**11.06.2025 - Video\_Transcription**

[Attendee 7] (0:46 - 0:47)

Thanks, how are you?

[Attendee 1] (0:59 - 1:00)

I'm going to mute myself.

[Chris Hill] (1:00 - 1:48)

Apologies, I'm on someone else's Zoom and they're on my Zoom, so I was just giving them a login to get in. We're holding our midweek mentoring on one of our coaching programmes and it's hosted online, so apologies. How are we all today?

Are we good? Yeah, we're good. Fantastic, well it looks like there's maybe some more coming but at the minute it's five of us, so there's hopefully some in-depth answers to any questions that you've got and obviously the whole idea of today's midweek mentoring is to answer your questions.

Anything that you had from the super event, anything you want to know about marketing, about funnels, about paid ads, organic, I'm here to answer. So probably the best way to go would be if you raise your hand if you've got a question and I'll just go as they come up on the screen and then we can go from there. So who wants to ask a question first?

[Attendee 2] (1:51 - 2:00)

Go on then please, you just used a buzzword, so could you tell me a bit more about funnels please, beginner level?

[Chris Hill] (2:00 - 2:08)

Yeah absolutely, what do you want to know? I can go in-depth with it, I can go very high level, what is it specifically you want to know or is it just what they are?

[Attendee 2] (2:08 - 2:12)

Is it what they are and how they work I think would probably be a good place for me to start.

[Attendee 1] (2:13 - 2:16)

That's a great question from me as well actually, so thanks.

[Chris Hill] (2:17 - 4:26)

Yeah, so one thing I always find with anything marketing related, there's loads of terms, you've got funnels, you've got VSLs, you've got email marketing, you've got sidecar webinars, you've got gift box funnels and all of these terms and phrases come up a lot and really what they are is just a smoke screen to say, to make it look complicated but really a funnel is a really, really simple process. So by definition a funnel is large at the top, small at the bottom and the idea is we're trying to get leads in at the top, put them into the funnel and it's just how we keep them in that bucket to get them out the other end which would be a sale.

So a funnel traditionally is you capture people's information at the top of a funnel and then as they travel through it they're more and more motivated to buy something from you. A funnel can last minutes, it can last days, it can last a number of time but the idea being is you have different sections of the funnel. The top of funnel is where you get someone in, usually a lead magnet, something organic, something that gets interest for someone to see what you've got.

The middle of funnel is usually like a training or a motivator to get someone to move further down and then at the bottom of the funnel you've got like your sales element to it, whether that's a checkout, whether that's a sales call but the idea being is they become a customer. Naturally the way funnels work is you tip a lot of people in the top but less people fall out the bottom so it's more like a colander than it is a funnel because people leak out the sides. The idea being is that the more you can make your funnel effective the less people fall out the bottom and that's really what a funnel is.

It's not a system, it's not a program, it's just a term for taking someone who is a cold lead or a warm lead, putting them through a process to get them out in a sale. Now if we put that in the most basic of formats that could be introducing yourself to someone on the street, having a meeting with them and then following up with them. That is a sales funnel.

You've still taken them through a process to get them out the other end but if you can make it a marketing funnel so then stuff is like automated, you have emails that are going back, that's the best way to do it because then it's more likely to convert someone and you can do it at volume. Does that make sense? Does that answer your question?

[Attendee 2] (4:27 - 4:52)

It does. Just to put it in real terms for me, if I saw a Facebook ad and maybe I engage with the Facebook ad a bit, I then see it again and then I might sign up in exchange for a free document, they've got my information, I then get invited onto a webinar or it goes on from there.

[Chris Hill] (4:53 - 6:51)

I'll draw a very simple funnel. I'm just going to share a whiteboard. You made a really good point there.

If we look at traffic, let's imagine these squares at the top here are their cars driving along the road. That is what traffic, the definition of it is. We all sit in traffic every single day but the idea being is each one of these are potential leads that could come into your funnel.

Each one of these leads are going to be presented with a reason to come into the funnel. Now that could be, it's a call to action. It could be like you say a lead magnet, download this free document and we just want your email address.

It could be a social media post which is if you want more information, DM us and we'll send you something. At the point they become part of your funnel, so let's say they're no longer traffic, they are now driving into your funnel. We're going to take this car and we're going to move it downwards.

At that point when you take that lead magnet, you're in the top of that person's funnel. You've shown interest, you've given a piece of information and you might move into the next stage but at the moment you've just taken something. It took you a while to get there.

You might have seen two or three pieces of content but all of a sudden you're like no, I want to understand. You're in their top of funnel. This is the leakiest part of it because the reality is you don't know how, well it depends on the messaging of that piece of content but you don't know how warm this lead is.

You don't know how motivated they are. You don't know really what's going on there but you're going to try and invite them into the middle of your funnel. The example you gave was a webinar.

So if we go to the middle of the funnel, you're now going to drive into that webinar. You're now sitting in their training and this is more intimate. It's more to do with what they actually sell, the problem you're going to overcome.

They're really trying to define and get you to the point where you want to buy from them. Now if you like that webinar and you go into the bottom of their funnel, it could be a checkout. It could just be a low ticket offer, $97, buy this course and immediately you've been sold to or it could be a sales process.

It could be book a call with us and come and see if you can sign up to our £3,000.

[Attendee 2] (6:51 - 6:53)

Almost like a mini funnel within the funnel.

[Chris Hill] (6:54 - 7:32)

Exactly that. So you're basically going into that, yeah, the last part of the funnel. It can be complicated.

It could just be a checkout but at any point if you fall out of this funnel, usually what people have is a series of emails. So each of these would be an email and the idea being is if you click them and open them, they're going to direct you back into a part of the funnel. So you're going to go through a sequence to try and get you back in somewhere.

It could be at the top of the funnel. It could be in the sales call. It can be anywhere but that's really what a funnel is.

It's as simple as that and the idea being is the more traffic you drive in the top and the better your conversion rate of the funnel is, the more likely is they're going to come out with a sale at the bottom. Does that answer your question?

[Attendee 2] (7:33 - 7:33)

Yeah, thank you.

[Chris Hill] (7:34 - 7:35)

No problem at all.

[Attendee 6] (7:36 - 7:54)

Sean, you've got your hand raised. Hi Chris. Just regarding marketing and including the funnels, do you have somebody that does this manually or do you use an AI software to do it?

To build the funnels? Yeah, and your general marketing.

[Chris Hill] (7:55 - 10:31)

Yeah, so we don't use AI a huge amount for our marketing at the moment. So when it comes to funnel building, I still like the idea of building it yourself. I think there's an element of AI has come a very, very long way but I don't know about you guys.

I can now start to spot emails that are written by AI because they all sound the same. There's an element where AI is fantastic at generating from what it knows. It's not fantastic at creating the next new thing.

So if you want to say at the forefront of marketing, you need to really be working on that reactive marketing, your tone of voice, and it can write in your tone of voice, but it's more of an assistant tool than a creative tool at the moment. Now, I'm not saying that in six months' time or in three months' time, that's not going to be the case. But for me, I use it as an assistant to spitball ideas and then I hone in on what I want to say, whether that be an email, whether it be a funnel or landing page.

Because I don't know about you as well, if you ask AI to do lots of things in one go, it always forgets a step, even though it's a computer. So if you say, look, I want you to create a landing page and I want you to consider that this is the avatar, this is the advert, this is the messaging, this is what we're trying to achieve, it'll spit out an answer. But if you ask it, have you considered everything?

It'll go, oh no, sorry, great point. Let me go back and consider this. And then it puts it in.

So from that perspective, we build it ourselves. Do we use AI to support in the build? Maybe for some image generation, for some ideas of layout, for the physical architecture, we still do in-house.

We still build it. We just use templates that we know work and convert, and then we tweak them based on how well a funnel's doing. So it's a bit of a roundabout answer.

Yes, we use AI, but not to build. We use it for inspiration, we use it for imagery, we use it for some of the text, but then we change it. Anything that is a key point of the funnel, and when I say key point, that is the sales script, so the ad script, the landing page copy, the webinar scripts and slides, that's all done built in-house, because we're trying to tie in with how we believe the emotion needs to be put forward.

There's a really important reason for that, which I've probably only just landed on myself in my own head. The reason we don't use AI is because authentically, if you want to be you, you can't use a computer. So AI isn't you.

You can get it to replicate you, you can get it to be 50% of you, but the reality is if you want to authentically connect with a person, there's an element where it's better to come from you. So no, at the moment, we don't use AI to build, we just use it to assist.

[Attendee 6] (10:32 - 10:33)

Okay, thanks, Chris.

[Chris Hill] (10:34 - 10:39)

Yeah, no problem. All good. Matt, you've got your hand up.

How can I help, dude? Good to see you.

[Attendee 3] (10:39 - 11:42)

Yes, you too, Chris. Great to be on here. I'm not sure whether I've missed this at the beginning about the context of this, but with a couple of questions there, which was about building this, I'm now in fully, well, not fully yet, but in the process of trying to build my own funnel.

And I'm doing it on my own, trying to get educated is the most important thing. So from your experience, I know you said you just build everything yourself. Where would you recommend, or who would you recommend to go and work with to go and get some like education on how to build, because there's so much content on the web.

And so many of these trainers are just people that are on the bandwagon of, I'm pretending to be a professional funnel builder, but actually how valid their work actually is. And I started doing the Russell Brunson journey about a few months ago. And without jumping on that, it's like, where would you recommend to get started?

Really good question.

[Chris Hill] (11:45 - 21:13)

I'm a big believer in you shouldn't play games you don't understand. So the first thing I would say is there's an element, if you should try yourself to understand where your knowledge is broken in it, because you can implore someone else's strategy and you can say, well, I'll go with this person. They'll build it.

It's a done for you service. But the reality is when you then go and try and drive that thing, it's like you don't know. So you're tied to them.

You don't know how it works. You don't know how it operates. You also don't know, are they legitimate or not?

Where are these pitfalls? Why are they saying this is broken? Can I actually challenge it?

So the first thing I'd say is have a go yourself. The reason for that is building funnels is not hard. The actual architecture of building a funnel is a really simple process.

You can do it on loads of different tools that will build you a funnel in the sense of a landing page. It's drag and drop. It's like Wix building a website.

So from that perspective, the first thing I'd do is just give it a go. And the simplest funnel I can give you is add or lead magnet, landing page, book a call. That's really simple.

That's a really simple way without being too complicated to have a lead come through. And you can even scrap the landing page. A funnel can be as simple as Facebook ad, book a call, or Facebook ad, send us your details and we'll call you back.

That's really the start of the funnel. If we build one on a whiteboard here. So let's say we're going to go really, really simple.

Let's say we're just going to push an ad out there. So we've got a Facebook ad and the whole thing is leave us your details. We'll call you back.

You now are going to go and do multiple phone calls to these leads. So say each one of these is a phone call. And over time, you're going to learn, well, what are these people asking?

What is it that they've all got in common that they're all sharing with me? And then you can just say, right, I want to cut that stage out. So what we do is we're going to take all of these pieces of information and we're going to go, right, everyone is asking us these six simple questions.

Now, what we're going to do to qualify them as a lead is put a landing page in the way. On that landing page, so did people know the term VSL? People heard that term before?

No. So a VSL is video sales letter. All it is is a video of you talking to the person to qualify if they're a lead and to get them into the next part of your funnel.

Let's say of the six phone calls you had or the five, let's say it's 50 phone calls that you had initially, you've learned that there's six key things in common for the people that convert into a sale or the type of person you want to talk to. What we're going to do is then make a video to talk to those people and say, if this is you, leave your details and we'll call you back. You're going to get less leads, but one thing will happen, which is actually you've got less phone calls to have and a better conversion rate because you're not churning through 50 people who aren't right.

But now all of a sudden you've got a funnel. You've still got captured the same amount of information. You're still pre-qualifying them, and then you're still moving them down.

Now, let's say you have another 50 phone calls with those leads and you figure out, well, there is something they all need to know, and I don't want to explain it on the phone. You might change that VSL. That might just become a landing page to sign up for a training, which leads into a webinar.

And the webinar is the training, which then is going to make them even warmer. All we've done is built a funnel in a slow way. We've said, this webinar is now going to convert the right people, and it pops out the end either as a sale because it goes through a checkout or it books in a call at the end.

That's really simple to do. There's nothing in there that's complicated. Building a website with a video attachment to it is really simple.

You just go on any website builder, put in a Wistia video link, hook it to YouTube, hook it to Wistia, and you have a button that says, come and work with me or come and book a call. It is that simple. Marketers will lead you to believe that it's really complicated.

So first of all, does that make sense as to how we can build a really simple funnel by just talking to people, just having conversations? Now, this is the next important thing, which is if you create a marketing message, I'm going to share a new whiteboard if I can. Let's go whiteboard, new whiteboard.

The most important thing when it comes to marketing, it's not the funnel. It's not the build. It's not where the landing page is.

It's not how many steps there are. It's about linear messaging. And the best way to describe this that I've found is if we imagine a non-friction sale, so we've gone from cold lead over here.

So the lead comes in here and they're cold. If I can drag that up. And we're trying to get them to sold.

If we make sure our messaging is on point and it's completely frictionless, they will just sail along this line and they'll end up at the end. Loads of people will convert because the messaging is just spot on. The leads coming in and they're the right lead, they're going to buy.

What we have is an ad to begin with. And if the messaging in the ad starts off okay, but it's sort of online roughly, then we're sort of wobbling at the beginning. If you imagine a motorbike or a car losing control, the more you start to lose control of the messaging, the more that line and that wiggle starts to happen.

Now, if you imagine, we have only got a certain tolerance of each person. So if we say these are the tolerance lines, put this one in green, that's a horrible color to see, isn't it? Let's go red.

Let's say these are the tolerance lines of our clients, what they're willing to hang around for to listen to. As you learn in marketing, tolerance lines are really, really low. If your messaging isn't on point and straight through, you're just having people leaking out your funnel.

And if you were to look at this as a funnel perspective, just to marry everyone's views up, these lines here actually indicate your funnel going downwards. If you imagine we're driving down a road, these lines, the red lines, they're these lines. If people come into the funnel and they dip out the end, it's because the messaging is off.

If your messaging is wrong, that swerve gets bigger. As people come over here, they might stay on, but then as they drop out, they're going to drop out your funnel, and they're not going to get to the end. So the key thing with any funnel is making sure the messaging in the ad, in the VSL, or in the webinar, in the lead magnet, in your sales call is all exactly the same, because then you've found the right person.

As soon as it's not, it creates friction. That friction creates these swerve effects in people's mentalities, and then they just drop off, because you said, well, in the ad, you were going to do this, and now you're saying this. I don't believe you.

I don't trust you. I'm off. I don't think it, but that's the mentality that they have.

That's the reaction of how people are. So the second most important thing when building a funnel is that messaging. It really is just that key, to have on-point messaging throughout the whole thing.

And what I would say is learn yourself first of all. Go and learn. So to go back to your question, Matt, and that's what you're aiming for.

Where's Matt gone? Why can't I see him anymore? Is he still here?

There you are. You've changed on my screen. So the first thing is, try yourself.

The second thing is, who to work with. Work with people that you like, because you can get a lot more done with someone that you like than someone that you don't like, and just make sure they've got some credibility. Make sure they've built funnels.

Make sure they know what they're talking about. Make sure they're authentic. What I would say is 70% of the industry isn't.

There's so many people out there who will say, oh, I can teach you marketing, because they've done a course, and then they're now replicating that course, because they've realized that, well, all I'll do is replicate the person's funnel that I went into, and I'll sell to people, and I'll teach them the same thing. So from that perspective, just go with someone with a bit of credibility. Ask how many clients they work with.

If it's a large amount of clients, I wouldn't be working with them, just because funnels are complex creatures. You want someone working either one-on-one with you or with a small group, because otherwise, you're just going to get lost in the weeds of they'll give you generic advice, because they're not monitoring your funnel. Agencies are really challenging as well, because even if you find a boutique agency, if they grow, and then they take on too many clients, everyone declines.

So yeah, gut feel is go it alone and see what you can do. I mean, come and have a chat with me. I'll happily point you in the right direction, depending on what you're trying to achieve as well, because I think there's an element of the thing I always tell all of my clients before we begin, the first conversation we have is start with the end in mind.

Now, if you think about that from the perspective of a funnel, let's say you want to make £100,000 this year from your funnel. Reverse engineer it and say, okay, well, my ticket price is say, 5k. You only need to make 20 sales.

You really want to enlist the funnel builder to build you a funnel that can get you, let's say you can convert at 50%. You only need 40 leads. Do you need a really complex funnel to get 40 leads?

Probably not. But do you need some assistance, maybe with just some ad scripting to get the right leads in and then have a conversation? And I think this is where a lot of people go wrong as well.

If you only need 40 leads, that's 40 conversations. Are you willing to free up 20 hours of your time to have 20 phone calls that are half an hour long each? Just put a Facebook ad out with a lead magnet.

That's how you could get them in. That's how simple it can be. We don't need these complex creations to funnel in loads and loads of thousands of people if we're only trying to sell 100 grand's worth of 5k.

So start with the end in mind as well. I know I've rabbited on a bit there, but does that help?

[Attendee 3] (21:13 - 21:14)

No, that's great, Chris.

[Chris Hill] (21:14 - 21:19)

Thank you. Good stuff, dude. I don't know who was next, Catarina.

[Attendee 1] (21:20 - 21:53)

Yeah, Catarina. Yeah, thanks, Chris. No, that was brilliant.

So just following on from that, you know that we graph you showed where you're monitoring the funnel and that. So is there technology available? There will be technology available to do that monitoring for you.

But so what kind of places can we access that if we build a funnel and we want to see that kind of response and what's happening with the leads?

[Chris Hill] (21:53 - 21:57)

Yeah, really good question. So you're talking about how do you know where they're falling out of the funnel?

[Attendee 1] (21:59 - 22:09)

Well, that too, but you know, the way you what you just showed there with the tolerance lines. Yes.

[Chris Hill] (22:10 - 27:21)

Yes, that's me. What I say is that's just me trying to trying to give you an analogy to think of to do it. There isn't like if you go into marketing, they won't say what tolerance lines.

It's just the way I view mentalities. The way we know people are falling out of the funnels is like it depends on the stage. So if we look at add through to landing page, we can see a click through rate.

So we would look at the click through rate and say of the people landing on the page, how many people are signing up to the training or how many people are downloading the lead magnet? We would then say, right, well, realistically, the industry standard for this type of funnel, whatever it might be, could be for every click. We want to see 30 percent of people leave their details.

If that's not 30 percent, we know there's some work to do between the messaging of the ad to the landing page. We'll get that right. And then we'll say, right, we'll raise it.

So if you think of a funnel as percentages, we're going to get a drop off through all of it. So let's say we have 10 leads or now let's say we have 100 leads to make this easy. Let's say we're aiming for 10 percent of people that click the ad to sign up for the training.

First of all, if we're at 10 percent, we know we've nailed it because then we can work out our lead cost. So let's say our lead cost is 10 pound a lead or let's say a pound a lead to make things really easy. So for every 100 pounds that we spend, we're going to get 10 people through the webinar.

So for 100 pounds, we're going to get 10 people in the webinar. That's the first thing. So we now know the marketing's right.

On average, we're right. And then we can start to say, well, we could do split testing and see if we can increase that amount by changing the messaging or does it drop? So that's the first metric we'd look for.

Click through rate from the ad to the landing page and then sign up right to the webinar. That's the next one. Then the webinar itself, I know roughly for webinars that we build, for every 10 people that watch, we would expect one call booking.

So it's about 10 percent conversion rate again. So from 100 people, we're getting one call booking. We know roughly that metric works out well because then we can start to budget on how much marketing spend we need.

If we want to sell to or if we want to get 10 calls booked, we know we've got to have what? 10,000? No, hang on.

Yeah, 10,000 people go through the funnel. No, 1,000 people go through the funnel. We're working on 100, aren't we?

Yeah. So we know we need to spend 1,000 pounds to get five call bookings. Now, off that basis, let's say we've got those five call bookings.

I know roughly my close rate is about 60 to 70 percent, depending on the lead type. A sales team can be anywhere from 10 to 30 percent. So based on your markup, you can then say, right, well, how many are we going to sell to and what's the ticket price?

So let's work on an easy conversion rate. Let's say 50 percent or let's go 70 percent because then we can say three sales. If we're doing three sales at 3,000 pounds each, we know we've made 9K.

It's a really good conversion rate. And then we would just track the funnel based on all of those things. A lot of people get hung up in the weeds of, yeah, but why didn't 10 people sign up for calls?

You're never going to find 10 people. And it could be that there are 10 of the right people, but they're at the wrong stage in their journey. There's ways to look at leads where you've got people who are aware of a problem.

They're aware and they're educating themselves on a problem. They're aware they're educated and they're looking to take action or they've taken action. That's like the awareness of the lead.

You're going to get those seven out of tens, those people who are aware and ready to take action. They're the ones booking the call. You're also going to have people in the funnel who are only just starting to educate themselves on the problem.

They might not even be problem aware yet. So you might baffle them with what you've shared in your webinar. You've overwhelmed them with the information and they go away.

They're the people who end up in your email list and they're the people who are the slower burners to bring them back and sell through the back end of your funnel. Does that make sense? The way you know is by tracking piece to piece.

If your funnel has 16 steps, you're going to be tracking the percentages of each of the drop-offs as you go through. And that's why the funnel gets smaller because each one has a percentage of loss. And if it's 10 people across the board and you've got 10 steps, you know how many people you've got to put in the top to get out the bottom.

And then it becomes a machine. That's why they call them funnels because then you can go, right, well, we need to send 20,000 people through this and we can predict that we're going to make this much money in the back end as long as everything's lined up. And another top tip for this, when you test the funnel, test with limited budget because until you're ready to scale, until you've got those percentages bang on, you don't want to spend any more money on it because you're just wasting money.

So if your landing ads to landing page is actually 5%, you're losing half of your leads that you should be getting through because you're losing 10%. This is where they need to be. And then you can go and say, right, well, now we're going to up the budgets and we're going to start to spend because we can reliably know that these are our percentages.

As you scale, you'll just monitor them, right? Why is this dropping off? And it could be that the ad gets tired.

An ad can last a year or it can last a week. It just depends on the ad and it depends on the marketplace. And then you start making more ad copy and you then say, well, has this part of the funnel changed?

And then that's what you track. Does that make sense?

[Attendee 1] (27:22 - 27:23)

Yeah. Thank you so much. You're brilliant.

[Chris Hill] (27:24 - 27:33)

No worries. Danielle, you're up next. Mike, I'm just going to put you on mute.

I think you're making a cup of tea. Danielle, you're on mute as well, which is even harder.

[Attendee 2] (27:34 - 27:38)

Hi. So is a funnel the same as a campaign?

[Chris Hill] (27:40 - 28:47)

A funnel can be part of a campaign. So a campaign is your plan of what messaging you're going to put out into the audience. So when you build a campaign, you might have like seed, shake, sell as your parts of your campaign.

So it's like you introduce something. So let's say, actually the answer is no. No, it's not the same thing.

A campaign is what you're going to say to people. A campaign usually is the top of funnel. So if you've got a campaign to get leads in, that's the top of funnel.

And then they go through your funnel, which is your sales process. So the campaign generates leads, the funnel converts them. That's the way to think about it.

Does that make sense? Yes. Perfect.

Thank you. Good stuff. Who else has got a question?

There's no hands at the moment. Any more questions? Otherwise, it's going to end very abruptly.

I can share anything with you on social media, paid ads. What do you guys want to know? What are you guys working on?

I suppose would be a good thing. Matt, it looks like you've got another question potentially. Oh, Richie, you've not got the last one yet.

Go for it.

[Attendee 4] (28:48 - 29:41)

I'll jump over to Matt. He's quite shy, doesn't like talking anyway. I've got a mentoring business for property investors who've already got a portfolio and they're looking at buying their first big deal.

Bigger properties, bigger profits. I'm using Cindy to go through LinkedIn and connect with people and send them messages and stuff, an AI thing we were introduced to by Richard Evans a couple of months ago on PE. I'm in my second month now and it's made friends with about 80 people that have accepted and about half of them have responded to the AI message that had been sent to people.

I had one person book in for a free strategy call. Do I just need to keep on going and give it time? Should I change it completely or is there something else I can be doing to try and attract people to my mentoring business and meet people to talk to them about it?

[Chris Hill] (29:42 - 29:51)

I don't know the tool, so I can't tell you whether they're good metrics, but what I would say is, how much does it cost you for two months of generating one lead?

[Attendee 4] (29:53 - 29:55)

About 130 quid so far, 150 quid.

[Chris Hill] (29:56 - 30:00)

What's your ticket price? What do you mentor at?

[Attendee 4] (30:01 - 30:04)

695 a month for two 45-minute calls and email support.

[Chris Hill] (30:04 - 33:20)

At the minute, when I launch a tool, the first sale, I just want to break even. If I launch an ad campaign or a product or anything, usually to test the market, I'm not looking to make profit on the sale, I'm looking to buy data for free. If we run an ad campaign and spend £1,000 and the ticket price is £1,000, but I've got loads and loads of data to say, well, that worked or didn't work and I got it for free, for me, that's a win.

I'm even willing to go into debt to be able to get the data because data is a really valuable thing in marketing. So from that perspective, you've got a call booked, you've only spent 165 quid. What's your minimum term on your six months?

So really, your ticket price is £3,000. I wouldn't worry at this stage. I'd let it keep going.

165 quid in 80 leads. I mean, it's very low conversion rate, but it is DM marketing. LinkedIn, I mean, I never go on LinkedIn because I've got loads of DMs from AI bots trying to sell me stuff.

So from that perspective, I think you're okay to carry on. Next steps for that, I would say is see what the lead quality is like. So when you have that conversation, see if it's a decent lead.

Because if it's one call booking and it's shocking, then I'd say there's something wrong. If you can see the glimmers of hope and actually it's just learning how to convert them well, then I'd say you're on to something. And how else could you get those leads?

There's loads of ways. I'm a real big fan of YouTube, like YouTube marketing and YouTube ads for me has always been, well, it's the most expensive, but it's the most authoritative way I think that you can get a lead. Social media, you could be speaking to your lead in between meetings when they're out with their kids, when they're on the toilet.

The reality is we're all on social media at random times a day. So I just find lead quality is naturally lower. So if you want good quality leads, I'd try some YouTube marketing, simple ads, like 60 to 90 second long videos just to test a bit of marketing.

You can do longer. Three minutes is the sweet spot, the length of time. If you go over three minutes, people tend to tune out.

But if you can write a good ad script, again, just to book calls, that would be worthwhile doing. If you're worried about finance and you want to go a bit cheaper. So there's three ways you can build audiences.

You can buy it, you can build it, or you can borrow it. But they're really three metrics that we look at. If there's anyone else who's doing like, so wherever your avatar lives in the sense of what podcast they're listening to, they obviously want to do bigger deals.

So who else is doing bigger deals? Go and speak on their podcast. Do stuff like that because that will pay dividends.

I think I've only ever spoke on three podcasts when I was really going out there to try and build an audience for one of our courses. And I think each podcast probably made me 20 grand, like 20 grand's worth of sales over a six month period because it just builds good authority. Does that answer something?

I can give you loads of ways to generate leads, but I think if you want to generate leads, and I suppose the other question actually, how many leads do you want? How many seats do you have for mentoring or is it unlimited?

[Attendee 4] (33:22 - 33:27)

I could go up to 15, 20 people a month. I'd like to get to six to eight. I've got two at the moment.

[Chris Hill] (33:28 - 34:11)

Cool. So let's say your first target is eight. So you're looking to get another six leads.

You've got a couple of options. If your lead quality is good for LinkedIn and you can get it to do more, then you'd probably up that because realistically two months, one lead, your drop-off rate, it might just be a good thing to keep a trickle of people coming in. The next thing I'd look at is definitely if you want them immediately, it would be paid ads because it's just money for money.

You just have to nail the ad and nail where they land. So whatever that funnel looks like. And then like borrowing audiences is probably your next cheapest authoritative builder one.

I'd say that as well.

[Attendee 4] (34:12 - 34:13)

Thank you very much.

[Chris Hill] (34:14 - 34:22)

No problem. Who was next? Why has my screen gone funny?

Clark, are you up next?

[Attendee 5] (34:23 - 34:43)

Can you come off mute? Yeah, I'm off mute. Firstly, Chris, I was a bit stunned when you said you don't use LinkedIn.

That sort of threw me back because I've had quite great success in LinkedIn. Maybe that's the business I'm in. What business are you in and why doesn't it, why doesn't LinkedIn work and why are you pushing YouTube?

[Chris Hill] (34:43 - 38:55)

Yeah, really good question. It's not that LinkedIn doesn't work. You'll notice, I can talk to you for hours and hours about marketing and social media, but I'm probably one of the quietest people online because one, I'm heavily introverted.

So by nature, I don't want to put myself out there. I have no interest in having a big business. I've had big businesses in the past, so much so that I've called my business Lifestyle Entrepreneur.

I work part-time hours. This is my first call of the day. I've just got off 18 holes of golf, a little bit of a sunburn, and that's good for me.

I don't want to be out there building huge businesses. That's the first thing. So from the perspective of why I don't use LinkedIn, I don't need to.

I think is the big one. I'm not looking to create a big profile. So I'd say that's the first thing.

And I wouldn't take that as advice not to use LinkedIn. It's a fantastic platform. From a marketing perspective, it's a lot slower burn.

So it's a lot more expensive for marketing and it's a lot more B2B than it is B2C as well. You'll find there's a lot more obviously businesses on there. If you're looking for entrepreneurs, you can find them.

The reason I like YouTube is because you're interrupting people searching for a solution. We all go to YouTube when something goes wrong. It's like, how do I fix this?

And there's a video of someone teaching you how to do it. If you want to find those seven out of tens who are problem aware and they're educating themselves on it, they tend to be on YouTube looking for the problem. So they're looking for the solution.

And then all of a sudden you step in and go, hi, is this your pain? Can I help you? And then they go, okay, well, I'll go down that rabbit hole.

They're more likely to move forward. Whereas LinkedIn, most people go to LinkedIn to push their own marketing. They're looking to build their own exposure.

I feel like it's a bit like trying to sell to someone who stood on stage. Someone stood on stage and they're trying to build their own exposure. And you're in the crowd going, excuse me, I want to sell something to you.

No, come here. So yeah, from that perspective, that's why I don't use LinkedIn. And to be completely honest, it's because of the tie by business I've built.

The other part of your question is what do I do? I make my cashflow from e-commerce businesses. So I made the majority of my cashflow and what I live on day to day out of building e-com brands.

So brands that sell on Amazon, e-com shops, that sort of stuff. And again, I've had a whole host of businesses, like big businesses, 50 plus people. But when I started going grey quite young, I realised that's probably not the road I wanted to continue down.

And I scaled back and I set my non-negotiables and said, I have to be able to have time freedom. I like doing the school run. My mantra was I want to be CEO salary, part-time hours.

That's the whole reason I built my business. So we did that. And then I naturally fell into marketing because one, I'm good at it.

So I realised I was good at getting people to buy products, getting people to connect emotionally to our products over anyone else's. And then when you start making seven figures from selling online and playing golf loads, people really want to know how you did it. So I started coaching and we then set up a coaching business and we taught people how to make money online, which is one of the hardest markets to go into for adverts because everyone wants to know how to make money online, which means you're amongst a lot of coaches trying to fight for business.

And we built funnels that converted really, really highly. I think we made our first quarter of a million within the first seven months. Building a funnel with no Instagram, no website, no other marketing.

We had no name out there, but we're still able to scale sort of big coaching businesses. And then we helped others do the same. So I now sort of have a very boutique agency where we help people with their marketing, with their messaging.

But it's very much like me working with them one-on-one, not the big agency model, because again, I'll be open and admitting I don't want to have a big business. I don't want to work with a lot of people. So there's probably a self-limiting thing there.

Does that answer your question? Yeah? Perfect.

Yeah, good. I saw a nod, you're muted, but I'll take that as a yes. Katrina, how can I help?

[Attendee 1] (38:56 - 39:40)

So it's just going back to that analogy of waving to the person who's on the stage. And so I'm using LinkedIn and I'm just starting, I'm retired and I'm just starting a property investment business. This is my third year.

So, and I'm looking for investors and I've started a sourcing business and I'm looking for investors, which is why I was never on LinkedIn when I was working. And I'm on it now, posting every day. And I have had a few investors approach, but I'm interested in why, in what you just said about not using LinkedIn.

And, you know, one of my friends from school built a business with her brother and they sold it two years ago for $2 billion.

[Attendee 7] (39:41 - 39:41)

Wow.

[Attendee 1] (39:42 - 40:02)

And so they, and I looked at both of them on LinkedIn and they've like a hundred connections or something like that. They're just not, never on LinkedIn. And so for people like me who are looking for investors, where would you, do you guys just all hang out on YouTube then?

[Chris Hill] (40:03 - 44:24)

Hang out on golf courses. That's the difference I think. So this is a really, the richest people you meet tend to have very limited connections because they don't need them.

Like there's a human nature is we don't, how can I put this? I don't know about you. The reason I try and be successful in anything is validation.

Like I just want people to go, Chris, you're great. Like I want my wife to turn around and go, oh my God, you're the most amazing person. I want my kids to like, when I get home to high five me, like I want, that's what I want from life.

And we're going to go into a rabbit hole here because I like psychology when it comes to marketing. We no longer have to fight for our lives. Humanity, and it's going to get even worse with the rise of AI.

Like we no longer have to do anything. We don't open the door and there could be a lion that's going to attack us. We don't have to worry about where our next meal is coming from because it's pre-packaged.

You can go in your car and pick something up from a drive through. Like we don't even have to cook anymore because we can go out to dinner. Like the reality is humanity has lost its purpose, like completely lost its purpose.

We are no longer hunter gatherers. We are just here. We're not looking to conquer anything.

There's nothing left to do. Now information's not even going to be valuable because AI can deliver it to us. So as a society, we've all moved to social media to tell everyone how great we are.

So someone goes, you're enough. That like, that comment, that high five, that DM, whatever it might be, we're all seeking this. Am I enough?

Like, am I enough? And that's how I see the world. Now LinkedIn is like a prime example of that.

And if you go on LinkedIn now, I guarantee any of you, go on LinkedIn and find the first post that's really highly engaged or like that you see. And a lot of it will be like very corporate written, like very well enunciated or very well put and positioned because it's the big I am. Look at how great I am because I'm sharing this information and that's what people are doing.

What I tend to find with those people is they tend not to be very successful. They tend to be hiding behind the high fives and the look how great I am and the big I am, but it's a bit of a bubble. It's a bit of a facade.

It's a bit of a fugazi. It's a bit of that like, look at me. I'm great.

I'm wearing this spangly jacket. I'm over here. The people you actually want to connect with are the people who are authentic.

If I could do, I'd turn up on stage in a t-shirt, a property entrepreneur, because I don't wear shirts. I'm sitting in shorts, still got my golf shoes on. I probably need to go and have a shower.

Like, that's the reality of who I am. I've just come off the golf course and I'm not pretending to be anything other than that. When I go on LinkedIn, I just find it's people dressing in the suit that they wish they could wear.

But the reality is there isn't much substance behind it. Now, that's not true for the majority. I'm sure that's not the case.

But for a lot of people on LinkedIn, it's the big messaging. It's the big I am. The reason you don't find the millionaires, the billionaires with loads and loads of connections is because they're out there just getting it done.

They're focusing on actually just doing and being and achieving rather than they've realized they don't need the validation from people they don't know. They've actually got their core group of people that they get their validation from. They've got their mastermind.

They've got their connections. And that's probably why the people who are all singing and dancing that are millionaires, they're not doing their own social media. So you're not talking to them anyway.

You're just talking to what they perceive is the message that you want to hear from them. So if I could give you any advice of how to make your millions, how to make your billions, find your core gang. Find that core group of people.

And property entrepreneur is a really good example. It's a great community. And within that community, you can see these little clicks of people in a good way, these good connections that people make, and they just hold each other accountable.

And they're not posting on LinkedIn to go and get I've just done this and I've just done this, like high five me. They're putting in that WhatsApp group to two or three people that are going, oh, my God, that's great. What's next?

What's next? Elon Musk is a really good good. Was it Elon Musk?

I think it was Elon Musk when he became the richest man in the world. He's like, that's great. Back to work then.

It's like that whole thing of like they're just looking to get going on the next thing because they're only in competition with themselves. I'm in competition with myself. I want to get better every single day to be better than the version of me yesterday, because everyone's different.

That's the reality. And sorry, that's probably gone off on a little bit of a.

[Attendee 1] (44:25 - 45:09)

No, no. Well, that's exactly how I feel about the whole social media thing. I mean, I've never been on it until I retired.

And it's only because I'm new to business and I'm looking for investors. And I've been told this is what you should do. You know, but I I hate that whole thing of, you know, I look at me and blah, blah.

So, no, I hear you. And I guess, you know, it's probably early days for me anyway. I probably need to just keep doing that at the moment just until I.

You know, find my that accountability group, and I think within the whole this whole thing, there's already, you know, these sort of clicks are not clicks. That's an awful bad connotations, but that's.

[Chris Hill] (45:09 - 45:11)

No, I know what you mean. The collections of people.

[Attendee 1] (45:11 - 45:12)

Accountability groups.

[Chris Hill] (45:12 - 45:14)

Exactly. That's yeah. Partners.

[Attendee 1] (45:14 - 45:25)

But it's but it still leaves me with a conundrum on how I can hook in my, you know, my my school.

[Chris Hill] (45:25 - 46:59)

Well, I can give you some advice on that, which would be the best marketeers, the people who are the best at attracting people are the most authentic. Have a look around you in your immediate group of friends and see who genuinely likes you because you're you. That's the person you're looking for.

Don't worry about like most people when they say, well, I'm looking for investors. I'm looking for people with a million pound plus in the bank. They're busy at work and they don't have time to invest.

They don't have the knowledge. And that's what everyone's honing in on. But actually, what you're looking for is someone to connect with you.

You're looking for someone who likes the type of person you are. And if you can figure that bit out, then you can go right now, this is my pool of people. Now, let's look for the millionaires.

Now, let's look for the people with 100K in the bank. And that's where a lot of us get it wrong. I know, like for some bizarre reason.

Well, actually, I probably know why. But it's again down to psychology. I get on with women better than I get on with men.

Always have. Always will. And it's probably because I'm not I arrange flowers at home.

I'm not football and rugby and mechanics. I'm like daisies and this and that. So I bake.

I'm very open. I'm very happy to be feminine. So on that basis, I connect with women.

But I feel intimidated in a group of men because I don't have the big testosterone. So when I go out looking for clients to work with, they're always women. But they tend to be because it's what I attract.

I have a soft nature. Why would I go and look somewhere else when actually I could go to the people that I naturally connect with? I'm going to have a great time talking to and I can work with and get them some really good results.

That's my niche. I just know it because I know who I am. Does that make sense?

[Attendee 1] (46:59 - 47:15)

So, you know, and it relates back. I want to take a turn. But I did a lot of service development, you know, when I and my former job and there was that whole thing about work, people you can work with.

And that's exactly it. So thank you so much for that. Yeah, that helps me a lot.

[Chris Hill] (47:15 - 47:26)

Amazing. Good. I'm really glad.

And half the time I'm just I facilitate a conversation is the best way to get the golden nuggets from people. So, again, any question is always welcome. Danielle, you've got a question.

[Attendee 2] (47:27 - 48:15)

Yeah, I should follow up on what Catriona's been saying. So I heard a couple of tidbits during PE over the last few months about how some people have been really successful with using a campaign on Facebook to raise finance. Would that look like because that's where the people I know are and, you know, I think I need to tap into that more.

So what's that going to look like for me? Would it be using the, you know, something really exciting is coming soon and do like a countdown and then maybe say I'm opening up a limited number of spaces for investors on my next project? You know, is that have I got the right sort of idea there?

Like I said, it's just tidbits I've picked up from from the community over the last two or three months.

[Chris Hill] (48:16 - 52:12)

Yeah, absolutely. So first of all, the reason Facebook is a great place to raise finance is because people are older on Facebook. If you look at all the demographics that live in different platforms, older people and when I say older, I mean like our age of people tend to have more money because they've got more time in the game.

So from that perspective, Facebook is a great place to go. Yeah, this is that whole, did you see my presentation at the super event? I did, yeah.

Yeah, perfect. So this is open loop territory. So where people are saying like there's a countdown, I'm going to be launching this, it's just opening a loop and I don't know about you, I hate open loops.

If my wife goes, oh, I really need to tell you something, then she leaves the room. I'm like, oh my God, what is it? Like what's going on?

I need to know. And it's not because I really want to know what it is. I just need to close that loop in my brain to be able to like function properly.

So when people go five days left, the less amount of information you can say at that point, the better because then people are like, well, what, five days left till what? Like what's going to happen? Sometimes people just put numbers up, five.

Next day, it'll be like four. And you go, okay, well, it's a countdown, but why? Because there's so little information to go on.

You want to know what it is. What I would say with social media is that's not enough to hook people in to come back the next day to see, but it will make them realize that something's coming and then they'll connect the dots as they go through that journey. So that's the first thing.

Countdowns are great. Open loops are great. Something exciting is coming, limited spaces.

The reason we do limited spaces is scarcity. I don't know if anyone actually believes it anymore when people say there's only so many spaces left or I'm only going to work with this many people. Oh my God, we've been overwhelmed by those one messages that I got.

That's the reality of what's going on behind the scenes. So no one really believes it anymore. But again, if you can be authentic with it, then absolutely.

The great one with Facebook, people are really, really forthcoming with their opinions. See you later, Matt. Thank you for the messages in the chat.

People are really forthcoming with information. So a really good question when it's down to raising finance, the first thing is how much finance do you need to raise and then from how many people? So then you're very clear on what you want.

Clear messaging is going to be key. But then the whole, if not you, then who is a really good question on Facebook because there's always someone who knows someone that's got 100K stuffed under the sofa. That's the reality of what we're looking at with Facebook.

So yes, a campaign where it's something exciting, and don't be scared to post this stuff. Something exciting is coming. If you know someone who is looking for X, Y, and Z, drop a comment below.

Tag them below. For the first six people who come through, they're going to get a discount, whatever it is. Competitions, driving people to engage is a good way.

I would always go after the, not are you looking to make millions? I'd always go, do you know someone who? Because it just opens it up a lot more, a lot broader.

Another good tip with Facebook is if you say comment below one person who you think this would help, people will do exactly what you said. They'll comment one person. If you say list 10 people below that this could help, they'll try their hardest to get to 10.

They might give you six, but they'll try and fill it. Again, it's an open loop. They want to complete that list and they'll share more names with you.

I used to do, back in the day, I was a window salesman, and we used to do exactly that. I'd hand a list to people. When I'd sold them some windows, I'd go, fantastic.

I know everyone's going to be jealous on the neighborhood of your new windows and in your family. Do me a favor. Just write 10 names on this piece of paper of people you think I could help as well.

It would always come back with three or four. Everyone in the business was like, how are you getting so many leads? We're not getting this many referrals.

Well, I'm just asking for more. I'm asking for you to give me a list of 10. You really like me.

You want to satisfy my list because you want to have that ego boost of, I helped Chris get 10 names on the list. Even if you can only produce seven, you will, but I guarantee it's more than one.

[Attendee 2] (52:13 - 52:30)

Whereas- So much of it is a mindset block, I think, especially, well, it certainly is for me with social media. How I'll be perceived, I guess, is a big part of it. I'm trying to find my authentic voice and not be who I think other people expect me to be.

[Chris Hill] (52:31 - 52:40)

Yeah, really good. How many times have you been on social media, seen a post, and judged a person and go, oh, God, look at them. They're trying to raise finance.

How many times has that happened to you?

[Attendee 2] (52:42 - 52:45)

A few, I suppose. Yeah, I do it.

[Chris Hill] (52:45 - 52:53)

Probably next to none, though. There's probably, of all the posts you see, do you know what, actually? Fair play for putting it out there.

I wish I could do that.

[Attendee 2] (52:53 - 53:03)

Yeah, but what I mean is I'm not judging them, but I have an opinion on it. An opinion is fine. Either scroll on by or it doesn't bother me.

So, yeah, it doesn't bother me.

[Chris Hill] (53:03 - 55:48)

On that basis, one thing that we all need to realize in marketing, and I'm going to be very frank, is no one gives a shit about you. I want to use a swear word there just to put that forward. When you put a post out, no one actually cares.

No one's sitting there and go, oh, God, have you seen Danielle's post recently? Oh, they're awful. No one's digging into it.

It's us that cares. And if you have people on your social media that are negative, that are like, oh, my God, why is she doing this? It's like, they're not your friends.

They shouldn't be there. For every single post you share, someone sees it. Yeah, and they might be the first to go, oh, God, look at her, and they might perceive you badly.

When you've raised that finance, you've done that deal, and you're on a beach with your family, they're going to be the first to also go, oh, God, look at her. Oh, all successful, great, because they're just not nice people. So I think the big thing here is at 1.1 billion pieces of content a day, if you're one of those people sharing that pieces of content, it's going to get swallowed up by the ecosystem anyway. And the people who see it, ironically, are the people who want to see it. The algorithm serves you up the people that you're closest to, the people you want to see more content from. So even if you have 1,000 followers, or 2,000, or 10,000, it's only seen by the portion that watch your stuff.

Those people want to see you do well. Those people are here to gear you on. And one thing for all of you, like everyone on this call, all of the people in property entrepreneur, I guarantee if you put a post out, say, guys, really need to get the reach on this, can you all jump on and like it for me?

Everyone would, because they all want to see you do well. They're your cheerleaders. All of a sudden, their connections are seeing it.

Now they're liking it. They're commenting. So from that perspective, never be scared to ask for support with it as well.

If you're worried about putting a post up, put it in the community first and go, I'm really nervous about posting this. Can anyone tell me if this is good or not? And I guarantee most people would be like, oh my God, that's amazing.

Just get it out there. Just post it, and you'll gain more confidence. And if you want more confidence, post every single day.

Doesn't matter what it is, just post something. Take a picture of yourself. Go, I've just done this, and share it.

Put some value out there, because it will just build your confidence for when you need to. And if you want a campaign to be successful, the more you post, the more reach you get. It's just how it is.

You have to post daily. You have to be engaging with people. Don't post and ghost.

Interact with people, and you'll soon find that it's not a scary place. Social media is just the new messaging board. Would you be scared to send an email to someone?

Probably not. It's no different. It really is no different.

It's just that everyone can see it. It's like, oh well, that's what you want. You want everyone to see it.

Does that help at all?

[Attendee 2] (55:49 - 55:51)

Yeah, that's a really good pep talk. Thank you very much.

[Chris Hill] (55:52 - 56:31)

No worries. I feel G'd up. I'm going to post today.

How can I help anyone else? We've still got five minutes left. I'm happy to stay on forever.

I've got nothing on this afternoon, so how can I help anyone? Any more questions? Was that you, Christine?

Did you say you've got one? No. No, no.

All good. Thank you. No, no problem.

I'm in the community, so if anyone ever needs anything, and Danielle, if you want me to review your post, tag me in the community. I'll happily give you some feedback, but like I said, most of it is just being scared of posting, so thank you everyone for joining. Like I said, I'm always around if you need me.

[Attendee 4] (56:32 - 56:33)

What's your handicap?

[Chris Hill] (56:34 - 57:00)

What's my handicap? Other than the fact that I play golf just really badly. I'm not a good golfer, but I've set myself a challenge to try and get down to single digits within the next three years.

That's my, outside of work, that's my biggest target at the moment. I'd love to say it's going well. I had a great front nine and a terrible back nine today, so I shot 92, so I was only 22 over today, which wasn't too bad.

[Attendee 5] (57:00 - 57:02)

We'll see you on the TV fairly soon then.

[Chris Hill] (57:02 - 57:18)

Well, you might see me on the TV swearing and saying how bad it is, but maybe at the Belfry. I wouldn't park anywhere near one of the holes because you might get my number for the wrong reason for an insurance claim. Well, lovely guys.

Thank you very much. It's been an absolute pleasure.

[Attendee 7] (57:18 - 57:18)

Thank you.

[Chris Hill] (57:18 - 57:22)

Cheers, mate. Thank you, Chris. Cheers, guys.

See you later. Bye.