**07.08.2024 - Video\_Transcription**

[Attendee 1] (0:13 - 0:15)

Yep, it's all over to you Martin.

[Martin Rapley] (0:16 - 1:46)

Great, thank you very much. Morning guys, good to see you. This morning, we're just before midday, so it'll be afternoon for anyone who turns up a little bit late, but good to have two of you here nice and early.

So I'll be starting shortly after 12, we'll just see if anyone else comes along. I know a lot of members listen back to these as recordings, so don't necessarily expect to have lots of people live today, but that's not a problem. Well done to you that have found the time to come on board live, and there will be a chance for questions later on as well.

So if you've got any questions, you're welcome to save them up, and we can talk those through later on. Whether it's questions about what I'm talking about today, or some general bits and pieces about Property Entrepreneur Blueprint and what have you, happy to consider all of those. There's a few more people coming on board now, so we'll get all of those in.

Morning to all of those of you that are just turning up, just arriving. It is just before midday, I'll start in a minute or so. How are you Martin?

I am good, thank you. Who said that? Grant.

Hello Grant, it's all I've got here is CEO.

[Attendee 1] (1:49 - 1:55)

I'll change it for you. So you are Grant, it's good to see you, good to have you here. All good with you?

[Martin Rapley] (1:56 - 48:33)

Yeah, very good, thank you. Excellent. The other CEO is on the call as well, Kay, she's sitting actually right next to me.

It's with you as well, excellent, good to see you Kay. We've got Simon and Gina. Simon's sliding at the moment.

This is a very late call, there's usually loads of people on. Maybe it's the summer. Maybe they'll come.

I reckon it's kids. Summer on holiday and yeah, as you say, kids. We didn't go on the last two.

Okay, so yeah. I know there's so much content available and it doesn't fit for everyone. I don't make all, well in fact I don't make many of these live, but I listen back to quite a lot of them.

It's got to fit around other things we're doing. I'll just let a couple more people in and then we will make a start. So hi to Tom and Nicholas who have just joined as well.

Nicholas has just come in. So welcome to all of you and well done for finding a small slot in your busy time to join me for this month's or this week's midweek mentoring. For those of you that don't know, didn't know who you were gonna have speaking to today.

My name is Martin, Martin Rapley. I have been on with PE. I'm just getting to the end of my fourth year with Property Entrepreneur and have actually just renewed for year five as well.

I'm also on or in Adam's mastermind group as well. I first came to Property Entrepreneur in 2020. I'd known Dan for a while prior to that.

I'd seen some of Dan's previous training, being part of that, but came to Property Entrepreneur in 2020, got invited to the Blueprint just as we'd come out of lockdown and it was like we're three days away in the Belfry talking to people and meeting people live. Having been in lockdown for all this time, that feels like a great thing to do. And kind of went from Blueprint into the mastermind first year of the program the following year.

And at that stage, my business was very much profit orientated. And it was what I learned from the Blueprint was that cash flow was really, really important. And what I'm going to talk to you about in today's session is a cash flow funnel model that I have built out.

Not a model that started in 2020, by the way, a model that actually only started about this time last year. So I'm not talking about something that's well established. I'm talking about something that I've done in the last 12 months that may be relevant for some of you.

And there'll certainly be some points that you can take from what I'm talking about and apply to your own funnels or your own marketing. Now, for those of you that don't know me, my background is actually construction. I had worked in construction for nearly 40 years.

I had a consultancy business. I was doing project management and quantity surveying for property investors. And I'd been dipping into the training environment, running some in-room training courses.

2020 comes along, the in-room training courses are obviously kicked into touch. And a lot of the construction projects that I was working on got shelved. Property investors couldn't go out and find new deals.

And so in 2020, when I came to property entrepreneur, I had a business that was pretty close to going to the wall. And in fact, looking back now, I don't think I realized how much of a mess we were in at that time. The learning I got from Dan and Adam at the time was that we needed to get cash flow and that we needed to look at building the business in a better way from what we had.

For one reason or another, I ignored a lot of that straight away and didn't get on with the cash flow side of the business. But what I did realize was that the training side of the business through lockdown, bearing in mind we went into a second lockdown soon after, I realized that the training side of the business was the future of the business. And it was where I could massively add value without taking up enormous amounts of my time.

I partnered up with a fellow who I thought was going to build me some good funnels and I was going to build and create this training business. So in late 2020, I had a business partner that I thought was going to build me these funnels. And I had content and we were just going to get this content out.

Now, here's the first learning. Something that Dan told me back in 2020 was that they had tried to partner with business people, marketing partners in the past, and it had never proved successful. Well, I'm here to tell you now four years later, I partnered with a marketing partner and it wasn't successful.

So if you're told that by Dan or Adam, you're now being told it by me as well. I effectively wasted three years trying to outsource marketing to a partner that was never fully engaged with me, my offering, my business. And that's what's led to where I am now really, where I am now back in control of my own marketing.

I'm not doing everything, but I'm in control of it. And the realization that came to me eventually was, although my marketing partner was on commission, he was on 20% commission of all sales. When you actually look at the sales that go through the funnel, it was a lost leader.

He couldn't spend enough time building the funnels and generating enough income at 20% to warrant spending more time improving the funnels. And we got to a point where no improvements were made to the funnels because I could see he just wasn't earning enough money. And although I'd wanted to build cashflow generating funnels, he kept wanting to spike the income with little profit campaigns, because it was when he spiked the income that he got a lump of it.

He would suddenly earn a £20,000 from the work. And ultimately, it just wasn't working. So what I'm going to explain to you here is what I did, what I've done since last August.

So last August, I decided after about two and a half, three years or so, that working with a partner just was not right for the longer term. And so I unpicked the basic funnel that we had and rebuilt it and have rebuilt it in the last 12 months, using everything I've learned from property entrepreneur, outsourcing some things, but importantly, retaining the significant control of the concept and the design for myself. So I'll run through it.

I'm just going to run through that over the next 15, 20 minutes or so. What I've done, how I've built it out. I'll show you the basics of the funnels as well and show you where you can see those.

I'm not selling you what's in the funnels. This is just telling you how I built it all out. And then there'll be a bit of time for some questions at the end.

If you've got any of those, as I say, questions about what I'm talking about, property entrepreneur generally, indeed, I can pick those up as well. So I got to this position last year where my business was still very profit orientated. Consultancy, project management, it was based on other people wanting me.

It was lumps of money. It was, I could have some brilliant months where I was earning a lot of money, but I'd also have some poor months where I wasn't earning much at all. So I set about looking at how could I build a funnel of income that was going to generate me cash flow on a monthly basis without me spending hours and hours of my time having to be delivering content or working with potential clients for hours over long periods of time.

And so I established that I had some content, I had some products, I had some things I was already selling. I had a basic funnel that was selling some training products, but it wasn't really, it was probably just about generating about a thousand pounds a month. And so I went back to the drawing board and said, right, what can I do?

And what does a funnel need to actually look like? And the first thing I realized was that I didn't necessarily have to have the whole funnel built before I turned it on. Bear in mind, I already had content out there.

I already had a list. I already had people contacted me. I needed something that could just evolve.

And so I worked out that the best thing to do was build the funnel from the first product upwards. So we're talking about a number of products where the first one is normally low value. Then we upsell into a product that's a little bit higher value.

And then we upsell into something that's a little bit higher. And where I am at the moment is I've got three aimed for products in my funnel. To get people into the funnel, I've got a few free products.

Now the free product that most people come into my funnel from is a PDF version of my book. I wrote a book back in 2016, Refurbishment Handbook, which was all about helping property investors understand how to manage refurbishments. They took that from a physical book that people had to pay postage for, and therefore was a little barrier.

I turned it into a PDF and started giving that away as a free PDF. That massively spiked the number of people that came into my funnel because there was no barrier. No one had to spend $3.99 on postage and put in the credit card details. They literally click on a link, put in their email address, and a second later, the book turns up with them. So that was the first thing I did. How could I eliminate any barriers to getting people into my funnel?

Aside from that, I also do some webinars as well. They're free, of course, and that gets people into the funnel as well. I'll come back and touch on that later on.

So think about how are you going to get people into the funnel? What is that first thing that you're going to give away, I would suggest for free, to get people into your funnel? Because if they're not in the funnel, it doesn't matter what you've got afterwards.

It's not worth anything. You want to be getting them in at the bottom of the funnel. The very first thing I did was turn my book from a physical product into a PDF so that I had them in the funnel.

The next thing I said is, right, what is that low-level, entry-level product that people who have bought a book for free, how much might they be prepared to spend with someone who perhaps they don't know that well, perhaps never met, never engaged with? How much might they be prepared to spend as a bit of risk on the basis that if they didn't like it, they hadn't spent lots of money? So that was the question I asked of my client.

But then the question I had to set myself was, and how do I make that a recurring cash flow product? And so what I did, I already had lots of training content online. What I realized was that to get people to look at that training content, I had to sell it at a low price.

But to make it recurring, I had to make it a monthly subscription. So the product is a monthly recurring subscription that is cancelable anytime. So anyone who buys it, they're only ever committing to one month.

Their minimum commitment is one month. If they don't like it, they cancel it and they're gone, that's fine. But if they do like it, they carry on paying me every single month.

And some people, and because I've had products going in the past, some people I absolutely know are paying out money every single month and they don't even know what they're getting for it. So it was just about getting me into the funnel. So my first product is a whole series of training videos.

It takes no time for me to deliver because it's previously recorded. It's all there. I do put new content in, but the new content that goes in is always off the back of something else I've done.

So it's taking none of my time. And the trial is, you can come into that and it's £37 a month. So it's low cost for anyone who wants to take the plunge.

They don't have to stay more than one month. But if they do carry on saying £37 a month for as long as they want it until they want to go. So that was the next product I built out.

Effectively, none of my time for recurring cashflow income. So then it was looked at what's the next product up? And my plan was that each product bolted onto the previous one.

So the idea was instead of selling them a different product, the idea was we bolted more on to that first product. So the second product effectively includes everything that's in the first product and some extra bits and pieces. Now, at this point, I then started saying, well, again, it still wants to be monthly recurring.

So I want this as cashflow. So I want there to be a recurring income. So it's got to be a subscription.

What can I add on to all of the content that's online? And then the next question I asked myself was, all of these people that have got all this content online, what is going to be their next biggest problem? Well, their next biggest problem for me was I've got all of this content.

How do I specifically understand that in the context of my own refurbishment that I've got? When the builder asked me a question on site, how do I go back through all of those videos to find the answer? I've got the concepts, but I don't know the specifics.

So I thought, well, let's make this second product something where people can access me to ask me their questions, their questions relating to their specific challenge. But I don't want to do that one to one because that takes up too much of my time. So what if I call this second product a community and every week for a set time, and originally it was going to be 60 minutes, but it's ended up being 90 minutes.

For 90 minutes, I run an open session Q&A call every single week for all of my members. Now I'm giving away some of my time, but I know that it's only 90 minutes a week. In fact, it's two hours because members send me questions beforehand.

I collect those beforehand. So I now know that every week I've got to commit two hours. But in reality, it doesn't matter how many members I've got in the community.

If it's one member and only one person joins me on Zoom, it's two hours. If it's 100 members, and all 100 turn up on Zoom, I've still only got an hour and a half and a bit of preparation time that I can get that I will commit to it. So it's a limited amount of my involvement, still on subscription.

And then I've bolted a few other things into that package as well. I'll show you that package as we go on. So that's the second one, still on subscription.

And then the lead on the same question again, well, if we've got a third product, what is the next thing that people are going to want? Well, they've got me in a general position. They've got me once a week to ask their general questions, but they're not going to get lots of me.

They're not going to get me for 90 minutes. They're also going to have to listen to other people's questions, which has got its own value, but they can't go into detail. So I was thinking, right, with the next level up, they're going to want more detail.

They're going to want specifics from me one to one to guide them through their project. And they're not going to want me for 90 minutes once a week. They could potentially want me for much more time.

And so I was thinking, what is the next thing I can do? And something I'd done in the past was I had done some one-to-one mentoring with some clients on and off, a bit ad hoc, really, where clients had asked me for it. So I made that a proper product.

I called it the Project Management Academy. So I've now got a top line product. Now, this does take more of my time.

I give clients unlimited access to me. That's what it's built as. Now, in reality, they can't get unlimited access to me because they have to go into my Calendly booking and they have to book slots in the diary.

And most clients won't book more than two slots a month into the diary. And some of those calls, it books it as a one-hour call. Some of them run a bit longer.

But in reality, with each of those individual clients, it would be rare for me to spend, on average, more than two hours with any one of those clients. So I said, let's assume across the time I spend two hours with any one client as an average per month, what could I sell this training course at? Or what could I sell this product at?

So the top line is a big step. So we come in at 39. That's the risk, but recurring monthly.

We step up to 79 when they get access to me once a month. And their only risk is an extra 40 pounds. If they don't like it, they step back down to 39 or even step out of that as well.

So it's not massive risk. But if they step up to the top line product, by which point they've been to all of the weekly mentoring. They probably had a number of calls with me.

We've got into quite a good working relationship. They're now prepared to spend more money on that product because it's taking me and my knowledge and I'm working with them one-to-one. That's actually 600 pounds a month.

And just bolted into that, I then realized that 600 pounds, I didn't want to give away all of my skills and knowledge in the first month and have someone cancel. So I've actually said that that is a minimum commitment of six months. So if I can get anyone into the top stream, I know that I've got 3,600 pounds of income in the top there.

But I built these all one at a time. We started with, how do we get you into the funnel? Then how do we get you buying something at low value recurring?

How do we get you something mid-value recurring? And then for the few people that want the high value. Now what I do, anytime I do any marketing, I'm really trying to get people into that middle band, that silver level band, because that's where there's good engagement.

That's where I can talk to people. That's where I can help them understand about the high value. At the low end, I can't help them understand about the high value because there's something else in the way.

Now one of the other things I've done is anyone who has bought the handbook or downloaded the handbook from me for free is now in a nurture sequence. They get some more emails. They get emails that offer them some more free content and then starts to sow the seed that perhaps they need some more support.

And wouldn't it be good if when your challenges came up, you had someone to ask. So I'm sowing some seeds over a number of emails. And then I drop a message in saying, by the way, you can upgrade for £39 to this.

And people upgrade. Some people upgrade at that stage. A month later, they get an email prompting them to upgrade.

Do you remember receiving the email from me that I sent a few weeks ago? Don't forget you can upgrade. And then that email is on a 30 day cycle from then on in.

So anyone who's taken my handbook is getting a reminder every 30 days that they can upgrade. Historically, my partner had written six emails and if they didn't upgrade and buy after six emails, we lost them. Now we've got a cycle in there.

They're in there all of the time until they physically unsubscribe. They're in there every single month being reminded that I'm there. And bear in mind, because they're on my list now, they also get one content email a week as well, where I give them some really good free content in an email.

And I normally encourage them to take a phone call. There's a link in there to book a free phone call with me. And that's me kind of engaging with them and demonstrating that I've got some value.

Anyone who then comes into the bronze product at £39 a month, they're in the same cycle. Wouldn't it be good if you could get some more help? By the way, there is a way of getting some more help.

You could join me every Tuesday morning for 90 minutes, learn from other people's questions, ask your own questions, get to talk to me directly. And there's a little sequence in there. And every 30 days, they get that reminder that they could do that as well.

And this was one of the things that my previous partner wasn't doing, wasn't continually reminding people. So we need continual cycling of emails, we needed some engagement emails. And then we need the other thing I've done is if I've run a webinar, historically, I was running a webinar and then running a little half day training course, normally half three quarter day training course, £97.

Come along, I'll do you a bit of a deal, you can have it for £67 if you sign up off the back of the webinar, you've probably done some of those things yourself. And what I've done now, instead of selling a one-off training course at £67, I now say the deal is, come into my accelerator program with the silver level product, that's normally £79, come into that for £57 and I will give you the training course for free. So I've got a time sensitive offer, because it's only going to run for five days.

I've got a bonus if you come into this now. And instead of selling a training course at £67, I'm now selling them into the community at £57 recurring. So very few people come in for one month.

In fact, the average is about 10 months. And the average is stretching all the time now. And so instead of selling a product at £67, one off gone, I'm now saying have the product for free, but come into the recurring product at £57.

As soon as anyone stays for a second month, I've earned more money from it. And they're likely to stay. And of course, once they're in that community and engaging with me every Tuesday morning, there's much more chance that they're going to upsell into the high level one.

So that's kind of the overview of what I've done in the last year. This all started last August. It was pretty much a blank sheet of paper last August.

I had a bit of this. I had the online platform of products ticking over. And I had a few other little bits going on.

I was earning about £1,000 a month in cash flow from this funnel. Next month, so September, I should hit £5,000 a month. And I didn't turn anything on until probably January or February time.

So there was a four months of planning and prepping from this time last year up to Christmas, turn the taps on January, February time, and it should hit £5,000 next month. So that is just slow, slow incremental growth. There was a little bit, I've spiked it with a few little deals just to get it going.

But that is all just slow, steady growth. So there's time for some questions. Just a couple of tips that I can give you from this.

The first tip is to say, this is all reliant on you, whatever your funnel is, whatever it looks like, whether it's a cash flow funnel like this, whether it's a funnel to find property deals, a funnel to find clients, tenants, or anything like that. The whole thing for me started as soon as I started to have a profile, using everything that Chris Moss will have taught you, building that profile, having regular engagement and people knowing who I was. That's where it starts from.

So keep doing what you're doing and start it if you haven't already got that. Plan what those upsells are, be clear what the upsells are, be clear how products differ and look for any way, for me, I look for any way to get them into the community. I don't really want to get them in at the bottom, although that's not a problem.

Any way to get them a free book is good. But if they're paying, I really want to get them into the community. That's my best value product as it were.

And then the other thing I want to say is, and this was where it all started from, I kept it with me so that I could pivot quickly. And the way I can pivot quickly is by having KPIs. I've got my VA and my PA, keeping KPIs for me, monitoring the success of things, monitoring the numbers, and ultimately we're seeing the numbers growing.

But when I'm doing something, who is clicking on it and still not buying? Can we resell something to them? Can we retarget those?

I ran something a few weeks ago. Why did no one buy from that? What went wrong?

Where did we lose people? And the key thing here, and this is where you add your real value, is analyzing what's going on and pivoting quickly. I had landing pages that didn't work.

So I was testing it, finding it didn't work, getting on to my PA. My PA went on to the coder, sort of sorted it all out. This is all built through ClickFunnels and ActiveCampaign.

A lot of the early work was done by people over in India, Angladesh, Pakistan. What we did, every time we got them to do anything, we asked them to record a video of what they'd done. So we've now got a library of videos and now I don't need to go back to the technical coder to tweak some things.

My PA or even my VA can tweak some of those things. But we asked to learn as well as build so that we could manage it all in-house. And the key thing is being able to pivot quickly.

When I had my business partner, I was feeding back to him that things weren't working. He was then going back to his team. There was Chinese whispers and six weeks later it would be fixed.

Now, because I'm managing it, I've got my PA and my VA involved in it. If something's broken now, I could probably have it fixed within the hour. And that's where the control is.

And that's the control that I'd encourage you to keep control of. I just wanted to just share with you what this actually looks like very, very basically, and then just share with you how you can actually have a look at it and see it for yourself. So this is the funnel.

Nothing sexy here. Not anything super special. Let me come back to this one.

So here's my three products. Here's the bronze level, the entry, all online content, £39 a month. This is the community where people get the added bonus of the weekly Q&A, video calls, and a few other things that I've put in there as well for £79 a month, but available some places for £59.

And then this is my academy, the one-to-one support, which includes absolutely everything. It doesn't need to include these two. They're overtaken by other things as £600 plus VAT a month.

So list out the products that you've got, split them up, what works for each level of your product, and then just break them down and work out the right kind of prices. And as I say, it's not super sexy. I've got work to do on freshening this up, but even having clarity about these products and being able to send this one little image to potential clients has helped them understand what I can do to help them.

And I've got a few other products alongside that I can help them with, but these are the key ones that I sell because I'm looking for cashflow. And as I say, cashflow for this is rapidly heading towards £5,000. Just very quickly, I've got time for questions.

If everyone's got any questions, if you want to look at those funnels, just go to this website here, you'll find those funnels. It's on QR code as well. If you've got any questions that you don't want to ask now, or if you're listening to this as a recording and want to ask questions, then you can go to the email address there.

So if you're listening back, the website I'm talking about is Refurbishment Mastery.com. The email address is martin at helpfulpropertygroup.co.uk. If you want to book a free 20 minute call with me to talk about any of my products or anything I've spoken about today, just go to that website. There's a button at the top that says book a scheduler call.

It'll take you through to my Calendly link and it will find a slot. There's no slots this week, probably none next week either. There will be some slots coming up very, very soon.

And as I say, if you go to that website, you'll see the links there and you can click through on the links and you'll see more about those products. And if you want to get into the funnel and just see what it looks like from the beginning, or you want a copy of my book, if you haven't got it at the moment, then you can go to that dedicated website there on that QR code. You will be in the funnel.

You won't be bombarded with spam. That's not my style, but you will see this nurture sequence going on and you will see the weekly engagement emails. And hopefully that will just give you a bit of an idea as to how the whole thing that I'm talking about works.

The book is also available off the website as well. You'll see it on there and you're welcome to buy a copy of the book off Amazon. There's a hard copy, so it's still available as a hard copy, but really it's done there now as a free lead magnet.

And so I'm not insisting that you take that as a copy, but you will see how the funnel's working. And some of what I've spoken about here, you've probably seen through other funnels, other people that you're working with, property entrepreneur have got similar funnels in similar ways. So you'll see what's going on and you'll start to understand these funnels a little bit more for yourself.

So there we go. I'm aware that these are 30 minute calls. It is half past 12.

So if anyone's got to go, I won't be offended by that at all, but I have got a little bit more time. So if anyone wants to stay on and ask questions, you can do it through the chat or you can unmute and we can have a chat. I have got a question from Nicholas, which is how much time has this taken you to set up and how much ongoing time does it take?

And what is your ad spend and return, please? So how much time did it take me to set up? Four months, but that obviously wasn't solid.

It was dipping in and out. For me, it was a prime time task. You'll be aware of prime time.

I was trying to spend a couple of hours on it every week. That didn't always happen, of course, and there were some times where I spent more. I was also looking at outsourcing as much as possible.

And so there were other people that were doing some of the work in ClickFunnels and ActiveCampaign for me. So in the early days, yeah, probably two hours a week or so. But that now, as far as ongoing time, ongoing time for delivery, I've got my 90 minute slot on a Tuesday called out two hours, including a little bit of preparation.

For members in my academy, the gold scheme, that is two hours a month per member. And I've got four members in there at the moment, four members, four members in there at the moment. So call that a day a month, a little bit more than that with some preparation and some other bits and pieces of my time that they get.

So that's ongoing time. There's still work that I do writing emails and just seeing that the marketing is working. And I'm still, aside from this, doing some webinars and things like that.

But my longer term plan and my longer term, long game, as it were, is very much to have a business that can be operating remotely, in theory, anywhere in the world, where everything is online, everything I deliver is on Zoom. I'm not proposing, I'm not looking at running a business where I run in-room training courses. In-room training courses cost me time and money, they cost the delegates time and money.

I'd much rather deliver on Zoom, no travelling, no hotels, no expensive lunches, and much more flexibility for everyone. So that's my business model. So I don't mind spending some time.

But as you can see, what I'm talking about here, if everything was condensed, it wouldn't be three days a month now. It's obviously not all condensed. So it takes a little bit more than that.

But you can see it's not an enormous amount of time. I can get unlimited members of my community. As far as my academy, where they're working directly with me, my intention is probably not to have more than eight in there at any one time.

But I'll see how that goes as that grows. The question is, what is my ad spend? My ad spend, that is a really easy number, it's zero.

I have not spent any money on adverts. It's something that's in the pipeline. We tinkered with adverts years ago and didn't have a lot of success.

And if I'm going to go back to adverts, the problem many years ago was no one managed it, we outsourced it, hoped that it was going to work and it didn't. I want to manage that ad spend myself. I want to know more about it.

If you hadn't guessed already, my Wealth Dynamic profile is still Lord. So I'm quite happy analysing and looking at processes and things like that. And that's really where I want to get to.

But at the moment, we've done all of that just through me doing everything and no ad spend. But at some point, we will add some ad spend in there, I'm sure. So thanks for those questions, Nicholas.

A question from someone who's on iPhone. Great content. Thanks so much.

Which software do you use to host the online training modules and where is the community site? So the software that we use is ClickFunnels. So ClickFunnels is a piece of software, been around for quite a while, that allows you to build funnels, which effectively means that when someone comes in, you can give them access to certain content.

And you can also then send emails to them. And you can do follow up things with them. So it's all about building these funnels.

And then aside from that, we use ActiveCampaign as our email CRM package to actually get the emails out. The two interface together. You can do emails through ClickFunnels, but they're a bit clunky.

I'm not sure if that was intended. And then we've got ActiveCampaign on site, which you might know MailChimp and some of the other ones like that. You will also have come across Kajabi as a storage platform for content.

I think he uses Kajabi. I don't use Kajabi. All of my content is within ClickFunnels, because that's where we started.

Is Kajabi better? It might be, but I don't know. And for the moment, ClickFunnels isn't broken.

So it's not something I'm looking at changing. There's another, there's a new bit of software out there called SCORN, which is being promoted by Alex Hormozy. I think that is probably a slightly more modern, maybe slightly more basic version of ClickFunnels.

If you're doing this from scratch, you might want to have a look at SCORN. I've got no experience of it. Only that I know Alex Hormozy is promoting it at the moment.

And many of you will know Alex Hormozy and his books and what have you. So yeah, so have a look at that. Someone's also told me of another product over in America that's just taken off in America that replaces this.

So yeah, keep your ears to the ground. Things come and go all the time, as we know. So Nicholas says, well done for not spending on ads.

What is the background cost for the hostings and ClickFunnels and active campaign? Well, now you're asking some questions, aren't you? We pay them monthly.

I'm not sure if I can quickly lay my hands on those figures. So ClickFunnels monthly is when we haven't got the basic package, we've got the next package up, which I think is probably about £180 a month. Active campaign, again, I don't think we've got the basic package.

Now, maybe we have got the basic package on that. We had a higher package, but we downgraded that. That's probably, I think that's about £100 a month.

Usual thing, payable in dollars and then comes back. So there is a cost to hosting all of this. But of course, it's all coming out now because it's just rolling and rolling and rolling.

And Nick says, who is my avatar? So my avatar are relatively new and inexperienced property investors that are doing their first two or three refurbishment projects with no previous experience in managing refurbishment. People that want to learn and do it for themselves, rather than paying to outsource it.

And people that are time poor and therefore don't want to travel for expensive training courses and spending time doing that. So that is the avatar, which is why everything is remote and online and all based towards training property investors to do it for themselves rather than outsourcing. You can outsource, if you're running a £500,000 development project, you can afford to outsource it all to a project manager.

And that's what I was doing for a long time. But if you're doing your first HMO conversion, for £150,000 of build spend, there's no way you can afford to outsource it to a quality project manager. You can outsource it to some rubbish project managers, but they actually haven't got the experience and they don't know what they're doing.

Those ones that are charging you £3,000 actually don't know what they're doing. The cost of that by project manager would be £7,000, £8,000, £9,000, £10,000. So, yeah, that's the market I'm working with.

So yeah, thanks for that question. Anyone got any other questions? Anyone want to unmute and ask anything?

Or are we all happy to go off and get a sandwich for lunch and sit in the garden? Do I have any builders doing courses? No, it's not.

I'm not really marketing to builders. There are other people that are marketing to builders. Craig and Susanna that are on the advanced programme with me are definitely doing training courses angled towards getting builders up to developer level.

So you might want to look them up and connect up with them. I'm really focusing on property investors because my training is from the context that my clients don't actually even understand how buildings go together in the first place. And so I teach my clients how buildings go together so that when they go viewing properties, they understand the feasibility of doing projects.

We can't just take the wall down. We've got to possibly consider putting some steel in place as well. And now we've got some steel in place, we've got to consider about how we fireproof that steel.

And now we're putting all of that in, we've got to consider how building regulations work. That's where I teach people from, whereas builders generally understand all of that in the first place. So that's not my market.

But you're welcome. If that's you Nicholas and you want to have a chat about that, book a free call, let's have a chat and we can see how I can help you. I've got this knowledge.

I've been working in building since 1985. So it's in me, building's in my blood and that's what I love to do. And my why really is just to get on this passive model.

But I just get so frustrated seeing property investors struggling with their refurbishments, with their small schemes, because they've just got no one to talk to, no one to get advice from. And throwing money away, making some fundamental errors, which are very easy for me to help them over if only we were talking about it beforehand. That's what I'm looking at doing.

So if that's any of you, you're welcome to get in touch with me. If you want to talk to me about anything I've spoken about in this little session, building funnels, cashflow funnels, other learnings and other things, you're welcome to get in touch. If you've listened back to this as a recording, feel free to get in touch with me.

And if you come up into advanced next year, then I'll see you in the room because I've stayed in advanced for year five. That is the value that I'm seeing from property entrepreneur. Yeah, it's taken me from a position where my business was very close to the wire in lockdown to a point now where with this recurring income and my property portfolio, we're getting very close to, well, in fact, our monthly cashflow is pretty much covered now.

So yeah, that's a good position to be in because that's not where I've been for a long, long time. And yeah, good luck to all of you. Hopefully you can get yours to that same position or even better.

So yeah, with that, thank you very much for joining me. If there's no more questions, I thank you for giving up some time and joining me today. All the best with your businesses, all the best with property entrepreneur.

Hopefully I'll see some of you on advanced next year. Otherwise, keep in touch. I'm here if you need me.

And yeah, all the best for the future. Thank you very much.

[Attendee 1] (48:33 - 48:34)

Thank you, Martin.

[Martin Rapley] (48:34 - 48:37)

Take care. Cheers, guys. See you all then.

Bye.