**Session 3\_Transcription**

[Speaker 18] (1:01 - 1:03)

Today, I'm going to show you how to do an exercise that you can do at home.

[Speaker 11] (10:52 - 10:54)

Oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh,

[Speaker 10] (10:59 - 11:30)

oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, give me the shivers, oh baby you wanna dance till the sunlight crests your windows

[Speaker 12] (11:37 - 11:50)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (11:50 - 12:05)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (12:10 - 12:30)

how you already make that baby, i don't need to chase no clout, wow i need to get myself off the roof, babe, i got nothing, i got nothing going on

[Speaker 12] (12:30 - 12:44)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (12:44 - 12:59)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (13:04 - 13:26)

how you already make that baby, i don't need to chase no clout, wow it looks like peace from east and hell from south, wow baby, i got nothing, i got nothing going on i'm a friday

[Speaker 5] (13:47 - 13:50)

ladies and gents that's your two and a half minute warning

[Speaker 4] (13:52 - 14:15)

give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business mama please don't worry about me i'm about to let my heart speak my friends keep telling me to leave this

[Speaker 5] (14:16 - 14:20)

ladies and gents that's your two minute warning make your way back into the room please, two minutes

[Speaker 4] (14:20 - 14:35)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business

[Speaker 14] (14:36 - 14:51)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this let's get down, let's get down to business

[Speaker 4] (14:52 - 15:07)

back and forth, back and forth with the bullshit you know i said before i don't mean it it's been a while since i had your attention so in my heart you're with it

[Adam Goff] (15:10 - 15:24)

okay ladies and gents this is your one minute warning one minute so if you could finish up those conversations if you're in the tea and coffee station time to make your way into the room we're going to be live on stage in just under one minute

[Speaker 5] (15:33 - 16:04)

ladies and gents this is your final warning please 30 seconds to lift off take your seats please take your seats take your seats please ladies and gents

[Speaker 14] (16:08 - 16:13)

♪ Let's get down, let's get down business, yeah ♪

[Speaker 15] (16:15 - 16:33)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Goss. Woo! Yes!

[Adam Goff] (16:36 - 16:38)

Okay, good lunch?

[Speaker 18] (16:39 - 16:39)

Yes.

[Adam Goff] (16:40 - 18:27)

Delicious, fantastic. So, I shared with you that I've written my business plan. 39 entrepreneurs yesterday sent theirs to print and this is, without a doubt, as I said at the beginning of the day, the single most important leadership and management tool you can put in your business this year.

If you've got a team, whether they're remote, in-person, employees, outsourced, they need to understand the plan, the strategy, the detail, okay? This is why the business plan is so very important. So what I'd like to do before we get going to the next session, which Chris is gonna be doing, I'd just like to ask everyone to stand up just to check you haven't had too much dessert at lunch.

Now, not everyone came on the AGM, so please sit down if you do not need a business plan for your business. Please sit down. Okay.

Or if you've already done one. Okay, fantastic. So, does that mean that all of you then, if you need a business plan for your business, are you committing to having one done for the next workshop?

Because if you say you're gonna do something and you do it, hang on, I'll just frame it, the way proper challenge manoeuvre works is this, if you say you're gonna do something and you do it, that's cool. If you say you're not gonna do it and you don't do it, that's cool. If you say you're gonna do it and you don't do it, that's not cool.

So, sit down if you're not gonna write a business plan, stay standing if you'd like to write one.

[Speaker 8] (18:32 - 18:33)

You've got too much to do.

[Adam Goff] (18:38 - 18:46)

It's gotta be this month. It's the start of the business year. It doesn't have to be perfect.

Are you gonna commit?

[Speaker 5] (18:49 - 18:51)

I know, Ashley's told me.

[Adam Goff] (18:54 - 19:49)

The key with this is, so Gillian, Rachel, Claire, the thing with this is, I was trying to get it across yesterday, is like, it does not have to be perfect. This is not a thesis, it's not a dissertation, you're not getting a degree from the University of Nottingham Business School if you do it. This is like, are you able to put pen to paper to communicate to your team what's happening?

And without a doubt, if you're not sure about this, ask anyone who went to the AGM what a level up it was to actually do it, right? Am I right, people who went to the AGM, am I right? Say yes?

Exactly, like, it's not lip service, this is genuine. So first of all, I'm really glad that so many people have written it, but there are a few people in here who can do it, so make sure you've done it for next month. You need this for your AGMs. Without further ado, I'd like to welcome up to the stage Mr. Dan Norman to give us a get up and give back, kick up the ass for this month. Ladies and gents, let's give Dan Norman a massive round of applause, please. Thank you. Yes, Dan.

[Speaker 3] (19:54 - 27:53)

So, it's April already. Who knew? Who knew it followed March, which followed February?

The amazing thing is we've actually got started before we've started. I've got to give an enormous shout out to this chap, Steve Calgill. Steve, in case you didn't know, lives in a place called Oman where it's usually about 30, 40 degrees.

He's actually started his get up, give back fundraising, and this was on the 1st of March, had doubled his pledge by going up the Sal steps. He's absolutely smashed it out the park. He's on the program.

It's his first time doing get up, give back, and that is the momentum that can be gained by taking massive action. You see, he's got his 12, 13 crew there. They did the hiking because it's basically too hot to do it after the 1st of March.

He's on 1,236 pounds at the moment, which is just massive. I've also got to mention one of our community here, Steve Hammond, who's landed not one, but two corporate sponsorships. One from Dakia Windows, which are a part of the VLUX group, and the second from Roma Finance.

This is not difficult stuff. Huge round of applause for Steve. I know we are all old hands at this, but I think it's worth, just for clarity going through this, because we're fortunate to have the leadership of Chris Moss and the oversubscribed activity here.

It was in last month's workshop as a QR code. It's in this month's workbook as a QR code as well. We've put it out on WhatsApp, and this is the program.

So it's a promotion and funding plan to execute. It's paint by numbers. You can give it to your VA.

I don't care if you copy my posts, just not the personal ones because that would be weird and a bit stalky, but the point of this is, as I'm sure we'll hear shortly, people have incredibly low attention spans, and they need to see things a number of times. Repetition, repetition, eight times to be seen once. So by us all taking the same action at the same times, we get better traction, and it's too important a message.

What are we seeing in the news at the moment? We've obviously seen things from the royal family. This is a big issue.

It's a global issue, really. But I'd like to run through for those who haven't seen it, but I'm sure you'll all be downloading it because it's on page number 37 of your brochures. April is promotions month because we want to share the story.

The fundraising, I think, is actually going to be really, really, really simple because you just have to say that horrible C word, cancer, and people will support because they felt the pain. You've all felt the pain as well. But we need to promote the causes.

We need to promote the challenges. We definitely need to promote the charities. We're going to help people who are helping people with cancer.

Is that cool? Everyone on board? OK, my dead granny farts louder than that.

Is everyone on board or not? I think so. Week one, this week, it started today with the countdown.

Now, some people don't get this in the right order, but today is seven days to go, OK? We then go into the cause, which is obviously cardio versus cancer. And I'll talk you through that.

Then we're going to release the charities. The reason we do this phased is because if we do it all at the same time, people get to see it, OK? If you just do it on your own, people won't necessarily see it.

Make sense? And then finally, releasing what you guys do so well, which is the walking, the hiking, the cycling, the swimming, et cetera. Starts today, that is an example of a countdown.

7, 6, 5, 4, 3, 2, 1. Not in any other order. I just need to make it very clear, OK?

7 is today, 6 is tomorrow, 5 is Sunday. Cool? Up and down for yes?

Beautiful. Next week, starting on Friday, the 12th of April, we share the cause. And we've had these assets created.

Again, there's a QR code in the workbook. We've shared it on your WhatsApp groups, probably beaten people to death with it, and we will continue to do that until you actually execute it. But these are the assets that have been created, which give the statistics of the cause, what cancer is doing to people now in this country, in every country.

And they're just heartbreaking, really. But we share that all at the same time to get the most impact from it. Week three.

Now, we've had these reels created so you don't have to do it. And it shares the message of each of the different charities with very top-level information on what they do, who they are, their website, and so on and so forth. All you need to do on the week beginning 19th of April, the Friday, is share one of those a day.

Or copy my post and do it as well, okay? Real nice and simple. Or your VA can do it.

So it's got a bit of emotion in there and also sharing the journey of what they're up to. From week four is challenges, whether you're walking, whether you're running, whether you're hiking, whether you're cycling, whether you're swimming. This is where you need to take a bit of ownership and post what you're up to, okay?

What your challenge is, why you're doing it, how you're doing it. And it's also at this point that if you have to share your journey and your fundraising link, absolutely do that with your very nearest and dearest, okay? Why do we leave it so long?

Okay, unless you're only doing something at the very beginning of May, we'll leave it that long because we wanna share the story. And also, you might have seen some people are doing something in three months' time and they're banging out their link and they ain't got anything else to say. Yeah, so we hold it back.

Grand finale event. This is the first Blacktie event that Property Entrepreneur have ever done and it's a great opportunity, A, to come and enjoy yourselves, celebrate the charities, but also if you wanna show other people what's going on and great leverage for the blueprint events, why not invite a guest? We've literally got a handful of spaces left for this.

It's 120 capacity, 90% are done. More like 95, okay? So if you're keen to come and wanna bring someone along, get that booked in now.

Again, QR codes are in the workbook. You can also, should you wish to, promote your business at this event. We've got a limited amount of places for the silent auction.

Great example here, raised about 15 grand last year, I think. Susie's Commercial Property Academy, she sponsored a place on this, donated a space to a commercial property academy, got a load of advertising. No more than I'm doing right here, right now.

And I'd love you to come on board on that. Minimum prize value has to be 500 pound, guys. Okay, you know, doing someone's dishes for half an hour, that doesn't cut it.

But we're specifically looking for things like Airbnbs. If you've got holiday cottages, you can give someone a two or three day stay at that. Great mentorship, whatever it does to promote your business.

These QR codes are in your workbook. I think I've said that before, haven't I? Page 37.

We will one more time post them out in the WhatsApp groups, but I'm conscious that they get very noisy. So if you're able to do that, forward that onto your PA, VA, or activate it yourself. Any questions, please get in contact with myself or Rosanna.

There's my WhatsApp number if you haven't already got me on socials, but I hope you are following. May is fundraising month. And again, in the promo and fundraising plan, we even give you the strips, the specific strips to send to people, whether on socials, whether direct messages.

Ton of work has gone into it, so it's literally paint by numbers. You are gonna have to invent your own content for that because putting a picture of me sweating on a treadmill, that ain't gonna cut any mustard. Okay?

May is show me the money month. Show me the money. Show me the money.

Show me the money! As in Jerry Maguire. But that's May, this is April.

So let's just share the story. Ladies and gents, pleasure is always to be here. Please help us help charities who are helping people with cancer.

[Adam Goff] (27:53 - 28:02)

Any questions for Dan at this point? Anybody have any questions? All right, give him a big hand.

Oh, we've got a question. Thank you so much. Suzanne, Suzanne.

There's one from Suzanne. Speaking about it.

[Speaker 3] (28:10 - 28:51)

For yourself, for, I think it's Cain Grant on the program, and anyone who's doing the 11th of May Snowden, you might wanna get started. Great question. You might wanna get started a little bit earlier.

In the fundraising promo plan, we've included that little drip feed from week three and four. So the 19th of April, 26th of April. If you need to supersize that because you're a little bit earlier in the program, 100%, yeah, absolutely.

There's even an email signature in there. So you can put that up on one of your emails and people will donate. I have 40 quid off a Sparky I've used once.

You never know who's gonna sponsor you. But generally, we're holding back till May. If you need to get started, 100% do.

Thanks so much, ladies and gents.

[Speaker 19] (28:51 - 28:52)

Give him a big hand. Give him a big hand.

[Adam Goff] (28:55 - 31:57)

Thanks, man. All good. So, I mean, you can't ask for more, I think.

Like literally putting it on a plate. Never been this world class. This is the best it's ever been in terms of all the assets they're gonna give you.

If anyone is wanting to do something for a good cause or just wanting to raise their profile, right? It's like profile raising because you're getting good quality assets out on your social media for a good cause. It's like, this is what it's at.

So it's easy to execute. They've made it so easy. And in terms of the grand finale, suggestion, we talked about high performance management over the last couple of months and investing in your culture.

Why not bring your team along? Why not bring some key stakeholders, an employee? Why not bring them along to the grand finale?

Like it's put there on a plate for you. Like it's organized. All you've got to do is buy a ticket and show up.

And it's a tax deductible expense. Two birds, three birds with one stone. Like absolutely.

That's what we were going to do actually. Unfortunately, Bianca is away that day. It's absolutely no brainer.

Like obviously, we're going to be there anyway. But it's like make it your summer party. Like it's for a good cause.

It's going to be a fun night. And they get to see what property entrepreneurs are all about, like Dan said. Or bring someone you're trying to talk into joining the blueprint.

So final session today. Are we ready for the final session? Yes.

Are we ready for the final session? Fantastic. OK, because this is the blueprint you need to have your business be taken seriously.

Most people think that all they need is a logo to market. OK, we know that is absolutely not true. The reality is that perception is reality.

So if you just have a logo and it's all pretty basic, people are going to be able to sense that your business is just getting off the ground or it's a little bit basic. If, however, you have a brochure, now all of a sudden you're a step above. You're a touch of class.

It's world class. And I would go so far as to say that if you don't have a brochure, frankly, you don't have a business. Brochure is what makes it real.

It's printed. They can take it away with them. It's like well-designed and it's an asset that every business needs in order to sell anything.

We don't launch anything without a brochure, whether it's the mastermind, the AGM business plan in a day or the financial fortress program. You have all seen our brochures and they are world class and they work. It's inviting.

It's interesting. It tells you all the information you need. It's takeaway.

It's world class. And this is where we all need to get to in our businesses so that we can have a successful summer season, be oversubscribed and hit the revenue targets that we need to do. So without further ado, I'm going to welcome on stage, just one second.

I'm going to welcome stage Chris Moss. But before I do, I also want you to give an extra special, loud, congratulatory round of applause, because as most of you will probably know, because of course he's put it on social, Chris recently became a dad to Archie. So let's give Chris a double round of applause.

[Speaker 5] (31:57 - 31:59)

Chris, let me come. Let's go.

[Chris Moss] (32:09 - 34:59)

Hey everyone. Thank you so much for all the love, kind words and everything to do with the new addition to the Moss household. Really, really appreciate it.

So thank you. It's very magical, very magical. Anyway, we've got a big session, so hopefully we're all caffeineed up and we're ready to go.

It's a big one for us to focus and there's a lot to be done. So let's push on. As Adam said, and this is a quote Dan shared with me, if you don't have a brochure, you don't have a business.

And what Dan meant by this is that a brochure gives you leverage. So it means we've not got to have hundreds of sales conversations and we can actually create leverage in our business, which means, as we all know, that we actually have a business and we haven't just created a job for ourselves. We need as much leverage as we can get.

If we have a branded brochure, it means not only can we easily stand out above our competition, as Adam said, but we have this tangible document that makes it very clear to everyone of exactly what it is that we have to offer. The key thing with this is that it builds credibility better than anything else that we can do in our businesses. It also means that we're not the bottleneck that's stopping sales conversations.

We're not that piece in the puzzle that we're relied on because we've got a brochure that we can hand out to people. And it ultimately disconnects the time that you have from the sales that you can potentially make. Great example of this is the Financial Fortress Blueprint and just an example of the use of a brochure very effectively.

So last year, Dan sold on the Financial Fortress Blueprint five, ten places at £5,000. And this was before the blueprint was fully built out. Obviously, the blueprint's always been there because Dan's executed on it for years, but it hadn't been fully built out.

But that brochure allowed him to market it and get leverage without having to have any sales conversations or sort of one-on-one calls or anything. And so this is what we're going to go through today is how do we create a world-class brochure? So first, we're going to go through what is, what is it?

So we're all clear. Why we all need one. And then finally, which is going to be the majority of this session is actually building a world-class brochure out in the session so we can do all of the heavy lifting on it and we can leave with something that's going to be close to finish that we can then finish off in the homework.

So what is a world-class brochure? Who can give me some insight into what it is? Any guesses?

[Speaker 7] (35:15 - 35:28)

It's like having a CV for your business that can be distributed multiple times. So to save you having 100 different conversations with people, you can do it in a much more time effective way.

[Chris Moss] (35:29 - 40:30)

Yeah, yeah, that's a good, yeah, good summary. It's a physical or digital asset that we can give to people, like Matt said, whether it be investors, clients, landlords, whoever it is that you serve, you can give them this physical or digital brochure. Generally, it's between 8 and 16 pages.

Don't do 9 or any other numbers because it won't won't print. So yeah, it's between 8 and 16 pages and there's some very clear things that we would include in a world-class brochure. I'm going to run through these and then we're also going to go through them in more depth.

But the first thing is it has a headline. So a very clear headline as to what is actually on offer. The second is problems.

What are the problems that you've sort of identified that relates to your audience? What are the solutions for that? What is the exact offer that you have to offer them?

What are the three why questions? And I'm going to go into more depth with those. Why this?

Why now? Why us? It has a call to action so people know where they're going afterwards.

And then it has credibility building things in there, which includes about you, about the team, potentially, if you have one, and about the business and the history as well as testimonials from clients. If you didn't get all of them, we are going to run through them. Observe the masses and do the opposite.

So most people in our industries don't have these. And the reason for that is, is they don't take the time to get strategic, think about it and build these out because they do take time and they do take some effort to build. And for that reason, most people don't actually create them.

And that gives us a huge opportunity to stand out above our competition. Instead, what those people end up doing is they keep fighting for business, having hundreds, thousands of sales conversations in exactly the same way that they did previously, hoping for some different results. Whereas this allows us to get some leverage in that process.

As a thought process, if Dan hadn't built out that Financial Fortress brochure a year on today, where would that be as a service? So he would have last year spent a lot more time if he didn't have a brochure, having sales conversations, trying to share people what it was. And a year on, he'd be in exactly the same space he was this time last year.

He wouldn't have any more leverage in that process. But obviously, Dan got strategic, he did the heavy lifting, he built it out. And now the Financial Fortress blueprint, that training, that product runs without Dan's involvement from a sales perspective and a delivery perspective.

And that is the power of the leverage that this can create. So why is this essential? We have two options.

One is that we spend hours and potentially days having thousands of sales conversations, or we can have one brochure that we can send out thousands or tens of thousands of time in exactly the same, if not far less, less time. Your time can be the bottleneck in the business, or we can use the brochure to get us that leverage. And what it ultimately does is allow you to weed out people in the sales process before you have to have those sales conversations with them.

So it might be that you only work with investors and you'll lend money off them if they've got more than £100,000. But rather than having to have 10 conversations to find that one person, they can have the brochure and it weeds it out for you before that. It also gives you the, does the heavy lifting before you meet them.

Maybe you're meeting them for a coffee or whatever that process looks like for your business. It's doing the heavy lifting for you before you actually go to that meeting. They found out about you, who you are, your company, the offering that you have.

So you're not spending that whole conversation trying to convince them that you're credible, you know your stuff. It's already done all of that for you. Ultimately, it allows us to get more leverage, increase our conversion rates and make more money.

So we're going to go into the key part of this workshop now, and we're going to go through exactly each one of the things that we're going to include and we're going to build it out. So hopefully all of you have downloaded. So if we open up our laptops, hopefully you've all downloaded the workshop PDF for this that Bianca sent around.

If you haven't, it is in the vault. So if we, yeah, if we load that up now, and then what we're going to do is go through each one of these steps and actually build out the content for this.

[Speaker 17] (40:37 - 40:42)

It's in workshop seven, workshop seven, the resources and templates.

[Chris Moss] (41:17 - 1:09:36)

Yes, that's the one. It's titled oversubscribed questions PDF. If we can just sort of look up towards me once you've downloaded it, so I know.

Just while you're doing that, I'll explain how the workshops going to work. So we're going to go through two or three sections and then we're going to have time to build those out. And then we're going to go through two or three sections and we're going to repeat this process.

Just as a quick show of hands, is everyone downloaded it? No, not yet. Okay.

A little tip if the internet isn't sort of letting you download it is if you, what's it called? Hotspot from your phone. If you can't download it, open up a Word document and you'll be able to do it on a Word document or any other document would be ideal.

Would be ideal, Umesh. This is the time to slow down and do it. Okay, brilliant.

Just as a show of hands, if you haven't downloaded it, open up a Word document or somewhere that you can take notes and you'll be able to build this out in exactly the same way. So the first part of this is the, there's three elements to this first part that I'm going to go through. The headline, the problems and the solutions.

Before I do that though, just as a show of hands, who already has a brochure in their business that they're proud of to send out? Okay, brilliant. Okay, for anyone that's already got one, what I recommend is either use this time to refine it or use it to build out a brochure for a particular product.

So if you haven't got one for the whole, if you've got one, sorry, for the whole company, great. But now think about could you build one out for a particular service that you have or a particular product that you have within the business? Or yeah, you might see elements in here that you don't have, in which case obviously use this time to make sure you've got those in there.

So the first three parts that we're going to go through and I'm going to explain what these are, why we need them, and then we're going to have time to go and actually build these out. So the first is the headline and what the headline is, it's that front page that's really clear as to what it is that is on offer. What it is, something captivating, what's in it for me is the mindset that we want with our headline.

I'm going to show some examples of this as well, so it'll make it really clear. That's the first part is the headline on the front page. On your tables, you will all have the oversubscribed brochure that I'm going to use to go through, but you will also have a combination of Tej's brochure, which is again slightly different, but following a similar blueprint.

So recommend having a look at that. And then also you will find the Financial Fortress examples and the AGM examples as well. So as you're building this out, make sure you're having a look at those and using those for some inspiration if you're not 100% clear on what it is.

I'll also be here to ask questions. So that's the first part is that headline. The second part is the problems.

And this is where this document starts to get really strategic. So the problems are the things that are going to connect with your audience, that is going to get them to start understanding that you understand them. So what are the problems that they face in their businesses that relate to the problems that you solve?

And then the third part to that is the solutions to those problems. So now that you've highlighted to them really clear that you understand what their problems are, and in some cases it'll identify them for themselves, we're then going to show them what are the solutions to those problems. So here's some examples of the first part, headlines.

So Tejas, sell your business guaranteed and keep all your money. It's very, very clear what's in it for the person, why would you, it's very, very attractive, the sex appeal is high on it, but it's also very clear as to what is on offer. Same with the AGM, business planning a day, really clear.

If you do this, you turn up and you have a business planning in the day, which was an amazing day yesterday, as everyone I'm sure who's there agrees. And then finally is obviously property filters for one of their brochures, which was successful students make successful courses. Again, very clear for the audience that Guillaume was targeting with this, which was course providers, very, very clear as to what it is and the benefits.

So that's some examples. And then you'll also see in our brochure some examples of problems and solutions as well in some of the other examples. So for us, things like lack of leads is a big issue for a lot of our potential clients, and then the solutions or that sort of marry up with those.

So it might be lack of conversions, in which case things like a brochure, which is obviously the service we offer. So it makes it really clear, these are your problems, but these are the solutions. So we're going to have a window now to be able to write these out.

So just start to draft what you think your headline could be for your brochure and just start to draft that. And then with the problems, just again, key bullet points, what are the five problems that your potential target audience that this is for serves? As you do all of this, keep in mind, which is a key part to this, keep in mind who it is that you're talking to.

So who is that target persona that you're writing this document for? Who is that one person that you're talking to? If anyone's got any questions, raise your hand and I'll come round, but then for everyone else, if we use this time now to build out that and then we'll move on to the sections, the other sections.

If we just start to finish the point that we're on, hopefully what you've been able to do is outline the key bits that you can include in this and then build, part of the homework will be building this out, refining it and just making it word perfect. As we go through this, the best way to approach it, which I should have said before this, so apologies, is to just do the outline, do the framework to start with and then go back and perfect it. Don't worry about trying to perfect it straight away.

Five problems, sort of what are they? Just bullet points and then you can think about building it out. We'll either have time at the end to loop back to that or as part of the homework.

So the next part is the why this, why now, why us? So the three why questions, you'll see those on page four and they're very strategically sort of placed for three reasons. So why this is, why is the problem that you solve something people need to pay attention to?

So why is it an issue that they need to tune into? For some, they may have already really tuned into it, for others they may not. So it's really highlighting why is this an issue they need to solve?

The next thing is why now? So why do they need to solve that issue today or ideally yesterday? Why is that something that they need to solve straight away as opposed to thinking, oh great, it's a problem, but I'll deal with that in a year's time.

Why now? And then finally, why us? So they need to solve the problem, but why do they work with you and not go and find someone else to?

Why do they invest their money with you? They know they're losing money in the bank. They know that's a problem now and it's not something they want to do.

They don't want to wait another year and lose another X amount in sort of buying power. So that's the why now? And then the why us?

Why should they invest with you? Because you've got 10 years track record, it's successfully investing or whatever that looks like. So why this?

Why now? Why us? So here's the examples of the AGM.

And again, just have it, I'll leave this on the screen, but also have a look at the brochures as you build this out. But it's really clear. Why do we need a business plan?

Why us? Why me? So why property entrepreneur?

And then why now? Why not just do your business planning in a year's time? Is that.

So we're going to have time now to build this out in the same way as the first session. Just start with highlighting the key things that you would include in those sections. And then once you've done that, start to build it out.

And if anyone's got any questions, just raise your hand and I'll come up, just finish the sentence you're on. So part three. So the next part that we're moving on to is our services and call to action.

So our services, what we want to do is make it really clear what it is that we have on offer. What is that really concise, really clear. This isn't where we want to sort of write essays, it really is more bullet points than it is sort of huge paragraphs.

It's really clear what is it that we have on offer. And then the second part is call to action. So what's the next steps that you want someone to, where do you want them to go?

So as examples of services, so build a brand services, we've got three, build your blueprint, sorry, branding blueprint, branded brochures and stationary stack. They're very clear, very concise as to what it is that we have on offer. And that's what we want to build out in our service section.

The second thing is the call to actions. So here's some examples of call to actions. These will vary depending on who it is you're targeting, what the aim of it is, where you're trying to send them.

So it might be to speak with you directly if it's at an event, it might be download something, it might be book a call in, it might be an investor day, it could be to purchase, it just depends at what point in your sales process this is being used. But what is the call to action? And these are going to be throughout the whole brochure for us to be able to direct people to the next steps.

Tej, you got a question? Okay, cool. So that's what we're going to build out now is that our services really clearly and then the call to action.

If anyone's got any questions, again, just raise your hand and I'll come and help. With the products is if you can productise them. So like we have here, we have a stationary stack.

It's not just get some nicely designed stationary email signatures, letterheads, etc. It's the stationary stack. Same with the financial fortress.

It's not just build a wealth plan, it's the financial fortress. So that's just a little top tip with the offering. If you can productise it, then it, yeah, I won't go into the reasons why, but if you can productise it, that's a good option.

There's a whole load to do with that.

[Speaker 20] (1:10:27 - 1:10:27)

Respect.

[Chris Moss] (1:15:07 - 1:17:16)

Finish where we're at on that. So the next section is, and this is the final section of the brochure, and then I'm going to talk about how we can convert this into different assets. So the next section is about us, about our team or about our business and testimonials.

And this whole section and the reason all of this is included, or as much as sort of makes sense for is so that we can build credibility. And it's really clear that all these three things build credibility for you. So that real key sections about us is obviously about the business, any history you've got.

Tej has got a great example in his on the about us section that's worth having a look at. It sort of showcases it really nicely. The second is the about you section as the leader, as the entrepreneur behind it, recommend having a look at ours is a good example of that.

Equally, if you have a team, a senior team, impressive people on your team, in Guillaume's case, some incredible developers, then you may want to include those in that section so it's not just you. And then finally is testimonials. And the key with the testimonials ideally is showing similar people to them that have got the results that they want.

So here's some of the examples I just mentioned. Another top tip with the testimonials is if you can try and make them visual, so it's not just the text, but actually there's a graphic or an image to it. So it might be if it's a house refurb as an example, and you've done that for someone, it might be that you've got a picture of the refurb on your testimonials and it's not just the text because everyone wants to, most people, it depends on your dynamic but genius profile, but you want to, most people they can't see it until they literally see it.

Dan, do you have a question? Oh, got a microphone. Sorry.

[Speaker 3] (1:17:23 - 1:17:35)

Yeah, it's just a quick query on the testimonials. If we're launching a new campaign for something we've not either been in or we've not been in a lot, would you recommend using other testimonials from maybe suppliers you've worked with or people that give you credibility?

[Chris Moss] (1:17:36 - 1:24:05)

Yeah, great question. So one of two answers I'd say for that is, yeah, if you've got other testimonials you can leverage that still builds credibility for you and the company, but maybe not for the exact product that you've now got, then that's going to sort of do 95% of the job in most cases. On the flip side, if you've got totally nothing is potentially doing some work for someone for free or whatever the service is purely in exchange for some testimonials and you could go into that relationship with them sort of telling them that's what they're looking for.

You can kind of use it as well to potentially get some hype and engagement as well in a campaign to sort of say, look, we're launching this new product, this new service and we want to take five people through it or we want to take whatever that looks like for your business. Does that help? Perfect, thank you.

So if we take some time now and just sort of bullet point who are those people that we'll get testimonials from and then what are the key things if you haven't already got them and then what are those key things that you might touch on in the about us section and the about you section and just bullet point these, you can build out the full copy after just the key headlines for those three sections. I'll just round that part off.

A few other bits just to note down, we're not going to go through these now but to potentially include throughout the brochure on certain pages and you'll see it throughout all the examples you'll have on the tables is accreditations. So anything that's going to build credibility, it might be industry bodies that you're part of, awards you've won, absolutely anything that's going to build credibility. So accreditations throughout and then the second bit is pull-out quotes.

So you'll see big pull-out quotes and this is more from a design perspective than it is sort of, well it is the copy as well but you'll see throughout ours, this is Guillaume, is you'll see big pull-out quotes. This pull-out quote here is a testimonial. It says it's the best money I've spent on any marketing stuff etc etc and I mean I'm a picky French man, I don't get impressed with much.

[Speaker 5] (1:24:16 - 1:24:18)

It's just picky, it's just picky.

[Adam Goff] (1:24:22 - 1:24:28)

Read Dale Carnegie, win friends and influence people. Yeah. The sweetest word in any language.

This is true.

[Chris Moss] (1:24:33 - 1:26:56)

We'll be removing Guillaume. Oh yes, so pull-out quotes, testimonials from picky French men and then also any pull-out quotes that just really hammer home your message as well. So one of ours is there are people with far less experience than you gaining more attention and they're winning the business you want easily because of it.

So like just real big pull-out quotes that hammers home your message. So the next part is how do we now take this and leverage it? So the homework is to finish finish this off and I'm going to go through that towards the end but once you've got the brochure there's a number of things that we can do with it to actually leverage it and turn it into other assets that we need.

One of those is the one-page website. I think we're all familiar with the one-page website and what it is but in short it's a simple website that is a single page that is far less complicated than if you go and try and build out a full website that will take you months, certainly weeks if not months, worst case years. It's a one-page website that can be created in days, worst case weeks.

So its aim is to take leads, take people and convert them into whatever that next step is and it's basically a web-friendly version of your brochure. So once you've got this and it's built out what you can then do is take this, there's some links on the document that you should all have and it's the Financial Fortress landing page that you'll see, one-page website that you'll see and then you'll also see the one that goes with our brochure as well, oversubscribe4.com which links to which is the one for this and if you give those examples to a web designer, give them your finished brochure and basically ask them to convert it into a one-page website, they will then be able to take that and do it very quickly, very easily. We turned as within four days they'd taken this because it's got all the copy, it's got your images, it's got everything in, I showed them and outlined the structure I want and then they had everything to go and do it.

So that's once you've got this how we can build it out. Matt? Just get a microphone, sorry one second.

[Speaker 7] (1:27:00 - 1:27:29)

Yeah I'm just going through the process of building one of my websites at the moment and am I right in saying that these one pages are replacing this traditional website design because say for example this page would seem quite long, if I was thinking of it I would have like a home about us and all those different options. Is there like some data to say that these uses of platform are a bit more strategic than using the traditional style method?

[Chris Moss] (1:27:29 - 1:28:56)

Yeah so it depends what your purpose of the website is for. So if it's to convert people then a one-page website, a landing page, people can't get distracted, they can't go somewhere else, they can't do anything, it's really clear here's the landing page and it's more likely to convert them. That being said if you were trying to rank on Google for certain things then you'd need a full website built out to do that.

So it depends on the purpose of it and where you're driving leads in, where that traffic is coming from for it. So for us we're not trying to use SEO to drive leads onto that landing page. It could be a strategy but we'd have to build a very different site to do that and that's the more traditional site that you would think of.

However for us it's our funnel means that we can drive people directly to it. So if you were to use things like paid ads or events or anything really where it's you've already got something and then you're driving them to it. So what you could have is a main website.

That's what a lot of people have is they have their main website but then every time they have a product or a service or somewhere they want to convert into leads of some description they'll then have a one-page website. But for all of us in here in terms of us getting this live ready for summer so we've got the marketing material we need, a one-page website will be more than sufficient because you're not going to rank on Google in that sort of space of time anyway. Does that help?

Thank you. Just quickly get the microphone.

[Speaker 8] (1:29:05 - 1:29:45)

What I did with that question because Chris you and I had a conversation a while ago that a one-page website for a business like mine wouldn't give it enough credibility. So I took the first few pages of the brochure and made it the first page of the EOT and then off there there's loads of links to extra stuff that's not in the brochure. But there is a one page like landing page whatever you want to call it which is where they go if they scan the QR code for the score app because that's within the score app.

So that will get the leads through there but to make it a bit chunkier a bit more credibility I've put the stuff that's on there put it on my main website so that it mirrors it but then there's lots of other pages off it.

[Chris Moss] (1:29:46 - 1:30:01)

Yeah makes sense. So depending on where you're at and what you've already got then you can either convert it into a one-page website build it into what you've got but if you want to get something live quickly for summer then that is the best way to do it. Anita?

[Speaker 6] (1:30:03 - 1:30:31)

I just wanted to add you could also like you said you could do it as a a paper clicker ad but I don't know what the software is called but you could add some tracking to it so then you could see what the drop rate it is. So I did something recently the drop rate was really high so I redid it and actually the drop rate's reduced massively so then actually if the content or the copy you've drafted is not performing very well you can just do it all over again.

[Chris Moss] (1:30:31 - 1:31:27)

Yeah absolutely so there's two things from that that we can all do a little bit more advanced but you can put tracking on it so you can see who fills it out how many people land on that page how many of them turn into customers and one of our clients Domino's they can see how many people land how many conversion and then what is the revenue they generate from them and then they can understand a return on investment for that ad spend and that's obviously a great place to be.

The other thing is there's a platform called Hotjar and again it's a tracking thing and it monitors your landing page for you so you might see everyone gets down to the about us section and then leaves in which case your about us section probably isn't strong enough and then you can optimize it and it physically records the screen of the people any sensitive information is sort of blurred out so you can't see it but you can actually see your users go through it and they have like up to a hundred things free I think and then it's paid after.

[Speaker 6] (1:31:27 - 1:31:43)

Sorry can I ask you a question following on from that so if you were to put your brochure on your website and you to make it downloadable and before it's downloaded you know they've got to fill out their details can you add tracking to Hotjar to that to the downloadable version no presume not.

[Chris Moss] (1:31:44 - 1:32:02)

No not if it's on a pdf you could track who downloaded obviously you've got their data but not that I know of there might be another platform that allows you to yeah I'm not sure if you would put it on like an e-reader or something like that then that would track but yeah all right thanks thank you. Okay brilliant oh sorry one more question.

[Speaker 16] (1:32:03 - 1:32:13)

Have you any experience on taking the brochure and putting it in like an electronic flip book whether that's whether people click through to that or just ignore it?

[Chris Moss] (1:32:14 - 1:35:44)

Yeah so I don't I think it's slightly previously I would have said yes but I think now no not really I think I think people just download it as a pdf on their phone you can swipe through it it's a lot nicer than the e-readers. Okay brilliant the final thing really quick on this is what some of you might have sort of connected the dots on this the other way once you've got this you can do is actually convert it into a potential sales campaign and re-change the sizing of stuff so for example lack of clarity or lack of revenue lack of leads there's a potential social post in there the content's already there it's all there and I could get this all resized all the different sections of it resized so I start to put out what are the prop what are the challenges and I put that on my social and there's a post each one and then what are the solutions and it slowly builds up why this what are us what are we offering testimonials it would have to be built out more but actually you've done quite a bit of the heavy lifting potentially with that campaign so if we don't have a brochure we don't have a business and I've got one final question to ask everyone and I want you to write the answer down to this and I'm going to ask for a show of hands if you had a world-class brochure how much money do you think it would make you in the next 12 or 24 months through investors that it would help you land or time it would save you on sales conversations or conversion rates what do you think it is worth to your business in the next 12 to 24 months you just quickly have a think and jot down that answer or even time that it wastes you on not having those calls because they self vet themselves out so it's that word okay cool just by a show of hands who thinks in the next 12 to 24 months it would make them more than five thousand pounds okay pretty much everyone ten thousand keep your hands up ten thousand twenty thousand fifty thousand hundred thousand yeah fair it doesn't cost a fraction of that in your time effort or money to find someone to do this for you so by everyone who put their hand up for five thousand or more you're actively choosing to lose money by not doing your homework on this just so it's really clear next steps if you want to get this done so what I would recommend is taking the blueprint giving it to a create the copy fill out the sheet explain the blueprint to a designer and don't do this yourself find someone who is truly a world-class designer and pay them to build this out for you equally if you want to do what Guillaume did Tej did and Adam does then find and contact oversubscribed and we'll be able to support you on that it's something our designers do day in day out and they'll hold your sort of hand throughout that process answer any questions and then support on things like imagery and that side of things as well so if anyone wants that the qr code is in the brochure as you'd expect or equally just ask me we can schedule a call and we can just make sure it's

[Speaker 5] (1:35:44 - 1:36:02)

the right fit and I can give any guidance on it as well thank you thank you again saved yourself

[Chris Moss] (1:36:10 - 1:36:13)

thank you I hope that's been a valuable session

[Adam Goff] (1:36:21 - 1:36:27)

save yourself that was good that was good wasn't he now he turned that around that voodoo

[Speaker 5] (1:36:28 - 1:36:34)

he did the voodoo on you I'm really used to pronounce it but the spelling is lost

[Adam Goff] (1:36:34 - 1:52:40)

I know it's I need to check the spelling in my phone now a bit worried okay so um yeah I mean I would just reiterate it's you know it's so easy to just think we don't need it it's like really can talk yourself out of doing this it's really easy to just say nah it's just not relevant you don't need it right now I haven't got time like honestly every excuse in the in the book you can use but every time I've done it I've never regretted it I'm like you know what I'm really glad I pushed I spent the extra time stressed out of the weekend you know that thing just to get it done and then once you've got it it's like it is a real tangible thing so I thoroughly would recommend if you want to level up to get it done it's world class or nothing to be honest right um we're going to just round off the day I'm going to take you through the action steps because we have really built out the homework for you this month but before we do the results are in so the game of four quarters leaderboard and we know there's good points mean prizes not going to say too much at the end of the year this will be recognized so let's have a look shall we how are we doing who's top of the leaderboard umesh congratulations craig casey richie for all his gob still up there what i'm richie and chris the top five tracy as well number six hugh how's life it's a breeze good stuff yeah congratulations martin anthony matt and rachel at the top of the leaderboard well done everybody for doing that so it's all to play for and we will keep you updated every single month remember it's all a game so um place a win love that very good okay excellent so homework right now we have spent a lot of time really improving this homework page so we had some thank you we had some feedback on it and to be honest it was very valid and this now is explicitly clear it's descriptive it's broken up into manageable chunks if you haven't set your game changes yet you could take parts of this and insert them into your game changes there's deadlines for every section so you can add it into your top 10 for each week it really is spelled out i really do think this now is is world class so number one is the my house deadline is the blueprint that i took you through earlier so the key thing is to follow the steps obviously you've already downloaded it you've already started drafting it so week one is looking pretty good then you're going to consolidate into as few as possible okay so you don't want to have tons of these you want to just get a few perfect like very well written ones out of the door and then go through with the team refine and test the brochure that chris has just taken you through obviously you can if you need to get this done then you're going to have to start talking to a design team because there's no point you ringing up the design team at week four and saying so can you print like can you do me a brochure today so if you really want to get this done next week you need to start scheduling it out and thinking you know what in three weeks like hold yourself accountable i'm going to come to you with this full brief are you going to have the capacity to turn around for me the next week yes or no and then you've got your steps there game changes if you haven't done it it's overdue for last month and it will be due for next month the get up and give back promotion plan dan uh shared in detail sunday sanity as always finishing off your winter hit list this month we need to put it to bed get it done we need to publish our business plan so everyone who sat down who said they have done their business plan that's fine and obviously everyone that was on the agm i know you sent it to print but i want to see either a picture of you with your published business plan or i want you to bring it to the next workshop for that accountability okay so everybody needs to post in the app or bring it to the next workshop this should be done hold your agm with your team have a little new year's eve party make it a nice social and celebrate the start of the new business year in terms of catching up on the blueprint well what have we got for you over the month so in terms of midweek mentoring jillian anderson is going to be hosting our genius you wealth dynamics segment so obviously we know jill is very very senior trainer of the trainers trainers uh with with um with roger and has got a new update to do with ai okay so this is an updated content so you won't have heard this before so i'd really recommend on the 10th of april that you join jill for the midweek mentoring on the 17th of april josh is going to be joining us so you'll be able to ask him questions book in a slot with josh who would like to reserve a slot with josh now who wants to book in a 15-minute session with josh now yeah akash fantastic because i know akash's got something to talk about and i just want to take a slot i'll take a slot now josh is that popular wow john matt chris there we go it's full fantastic well done good for you okay what does josh charge for a session quite a lot of money use it yeah use these slots there there well done bianca can you make notes of those four people well done team what is so it's the funnel action list good point so thanks umesh so what we've done is we've also taken some feedback about homework i've already said that but more feedback so what we've done with the funnel section is we've left you an action list on page 37 rather than make it homework because we appreciate not everyone is going to build their funnel okay so we're not making it compulsory homework whenever you come around to building your funnel it might be that some people are going to wait till next winter they've then got an action list that they can action at the appropriate time whereas my house publishing a business plan it's very unlikely that you're not going to need that having a brochure if you're something like we think all these things are probably mandatory for the vast majority obviously it's not one size fits all so we've taken it out of the homework to make the homework more punchy more clear more concise and then you've got the action is for the funnels for whenever it is that you come around to building your funnel do you think that's helpful yeah it's kind of like trying to just make it simpler clearer so obviously we've got josh on the 17th of april what on those people for getting that slot and then world class assistant so this is without a doubt the biggest game changer that we encourage people to do in the first year you've got my session on the vault which you can catch up on about world class pa but rachel davis is going to be hosting the midweek mentoring on world class assistant because she has successfully scaled her business using two assistants and she's going to be talking through her experience of hiring them training them and how that's frankly changed her life and allowed her to scale her business so you're going to get it first hand from rachel which i thoroughly recommend bless you josh we've already covered like i said in the vault if you're recruiting then this is a chance to brush up on your blueprint skills whether you want to re-understand the wealth dynamics love live lead and learn like a how to actually write a world class recruitment ad the same recruitment ad process that i used to recruit sophie recently to recruit my assistant and if you are hiring an assistant i would encourage you to listen to the world class pa asset because it's going to explain the difference between an ea a va a pa ba yeah all the a's some people are still listening okay so it's going to just give you the clarity over what you need there's also blueprints in there for your ea job adverts so it's literally done for you so rather than like struggle and get lost for hours just listen to the blueprint get clear take our template get your job advert live happy days book club so what have we got for you this month right wealth we've got our 10 layers of wealth podcast this is like fundamental the journey to being financially independent we've got wim hof for health this um wim hof versus this big pharma company has anyone watched this on youtube or listened to it no i'm sure it's gonna be very interesting wim hof doesn't doesn't disappoint and in terms of life by design if you haven't already caught my episode with josh interviewing him on successfully completing his financial fortress it's i was a thoroughly enjoyable uh conversation a bit behind the scenes we sat down after a day's training last month and we recorded this in my room in the belfry i lit some candles when we sat on the bed and we had a lovely we had a lovely conversation and honestly i'm not even joking it was one of the best podcasts or interviews i've ever recorded in my life it was really really good so and we were a bit tired after a day's training like let's get it done so we sat in the room i said candles and tea chamomile tea and all that sort of stuff so we got to the end so the laptop sat there we got the big mic it's all you know we're all happy like the you know it's recording away gets to the end of the gets to the end of the um of the podcast i'm like i sort of looked at him i was like yeah you know when to turn it off only i'd never press record and he just looked at me and went is it recording and i was like it is now it's just like no so this should be really good because we literally did a dress rehearsal so yeah so uh when you listen to the first couple of minutes if i'm speaking a bit fast it's because i'm really pissed off so just a little bit of inside knowledge but we've got like an offer it was really good so yeah we still did that it was really good and to be fair josh's journey is quite remarkable quite remarkable he is only 33 i know he looks 43 but he's only 33 and he has achieved a tremendous amount so i'm super proud of that guy and uh he's a close friend and you know we had some fun recording that one so um an extra book uh is the scorecard app i remember dan came in he did his little pitch about scorecard scorecard app this thing has taken off man have people been following him on social he's he's he's he's exploded he's he's he's his followings exploded he's over 130 000 followers on instagram now he's gone worldwide with den he's got like four million people a month using scorecard app or something crazy it has really exploded so this is just a reminder that really as part of our funnel and our as dan was talking about our one of our tool scorecards i'll repeat it but this is just a reminder that you know it's spelled out in this book um on scorecard marketing and just a final reminder i was really impressed and grateful for everyone who's already joined the PE promoter group this is a just a reminder that this really is like genuinely a win-win-win for everyone so have a think about it if you haven't already signed up scan the qr code over the weekend and it won't be too late at the start of the week because we will be setting you up with everything you need assets instructions questions to give you the opportunity to earn thousands of pounds frankly and help out your network no hard sells just win-wins so thank you very much for that in advance final thing for the day is to get your friends out for the last time put some music on and give us some feedback about the day about the month about how you found the event about how you found the content are they getting two texts today or one text two and one off you go thank you ladies and gents we appreciate all feedback is good feedback okay you're not gonna their announcement as well so yeah sit tight once you've filled in the the feedback form please thank you put your phone down so we can just do the last announcement everyone can do some networking or get on their way thank you okay thanks very much so i have got one more announcement so we're talking about dan priestly i'll just pick him up and i have got a special announcement about dan and about pe parents so on the 9th of may 9th of may we are so there's no pe parents this month because it's the easter break on the 9th of may we've managed to secure dan priestly for a live webinar on our pe parents initiative so he'll be live he'll be talking about his book how to raise entrepreneurial kids there'll be an opportunity for q a it'll be hosted by claire reed so i'd recommend that any parents in the room fantastic most of you well done congratulations um yeah put that in your diary 9th of may okay he is he is a big hitter and we've managed to secure him so show support for claire show support for the pe parents initiative if you think it's worthwhile come and listen to a thought a thought leader on the topic and you know ask him a question like hear it from the horse's mouth so there you go so 9th of may get it in your in your diaries midday thank you midday have we had a good day yes okay ladies and gents thank you good luck this month let's have a big round of applause i'll see you all next month

[Speaker 13] (1:53:44 - 1:54:24)

make me feel good good yeah make me feel good make me feel nice give me your loving all through the night make me feel