He had to hire staff. He's like, I can't do it, Matt. I want to do it, but can I come back in a few months?

4:56 I was like totally sweet. Came back last week, Friday. So just to remember, well, last little bit, this is like the tiniest bit, right?

5:04 Don't destroy your reputation. Don't give this to a lead generation company. Don't. They can destroy your reputation. It's f\*\*\*\*\*. Their incentives are not aligned.

5:13 These agency companies, what they do is they know that people don't stay with them for a long time. So they try to churn and burn.

5:19 So they try to be aggressive in the messaging. To get a lot of replies. And then what happens is they burn the rest.

5:25 Just f\*\*\*\*\*\* burn it down. You don't want to burn it down. You don't want to burn it with anyone. So it's not cold emails.

5:30 And then the goal is to build trust with people over time. The next bit is, think about it's just you online at a networking event.

5:39 You need to make lists of past, current and key people of influence. A couple of people on this. You always wonder how I've got so many leads.

5:45 Right? Then you're connecting them and referencing that person when you reference them in, right? And even if, right, even if they're not connected to Mundo, I could just say, hey, you're, you're connect, you look like, really look like one client Mundo.

5:57 He's also a planner, a planner from Pennsylvania. And then I'm like, oh, who's this Mundo guy? Click on his profile, right?

6:04 They'll look at it. Do you know, you have to be actually mutually connected, right? And then you've either got the option of no note or note, I would suggest just sending a note.

6:12 And then that's it. And then what you can do All you got to do at the end of the week is when you want to send those last messages like I showed you here, just click on my network, and then just go to Connections, and then you can just look at the most recent ones you've connected with, and just click

6:29 down, and just message them all. That's it. Now, I haven't gotten into tracking the leads, I haven't gotten how to do follow-ups, I haven't gotten how to transition to a meeting, that's like another scope of another thing, but you want to at least get started with this as well.

6:42 But guys, if this made sense to you and you're like, man, This actually makes sense with LinkedIn. Come work with me on Patreon.

6:48 I'm shameless. I'm asking you because like, I know I can help. You're this far along because you've looked at all the stuff.

6:53 So imagine you want to be like working with us. And we always, we have a chat to you before anyway.

6:58 And if you like, I actually know this isn't a good thing for me. That's like totally sweet as well. But think about the opportunity cost.

7:06 If Mundo didn't come working with us. If he came working with us like 12 months before. Like imagine that 180,000, 128,000 dollars of annualized revenue, he got in six weeks.

7:16 He could have got that 12 months ago. That's like, what nobody thinks about is when they always think consuming free information, free, free, free, I pay fast for everything.

7:25 Like, you pay for speed, otherwise you pay with your time. You pay with time or money, that's it. But not just that, you pay with the opportunity cost of not having the thing.

7:33 And because lead generation is revenue generating, like if you spend 12 months delaying, that's 12 months of lost revenue. That you don't get.

7:41 And the goal is to, my goal is to teach you the skills so you can do it yourself. Anyways, rant over.

7:47 Hope you had fun. Got some more ones of these if you want to click, um, reply back to the email.

7:50 Peace out, bye.  
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Day 4/5 - How to get even more people to respond to your DMs  
0:00 If now you want to get even more personalized with the reachouts and if you really want to get people to accept and respond, I've done this tactic and I've gotten a 90% acceptance rate on my connection request.

0:14 So that means if we look at the math, if I send 115 a week, uh, what's 90% of that? 135 people accept and they click connect.

0:22 And that's what I'm going to show you how to do now. The first way with the no note that we just showed is much easier.

0:27 This way is a little bit harder. But you can definitely make it a work. And this way you can actually set up with automations over time if you know it's working.

0:35 And so let's quickly go to the list. And so let's say, okay, cool. And let's just work through. I'm just going to go find Andy, right?

0:42 As an example. With this way, let me just get rid of this, with Andy, I just want to go, uh, actually, I'm going to open up his profile here.

0:50 Right. I've got Andy's profile. And then I can just go connect. And I go connect here. And as go, was just chatting, chatting with Mundo, and saw you connected with him, with him.

1:13 I helped him, I saw you posting, posting, and I have, Actually now, let's go for some even easier.

1:27 We're just chatting with Mondo, and so he connected with him. He's such a legend. Legend. I was actually, I was actually, In the States.

1:40 Late last year. Visiting my brother. Who lives there? I'm an Aussie. Um, I connect Andy, as I saw, you were posting.

2:05 So you're active. Cool, active on LinkedIn, that's it. So let's read through it. So, was just chatting with Mando and so you connected with him.

2:16 He's such a legend. I was actually chat, I was actually in the States, late last year visiting my brother who lives there.

2:23 I'm an Aussie, haha, he's actually in bedtime now. Thought I'd connect, connect Andy, as I saw your active on LinkedIn.

2:30 There I go, cheers Matt. Right. Now, the key with this type of outreach and this type of messaging, if you're adding a note, it needs to do a few things, right?

2:42 It needs to, one, be personalized, two, be relevant, and three, which is the main outcome you want them to feel, Is I want Andy to feel special.

3:00 It's a feeling. I want Andy to feel like when he gets this message that he's like, oh, that was a nice message.

3:09 What will happen then is in people's minds, human beings have amazing pattern recognition. And we see a sales pitch from a mile away.

3:18 We don't even know, we just feel it. It's like when you see something that's really poorly designed, you can't describe why you just say it looks like shit.

3:25 It's the same with sales messages. What I'm trying to do is I'm trying to go so far away from a sales message that it feels like a friendly message.

3:33 Let's read it again. So it makes him feel special. That's the goal of the message. It was just chatting with Mando and saw you connected with him.

3:40 He's such a legend. I was actually in the state's late last year busy with my brother who lives there. I'm an Aussie.

3:46 Thought I'd connect to Andy as I saw your active on LinkedIn Cheers Mountain. That's it. And so I can send this same message.

3:52 This is the key to outreach, right? I can send this message to Jason. The same thing. Over here, and if I go connect, and I just change this to Jason, everyone who receives this message is going to feel special.

4:10 This is the key to messaging and out-riching people. You can also do it individually to each person. He's actually from Canada.

4:17 I probably should have mentioned that. I should have mentioned that as well, but, This is just examples, right? Like, I can send nearly the same message to all these people and they're just going to make them feel special.

4:30 And this is the difference because if I go in with a pitch and I go, Hey, so you're doing this, I can help you get 30 leads in 20 days.

4:39 Do you want to have 15 minutes on my calendar? What it does is if I do that, right? It we're already a stranger, right?

4:47 And so they already don't trust me over here. It pushes me back. It makes them trust me less. But with this reach out, I'm making them feel special.

4:57 Feeling is associated with long-term memory. And then when I start the conversation, I'm already started by referencing Mundo. I've already got an in with someone here.

5:07 I've already mentioned that. And they're already the twin. And then they might just go look at my stuff and see what I'm done.

5:12 And then I can be like, hey, I've got a case study with Mundo. It's so much easier. So I'm just leaning in with easy to make people feel comfortable and feel easy.

5:27 And like this is the key to cold outreach. It's never cold. I'm just extending my Spear of influence of people around me.

5:38 It's like when you go to an in-person networking event, and you meet someone and they know that you know that person, they know that you know that person.

5:44 But with LinkedIn, I can be logged in from my phone at the couch while I'm watching TV, just doing this literally all the time.

5:52 And that's the power of it and that's how you need to use it. And that's why you don't need a lead-generation company to do this.

5:56 It's so easy. That's why I teach business owners how to do this. It's so easy. Anyways, came to the last video, uh, then we'll show you some other stuff.  
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Day 3/5 - How to add 5,000 ideal clients a year   
0:00 Now I'm going to show you how to add 5,000 ideal clients per year, and I'm going to show you by doing the math, right?

0:09 So we've already picked the twins, we've picked them connected to people we know, we're reaching out and mentioning them on behalf, I'll show you the message you can dissect.

0:16 Now there's two ways that you can reach out to people, or you can send a connection request inside LinkedIn. You can either send one with a note, saying, hey blah blah blah whatever information you want to say, or you can say no note.

0:29 And I'm going to be going through no note now. If you don't send a note to someone, you can send 200 a week.

0:36 If you do add notes, you can only send 150. It's just because of LinkedIn. We check LinkedIn's APIs. It says you can send more without a note, because it assumes that's how much a human can do.

0:44 Now, the key to with no note is setting it up and doing it. Based off a list and just automatically doing this every single week and it literally will take you 10 minutes.

0:54 You don't even need automation. It's so, so simple. And guys, you can, I'm not against automations. I'm just against people using automations when they don't know what they're doing.

1:03 If you know what you're doing and it's working and you can just take the messaging that's already working and it's proven, it works.

1:07 But you don't need to just random automation that can trash your reputation in the first place. So all you do is I go, okay, cool.

1:14 So I went back and I just looked at the people that are posted on LinkedIn recently. That are connected to Mundo, and that have this any of these world searches here, right?

1:24 And I just went to chat GBT, and I asked if it this, you don't even need to know what this is or what it means or if I can any of that, to say, I need a Boolean search, and ask chat GBT what it is, right?

1:34 This is just going to pull up everyone. Then all I do is I can just select 25, and I hit add to list, and I created a new list.

1:40 You have to go through 25 at a time to add them annually. And yes, you may spend a bit of time over here.

1:45 Whatever, the key is that you need a good list. And now I've built the Mundo list, 25 leads. So all I gotta do is I click these three buttons, and I click Connect, and I can either add a note, which I'm not going to, or send invitation.

2:02 That's it. Over here, I already have this guy on the list actually. Connect, send invitation. Connect. Connect. Connect. Connect. That's it.

2:13 Just go through. And the best thing about this, oh sorry, I'll move my little spaces so you can actually see it, right?

2:20 So if I go here, connect, sanitation, right? And if I hit refresh, it's just going to show who I've said an invitation to.

2:28 Oh, eventually, well, let me out, pull it up. Yeah, sometimes LinkedIn takes a little bit to load. So I pulled up Lawrence, gone to his profile, and I've gone more, our connection request is pending.

2:40 So I'm pending the connection with Lawrence. And so I can just go through, I can just bang out 200 of these.

2:46 What you do is you just keep message, you keep sending the messages, so let me just move my screen here.

2:51 You just keep sending the messages until LinkedIn says, hey, I haven't got any more. That, that's, that's how you know when you've actually hit the limit.

2:58 And let's, so let's do the math on this, right? Let's say they, the twin of your audio client, the best people you can speak to.

3:04 And if you came across them at a networking event, you'd be like, man, this is crazy. Let's say you're going to do 200, right?

3:11 And let's say 50% of them accept. Let's actually leave and just say 25%. Let's go even worse, right? 25%. That's 50 people a week who are your ideal clients.

3:21 Your perfect ideal clients. They're going to connect with you. Times up by 52, right? And then you get about 2,500 connections in a year on LinkedIn.

3:33 And once you're connected, you can message as many times as you want, as many times as you want. This is like a reserved figure.

3:39 This is why I look at people who aren't doing this. Like, I got on a call with a client who paid me $25,000.

3:45 We're going through doing some private coaching right now. And that's not how regular program costs, but he's he wanted extra time with me, right?

3:52 This is like the first thing you're going to do. Because if you don't do this in a year, you lose that.

4:00 You can't get the 200, you can't get the 200 back. That's it. And so you've got to be doing these reach outs all the time, then you can chat to people later.

4:08 I'm going to show you in a sec what to say, but these are your perfect ideal clients. Perfect. Like imagine you go to a network, you're going to walk around and there's like your client and there's just the 20 of every one.

4:18 That's then there. It's crazy to me why these Legion companies don't do this. They don't pick proper lists. Maybe it's because they have to do too much work, maybe because they just don't even know.

4:28 But like This is how connection happens and how connection works. And I'll show you in the next messages what you're actually going to say as well.

4:36 Anyways guys, if you can do anything, just do that please. It's just absolute game changer.  
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Day 2/5 - How to build a warm leads list in 3 minutes  
0:00 I'm gonna show you how now to build a warm leads list in three minutes of people that will actually want to connect with you and will actually want to talk to you.

0:10 And after I show it to you, you're gonna be like, man, I can't believe I didn't think about this because it's so freaking simple.

0:15 So, let's get into. With LinkedIn, what matters, why it's like the best social media platform is because it shows you the people that you're connected with and who they're connected with.

0:25 It's like, essentially showing you who knows each other and who trusts each other. So the key what we're going to do is you want to build three lists before we start connecting.

0:35 And you don't even have to build big lists. They can be five people. They can be three people. You want to pick your past best clients.

0:43 Who, like, you know, obviously not ones that had a bad ending of the relationship, but just your past best clients, people that champion you.

0:49 One of my clients, Robert Bradley, came back the other day, and as I do, you've helped me earn way more than $30,000 a month since we started working together.

0:56 It was about a year ago. Dude, like I was so busy, I left the program, I actually want to join back in, because I'm finally busy now, I got two staff members as well, but Robert was someone who I referenced before, and he wasn't in with us anymore, but he championed us.

1:09 Like, as well. Like, that's what really matters. So, past clients that are championing you, current clients that will champion you, and I'll show you an example of a current client that's working well with us now, and I'll show you the example, right?

1:21 Current clients. Then also, other people, key people, of influence. You know, if you know like a member of a parliament, if you know someone who's like pretty successful in business, someone that you're as tight to that, you know, if you reference that person, they'd be like, oh wow, your status goes

1:40 up because their status goes up. There are other types of people that you can reference. So, for example, uh, I got on a call with, I was trying to remember, um, it was John Barrows.

1:51 He's a really famous sales guy. I had a call with him, helped out with his LinkedIn about a while a year ago.

1:55 We don't work with each other, but if I reference John Barrows, To a salesperson they'd be like, oh f\*\*\* this guy knows John Barrows.

2:00 And immediate status goes up, which is immediate trust. So what you're going to do is you're going to have these lists of past, current, and key people of influence.

2:09 And you guys, you only need to start off with one or two people in the list, like that silly fine.

2:13 And you're going to use these people to reach out. You're going to be like, this is you. You're going to be like, this is the person.

2:22 And then this is the person, right? You're going to go Hey, so-and-so. Saw you know this person, I know this person.

2:32 I want to connect with you. Immediately familiarity, there's someone I know, they're more likely to connect with you. And who you pick, as who you pick to reach out to, is all you do, is you just take the twin of your current or past client.

2:50 The twin, the exact person. And I'll show you what I mean. It's like really simple and easy. Mundo is one of my clients.

2:57 He's a financial planner in the US, right? Helped Mundo, he posted this couple of days back. We helped him close $128,000 in annualized revenue in the only six weeks.

3:07 That was 16 days ago that he posted this. Um, he's now booking. Oh, it's gone on here. Yeah, here it is.

3:13 He's now booking 25 meetings a month on LinkedIn using DMs. And before that, he was getting 5 million impressions on his content.

3:21 The DM game is literally what he needed, right? So I want to find, okay. I've got a case study video with Mundo.

3:28 I'm going to find people that are connected to Mundo. Now, what I do is I get LinkedIn sales navigator. I'm not going to share to purchase this because it's super basic to skyline what YouTube video.

3:38 Lead filters. And I'm just going to go, this, this is how LinkedIn works. This is the hack. Let me move this.

3:44 Like, and so many people don't even do this and it drives me insane. I go Mundo. Good client. And then I can go past this point.

3:53 Then I can just search financial planner. Alright, as an example. Who's connected to Mundo that has financial planner? I have 209 leads that are Mundo.

4:06 But even better than that, I can just take a bullion search. And so, let me just pull it up over here.

4:12 I'll just pull up ChatGBT. You don't need to do this anymore. You literally just say it into the GBT. Hey ChatGBT, I need a LinkedIn Uh, bullion search for a financial planner, but I just need a bullion search that covers all of it, like, wealth managers and all that kind of stuff.

4:28 Just one thing that I can literally just hit copy, and I can just paste it in the top toolbar, and that's it.

4:33 That's all I want to do. And guys, if you don't have the paid chats every day, please just get the paid chat every day.

4:41 It's the best. So I just pull up a bullion search. All it's doing is it's just saying, hey, I want to get all the wealth managers, investment advisors, wealth consultants, all the other people, That could be similar people.

4:52 And I just want to go, Hey, can you please just remove the end? I just don't want to do end, just only oars, and like that's the only thing please.

5:00 Uh, and just all of the different possibilities. Cool. And I'm just just gonna give it to me. Financial planner, blah, blah, blah, blah, blah.

5:10 All this kind of stuff, right? Private banker. Copy. Here. And I go here. And it's gonna give me more people.

5:19 That's it. I've got 637 people like Mundo that I can literally reach out to. And even if they weren't connected to Mundo, Mundo lives in the greatest scranton area, right?

5:35 So I go, where is this? Where is this? All right. Um, northern Pennsylvania. So I could probably just go Northeast and Pennsylvania.

5:46 So even if Mundo didn't have that many connections, I can just go here and I can go geography and I can just go Northeast and Pennsylvania.

5:54 I just go Pennsylvania, right? As an example, right? Let's go Pennsylvania. Pennsylvania the United States. And then I can literally go Pennsylvania.

6:04 Here's all the planners and then I'm just gonna go, okay, cool. And I want self-employed or small business owners. And guys, I'm not going to show you how to do this.

6:11 It's like super easy, just like take your time going through. And I'm doing it obviously do it fast because I've done this a lot of times, right?

6:18 So I'm going to go Pennsylvania, sea level. Cool. Four and a half thousand perfect leads. And I can go cool.

6:25 And I want to make sure they've at least engaged on LinkedIn and post them on the platform. And so I have there in total a thousand leads.

6:34 Let's say that that's, yeah, a thousand leads. I can send 200 connection real quick. Connection requests a week. That's five weeks of the perfect leads who I can they are the twins of Mundo.

6:47 That's what matters. So when you're going through and you're actually reaching out and building these leads lists, the key is to make lists that are so small that I'll show you in messaging that when you write the message, they assume that, oh, you must be able to help me.

7:02 And taking the twins of your best past or current clients, that is how you do LinkedIn. It's not this random generic leads list, and you don't need to pay anyone.

7:11 Like, you don't. Just do it yourself. It's so easy, and I'll show you the messaging right up next.  
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Day 1/5 - Why your screwing up LinkedIn outreach and how to fix it  
0:00 Why you're screwing up LinkedIn outreach and exactly how to fix it. That's what I'm gonna run you through now because I've chatted to thousands of small business owners and there's all these LinkedIn lead generation companies online reaching out for people and they all get it wrong.

0:19 And I'm gonna tell you a quick story about why and what not to do and I'm gonna show you what to do.

0:24 So a few months back it was actually the end of last year. I was chatted to this lady in the DMs.

0:30 We were going back and forth, you know, we're having a great conversation and then she stopped responding and I was, oh, what's going on?

0:35 We had a great chat. About 10 minutes later, she wrote me this essay long message. It was like the longest DM I've ever received.

0:43 Just telling me about her f\*\*\*\*\*\*, Terrible experience that she had when she engaged a LinkedIn lead generation company on her behalf.

0:51 They pulled a list of leads, they reached out, they sent all these scripted template messages, and she said honestly six months later my reputation has been destroyed.

1:02 It reached out to like 10 people at the same company, it followed them up aggressively, and in the beginning I didn't really know it was going on.

1:09 You know, I started getting responses and all that kind of stuff. So I thought it was good, and then they said, you know, everything was going okay.

1:14 And it wasn't until like one of my friends texted me out of nowhere and was just like, yo, like, what are you doing?

1:19 And I was like, what do you mean? And then they kind of like came back, then she just started getting floods of text messages and it destroyed a reputation.

1:26 And that's because most people think about LinkedIn. As this mass kind of cold emailing outreach platform when it's not that like at all.

1:36 And I'll show you now when I find my pen. Okay. So the difference between something like cold email, cold email is where, you know, you can pull a list of, you know, thousands and tens of thousands of emails and you can reach out to people versus LinkedIn, right?

1:54 The difference with cold email is it's faceless, right? You can send 50,000 cold emails, but it doesn't really have your face in the email, and they don't really know, and they kind of just forget about it.

2:06 It fades into nothingness. With cold email, you can send, you can send a million a month if you want. You can send 50,000 emails a month to loads and loads of people.

2:16 You can use, you can use templates and scripts, and it actually does work. I've done cold email before, like I understand how it works.

2:23 I've booked hundreds of meetings via cold email. I know how it works. It's faceless and 50,000 emails and templates. It's so different to LinkedIn but what these lead generation companies do and what all this advice online which drives me up the wall is they get business to owners, they say use LinkedIn

2:40 like cold email and that's the total opposite. With LinkedIn, they see your face. They know exactly who you are. And with LinkedIn, you can only connect with about 200 new people every single week.

2:52 So you have way less people you can connect with. And because of that, it needs, the reach outs need to be more personalized, and they need to be more relevant.

3:04 And not only that, when you outreach people, you shouldn't be outreaching random people, you should be outreaching people who your second degree connections, people you're connected to.

3:13 Because that's the best thing about LinkedIn. You can reach out to someone who knows you. Of course they're going to connect with you.

3:19 Immediate trust is built. This is what's happening with all these f\*\*\*\*\*\* idiots like doing this LinkedIn lead general outreach who are just destroying, especially you've been in business for 20 years.

3:29 Do you have a reputation? Why are you letting someone reach out as you and destroy your reputation? This is what's going on.

3:36 On the left is a stranger and on the right is a trusted advisor. There is a spectrum of where people trust people, right?

3:44 And the only way you can take someone from a stranger. To a trusted advisor is spending time with them or giving them value, right?

3:51 What most of these companies are doing is they're just reaching out to cold people who don't even trust you. And then you have to work so hard to get them to trust you so that they'll eventually buy from you.

4:02 It's stupid. It's it's and like I used to do this for clients. I used to do cold email for clients and I couldn't understand why small businesses owners weren't closing deals.

4:11 It's like why I started this business because When you reach out and you try to sell someone from a cold lead, you usually need to have three times as many meetings, a sales process, sales skills, all that.

4:21 But if you reach out to someone here who's connected to someone that you know, well, and you say, oh, you know, that person, like, I just had coffee with them last week.

4:32 I saw you literally down the road, immediate trust. It's as if you got a referral. That's why it's so easy to close referral deals.

4:41 And then you only need to talk to them a little bit. And have a little more meetings before they might want to buy for you, before they trust you.

4:49 And that's what all these lead gen bros don't get, and they just get it completely wrong. They're treating LinkedIn as if it's cold email, but it's not.

4:57 LinkedIn is just you online. It's an extension of you. LinkedIn, the platform, is just a 24-7 networking platform, where all your ideal clients are All the time, some are online, some are not, and you can just open up an application on your phone, and you can just message them.

5:19 And you can start networking. That's the power of LinkedIn, why it's so good, because you can just be at home taking care of your kids, and just pull out your phone for an hour when the, when the baby is asleep, and you can start generating leads, instead of going to the in-person networking event.

5:34 That's the key to making it work. But the way you don't do it is you don't treat it like some faceless cold email thing where you're just sending these canned pitch template messages to people.

5:44 It doesn't work because that's not how people associate when they're in a networking event. You don't just walk up to someone in a networking event and just pitch them with a canned pitch.

5:56 You build a relationship, you build rapport, you have a discussion, you share something of value, you say you want to catch up for coffee.

6:03 You go meet up on the coffee, you build trust and you're like, okay, I trust this person. I may want to work with them now or in the future.

6:09 So as you're going through this, like, that is how you don't use LinkedIn. And this is why I really don't like these lead generation companies where they take $1500 a month from people.

6:19 And all they do is they just build a leads list. I'm going to show you how to do it literally coming up.

6:23 How do this whole thing? It's so easy. They just build a leads list. They put in four templated can messages and they charge you $1500 a month.

6:30 And they trash your reputation. And they don't care because they know they're only going to have you for three to six months as a client, so they try to max out and take the most amount of money out front.

6:38 And they try to send these really, really intense messages because the more people that reply in the beginning, you're going to be like, oh, there's people replying.

6:45 And then you get some negative replies and they'll be like, don't worry, it's part of the process. Don't worry, it's part of the process.

6:49 And it is, you're going to get some negative replies. And then they're going to filter them in and be like, you see, you got 30 leads a month and they'll just reply to some people.

6:57 I'm gonna show you how to do that in literally five minutes. It's like the f\*\*\*\*\*\* easiest thing ever. But you can actually control it so you can do it yourself, and then you won't trash your reputation.

7:05 Anyways, I know I get passionate about this because I've just seen so many business owners destroy their reputations from this.

7:12 And that lady who was the lawyer, like, really luck got to me. I was like, man, I feel so sorry for her.

7:18 So I'm gonna show you how to do it now exactly what you can write inside a people. So you can do it yourself.

7:23 And then if you want to lay it later outsource it, you can outsource it as well. That's what I'm all about and teaching about teaching small business owners how to lead generate leads yourself, because with technology and education that's out there now, you don't need anyone else.

7:36 You can literally do it yourself. Anyways, keep in the next video.  
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Day 6/6 - The secret to making writing content fun and effortless  
0:00 The secret to making writing fun and effortless. This is probably my biggest hack or strategy when it comes to writing, as well.

0:11 So, like I mentioned in the beginning, you want to go through and use ChatGVT to analyze your personality type and like when you like writing and all that kind of stuff.

0:19 But for me, the biggest hacks to do with writing are just to do with my behaviour. So like right now it's 6.51 a.m.

0:27 in the morning here, and I usually wake up every day at 5.50. And because of my personality type, I'm someone who's ruined with NG, I really want to get going, and I literally immediately drink a coffee, thanks to our Jose, um, he's one of our coaches, he bought me this, it's an epic thing, epic cup.

0:44 But I just like, immediately drink a coffee, smash a couple of dates, drink some water, usually I have a cold shower in the morning, a bit of a psycho like that, honestly, I just do it to wake me up, and then I'm in the riding process.

0:54 Now, my phone is like down here, sometimes I put it over there in the other room, my phone, I'll show you, is black and white, and it's permanently on do not disturb.

1:10 And only my family and other people can get through to me, I've even got a setting on there that's called deep work.

1:17 And with deep work, no one can get through to me as well. And so for me, the best time to write is when I get up in the morning and create content, like I'm doing right now, this is great me creating content, I get up and I just do it and I have a two hour minimum deep work block.

1:32 I have to do two hours, minimum of deep work. And this is what, like, works so well for me, because, like, when I start writing as an example, is, you know, I've already got all my ideas here, and that I'm, and I've been thinking about these ideas for so long, because even after recording this video,

1:50 I've got to write, like, 10 more LinkedIn posts of the week. It's 6.52am. But like, I'm gonna just pump more out.

1:56 I'm gonna do that 10 minute block, like, right after this. You know, I also, you know, even writing, even creating these emails, like, I already had it pre-written in a document that I spent, you know, probably, probably an hour and a half putting all these emails together, as well on how to actually

2:11 structure them. But like, you need to put yourself in a state Of like creativity, like, it's, it's kind of like a flow state where you've got nothing else to worry about.

2:24 And I know you might have kids right, you can't do the morning, maybe late nights for you, maybe in the middle of the day for you, whatever it is, but you need to be in this state of creativity.

2:33 And I like that you need to have like a ritual that what you do is you get into the flow state.

2:39 For me, I also wear like this. Noise-canceling headphones, I play like alpha waves or something like that, and I just kind of like get into this state.

2:48 I have that. I've got my coffee, I've got my timer. You know, some of them play like rave music, because I used to love like, um, EDM music, 2012 EDM music was my jam.

2:57 And like, I'm just in here, and I can't leave until I complete the thing. So like this morning, like, I was like, okay, when I woke up this morning.

3:07 All I have is what my note pad, and I've just got the only things I've got to complete here. And I've just got record all and finish all emails, and then I linked in post till Friday.

3:16 Actually, I'm gonna do till the end of Sunday, um, and then I'm gonna do setting with the team after. So I just pick like one thing I'm gonna do for that day, and what I'm gonna finish.

3:25 And especially for writing, you need to have like, when you're writing, it's like, you really pre-thought about the ideas. And now you're like putting pen to paper.

3:35 Quite unquote. And you, but you need to give yourself time restrictions when you do it. Otherwise, you'll just write one post and it will take you like 90 minutes.

3:43 And then you realize it with probably just as good, you know, like as when you wrote it in 10 minutes.

3:48 And, but the key is it's the state that you're in state change. So for me to get into the create this creativity state where it's flowing, where I'm doing things, coffee, headphones on, and like two hours minimum of deep work.

4:01 That's what I'm doing. For you, it might like, I've also found for me that works really well. If I can't think about writing anything, I just go for two-hour walk.

4:10 Like, I'll just, you know, on Thursdays, I usually go for two-hour walk, because I've got a lot of calls then.

4:14 And when I'm walking, I'm just like writing a lot of content, because I find that, you know, as I walk, that helps me get inspiration, helps me get into it, it helps me write as well.

4:23 And so, the real key to writing consistently is having a time when you do write, because If you're, like, like, even this morning, like, I haven't, like, really checked my messages, I haven't looked at Slack, I haven't, like, opened my text message, I had to open LinkedIn because I had to show this,

4:40 obviously, as well, so that was a little bit distracting, but usually I wouldn't even open LinkedIn, and removing all distractions, so my brain is just clear of the task at hand, and this, for me, has been one of the, Biggest returns on investment.

4:54 And because I'm a certain personality type, I just get up in the morning and I do it. Other people though, you might be someone who like, that's insane.

5:00 I would never do that. I need to get up, go for a walk, have some water, have some breakfast, read a book, meditate, then you have your coffee and then you do it.

5:07 But that might be how you do it. And like, that's totally sweet. But you need a time, like, you need a way to be able to activate and get into like, I like to call it just the flow state.

5:20 It's just Because if you're constantly, like, I'll tell you what would make it impossible for me to write and create good content.

5:29 If I had constant messages coming at me, I had a constant application, so I was getting interrupted every five minutes, um, I was constantly thinking about other things I was already with in my day.

5:38 If I had those things, I would, it would be impossible for me to write. I can't. It's impossible. There's some things that you can do, like multitasking, right?

5:47 Admin and stuff like that, you're chatting to people, you know, all that kind of stuff, like that, you can kind of multitask.

5:53 But if you're doing any deep creative work, writing, creating videos like this, any like that, you can only focus on the one thing.

6:01 And so the big hack for me is like, I have this segmented time, you know, in the morning, 5.15 am till usually either 7.15 or it's usually 5.15.

6:13 Sometimes I start work say at 5.30, I then go at least till 7.45, because sometimes I have calls at 8 o'clock on Tuesdays and Thursdays.

6:20 Uh, but other than that, sometimes I'll go through to like 9. And today, like, you know, I got up, I had my coffee, I had a couple of dates, I had my water, I've got this big water thing here, I already set up, and then I'm like, I'm going to finish all the things that I set out to do.

6:35 So I've got to finish these emails, I got to get them through, get them instructions set up, and then I got to do a writing base of my content as well.

6:40 I'll probably sit down for that because my legs are a little bit sore. But these, like, I know it seems weird, but you need, like, a state change, and if you don't have that, like, all the other stuff that we did around writing the drafts, around creating this, it won't happen.

6:59 It's just the writing process, what you're doing, it just needs to be an extension of the work that you're doing, because, like, I'm gonna be able to just jump in and write content now.

7:07 It'll be super easy. I've got all these ideas, everything's flowing, I've got these drafts and templates, like, It's totally sweet.

7:13 I can just write all this stuff. And it's just, you really need to have that state change and the creative flow where you don't get interrupted, otherwise it will be impossible to write.

7:24 Anyways guys, I hope you enjoyed this and I hope you enjoyed, you know, how to get into flow state, how to write, how to create content.

7:30 This is like, I mean, like, this is everything, grading content is huge, especially as you're an existing business owner, you're an expert, you can create content that attracts people.

7:39 Like, you can. Like, like, I wrote this post, um, actually, we'll show this yesterday. So, I got to, I had a client, I got to like a one-to-one client that I jumped on with, uh, Nero.

7:48 So, he first just redone his profile, but we did his first post yesterday, and we spent time writing, and he got like, you know, already 16 comments for likes, and it was a really great post as well.

7:58 And like, I was teaching him, you know, This is the writing process. This is how to get into it as well.

8:03 And now he's like bored in and like he understands the writing process. He even got quite a few more followers and he was like, man, this is sick, literally first post.

8:10 If you see his other content, like it just wasn't that good. He was posting testimonials and stuff. Um, but getting into that writing process into the flow state is everything.

8:19 And guys, if you want to work with me and you want to be like, hey, I'm an existing small business owner, I want to get results like your clients.

8:26 I just want to fast forward a whole bunch of time. Like, the difference, the reason you want to work with an expert is just so you don't make mistakes.

8:32 Like, like, if I take Nero as an example, look, if I look at all this content that he was producing before he started working together in my mind, I'm like, it's all wrong.

8:41 It's all wrong. And then I go to his first post. It didn't massively outperform it, but like, it works really well.

8:47 We've got Link, we've got the tracking setup, um, working essentially track, you know, this says LinkedIn post one. How many people actually gonna download his free book?

8:55 Like, Like, he's set up. So, like, we know, like, we've set it up so when he posts and he adds his book here, because he helps people buy property, like, he can track, you can see here, from every single post, LinkedIn posts, like, how many post, which post do you know it's the most amount of leads?

9:10 And like, nobody does this, like, and they don't even track. They don't even know what's going on. And like, that's why you pay an expert.

9:16 It's just so you don't make the mistakes. And like, you know, if he'd come to me, say 12 months before, that's 12 months of potential income from LinkedIn, that didn't happen.

9:24 And so, If you want to get serious, if you really want to work with someone who understands business, who understands LinkedIn, let's lock in a chat.

9:30 Let's have a discussion. I can probably help you, especially if you've been active on the platform, and I hope this video has proved you how.

9:36 And if not, we've got a whole bunch of other videos, which you can ask for, which I can hopefully prove you in then.

9:40 Any of you guys, catch ya. Have a good day.  
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Day 5/6 - The 1 writing hack I use that makes creating content easy  
00:00 The one writing hack I use that makes content creation extremely easy. So, just a quick refresher, we previously went through how to take a format or somebody else's format, uh, and we had it how to use that into writing your own content.

00:16 We also went through how to take down ideas. On how you can easily do that, uh, as well. And then we talk through, like the actual process of, like, why creating content is an ethical thing and how it's an extension of your work.

00:28 Now I'm going to show you one little writing hack that I use just to pump out content really, really fast.

00:34 Uh, and obviously we went through your personality type at the beginning and like, what makes, you know, your writing system, but I just want to run you through, like, How I would write a piece content, like kind of like from start to finish as I kind of go through, because you kind of saw that with

00:48 the template, but how I'd do one for myself. So, you may have seen from the last video, is that, you know, I saw this post that Alex back I did, and I saw this one here, and I had a photo of the team.

00:59 Right, all together. And I thought that's pretty cool, because yes, that was my birthday, and we all got on a call, and we did a team shot.

01:07 And so, this is the post that I can do. For the similar thing. And so, because I was scrolling through LinkedIn, and I saw that this one's quite good.

01:15 How can I rewrite this? And so, all I gotta do, is I just can just copy this post like this.

01:21 And I can go, okay, cool. Let's go, chat GBT. And I just go, Can you please turn this post into a template?

01:29 Um, so I can fill everything out just like the above. And I'm gonna write my own post. Cool. And I'm gonna paste that.

01:39 Good. Like in post template. So let's go through and let's write it. Duh, duh, duh, duh. How do I uh, there we are.

01:46 Cool. So I'm going to grab this and because so all I did is I saw this in the feed. I hit the little save button.

01:52 It saved and then I go over here and I went to saved items and then that one gave me inspiration over here.

02:01 That one gave me inspiration because I just kind of read through here. You can either use like a, you can either use a m-morrowboard like this.

02:08 Or you can just do it through the save stuff as you get better. Like, you know, you can just do it pump it out straight from here, right?

02:14 And now I'm going to be like, okay, cool. Now I'm going to rewrite this based off that. And so we've got this here.

02:19 I'm going to pull this a bit smaller here. And I'm going to go writing mode. I'm going to delete this.

02:28 All right. Oh shit, I should have gone close draft or whatever. Uh, and then I can go here. I can grab this.

02:34 Cool. Now, and now just for inspiration what I might do is I might grab this and just add the image.

02:43 So I think it's on my desktop. Yep, cool. Cute. And so that's the image right. And so then I'm going to open up Alex's post on the side here.

02:55 Where was Alex's post? Oh, let's just open it up over here. Okay. Let's go here saved items. Save that. It's just a little bit different when I've got this small, right?

03:12 And let's say I've got this. This is the post. I might just even open it. Oops, let me go back here.

03:18 Sorry guys, this one's a bit of a mess around. Actually, you know what? I've actually got a nice post over here that I really liked before that I want to write for this.

03:27 Let me just pause it and I'll pull it up. Go! I wanted to do this one that Shave did a couple of years ago, because the other day I went across his post and his content.

03:35 I open up clear and I saw this post and I actually think this would benefit the vibe as well. I actually really like this post but the other one could have worked well.

03:43 Uh, just because I did hire multiple people in the past few weeks. So, I can go here and I can fill in the blanks, right?

03:51 I've hired, uh, four people in the last five weeks. Five weeks. Oh, and before that, before we get into that little bit as well, the way that I Decide to start writing.

04:05 And this works for me in my personality type. Is when I'm beginning, I say to myself, I've got a, if I've got a writing segment, I make sure that I have a timer like this and I set the timer for two minutes for myself to begin with, two not two, I five and I hit two minutes.

04:23 In this time, if I haven't yet chosen what I'm going to write, I go into my notes down here and I have two minutes To pick something or I go through the formats and I have two minutes to pick the format.

04:40 So I only give myself two minutes to start writing. Now, when I'm writing as well, like as I'm writing now, I usually only give myself 10 minutes for a post.

04:51 You may need to do, um, 20 minutes. I might just do three minutes for this post as an example. And we're not going to post it immediately.

05:00 This is going to be draft one. So let's give this three minutes, right? This is just going to be draft one and then we're going to go through it later on and we're going to restructure it to repose it.

05:08 So you just grab the timer, whatever works for you, you're going to slowly try to get faster over time. I'm going to hit go, right?

05:14 And so then I've got a timer. We're in a piece of accountability. And so as I'm writing like, because it's really easy to just get caught on the details and just like Like go through the details for 40 minutes.

05:26 If you give yourself a hard deadline as well, it's much easier. So I've hired four people last four weeks. Um, I didn't.

05:35 We didn't formally into any of them. We didn't. Formally. Then, you know, then I can just take, okay, what are some three questions?

05:50 Um, you know, I go like this. Um, I don't want to say what are your strengths, um, um, what are your goals?

06:04 What's the biggest, biggest mistake? I just don't want to copy it like directly. What's the biggest mistake? Um, how come, how come you to work here?

06:24 That was an example, right? And it's like I'm looking at opening over here. How come you want to work here?

06:30 And I can go, these questions are pointless. Pointless. The only thing, thing that matters, the only, the only, Two things that matter.

06:58 One. Are you a good person? Can you do the job well? And then I can just go not how else somebody did this on a team of real people.

07:20 And so, um, can you do it? Are you a good person? Can you do the job well? Um, not some pre-canned, um, not so, not these pointless five-step, five-step interview.

07:49 Processes that drive everyone mad. They're stupid. I want people.

08:06 I want a team of people that actually enjoy Working with each other.

08:20 Huh. Has an example. A part time I'm scaling which means I'm sending a message. So, okay, so I don't want to add that in, right?

08:28 Cool. Three minutes done. Perfect. So I can go through now, and I can read it, right? I had four people in the last five weeks.

08:37 I just say, uh, I didn't, I didn't formally interview any of them. What are your goals? What's your biggest mistake?

08:46 How come you want to work here? These questions are pointless. The only two things that matter, these questions are stupid, right?

08:54 The only two things that matter, uh, matter, okay, okay, there it is. Are you a good person? Can you do the job well?

09:03 Not these pointless, I might go stupid. The question's a pointless. Not these stupid five-step indie browsers that drive ever I'm mad, um, they're dumb.

09:26 I wanted to hear people that I actually enjoy working with. I agree. Alright, so three minutes, a little bit over, three minutes done.

09:33 And so now that I've got the post, what I do is I just hit save and then I click here and I have this little thing where I just go draft completed.

09:42 And I'm not going to post it that day. I'll just get rid of the last bit here. Now I'm not going to post it that day.

09:48 I'm then going to come back to the post later on, and I'm going to re-review it. And like, this is the key to creating content fast, having a timer, going through.

09:58 As you can see, I got a whole bunch of drafts in here, right? You know, this one here, and then I like, I re-write that.

10:04 The thing is, you don't want to write on the day that you're doing it. Personally, I don't like that. You just want to write Model dress and have them all stacked up inside there.

10:14 And like, that's a big trick around riding. Obviously it depends on your personality type. But so many people don't do this.

10:20 It's the most simple way to do it. And you might take 5, 10, 15, it might be 30 minutes, whatever it is.

10:24 But give me yourself a hard deadline, but knowing you don't have to post it then. And then you can come back later on and you can be like, okay.

10:32 Do I like it? Maybe the image isn't good? How can I improve things, whatever? And then I can repost it later on.

10:38 Anyways guys, hope you enjoyed that one. I'm really excited to show you the last video as well on the last email that comes out tomorrow.

10:45 It's going to be exciting. Catch ya.  
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Day 4/6 - How to write posts faster even if you don't have writing experience  
00:00 How to write posts faster even if you don't have any writing experience using content templates. That's what I'm going to walk you through now how to do because I know after you build a writing system, after you start coming up with ideas, you know, just starting from blank sheet of paper, even if you've

00:16 got the idea, can be really, really difficult. And so I'm going to show you exactly what the top Creators do what I do myself and this is what every single writer does, especially when they're jumping in, going to start writing on a social media platform.

00:29 So let's get into it. The first thing you want to do is you want to find people in your niche or in your parallel niche.

00:39 And so what I mean by that is, you know, if I'm in lead generation and personal branding, I want to find other people in lead generation and personal branding.

00:46 Now, I'm going to take, for example, that I'm a financial planner, or a wealth manager, or anyone in really the B2C services space.

00:54 So these are four clients of mine who are in the financial services and the wealth management space. So if I'm also in this space, or I might even be a buyer's agent, real estate agent, whatever, all of the content that these guys post is going to be relevant content with the format that actually works

01:12 . And then what you want to do is you want to get this tool called Clio. Uh, it's called K-L-E-O. You can just go download Clio.

01:21 Get it for free. What you want to do is find other people within your niche that produce great content. And they're like, there's no way to magically find amazing people in your niche, right?

01:36 The only way that I know that you can magically do it is I'll pull it up over here. Is if you get an account with Favicon here.

01:45 I'll log in. You can just pay for the $30 account. I've like the $200 a month account, but like you don't need it all the time.

01:52 I wouldn't suggest it. You can go in here and you can go business industries and niches and you can kind of find the rankings between each niche and you can go industry watch as well.

02:03 Um, and you can find essentially who's in the best niche and you can go like LinkedIn and we want to go what industry, uh, we want to go, you know, whatever.

02:12 Finance and Web 3, and I want to go personal finance and investing, right, in the world, on LinkedIn, right? And let's say, you know, a mortgage and real estate, I can find the best people.

02:21 Now, in my opinion, this pulls out some good people, but the best way to find people are through other people.

02:29 So on Chris's post, when he creates content, if I find Chris, and then I go, okay, cool, I'm going to look at Chris's comments, how many people have engaged on it, and are any of these other people Chris Kelly?

02:41 Principle and practice manager and I'm going to find him to see create good content. He doesn't, but like, it's not a quick thing that you'll automatically find people.

02:49 You need to find these people over time and slowly add them to a Google sheet and a Google list. Oh, sorry, a list in a Google sheet, right?

02:57 That's all you got to do. Just slowly over time, but you'll see from here, you only need a few to start.

03:02 Now, when you find someone that does that, let's say Chris, if I click Clear over here, This allows me to pull up, let me just move my face.

03:12 This allows me to pull up all the posts that Chris has done of all time and I can see the ones which get the most amount of likes and the most amount of comments.

03:22 As I can see this here, this barefoot investors one, we helped him write this one, which is which actually popped off and exploded.

03:28 Um, if you know, if you're an Australian, you know what that means, if you're not it, you wouldn't. Uh, but then this post here, okay, they've got 400 something likes.

03:35 Now, you want to just read through these posts a bit, and you want to think, in your mind, could I just write something a bit similar?

03:42 Could I add my input here? Does this kind of make sense of what I'm doing? And so anyone who's in financial advice, real estate, wealth management, buys agent, Morggebroker, whatever it is, right?

03:52 You could write, really write this post. You have stories based off of your information. So what you want to do is you want to do in screenshot these or click the save button.

04:01 I prefer to screenshot them though. I use a tool called CleanShotX. Um, how do I pull up and show you it?

04:08 What it's called? I can't show you it. It's called, it's just called CleanShotX, alright? This is the tool I pay for it, but it's just a screenshot tool.

04:18 You should have screenshots built in your computer. And then you can just screenshot this and then I just add these to a mirror board or a mirror board.

04:25 So just myro.com, you can just add them to a board. The reason I like this is because I just like looking at the post visually.

04:31 That's it. Super easy, right? And so I went through and I just grabbed, you know, quite a few of Chris's posts, a few of Windows posts, a few of Ben's posts, and a few of Joseph's posts.

04:43 That was an example. And so I've grabbed ones that, you know, I've gone over here and been like, okay, cool, which one, you know, I helped their clients' wife quit her job.

04:51 That's a pretty good post, actually. Let me do that one. Alright, I'll get into that one. And so let's say all I'm going to do is I'm just going to screenshot this here.

04:59 And I'm just going to take half of the time. Right. Well, I'm going to grab this here. And then we finished that savings account.

05:12 Cool. Ah, messed that one up, let me find the back of the post. Alright, there we go here. There we grab it.

05:23 And guys, this is not like some one trick pony overnight thing, right? Like it takes time, and so, I've got all these posts here.

05:30 Now, the way I do this one, I'm like on my phone, and I'm scrolling social media and stuff, is I've got this thing called newsfeed or eradicator on, I'll just remove it.

05:40 I actually just remove my newsfeed, so I don't get distracted by it. But if I'm just on my phone scrolling or if I'm doing anything, if I scroll down here and I'm like, um, yeah, like Pedro's post is good.

05:52 I click this button and I click save. And then what it does is if I go over here onto saved items and click that, and I click posts.

06:03 I can just see all the posts that I save. So I did a few yesterday, right? So I see these posts that resonate with me, and I want to save those because I want to do them for later.

06:12 And I could actually probably use this. Okay, this post here, I might actually just rewrite this post. This is actually a really nice post here because I've actually got a good photo with my team last night because it was my birthday yesterday and I took a really good team.

06:26 Um, so I might actually use that later on. And then what I'm going to do is I then I just go to These here, and so I've got pre-formatted templates.

06:36 And so then you just read through, and you go, okay, I'm a financial planner, I've worked with someone, okay, does this post-resonate?

06:43 So let's read through. 750K salary, living paycheck to paycheck, you wouldn't believe it, this isn't rare. I had several clients in this boat, here's what I observe every day.

06:52 Okay, most likely, if you're in any type of B2C services industry with money, you've got a story with someone who made a lot of money, who lives paycheck to paycheck.

07:01 Most likely. And so, here, this is where you want to, like, turn the post into a template. You might be like, okay, cool.

07:09 I've probably got an idea for this post. It could probably be pretty easy. Let's turn it into a template. So what you want to do is go at this, screenshot it, and then we'll add it to chat to be to here.

07:22 And then we want to screenshot the rest here. All right. It doesn't matter if there's a bit of double up.

07:29 And I go, Hey chat CBT, can you please just turn this post into a template that explains what I want in each line?

07:36 Imagine I'm going to be putting the original on the right, this on the left in a template form in my writing tool, and then I just need to kind of like write each line on what's inside of please.

07:46 Cool. And then it just gives me what's inside each. Cool, and it's going to create a structured template. Okay, and so then all I need to do is I would usually have two screens open on my computer.

07:59 But just because of the pups of this video, I'm just going to wash them together to make it easier for you to see.

08:07 And so, cool. Mmm, t-t-t-t-t-t. Ah, come on, give us the template. I ain't taking away. Yeah, but I need a template that's essentially just like I fill in the blank template, please.

08:28 Imagine it's just like a template, fill in the blank, and just so I can, you know, add the information into it.

08:36 Let me uh, let me wait till finishes because I stuffed that prompt up. But what you want to do essentially is what we're going to do together is on the left, you know, we're going to have, you know, the post, I might actually move my little head to the right here.

08:48 And, and then on the right, we're going to write it. And, The reason why you want to do this is because this post, this one got about 400 likes and something like that, I just, I'd removed the likes here.

09:00 It's already pre-validated on social media in a format that actually works. Like this works on social media, we don't have to prove that it works, right?

09:10 And so we can just rewrite this post in a way that makes sense. For you guys, like for yourself, and to your clients, and you don't have to think anything.

09:20 It's kind of like those coloring in books where you color it in what a kid does, right? And so cool.

09:28 Go. Validation. Cool. Social proof. Blah, blah, blah, blah, blah. I'll pause it so you don't have to see. Alright, I just reprompted that there so we could just get all the information over here.

09:43 Cool. So I've got the, on the right, I've got the info on the left. And so let's just pretend I'm just going to make this up and pretend, I don't know, I'm, I'm anything.

09:52 Right, I'm a financial planner as an example. Right. I might go $800,000 salary, or $840,000 salary. Right. And then I just go living, you know, week to week or something like that, living week to week.

10:07 Um, you know, challenging assumption, validation. And then I give a like, I could even just say, you know, you won't believe it.

10:18 Leave it. I see this every day. I see this every day. And then I go, our finance is just sort of flexing out about behavior.

10:31 And these are the three emotions, right? And so I could get rid of this and be like, our finances. I'll adjust a monetary way of showing of highlighting how bad habits.

10:57 Cool, and something like that, right? And I just go cool. Um, you need one to get ahead. You need to adapt to these three realities.

11:16 Alright, as an example. So I'm just essentially just looking down here, here, and then I'm just going to go, okay, cool.

11:22 What are the three realities? And I'm just going to add them in. And so I could just re-write here, you know, what are the realities, um, of money.

11:30 And I could just say income does not equal wealth. Right. This client was in the 0.01% of owners, owners, and was in crippling debt.

11:55 Right? They traded up their life too fast. Some of that, right? Psychological barrier. Or I could even say, keeping up with the Joneses.

12:17 So like, that's a classic thing. You know, this is the barrier that we're trying to keep up with the Joneses.

12:21 Um, you know, um, didn't track their spending or psychological barrier. Um, well, you know, lack of time possession confirmation bias, but I could say, you know, didn't, um, didn't track Track their spending.

12:44 Uh, actually we could just say didn't. Track their taxes. Then we could just kind of like, because didn't fall in three years.

13:01 Had a 300. I'm just making this up right. Tax bill. Tax bill, um, they had no cash to pay.

13:17 This meant, they were always behind. Go, and then I can go three. They maxed out credit cards. Um, always to be in catch-up, catch-up mode, and good.

13:50 Never get ahead, right? So I go here, I see it every day, I find it's I want to get ahead.

13:56 Um, and then I get to say instead, I want to get ahead. These are the three biggest mistakes. So I see.

14:07 See. That's send high income earners broke, right? And so if I'm in this mortgage-breaking space or whatever it is, like, or financial advice space, but this, I can just write, this is easy for me.

14:24 Um, and then I could just say, my client would have never been in this mess. If they simply contacted me three, four years ago.

14:46 Why you pay experts. I agree. Cool. Cool. And so let's just have a look, right? So it's not the same post, but I've taken the structure.

14:57 So I've just said, okay, I've got the same hook without the salary, moving wheat to wheat or paycheck to paycheck.

15:03 You won't believe it. I say this every day, right? So I'm slightly adjusting it. Our finances are just a monetary way of highlighting our bad habits.

15:11 These are three biggest mistakes I see that's in high income and it's broke. And then all you got to do is like, in the niche that you're in, just document the three biggest things that you see.

15:20 But copy the format that's happening over here. And all you're essentially doing, like we mentioned before, is this is just an extension of your work.

15:31 Like, You're just documenting things that you would tell your client on the call. These are the big mistakes I see.

15:39 I just see people trying to keep up with the dangers, they don't track their taxes, and then they max out their credit cards.

15:44 It's just like a big mistake that they see. And so now you can see over here, let's pull it a bit longer.

15:50 So I've got a post over here, and I can see what it looks like on the mobile version, if I click next.

15:58 And here I can see what it looks like, and then I just go to save. And so, I don't have to think about all this content.

16:05 I can just go to, you know, my notes. It's when I want to write. And I just scroll down. I'm like, okay, which one's going to work really well?

16:12 Okay, cool. I'm just going to paste the template here. I'm going to have them next to each other. I'm just going to fill in the blanks.

16:19 And I'm just going to write the interesting story. You know what this goes? That's how you write content using templates really, really fast without any writing experience.

16:26 I'm excited to show you the next one, because The next one is a trick that I've used recently and it works extremely well for riding great content.  
  
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Day 3/5 - The 1 habit you need to do everyday to write great content

0:00 The one habit that you need to do every day in order to write great content. This, this is the reason why I've been able to create so much content and so many of my clients can.

0:11 And we previously went through what type of setup and structure you're going to have based on your personality type. But the thing that you need to do is, is you need a place to take notes of an idea, notes from ideas.

0:23 Now, you may have a notion database that structures are all on sorts of, you may be like me, That just takes it down, but what you need is like, when you're, when you're, say when you're walking on a walk, you're, you're in dolphins kicking, you're creative energy kicks in, and then what happens is you

0:41 start thinking about ideas. And these ideas kind of just go there and you're like, let's do a great idea. Or remember it later and it floats away into nothingness.

0:49 Like it happens all the time. I remember 30 years. Years I never, I just never wrote down the ideas. But the other part is like, Or I used to write down the idea and I never used to act on it, which then essentially is a nothing idea.

1:02 The reason I like content so much is because whenever I come up with an idea, I write it down. So for me, this is what works, right?

1:11 So when I go throughout my day, right, is I, I get ideas that come to me like yesterday I was running to the gym and I had to stop and I wrote this.

1:21 And what it is is I pre-write the hook, the beginning, And elements of the post. Like, that's what I write.

1:30 It's not a full post. I don't even know if I'm going to use it. This one's pretty, pretty intense, but I actually wrote as well, but like, you know, I just write it down.

1:40 What this means when I do do this every time I get it, every time, and sometimes I even have pre-written posts, I never have any blockage of ideas.

1:49 So when I go to write, right, right, right, is I come here. And I've just got all these half-pro written posts.

1:57 So like, the key to doing the ideas and writing it down is like, when you have an idea, like you're in the shower, it happens to me all the time in the shower, I have to get out and I write it down, right?

2:06 It's like you're constantly like, you constantly have about this project that's running through your brain. Like, I've constantly got this project, and I'm not thinking what are client ideas, like content ideas.

2:17 I'm thinking constantly about how I can help small business owners get any more leads on LinkedIn. And through that, the content ideas flow.

2:26 Because I'm working with clients all day long. I'm about to get on a coaching call. It's going to go for about two hours.

2:30 And then I'll go back to back after that, right? I'm just going to be thinking about ideas. And even sometimes when I'm mid-meeting, I write the idea down.

2:37 Like, you could do it on a notepad or a piece of paper as well. If you prefer that, that's totally fine.

2:43 It's the biggest habit or the unlock for me is having something, what work for me is what is low friction?

2:51 So, I can just quickly go in and do it. The reason why I notion didn't work for me is because I had to click multiple times.

2:56 I need the least amount of friction possible. And with Apple notes, I can also click the button and I can click the little voice thing down the button.

3:03 And I can just take notes. Because as, when you're writing content, you never want to start from a blank slate, like ever.

3:10 Like, you want to start with, like, what I try to do, And this works for me in my personality type, it might not work for you.

3:16 Or maybe what it will work for you is you go in, you brief it, and then you put it into your notion filing system, where you have a system where you go back to it later, right?

3:23 Like that's what you could do. But what I found is like, for example, this post, I started thinking about it, because I was thinking there's so much trash advice on LinkedIn, and then I started writing it, and I started writing these down, and I got five.

3:36 I might make ten points or whatever, but, When I go to writing, I'm actually probably going to post this post now because I need to do it, right?

3:43 Is I'll go here and I'm like, okay cool, I like this post. I'm going to go over to LinkedIn. And I use this tool called auth it up.

3:50 Just look it up, right? It's honestly the best LinkedIn tool for writing content. Just go auth it up. Just buy it.

3:55 Trust me for a month. It's the best, right? Then I'm just going to paste it. And then what I do is when I've got an idea like here, then Then it gets to the point where I'm just stealing it, right?

4:07 And then I just delete it, right? And I'm moving it to the section here where I'm like, now I'm writing it, right?

4:15 Like, this is where I'm writing. And so the reason I love it all fed up, there's a few things, right?

4:20 You need to use this tool. One, I can see over on the right, this is what it looks like from a mobile screen.

4:25 This is what it looks like from a computer screen. 70% of people looking at content through mobile. I can see what it looks like, and when I click this, see more, I can see how it visually The other thing I want to look at is the grade reading level.

4:38 Sorry, let me move my little head there. I need the grade to be one, two, maybe three. The reason you don't want it to be too high is because when you open your social media app, right, when you're, when you're like standing there on the street, right, and you're like, I'm gonna open up LinkedIn.

4:54 As you scroll through, what you're looking for is easy. If something feels really difficult to read, unless Bill Gates wrote it, you're not going to read it.

5:05 It has to be easy to consume, like a children's book, but it has to make enough sense that someone can get value, like these quick short runs, and I'll show you a couple of posts that work really well.

5:15 Like when you're starting out, less is more, right, so it fits if you can into one mobile screen. This goes into another whole writing thing.

5:21 This is just how to get ideas and how to start writing without feeling overwhelmed. I just then take it from here, and you might do this in Notion.

5:28 I put it here. Now, you always want to write content in the device that you're going to be sending it out on, because you need to see what aesthetically how it looks as well.

5:37 That's another key thing, right? Now, as I go through here, now I can see, okay, cool, the grade reading level of this, and then I'm like, okay, let's say that this is my draft that's done.

5:48 I then hit here, I click save, and I go, then I, then this is my system, right? Super easy, I just go decompleted, or I could complete it, and I could just schedule it.

5:58 Whatever, right? Whatever I'm going to do, right? Now when I go to open my drafts, I've got all these decompleted here.

6:05 So I've got all these other posts, right? Here that I've written that are completed. And so for me, this really helps because like sometimes I can't think of ideas.

6:17 And so I'd be like, ah, like what do I do? And so I can then just come to my decomplete or decompleted.

6:22 And I've got actually fully written ones, fully written posts. And then Even when it's completed, I can still come back a day or two later, and I can still edit it.

6:32 But I've got a bank of posts that are already pre-written, and that have just been taken like, when I start writing, it's just been taken straight from here.

6:40 And I'll show you my kind of like writing process, but again, a personality type, it might be different. I just like showing you what I do in the process.

6:46 But like, you know, I've generated like, you know, like, my writing process is pretty rudimentary. Like, I've generated 425,000 impressions in seven days.

6:57 Like, in the past, like, my person's gone up. I'm posting a lot during the week, right? In the past 26 days, yeah, 1.4 million impressions.

7:05 But like, this is my writing system. It's like pretty rudimentary. Like, it's not that good. But the thing about the matters the most about the system is like, you need a way to idea capture it really quickly.

7:16 And then you need a way to like, When you're taking the idea, you don't write like one line, you try to write as much information about the idea as possible because you forget.

7:23 Even what you're feeling or thinking at the time. And then later on when you want to, then when you want to write, you don't start from blank page, you just go, oh cool.

7:30 Grab an idea. Grab an idea. Grab an idea. And I'll show you my writing process next on how I do it and how I use the timer, because sometimes I can overthink, but this is a way how you can consistently just produce content forever, because you're just going to be thinking about how to help clients.

7:44 And then you're just going to write shit to help clients. The ethical thing about this is each time I write stuff and content, it's processing information around how I help clients which helps me better to steal my ideas so I can help clients more.

7:59 So the process of writing helps me create better stuff for my paid clients in shuttle. Anyways, hope you enjoy this.

8:07 Catch you guys in a bit.  
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Day 2/6 - How to make writing an extension of your work

00:00 How to make writing an extension of your work. The biggest excuse I hear, well, just the biggest thing that I hear from business owners is like, I don't have time to write.

00:10 Like, I don't have time to do it. Like, I've got to work with clients. I've got to do all this kind of stuff.

00:15 Let me just challenge you on that first and before we get into it and just talk to you why creating content and stuff like that is, in my instance, ethically, the right thing to do.

00:26 Most people think that I remember when I started my business actually, is I thought, okay, what I gotta do, is I gotta build the product, or I gotta build the thing, alright?

00:35 I gotta do the setup, I gotta do the system, I gotta CRM, all this kind of stuff, I gotta build that, and I gotta get registered, then I gotta kinda like sell a few people in, that I know, and then after I sell a few people and then I gotta try and like get some leads, and then after that I probably

00:51 gotta post social media and like try and get more attention. Right. This is the natural way that humans would think that you would start a business.

00:58 But, that's not the way it should be. It should actually be the opposite way around. You should be getting attention first to prevalidate the idea.

01:09 So let's go down here, right? This is what should happen. Right. Attention. You should get the attention first so that people know that what you're doing.

01:19 The next thing you should do is you try to generate as many leads as possible. And then you should sell the leads, and then you should deliver on the leads with the systems.

01:28 Because the thing is, when you first start out, like I remember like I did, I bought HubSpot Enterprise for $15,000 a year.

01:35 I didn't need it. You know what I I mean, I mean, I mean, I mean, I mean, I mean, I I mean, I mean, I mean, I mean, I mean, I mean, I I mean, I I mean, I mean, I I mean, I An attention, I mean, DMing people, running custom interviews, talking to them, you know, maybe posting content, if you know some

01:57 stuff, reaching out, just having conversations with people, conversations. And then what happens is these conversations then lead into a whole bunch of people that might want to work with you, a whole bunch of people.

02:10 And if you're an established, like, you're an established business owner right here, right? Like, I was chatting to a buddy the other week who's a consultant and he wants to leave his job.

02:19 And I'm like, okay, cool. Don't do it for a year. First thing you're gonna do, you're gonna post on LinkedIn, and you can connect with 200 of your ideal clients a week, and then you're gonna just be building bread.

02:28 And so if we go back to the thing that was on the other week as well, actually no, I can't show you that because you may not have covered that, is what you're trying to do with everything that you do as a business owner, is on the right as a trusted advisor, and on the left is a stranger.

02:43 There's the thing that gets you from a stranger to trust a value. Trust advisor is time and value that you give somebody.

02:50 What you're trying to do with all this attention stuff is you're trying to get a whole bunch of people from here to here.

02:56 Or, you know, somewhere along the line here. And the more people you do that, the more attention you've got. This is why building brand is so important.

03:05 Is the more trust you've got overall. And as a business owner, you know, for this my friend who's a consultant, he should go out and just build heaps heaps of trust.

03:14 And then he has heaps of people talking to it. So eventually, when he launches his business, he'll have like 100 meetings already lined up, or a waiting list.

03:23 And so when he announces and launches after a year, the selling becomes easy, because he doesn't need to sell. He just says, I've only got four slots.

03:31 I can only work with four people. And then he's super with the hand up. And then when it comes to delivering, because he has so many leads, like, he can just hire people to cover it.

03:40 And this is the problem that most businesses have, because when they try to do delivery first, Then they're stressing about sales and leads.

03:47 They don't make enough money. They're taking on projects that don't work. But like, if you build boat loads of attention, and then you have heaps of leads, right?

03:56 And then you literally, the best sales tactic or strategy for you to have is that, oh, we can only work with three more clients this month, seriously.

04:03 Like, otherwise, so you don't have to get side today. Otherwise, unfortunately, we can't take you to April. That's the best sales strategy.

04:10 The thing when you have so much attention and then so much leads is then selling becomes very easy. You don't need to sell.

04:18 It's just selling toilet paper during COVID. You didn't need to sell it, right? There's just, when I worked at Zoom during COVID, when COVID-19 hit and I worked at Zoom, I didn't need to sell Zoom.

04:29 You're trying to create demand and supply in a sense, and I'll kind of walk through in a second. By, and by creating this demand and supply equation we have too much demand, the selling comes easy.

04:40 And then what happens is because you're selling more, and because you're not selling things that you wouldn't otherwise sell, you can hire better staff, you can pay your staff more money, you can invest in more systems, and sure you might have to scramble for a bit, but that's when you increase your

04:53 delivery. And so this is why it's like Ethically the right thing to sell because if you if to be creating content and really putting yourself out there as an expert is what you are because if we look at demand and supply, right?

05:07 Go here and we up here is the price and in here is the quantity I hope I didn't f\*\*\* that up But uh, so we got demand and supply so if you increase the demand of your services Right naturally, but the supply of your services stays the same Right.

05:27 What happens is you just make more money. Instead of here, you're here. This is just the natural thing that happens.

05:36 And then when you make more money, you feel better, you treat your staff better, you're not worrying about income. Overall, you perform as a better human.

05:43 This is why, in my opinion, creating content and DMing is the ethical right thing to do. Because of like, when you are just helping clients all the time, you're not like If you bring in more clients and better people and better resources, then you can treat the clients better, right?

06:01 Like that's why creating content itself is like the ethical right thing. And so what you're doing when you're creating content is that you're writing, you're just like documenting what you already do.

06:14 You're trying to pull people into your world and you're documenting and sharing things that work. So, and I'll give you an example, right?

06:21 And why creating content for me is so easy is I just talk about what I talk about every day. Like, that's it.

06:26 So, I wrote this one on the weekend. This is so easy for me to write. I booked 30 calls on LinkedIn with this 1DM.

06:33 Here's the exact script I used. Matt saw you in LA. I was visiting my brother. Like, I wrote this, right?

06:39 Like, pretty good amount of links, good amount of impressions. A lot of people signed up to my program through it, right?

06:44 It's on my free course. But like, when I wrote this, like, I had a client who joined us a couple of weeks back.

06:50 And on the onboarding call, and he's like, yeah, Matt, the reason I joined is because I used one of your free scripts and I booked a meeting because I'm here.

06:56 So I did it. And so the, the, the act of creating content is you're giving things away for free, things that you're already talking about clients with, and you're giving people value in exchange for creating more and more demand for your services.

07:14 That's the goal. And so you're just creating so much demand and so many people in the market that trust you, When you do say, hey, I'm looking to work with a couple more people, you've got people lined up.

07:24 Like, in every business sense, like, like, we have the problem right now and where we don't have enough resources to service everyone.

07:30 So we get to pick what products and services we make because we, we have so many problems that we're solving because we have so many leads.

07:37 Like, and that's the situation when you're be out. So you've got to reframe and be like creating content is the ethical right thing to do.

07:44 It's ethical. Like, that's the thing because when you're documenting and you're creating this stuff that Adds value into the audience and helps people.

07:52 Like, before I finish up this one, like, a lot of people have the thought processes like, oh, I don't want to give it all away for free, because then people won't pay me.

08:01 Right? They won't give me money or they'll just do it. Like, first off, like, if you're a accountant started documenting and giving away all their stuff for free, would you do it?

08:08 No, you wouldn't because, like, you still pay the guy. Like, you still pay them. Like, and even if, My account started writing stuff about how to save maximized tax and someone saw it, and they did it, and I got a result.

08:19 They'd be like, what a G? This guy knows what you're talking about. How much more money could I save you?

08:23 Like, you're not giving away like your whole IP and everything, drips and draps. But like, this is, but this is what happens, right?

08:30 When you create so much, let's say that this is a trusted advisor and a stranger. When you have so many people that are here, this is what happened to me the other day.

08:38 This is me here, man. There's this guy who's been following my content. Right? Come over, come over, his name is because it's in German and I can't pronounce it.

08:48 But, you know, he's been following my content for ages. He actually works with the competitor of mine, right? But he trusts me so much because he's used my stuff and he's made money.

08:57 And so, one of his friends that he, we used to work with, this company, like, um, over in, I come over, or somewhere in Europe, that was like, hey dude, like, who, who do you know understands LinkedIn?

09:10 And he's like, it's Matt guy. He's just points. He's like, this guy. He's like, go to this guy, he's great.

09:16 And I was like, and so he gave him such a strong reference that this guy went from here to f\*\*\*\*\*\* here.

09:22 And then, we chatted, just on WhatsApp, he paid me $25,000. $25,000 for an engagement with his business. We never even had a Zoom meeting.

09:35 We just did our own WhatsApp, and I know this doesn't work for every business, right? You gotta meet the person that's fine, right?

09:40 Obviously, I'm not gonna go with the financial plan out myself if I don't meet them, right? It's different. But like, I'm just here to prove the point.

09:46 If you buy something through WhatsApp, you have to trust them absolutely, right? This is why it matters because you're creating goodwill in the market.

09:54 So this guy's happy with me, this guy's happy, and I'm happy. And all I did was I just documented everything that I've done, and I put it out into the universe.

10:01 So the content you're creating is an ethical thing. It's like what you're doing is helping people, adding value. It shouldn't be gatekeeping things.

10:09 Like, it doesn't matter. Like, I'm not going to try and do my accounting myself. And the other thing is like, there's so many people that are going to like and use your stuff and never going to buy from you.

10:19 But it's just going to be a net positive because you're just going to gain trust. You just immediately gain trust with everyone.

10:25 And like, that's the goal of your content. So as a reframe when you're doing, I'll get into some more tactical stuff.

10:31 To not feel overwhelmed is like, just think of it as an ethical thing. It's like, it's ethical because I'm going to bring way more people into my world.

10:37 I'm going to have way easier sales calls. I'm not going to pressure anyone. I'm only going to take people that I can work with.

10:43 I'm going to hire better people. And I'm just going to have a better time because I'm not worried about finances.

10:47 Because if you do it the other way around, you just stress all the time. It sucks. Like, you want to live a life where you're creative.

10:54 Anyways, this was Smun. Excited for the next one.  
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Day 1/6 - How to always have something to say when writing  
0:00 How to write content so you'll never feel overwhelmed and you'll always have something to say. That's first up what I want to cover in this writing piece because I remember when I first started out on LinkedIn as well.

0:13 Actually, let's pull up my very first ever post, right? So let's go here. You can use a tool called CLIO, K-L-E-O, you can download it for free.

0:23 Um, just, I'm not gonna show you how to download it. It's super easy. So just K-L-E-O, just download the Chrome extension and I can look at oldest, like I remember this is like the first post that I ever did.

0:32 18 likes, Larry Spedrow. I put this in a post the other day. This is the first post ever, right? And it was like three years ago.

0:39 It was, it was okay. Back then it was actually easy to get likes. My second post got 122 comments, which is pretty funny.

0:45 The magic follow-up sequence. Um, but, Yeah, that's actually not too bad. Um, might actually repost that. Um, but I remember what it was like trying to come with content and I remember how like long I would spend thinking about it and like how frustrating it would be and I'd read all these writing systems

1:03 online and like how it's structured and stuff like that and be like, you've got to have this crazy notion file, you've got to have this thing and I was like, man, that's just like not me, but like I'd try it and it didn't work.

1:14 So, how you work out the way that you best write? Is you do this. You open up Charge-EBT. If you've had a lot of conversations with Charge-EBT, it should know your MyBriggs personality type, your disc profile, it should know your big five, and these are all personality profiles.

1:31 If you've never done them, you can just go to 16personalities.com, 16personalities.com. Highly suggest you do it, you get information about yourself, but if you've had loads of conversations with Charge-EBT, it knows who you are, and then you can put it in and just say, Hey chat TBT, you know that I

1:46 am an ENTP in the MyBriggs and I'm a high DI in the Dispo file, and I'm also a high openness and high extraversion in the Big 5.

1:55 You know everything about me as well. Like, I just need to create like the most simple writing system where I can just take notes about ideas that I have and how I can then write content and all that kind of stuff.

2:05 Can you just build the best writing system for me that would work on a consistent basis? That's just unique to me.

2:11 My personality type and all that kind of stuff, just give it brief and just keep it like not too long as well, because I'm just actually showcasing this on a video right now, because otherwise I'd go much more in depth with it.

2:24 So, instead of you finding the system, you just ask your GBT, idea capture, fast and frictionless, use voice notes, keep your dedicated content ideas, instant categorization, they get tagged into one of three.

2:38 Fast drafting, use a five minute fast free write, and this is actually what I do. Quick refinement, publish and repurposing, right?

2:47 So this for me, is the best way to do it. But for you, right, is, and this is what I do.

2:54 I get up every day, I immediately drink coffee, like I'm right now and do deep work. This is part of my deep work, it's just content creation, right?

3:00 This is the best thing that I can do. Okay, chat to MBT, my business partner, Steve, he's a high C and a high S with a bit of D in the disc profile, and he's an INFJ, um, as a personality type, and he's also really intelligent, a product guy, um, he likes to think things through, give me a brief type

3:21 , um, and he's also got kids, so that actually makes it a bit harder for him. Give me a system like similar to mine that would work for him, that would be different, please.

3:33 I want to show you this because everyone is so different. So for him, the best writing system of Steve is he would use a notion or an obsidian structured tool.

3:43 He'd have pre-done categories. He'd have thoughtful refinement. This is literally what he does. And he doesn't impose content, but he uses content for our program and stuff like that.

3:51 He uses logical frameworks, publishing, repurposing, like what I'm trying to get at is like The system that you use and that you will use consistently needs to be based off your personality type.

4:05 It can't be based off what people did because I followed a creator who is like Steve, my business partner, and I tried to create content like them and it just drove me insane.

4:16 Like, it was a notion thing, bored, right? And I'm so against that that, you know, all I want is the easiest way to capture an idea with a voice note real quick, but with notion I had to click twice.

4:27 And it's, it made me not want to create content. So the way that I do it is I literally just have one thing in my notes and anytime an idea it floods my brain, I just write it down here.

4:41 And so I have unlimited content ideas because the way that my brain works is that when an idea comes to me, I just need to quickly get it down and as much information as possible.

4:49 And so the way I never start from a blank slate is I just have this always with ideas. But if Steve had this, Hit would go insane.

4:58 Like, because that's not the way his brain functions. The way his brain functions is his needs to be sorted listed.

5:04 If I asked Steve, hey, do you have those notes from like six years ago, he f\*\*\*\*\*\* pulls them up. Like he's got him.

5:10 I wouldn't have that. But that's just where we're different. So where all this stuff gets wrong, especially in productivity and all this crap, right?

5:17 Is that people listen to the advice of someone that's a different personality type and profile than they are. And there's, and I'm not saying that everyone is the same if they're a personality type.

5:25 Everyone just has similar tendencies, but you have to know what's, what's the thing that will feel natural to you? And if I said Steve, just post write something down and post it, couldn't do it.

5:34 If someone said to me, Matt, you gotta structure it and do this, it would drive me insane. I tried to do it.

5:38 I couldn't do it. And so, what you've got to do is, before you kind of start doing this, if you've got to ask charity, okay, what type of mind?

5:46 How do I add these things in? What would, how would I best work? With everything you know about me. Sometimes you don't even need to do a personality profile quiz.

5:54 If you've chatted to chat you'd be tan off, it gives it to you. And for me, the best time is immediately wake up, immediately have my have my have coffee and for like two, three hours, I just do it work.

6:04 I'm like, that's my thing, and I can create unlimited content. And then what I do is I have all my ideas, just sitting in here, and then I'll walk you through my process of how I write, but like, don't copy my process, adapt what I do, and then adjust it based on your personality type.

6:19 Because I know, if you're like Steve, this will drive you insane. This will kill you. But if you're like me, this is probably the perfect thing.

6:25 Or if you're somewhere in the middle, you just a balance between all the different extremities. I like showing Steve because we're polar opposite personality types.

6:31 That's why we work so well as co-founders, because that's what you kind of want. The same interests, we're obsessed with the same thing, but like we're so different.

6:38 And so that's why it works so well. But yet guys, you probably never heard this before, but the best system is the one that works for you.

6:44 I've came to a chat. I'll see you in the next video.  
  
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Day 5/5 - How to create a strong ending so people comment on your posts  
0:00 The last thing you need in order for your linking content to pop is you need a strong ending. So many people I see write this amazing content and it gets to the end and it just finishes.

0:15 And that's it. And people may have wanted to engage in common on the post and get involved in it, but they didn't.

0:22 What you need to do is at the ending of the post, you need to incite an emotion And you need to feel, make someone feel compelled to comment on the post, to give their opinion, to say what they want to do.

0:37 But the key is, you don't want to say, this amazing post and then, what's the biggest problem you've ever had in your life and how have you overcome with it?

0:46 It's a really bad way to end because it makes people think they're going to have to go, oh, what is the biggest problem?

0:51 Ah, scrollpast. Instead, Like, do you want to be like, I write for leads, not likes, I wasted so much time writing for, and I finally realized, and that's it.

1:01 What do you prefer? Leads or likes? This or this? It's a very, very easy ending. So, as you read through your content, I'll show you a couple of examples of a post that I'd used at the same time, right?

1:12 This one here, right? This post where I talked about how I quit my 2-1-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0 What would you add as number five?

1:22 And even if they don't add number five, people feel compelled to react because it opens up an emotion inside the person that they feel compelled to write something.

1:35 And this is how you get more eyeballs on your right stuff. And so, for example, let's, uh, let's pull this one that worked really well.

1:41 Uh, there we are. This one, this one worked amazingly, right? I see some dangerous LinkedIn advice, but this is the worst.

1:49 Post for six months in comment two hours a day, um, before you deserve to get clients, deserve. This is what my, why most people stay broke.

1:56 Your turn. What's the worst advice you've heard on LinkedIn? I'm literally asking people, what is their worst advice they've ever heard?

2:04 And people want to give their opinion and their input on the piece that you write. That's it. And so, as you go through and you write this content, Let's, uh, let's go through here.

2:16 For example, this is another post. I recommended a LinkedIn strategy. Founder can't do it. Me, why? Nobody does it like that.

2:23 Me, that's the reason you're doing. Stop copying everyone else. Do you want to stand out and not blend in? Agree.

2:28 Question mark. Just do you agree. What I want people to do is I want them scrolling through the LinkedIn feed.

2:33 Remember guys, this is how I consume, people consume content. They're not thinking. They're like, on the toilet, or if I can on the train, and they're just going, eeehh, scrolling like this, right?

2:43 And if they're gonna stop, they need a hook that stops them. And then you'd be like, oh, this is emotionally pulling.

2:49 Yeah, I feel something. I feel it. And then you need them to comment. You need them to feel compelled to comment.

2:55 It's what, what works really well with Chris's post here. Why he got a lot of really, not just like, he got detailed comments.

3:03 Like, really detailed, right? Go down here, really detailed. And some people disagreed with him. And some people agree with them because you're never going to make everyone happy.

3:13 But you really need to finish it with something that makes it really easy for someone to comment. And you have to, when you're going back through and you're rereading your posts, you need to be like, okay, how easy is it for someone to comment?

3:27 And it will take time and you'll get better over time as well at the same time. So let's quickly review.

3:32 These are the five things that you need to do for content. And this is just This is just basic content before I'm getting into anything else.

3:41 And I'm making these videos because I'm showing you that, like, I actually know what the f\*\*\* I'm talking about. Like, I'm not one of these, like, content 25-year-old gurus that actually just make a bowl bunch of shit up.

3:50 Like, I actually understand this. I've worked with over 800 business owners. We have over 400 testimonials. I know my shit.

3:57 I know what I'm talking about. My co-founder used to be the CEO of a listed software company in Australia, right?

4:02 Super smart dude. He wouldn't have partnered with me as a co-founder and gone to business if I was a dumbass.

4:07 And so I make these videos to really show you. We know what we're talking about. That's why we actually get results as well.

4:13 The key is the first thing is you need to write for lot for leads, not likes. You have to do that.

4:20 The next thing is you want to use formatting and steal other people's formats that actually work. The next thing is you need to write the hook in a way so it opens a loop, right?

4:31 You have to do that. The next thing is you post has to insight and emotion. And then the fifth thing is it has to finish strong so that someone can just comment or engage easily.

4:43 Easily, right? This is the key. Like this is the key to content. This is like content basic 101. If it doesn't do this, you shouldn't do that.

4:53 And then past this point, we get into all the other little tactics and stuff of, like, lead magnets and all that kind of stuff.

4:58 Those ones I showed you before with Keenan and Josh, how they got 10,000 comments. Keenan got 35 inbound meetings from that post, which he created in our program.

5:05 I'm showing you this stuff, because this is just the basic stuff you need to learn about content. But if you really want to build a LinkedIn lead generation system in your business, as a small business owner, and you're like, I'm selling stuff, I really want to not worry about leads ever again.

5:19 I want a system that actually works. Come join us in our pro-paid program. Click the book or call, we'd love to have a chat to you see if we can actually help as well, but these are just, these are only five things and you're probably watching this and be like, I never thought about that stuff before

5:32 . That's because what happens on LinkedIn is you're seeing the shit that people write for likes, not leads. And they write all this f\*\*\*\*\*\* bullshit around like, everyone be happy.

5:45 Employee is amazing. All this crap. And everyone's like, I feel good and doesn't get them anything. And so, and that's the content.

5:52 That's what I consumed for the first six months when I was on LinkedIn. And I, I did all that stuff.

5:57 And I still didn't get anywhere. And I was like, what's going on? Like, why am I not getting leads? And that's I really finally thought about it.

6:03 And that's why, you know, it was about 20 months now ago. Oh, probably 19 months ago that I launched every hour and I was like, we're going to solve this problem.

6:09 We're going to help small business owners generate leads themselves. Anyways, guys, I hope you enjoyed this as well. Let me know in the back of the email if you do enjoy it, because if it's not the right time for us to work together now, totally sweet.

6:19 Let me know if you enjoyed it, how it could be improved. I'm really, we're on a mission to just help small business owners.

6:25 Around the world, generate leads themselves and never have to rely on agency because right now with technology and AI and the information is available out there, you should be able to just log into LinkedIn and just generate leads.

6:37 And that's the power we've given to hundreds of clients and then I want to give to you. Anyways guys, peace out, have a good day.  
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Day 4/5 - The reason your LinkedIn posts feel flat  
0:00 The reason that most business owners on LinkedIn who post their content feels flat, and it doesn't do anything, is because it doesn't insight an emotion in someone.

0:12 And so this is the opposite of how you think you're right. You know, usually when you're writing, it's all about the data, the information, the facts, what they're getting.

0:22 With LinkedIn content, it's really nothing to do with that. The facts and the data and stuff matter only if they bring people in.

0:28 But what matters is that you write something that people feel an emotion. Because people only, they do not remember what you, what you say.

0:41 They only remember how you made them feel. That's it. So if you follow all these rules in content, you write these great hooks, you format it well, but it doesn't end with a, Feeling associated with it.

0:56 It's kind of pointless because it's that feeling that they get over time when they're exposed to your content. They say another post and another post and another post.

1:04 They start trusting you. They'd be like, oh, this Mack, I actually kind of knows what he's talking about. I can't really remember what his post was.

1:10 It has a feeling associated with it. And that's probably you here right now. You saw my content, you saw my stuff.

1:17 It's going to actually be saying something. He's, he's posted a unique angle. And so you've, you've opted in to receive these emails.

1:22 And now you're watching this information because you thought that that's the goal of your content. It has to make someone feel something.

1:29 So let's give a couple of, um, a couple of examples. And as you go through, you have to realize that in order for your content to pop as well.

1:40 You have to take a slightly contrarian take. Contrarian, or I can't even spell contrarian take. You have to voice your opinion.

1:51 That might be a little bit different to what other people's opinions are, because it has to shake things up a little bit.

1:57 If it's bland, generic content that everyone knows, it doesn't matter. I'm not saying do spout stuff that's totally crazy, but you have to take a bit of a contrarian take.

2:05 So if I take Alvaro's post, right? Avaro doesn't even post in English, but he's still crushing it on LinkedIn. So he posted this post, let me put the translation.

2:14 So you can see the image, and we actually got on a call like two weeks ago, and he's like, Matt, why did this post work?

2:21 And I was like, I'll tell you what. He said, HubSpot lost 80% of its blog traffic. If you're optimizing your SEO, you're wasting your time.

2:31 Literally. In 20 years, the way we use the intern has not changed. In 10 months, AI has changed completely. What happened?

2:38 So just within this, and within this visual hook that he's shown, he's proved that it's happened. But he said something that's going to stop people, and it's going to arise in a motion.

2:48 Because if you spent money in SEO, you might be like, whoa, what's this guy saying? This is crazy. But then he's come through, and he hasn't just spouted some random clickbait headline, he's actually explained why.

3:02 This is the perfect thought leadership post. It got a thousand likes, 178 repose. He got so many inbound leads from this and he didn't know why, and we explained it to him on the call, and he was like, I get it.

3:14 This is the key to writing content that makes someone feel something, but takes from a point of authority. Another example is Chris Carlin.

3:24 Chris helps, uh, he's a financial planner in Australia. We actually worked with Chris, and I'll help him transition to quit his job and start his own business.

3:31 That's how many ladies got from LinkedIn. But in Australia, there's this book called the Barefoot Investor, right? This, this book here, right?

3:40 In Australia, this Barefoot Investor is known as like the investing guidebook that everybody follows. Like, it is known. And Chris wrote, Barefoot invested as a There it it's advice costs every day Aussie $26,172 over 10 years and over a lifetime it may cost them $1.1 million if they didn't seek financial

4:04 advice. He's taking a point of authority and positioning as a financial planner and he's kind of like kind of shitting on this book that a lot of people take as like this is a great book and then he's explained it.

4:19 And he's broken it down and he even breaks all the rules of LinkedIn and writes something that's super interesting, right?

4:26 Super dupe interesting that it incites an emotion at the same time. And it got a lot of engagement and he got so many inbound leads from this.

4:34 This is what good content does. It pulls at people's emotions and it forces them to remember. And what's crazy is I one time did a webinar.

4:47 And it was actually a Zoom call, so it was about 25 other financial planners on the call. And I got on and I started showing Chris and, you know, the content I was helping him create and they were literally like, oh my god, we've all seen that post.

4:59 We've all seen the post and we so agree with it because you're saying that little thing in your brain that a lot of other people aren't saying, but you're just going ahead and saying it.

5:09 I'll show you some of the content that I write as an example. I wrote a really good one the other day but flipped it, right?

5:16 And it's all about positioning you as the authority. Where was it over here? Here, this one here. So this one worked really, really well.

5:26 I was positioning me as an authority. It got, I think it was, 30,000 impressions, which is great, right? My hero publicly shamed me in a LinkedIn post last week, and it crushed me.

5:37 Here's what happened, literally. I DMed him asking if I could be in his podcast, no response. He put out a post saying, if you sold Zoom in the pandemic, you didn't suddenly become a master at sales, obviously targeting that me.

5:49 Ouch! But here's the thing, selling Zoom was hardest buck. I didn't start selling until six months after COVID. Try selling something everyone thought was free.

5:58 Internally, we had a saying, if they use Teams or Microsoft Teams, don't buy the selling meetings, just sell Zoom phone.

6:04 That's right. Zoom has a phone system, you know, landline phones. The thing nobody uses anymore. And making it worse, my accounts spent less than $50 on Zoom.

6:15 It's like trying to sell Google phone, or wait, Google does have a phone system, and it failed. Here's how I sold the most Zoom phone in SMB globally.

6:22 I became friends with sales options and got 25,000 leads transferred to me from Zoom info. I sent 80,000 emails in books, 750 meetings.

6:30 I worked out how to create deals if the client signed for five years, they got a year free, and I sold my ass off.

6:35 So here's the lesson here. He was right to ignore me. I pitched in the first DM because you don't sell with content, you sell with conversations.

6:43 Had I done it, had I done that, maybe you wouldn't have just seen me as another sales trust fund baby.

6:47 Lesson learned. So this post, as you read through, I'm creating him as like an enemy, this guy. And you never want to publicly point to someone, no one would know who it is, right?

6:58 I'm out unless they maybe search, but you never want to do that. But I've taken this post and I've framed it and I've, you pulse, you feel emotions when you read this.

7:06 You're like, f\*\*\* this guy. Like, why the f\*\*\* do you do that? And then I've also said here, I sold zoom during the pandemic and then you probably think to yourself, I sold gym during the pandemic.

7:14 Another emotional change. And then I've talked about how it's actually hard and how I, you couldn't even sell zoom yet, sell zoom phone.

7:20 And then I switched into a lesson saying how I made a mistake myself. This whole post got me so many leads because it positions you as an authority.

7:30 And it's an emotion. And I got so many messages from even clients now like, wow, where'd you post? That was crazy.

7:36 If you're post, Doesn't elicit emotion in people. If it doesn't have a take that's slightly different from the norm, and I'm not saying just shit on everybody, right?

7:45 You don't want to do that. There has to be a reason to do it, but if you don't pull it people's emotions, they're not even going to remember it.

7:51 You can have a, you know, like a decent hawk, you can have a, you know, format it well, you can write it, so I can't chat, be chat-chabby-tied.

7:57 But if they read through and they're out of it, there's a bit of a plan. It doesn't do anything. So that's the key.

8:02 Remember, you've got to have the emotional feeling and the way you do it is you read the post out to yourself or give it to someone else.

8:09 That's the key to good content. So I always try to write to pull someone's emotion.  
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Day 3/5 - The most important part about your LinkedIn post (The Hook)

0:00 The most important part about your LinkedIn post is the hook, but everybody gets it wrong and it drives me insane.

0:10 I'm gonna give you the exact hook formula that I use and I've used to generate about 1.2 million views on LinkedIn in like the past month alone.

0:19 And if you just use this format, you usually two to three times the views on your post. And then if you're writing for leads and not likes, it's gonna massively help it.

0:30 What the hook is is if I scroll down here, the hook is the first one, two, three lines on LinkedIn as well.

0:38 So this is just my content as you can see it. Now, if I go to the LinkedIn feed, right, and I go down here, let me just refresh it now.

0:47 Right. So if I scroll here, what I see is I see the visual hook, which is the visual, and then I see the written hook, right.

0:54 So I see this here, it's okay to live a life others down on a stand. So there's obviously no hook in that as well.

1:00 Let's go down and find another hook here. So I see down here, right? From 3k to 50k month, embodying her CID.

1:07 I didn't know. Here's how she did. Okay, that's a pretty good hook, right? What I'm looking for is the first few lines to the post as someone reads that does it bring them in.

1:19 Now, what a bad hook looks like is someone saying the five productivity hacks, um, to crush it. Number two is a really great one.

1:27 That's terrible. The key to a good hook is what you've got to make sure is, can they search this information into chat GPT?

1:40 If somebody can search and find the information that you're sharing into chat GPT, you've already found. Because they can just use chat GPT, they can get 50 pages on the information.

1:52 The hook itself has to be from your perspective, right? Your perspective. And the key is to position you as a thought leader and an expert within your niche by giving your take on something.

2:09 And I'm going to give you a couple of examples of really good hooks. But not just that. I'll just show you as an in a second.

2:16 But the key to the hook as well is that you want it to do what's called opening a loop. So what I mean by this is You know, imagine you're at a dinner party and there's like 10 people there having a really great time.

2:32 And then somebody just, um, someone goes, oh, guys, guys, I've got this really amazing story. Like, man, today what happened was we were driving along and then this lady walked out in front of the car.

2:45 Then this other car came the other way and then, oh, hold on one second, I'm just gonna go get my phone.

2:50 And then you know that feeling where the whole, everyone in the whole room is like, what happened? I only know what happened, and everyone's kinda just quiet while the person's on the phone.

2:59 That's what's called opening a loop. The goal of your hook, and I'll walk through examples now, is that you need someone to read the first few lines, and then be like, I need to know what happens next.

3:11 I need to know what happens next. It's like the preview before watching the movie. I remember I saw the Avengers movie or the preview for the first time ever, and I was like, man, I have to say this movie.

3:24 It's going to be insane. So open loop and they can't charge MBT. So let's scroll here, right? These are examples of hooks.

3:33 The LinkedIn pyramid scheme. No one's talking about dot, dot, dot. This is opening a loop. Because all I want the reader to do is click the dot dot dot more button.

3:44 That's it. You're only selling the more button. You're not selling them to comment. You're not selling them to go somewhere else.

3:51 You just want them to click this. And then comment blah blah blah blah blah. And so this is from my unique perspective.

3:58 I'm opening up a loop in your brain. And if you want to know what the LinkedIn pyramids game is, then you're going to read that thing.

4:05 The next one. I book 30 calls on LinkedIn with this one DM. Here's the exact script I used. So for me, my target audience is people that use DMs, like try to book meetings on LinkedIn and business owners, then they want to click the more button.

4:20 So I'm selling the more button, but I'm showing something that they can't search this thing on Google or chat GBT.

4:26 It's non-existent. And I'm telling them within the first couple of lines, What they're gonna read. So here, this post is three years ago, I quit my $280,000 a year software job for 15 months, I own $0.00.

4:40 As you can see here, the photo itself, it's what's us wearing nice outfits, like it's what we're showing here is like, obviously I'm not earning $0.00 anymore, but what happened?

4:50 And then it comes to, here's why I do it all over again. And so it's opening up curiosity loop in somebody's brain as well.

4:59 And so this one here, my client made zero dollars in four months after leaving corporate. Now he's making $30,000 a month on LinkedIn.

5:07 Oh, what's going on? And most importantly, he's spending more time with his child. So the goal of the hook is it has to be scroll-stopping.

5:15 How I create LinkedIn profiles that generate leads. Ninety-num center profiles repel leads. That's okay. I could have actually done it a bit better.

5:23 This one here, my client dropped a lead magnet on LinkedIn, it exploded generating 10,437 leads. More, they did it again, and again.

5:32 And what I want people to do is once they've read the first few lines, and because they can't find this information anywhere else, they're going to want to consume the post.

5:42 If you just get these things right, your content will crush it. Let's just go through the LinkedIn feed, right? Right now, and let's read some hooks.

5:50 You know, the mind of the world's most financially accessible person video doesn't matter. I can find that anywhere. It doesn't intrigue me or want me to say no.

6:01 If clients aren't buying, start understanding why. Not good, because this, it may be coming from someone's actual perspective, right? But like, it's not telling the story of the perspective.

6:13 This could be just generic sales advice. If Tyler was like, I've worked with this many clients, And these are these top x reasons why they don't buy.

6:23 Totally different. It has to be from your perspective, right? Let's go down here. I'll just check linked to five minutes today, one hour later.

6:30 Okay, we'll go past that one as well. Nicholas is pretty, he's a really good writer, right? Riders hate it when I say work for free.

6:37 Even my colleague professor thought I was crazy. What happened? But then nobody blah blah blah blah. Here's why. And he talks about it in the video, right?

6:44 At the same time. So as you can see, these hooks It matters so much, and most, like, every single business owner, I've, I see, what they do is their posts can easily be searched in chat TVT.

7:00 It doesn't come from your perspective, and it doesn't open a loop. It has to open a loop in someone's brain, a curiosity loop.

7:10 It has to work like that. So if I go through and I'm writing hooks, the way you determine it, If I go here, right?

7:17 So, if I let me go here, I don't go less, right? So you can see with all of that up, this post that I grabbed before, I've hired four people in the last four weeks.

7:26 I didn't formally intervene. Ooh, what did you do then? You hired them, but you didn't formally interview them. You're opening up a curiosity loop in their brain.

7:35 So you need to make sure, over here, as you construct and write these posts. Let's say even if you did this, right?

7:41 That's okay as well, right? There's different ways that it's constructed like that as well or like that. This just gives a bit of breathing room, but Please if you're gonna do one thing open the loop They can't charge every tear and it has to come from your perspective and you may be like Matt I can't

7:59 write a post that I made a bazillion dollars. You could literally write I've spent 18 months on LinkedIn and I never booked a meeting and then I finally did this one thing and I booked it This is what it is.

8:12 That is something that's super interesting to a lot of people. A lot of people think I don't have experience. I can't share anything.

8:19 Everyone has stuff because you're a guarantee four weeks ahead of millions of people that they would love reading our stuff.

8:26 But if you fail this stuff, it like your content will not hit it off. So remember, you can't chat to be tear.

8:33 You have to frame it. To open a loop, to tell the story of what's going to happen in the first few lines.

8:40 And then the third thing is, I can't remember now. Let me just check what was it. It was opening a loop.

8:46 Yeah, your perspective had a mind like having had enough coffee yet. Coffee yet. Yeah, it has to come from your perspective because if it's some other random person's perspective, it's not your take and it's not cementing you as the thought lady you are.

8:58 And I'll go through some good hooks and then in the next piece, we're going to go through now as well.  
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Day 2/5 - If you make this mistake no one will read your content  
0:00 Even if you're writing content now for leads instead of likes, if you make this crucial mistake, no one's actually going to read your stuff.

0:11 And please, you need to listen to this and make sure you take it in. It is so key. In school and throughout university and throughout anyone working in jobs or in business, everyone is taught to write a certain way.

0:25 And that's used a really intense academic reading level, you know, make it really rich with information, And that is the total opposite of social media.

0:34 The way people consume social media is they do this. 70% of people on LinkedIn use their phone. So, if you write a big blocky wall of text, people will not read it.

0:50 Because with LinkedIn, when you're scrolling the feed like this, what you're looking for, you're opening this social media application Cause you want something to feel easy.

1:03 And when you read it and it's got a big blocking amount of text, it feels hard. And that's the big difference.

1:11 You need to write on LinkedIn for scanability. And to make it feel easy. And it's going to feel like when you're writing stuff that you're really dumbing it down.

1:22 You're making it seem like that's way too simple. But that's honestly the key of what you need to do to write on social media.

1:30 I'm going to show you some examples now of my content that I write on my phone so you can actually see what it looks like.

1:38 And you want to look on your phone. And I'll go through hooks in a second. But let's have a look here, right?

1:45 This post here, you can see here how the post fits into one screen, like this, and how it has rhythm, this line, this line, this line, this line, ending with an agree.

2:02 This is good linked in content because it's scannable. And if you notice, there's no big words there. There's nothing that's hard to actually understand.

2:11 If I go to the next post as well as an example. This one here. Even this one is a bit more blocky, but scannable, broken up.

2:20 It lets the writing breathe as you go through, which is really, really crucial. This is a really good one, right?

2:27 I added an image, and the key when adding images is you want to do a tall image like this, because when I'm scrolling past it in the LinkedIn feed, the whole image is going to capture my screen.

2:37 So I can't see somebody else's post below, or somebody else's post above. And then when I click the more button over here, You can see how the post has rhythm.

2:47 It's going one, one, two, three, one, one, one, two, three, one, one, one, two, three. This is writing for social media.

2:56 It's very different to writing in general because you're writing for that scanability. And the way that you do this is you need to download a tool called auth it up, this tool here, right?

3:10 It's, it's literally, I think it costs a certain amount of money per month, they can't be what it is. And then when you write the content, this is an example of a post I wrote the other day.

3:19 On the right hand side, it shows you what it looks like on your mobile phone. And the key is, you need to make it easier to scan.

3:28 This academic reading level is low, one, two, max three if possible. It has breathability, and if you can fit it into one mobile screen, what I meant by that was the actual post itself.

3:42 Let's show back here as an example. See how it fits into one mobile screen? It means when the person clicks that little C more button, which is down here, they click the C more, right?

3:54 This one here, they can only see one mobile screen. So when you're starting out, you want to make sure can it fit on one mobile screen?

4:03 Is it scannable? Is it easy to read? And the key to doing this is you need to write in this tool called author up, save the drafts.

4:14 Now, the other hack on how to actually get this stuff working as fast as you possibly can is what I call template stealing or format stealing.

4:26 And this is really, really easy. And I do it all the time and I'll show you some examples. Because when you're starting out, writing and getting inspiration can be difficult.

4:35 This is my client, Kenan. We started working together with a thousand followers. He's now got 17,000. He followed our lead magnet playbook, and he wrote this post, was about seven months ago, and he ended up getting about 10,000 comments.

4:47 He got so many comments, he stopped posting for four months as well. So you can see here, it follows a specific format.

4:53 I spent 72 hours breaking down at 1.2 billion dollars sales funnel. AG1 receives this. My client, Josh Lohman, who we helped take his business from 1.8 to $4.2 million a year, just relinked in, saw Keenan's post, and was like, this is good.

5:08 I'm gonna replicate something similar. Josh did a similar thing. I spent four weeks breaking down a world-famous 19.2 billion dollar marketing file.

5:17 Same format, very similar structure. 10,000 comments as well. That's the key of what you want to actually be doing. Your take, you take the formats.

5:27 Of the posts. I did it the other week, I'll show you. I saw a show I was post the other week as well and I saw okay three days ago my client got this many million views from one LinkedIn post that I wrote him in 48 hours he gained blah blah blah blah blah.

5:41 See it's got scannability, breathability, it's easy to read. I saw that post and I was like that's cool. I'm gonna rewrite a post similar.

5:49 But six months ago my client got this many views blah blah blah. This is called format hacking. And this is the key because as it, when you start writing, you're not going to be that good of a writer.

6:02 What you do is you take the formats of these best creators and then you repurpose them. So let's say I like showaves more, more of his content.

6:11 As an example, what you want to do is get this tool called Clio K L E O and then go through other similar creators in your niche and whatever they do.

6:22 And then I can scroll down and I can be like, okay, Which of this posts would actually work? Okay, I hired three people in the last four weeks.

6:29 Actually, I've hired four people in the last four weeks as well. I didn't interview, not formally interview any of them.

6:35 What are their strengths? I think the questions. And if I go, okay, this is a good post by Shoeb. I can hit save here.

6:42 And then I can actually grab this post. And I can go here. And I can paste it here. And then I can literally just add in my information.

6:52 From the format, because LinkedIn's already said that Shraib's post went really good. So if I keep the integrity of this post, it's going to work.

7:01 And I can see that it's great. One reading level, I can slightly adjust it to add in my information as well.

7:07 I can make sure I put the note of that's the photo of him there. And so when you're writing, you're taking pre-formatted templates that already work.

7:16 You're not copying it, you're not copying exactly what they did, but you're doing what, you know, what Ken and Josh did, right?

7:23 He's copying the actual format itself, like I did with Shoeb that went really well. And you're copying that format, you're adding your own information, but just remember, breathability, easy to read language, people are scrolling through social media.

7:37 Anyways guys, there was a bit jam packed into that one, but I really needed to show it. Taking the formats, writing for the breathability, ease of reading, Let's go to the next video.  
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Day 1/5 - 99% of busines owners are making this 1 mistake with their LinkedIn Content

0:00 99% of business owners are making this one crucial mistake when they're writing LinkedIn content. And if you make this mistake, you should just not even bother posting content on LinkedIn.

0:13 It doesn't actually do anything. And that is business owners, they write for likes, not leads. The way that social media algorithms work, LinkedIn in particular.

0:30 Is that LinkedIn, when you go on the feed itself, LinkedIn wants you to stay on the LinkedIn feed, and LinkedIn wants you to post content that gets lots and lots of eyeballs from different people on the content.

0:45 And if you, you know, start posting like business stuff, And you like, I doesn't get that much stuff, then you start personing all these crazy emotional personal stories, and lots of lots of people resonate with it, and you start getting likes, you start getting a false sense of what actually works on

1:02 the platform. It's like, for example, on LinkedIn, what can work really, really well is if someone posts a photo of like a billboard, and it says, you know, the day I quit my bad manager was the day I started my life or something like that.

1:16 Everybody can resonate with that. And the chance to that going viral is really, really high. But I've had clients who get, I had one client who got two million impressions or views on LinkedIn per month.

1:28 Zero leads and zero sails. Because then you get addicted to this dopamine hit of these little red notifications in the top right.

1:36 And you're like, I'm running for likes, I'm running for likes, I'm running for likes. That's the incorrect way to do LinkedIn.

1:42 So if you do LinkedIn and you write for likes and not leads, you'll make no money. The key what we want to do is remove the likes from the equation.

1:51 Likes are good. Obviously it does help getting more views, but What matters is writing content for leads. And so I'll show you a couple of examples.

1:59 So Jesse, I had to call him last week where he said, Hey, Matt, I did this post and it didn't do that well.

2:07 And I was like, Okay, well, how many leads do you get? He said seven inbound leads. And we literally posted the next day, he got seven inbound leads from one post and I only got 435 impressions.

2:19 That's it. From the actual post itself, barely any, right? Seven inbound leads. That's what writing for leads and not likes does.

2:29 I remember Marina got on a call, uh, I think it was like about a month and a half ago. And she wrote this post saying most financial advisors on LinkedIn are wasting their time.

2:38 This technically breaks the rules of LinkedIn when you shouldn't mention your ideal client in the first line, but she did it.

2:46 She got some decent amount of likes and she said she got five inbound leads. From this one post. And then I was chatting to Joseph as well.

2:54 He recently together, he posted, let me just pull it up over here. Yep, so he recently just pasted here, down here, that he got five solid prospects inbound just from one week in LinkedIn.

3:11 But if you look at Joseph's content and how much engagement he actually gets in his content, three likes, this one got more because that a photo, 15, 8, 28, 22, 16.

3:25 It's because Joseph is writing for leads, not likes. And that is the one big mindset shift that you need to have in order to start making money on LinkedIn.

3:39 Now, there is a trick to write for likes and leads, but It's much easier to write for likes. And the big takeaway from this, like the one thing I want you to remember, is when you're writing content, it's not will the LinkedIn algorithm find it valuable.

3:56 It's will your ideal clients, clients actually find value in your post. If your ideal client reads it, The whole thing all the way through.

4:11 Will they get some insight, or will they learn something that changes their mindset, or you tell a story that helps convince them?

4:18 That is the key to writing LinkedIn content. And you know, we've got clients who don't get that many likes at all, but Jesse making multiple, multiple six, like, um, five figures per month as well.

4:29 I think he's probably, I'm like, I can't remember what the revenue is exactly, but like, he doesn't even get that much engagement.

4:34 Because That's the thing about LinkedIn and the algorithm. If you go and you write content that people just like more, it doesn't bring you leads.

4:44 And the LinkedIn algorithm is going to push you to write this content that gets more kind of eyeballs and more views because the goal of LinkedIn is to get more eyeballs on the LinkedIn platform.

4:55 Because it wants to bank more money through ad revenue. But if you write a piece of content that someone reads and they're like, oh, I want to go on this, Jesse guys profile.

5:03 And then I really want to get his download is free thing. That's not obeying the rules of LinkedIn. LinkedIn wants this random viral stuff of just like these cat videos and all this shit as well.

5:13 It's coming under the platform. That's not how you do it. But this is the first mine search shift before you get into the tactics that you need to remember is that you won't be getting as many like as other people, but you'll be making much more money.