**PEA Session 3\_Transcription**

[Shiv Haria] (0:00 - 0:05)

Two and a half minutes to show time. It's two and a half minutes to show time.

[Speaker 7] (0:06 - 0:25)

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.

Mama, I'm about to let my heart speak. Friends keep telling me to leave this.

[Shiv Haria] (0:26 - 0:31)

This is your two-minute warning. Property entrepreneurs, get your teas and coffees and make your way to your seats.

[Speaker 7] (0:32 - 0:45)

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 11] (0:46 - 1:01)

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 7] (1:01 - 1:16)

Back and forth, back and forth with the bullshit. I know I said it before, I don't mean it. It's been a while since I had your attention.

So it might hurt you a bit.

[Shiv Haria] (1:18 - 1:32)

Ladies and gentlemen, please finish up your conversations, grab your teas and coffees, quick loo break and have your seats. We've got one minute to show time. It's one minute to show time.

[Speaker 17] (1:34 - 1:44)

Dreams we had don't ever fall away. We can't leave them if you stay the same. And I can't do this for another day.

[Shiv Haria] (1:44 - 1:50)

This is your final warning. 45 seconds till we are live on stage.

[Speaker 7] (1:50 - 2:05)

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 11] (2:06 - 2:21)

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] (2:28 - 2:44)

Ladies and gentlemen, property entrepreneurs, please clap your hands, give a huge round of applause and welcome to the stage, Mr Shiv Haria.

[Shiv Haria] (2:49 - 4:05)

Well, hello, hello, hello. Fantastic. Some people still, one or two people still outside.

Guys, remember, we're going to start as quickly as possible after lunch, so make yourselves here and get seated as quickly as you can. Okay, first things first, before we go, who tried the Tiffins? Honestly, I'm telling you, they are absolutely...

Kevin ate them all. They are the best dessert in this place, unless you have the banana bread, but they're the best dessert. So if they're ever here, make sure you grab a bunch of them and don't wait around like John does.

What a great buffet. Can we get a round of applause for Belfry Buffet? This is proof, guys, that we are allowed to enjoy the ride as we build our businesses.

Okay, let's check in with the golden tickets. Josh, we got the stats for golden ticket back there? Remember, the whole point of this is, guys, you guys are in this room, you've got the value for at least one year, if not multiple years, and you know that other people can get the value.

All you need to do is get the word out to them so they can get themselves in the room, and once they're in the room, we'll blow their socks off. How are we doing, Josh?

[Josh Keegan] (4:05 - 4:26)

Yeah, we're doing okay, I think, to be honest. Not as good as the programme we're doing, unfortunately. And you should all be disappointed in yourselves on that front.

So we have a big thank you to Richard Evans, who's managed to secure us a referral, which is great. Sen Wharton, well done. Julian De Silva, and Kate Hutchpiece.

We've got four beautiful referrals. So thank you very much. Round of applause.

[Shiv Haria] (4:26 - 4:28)

Thank you. Superstars.

[Josh Keegan] (4:30 - 4:50)

So do what you can, guys. If you can send her a little reminder message or just a follow-up of any of your messages, that would be amazing. I do appreciate, you know, this is you helping us out, so it is greatly appreciated.

And if we can get to 25 by midnight tonight- Josh will give you a kiss. Yeah, and Adam will put £250 in to get our ticket back, which is great. So thank you very much.

Fantastic.

[Shiv Haria] (4:50 - 5:02)

Thank you very much. Okay, perfect. Before we get into things, let's get a quick update on GUGB 2025.

Can you give us a round of applause, invite up to stage Mr GUGB, Dan Norman.

[Speaker 3] (5:07 - 8:03)

Thanks so much. Ah, there we go. So in case you weren't here last month, in case you hadn't seen the videos, this year's campaign is literally to save a life.

And I thought to myself, what can I do better than get out of that after-lunch lull, then provide you with some facts and figures. So interestingly, there's 30,000 out-of-hospital cardiac arrests each year in the UK, and they have a survival rate of about 10%. Anyone here like me under 60?

Yeah, good, good, good. So it's something that we don't talk about enough, I don't think, but accidents are the leading cause of death overall in under 60s, because a lot of other diseases are for people over 60. And that's quite shocking when you think about it.

So yeah, if you're waiting for an ambulance to come for an awful long time, there were 6,000 deaths in the UK last year from injury and accidents. We're not talking about car accidents, in the home. Not slips and falls, but in the home.

Not in the construction industry, but in the home. So who wants to be waiting for ages for an ambulance to turn up, rather than having the person who could have saved their life next to them, help them. Because in 59% of those cases, they were preventable.

They could have been prevented. Unfortunately, the people on site, in only 50%, the cases were ready to take action, and able to take action more importantly. So that's a bit of a sobering thought.

So in better news, we all know GitHub give back. Who likes free stuff? Yay!

Peek and pit, peek and pit, that's how we like to present. We all know, you get the blueprint. We've put five, six years worth of activity into making sure that you have a promotional blueprint.

So if you can't be bothered to do your own social content, literally you can copy and paste. Just change the name at the top from Dan or whoever, you can copy mine. I'm more than happy to do that.

But we provide this to you all up front, so you get that 12 week marketing campaign. And this is based very much on the, sadly soon to be away from us oversubscribed model that Chris has so very kindly helped us with. Now Chris, you've worked with some little companies haven't you?

Like Google and Domino's and people we haven't heard of. This stuff works. And it's easy and it's simple.

And it's there that you just give it to your VA and let them run with it. We all know that you get the competitor's edge. Because we've all got companies, but what marks you out more than being someone who wants to give back above every other developer, renter and supplier, property refurb company, landlord.

So this is it. But this year as a bonus, ladies and gents, I'm proud to announce that we're giving free puppies with everyone who signs up to get up your back. Actual offer may differ, but this is a feel good factor.

It's a helper's high. It's a giver's game. If you don't believe me, let's listen to what Dan has to say.

[Speaker 9] (8:05 - 8:45)

I've taken part in Get Up and Give Back every year since 2018. And I can say without a doubt, it is one of the biggest contributors to the progress I've made. One is it gets me on my triple A game.

Coming out of the winter into the spring, it gets me fit, it gets me healthy, it gets me dialed in, gets me into the best shape of being me. And two is donating to charitable causes. If you're in a fortunate place to have a decent lifestyle and earn a decent amount of money, I think the least you can do is give back.

I think it's an obligation, not an option. And when it holds you accountable to get out there and walk, run, hike, whatever you want to do, I guarantee it will change your life. It'll be a fantastic experience.

And it will tick all those boxes that I think you need to tick as a decent human being and a high performing entrepreneur.

[Speaker 3] (8:47 - 11:25)

Can't say it fairer than that, can you? And Dan is a master of this. He came out with a phrase that resonated with me.

And I want to share it with you at the end of the presentation. That is why what we're doing this year is so very, very important to save a life. Have to give a huge congratulations to all these names up here and the extra 15 people who signed up after I'd finished the slides.

Thanks for that. Speed of implementation, ladies and gents, to all these names. And there's no doubting there, there's some big hitters.

All of the senior PE management team are on that. Dan's doing the Yorkshire Three Peaks and the half marathon. Josh has signed up to a bunch of stuff this year.

Shiv obviously has won more awards than you can shake a stick at. Ros has. Josh, didn't you have to move into a bigger house because you had so many awards?

Success leaves clues. Having signed up, let's get this done right because there is a deadline on it because we want to get things organized. And most importantly, we want to make everything we can for the causes that we have.

I haven't yet released the charities. I'm going to be posting up a few videos of the charities we're supporting this year. And to say that they are heartbreaking.

I mean, Shadesmiles last year, Dina and Nikki, who lost their son, sadly, to cancer. I mean, they're just heartbreaking. How can we not support them?

But I'll be posting those in the Facebook group shortly. So February 14th, brothers, I am here to support you. So we're putting the same deadline, so you get ready for Valentine's Day as well.

14th is the cutoff date, right? For commitment forms. We then release all the assets from the 1st of March.

This is a gentle marketing campaign, as we have done before, seeding what we all know about accidents, about injuries, about the lack of support there can be for people who are unfortunately ill or injured. Seven day countdown is from the 17th of April. A little bit earlier this year because we're giving it that little bit of an extra push, but that's when we actually count down.

Seven, six, five, four, three, two, one. And then the six weeks of challenges and fundraising. Now we've had some people, and I've seen some faces here already, who've committed to six weeks of walking 100,000 steps in a week.

I've seen some people who have committed to the Snowdon, to the Yorkshire Three Peaks, to the National Three Peaks. There's one chap who's on the community who's got a ride from Essex to Western-Super-Mare in a day. It's a cycle ride called Chase the Sun.

It's your race, it's your pace, but can we all commit to do something? Because we're property entrepreneurs and we lead the way. The board have all committed.

They said yesterday they're all in, I believe.

[Shiv Haria] (11:28 - 11:36)

They said, if you're on the board and you haven't committed, then he's going to automatically commit you to the marathon. So that's why the board have committed.

[Speaker 3] (11:37 - 14:05)

Well, exactly. Everyone needs to be more Bauer. It's a fact.

So from here, on your table, I've put down three of the application, sorry, the commitment forms, and there's a QR code on there. If not, it's in page 38 of your workbooks. You can just jump on there, fill in your commitment form, get that loaded up.

Number two, if you've got family friends who want to join us, the participation donation is 60 quid. If you want to do the whole nine yards yourself, the hoodie, the t-shirt, the grand finale, it's 150 pounds. Or you can buy things individually if you want people to come for the grand finale, have a branded t-shirt, whatever it might be.

But this is a family-friendly event. And should we have enough commitment, then we will make sure that you can bring people up the various mountains. Snowdon, we kind of botched it last year, but we want to make it a much more community-based thing if that's the way.

But why not? Why not go out and do a park run with your kids? Why not go out and do a marathon with your kids if you really don't like them?

Here's our contact details. The get up, give back profile is what we're driving everything through for continuity. There's no point in it being mine or Rosanna's just in case for any reason we're not here.

But the get up, give back profile is what everything's going through. There's my WhatsApp number on there if you've got any questions that you don't want to ask in the Facebook group. Or alternatively, our email address is there if you want to talk with Rosanna, not me.

I would suggest that because she's a lot brighter. Okay. Finally, I have to give a bit of a high five.

It's not a high five. It's a high 10. It's a high 50 because someone in this room has already not just beaten their fundraising target but absolutely, and I can't say what I should say, but absolutely obliterated it.

And I have to give a huge commendation to Steve Hammond because he hasn't just hit the target, but he's decimated it. He's got a headline sponsor on board. Am I allowed to tell people?

So, well, I'm very proud to announce, and I don't know how you've done this, that Crown Property are going to be our headline sponsor. They've dug deep. They've put their hands in their pockets, and I don't know how you've achieved that because I thought they were tight on.

You've got another platinum sponsor as well, haven't you? So, two sponsors. He's done six and a half thousand quid.

Round of applause. So, can we all commit this year, every single one that can, and Dan sums this up beautifully, there's never a second opportunity to save a life. Thank you very much, Usain.

[Shiv Haria] (14:16 - 18:29)

Guys, remember what I told you a couple of months ago? I said to you that I was always the person that was like, I don't know about this, get up, give back, I'm going to have to raise all this money, and what I used to do is just put in the money myself for my own company because I couldn't bother to do it. But then, say again?

That's okay too, but the point is that was a blocker for me because I was like, oh, I'm going to have to put in this money myself. And then, one year, Dan, I think it was, what, three years ago, four years ago, I can't remember. One year, I thought, do you know what?

Let me just take this seriously, and this is all I did. It's literally this simple. Dan knows because I sent him the whole blueprint.

I got an Excel spreadsheet out, and I went through my phone, and I basically wrote down a list of clients, partners, team members, property entrepreneurs, board members. I just wrote family. I wrote down all these lists, put the names on there.

I got a template message, and I copied and pasted it on WhatsApp to all of these people, and then I told my PA, there's the message. There's the thing. When they pay, tick.

If they don't pay, send them this message, and I sent them. It was only three messages. One was like, please donate to me.

A week later, don't know if you've had a chance yet, or in fact, I think we did a cheeky one, Dan. It was, we've had a donation, but we don't know who it was for. Really appreciate it.

Thank you very much. You've got to play the game. But the point is, what happened in that year was phenomenal, because people are going to donate 20 quid at least.

20 quid is not a lot to donate. Before you go through it, your list is going to be literally hundreds of people long, or at least it's going to be 100 people long. If everyone donates a little bit, you're going to be well in.

If you're concerned that you don't know how you're going to do it, it's literally as easy as that. I did it one year, and I was like, I can't believe it's that easy, and I can delegate it. Of course, by the fact that you're in this room, you all have PAs.

You can delegate it to your PA and go, here you go, you run this for me. Does that make sense? Perfect.

Hands up, who is, at the moment, who's doing the walk? The walk, a couple of people. Chris, you're not doing the walk, are you?

He's doing a run. A run. Who's doing a run?

A run is just a fast walk, really, isn't it? Okay. Who's doing the hike, the three peaks challenge, whether it's the National or the Yorkshire?

Fantastic. Most people are doing that one. That's a really fun one, I think.

Then there's Snowden. Snowden as well. Hands up for Snowden.

Didn't you do Snowden already? Just do it again. Oh, fantastic.

They're going to be carrying you, obviously. That's the way it works. Good.

Fantastic. Let's get on with it, then. Guys, the next session, how many of you have previously run a marketing campaign?

Yeah. We do marketing campaigns every single year. Dan explains it with his very complicated spreadsheet, and we're just looking at it going, this looks fantastic.

I want the results that Dan has, but the process is a little bit more complicated than that. What most entrepreneurs do is they just chuck everything at the wall and say, let's do a bit of this, let's do a bit of this, let's do a bit of this, and hope that it works, hope that something sticks. They end up being burnt out, chasing cold leads that don't even want to talk to them.

I've recently had this experience myself with, like I said, I've just hired a new marketing manager. Before that, towards the end of last year, I'm just calling up dead leads, people that don't even want to talk to me. I'm like, what?

I mean, I'm not the person doing it, but why are they doing that? It makes no sense to do that. What you want is people that are coming to us.

They're coming to us because we have a system that's scalable and that guarantees success. We've got clients coming out of our ears or leads coming out of ears that we can just follow up on, and they want to buy from us. There's a very big difference between us selling and people buying, and what we're trying to get is people buying from us.

All this ends up being is a series of intricate steps across, as you guys know, multiple platforms, and it just gets people to buy. That's what we're trying to do. This is our system that we have at the moment.

I appreciate that it's quite small, so you may not be able to see all of it, but what that means is that we have prospects that are warm that come to speak to us. It's not a case of like, we're trying to, I'll send, do you want to buy one of these? I'll, Anita, do you want to buy one of these?

They come to us and they say, this is what we're trying to do. To help you build out your own campaign, our next speaker has a decade of experience building multiple seven-figure businesses online. They are an expert in paid ads, in e-commerce, and in funnels.

They're an Amazon bestseller for a book that has got the best title of any book that I've ever read, Sex, Status, and Sticky Toffee Pudding. Ladies and gentlemen, please welcome to the stage, Mr. Chris Hills.

[Chris Hills] (18:39 - 43:00)

Thank you very much. Sex, Status, and Sticky Toffee Pudding. Just to explain that a little bit, because all good things come from property entrepreneur.

I actually wrote the title to that book about eight years ago in the restaurant out there with a conversation after a blueprint. I didn't know what the book was going to be about, but that was going to be the title, and then that's why it was released. It just goes to show that everything we do at Property Entrepreneur is all about building for the future.

That's what we're going to do today. The whole idea of today is winter's coming to an end. I don't know about you, I don't like winter for multiple reasons, the gray skies, the admin, the winter hit list.

It's not my cup of tea, but it does mean that spring is around the corner, which means we can start to think about all of the great things, which is marketing, sales, doing more deals. Who in the room wants to make more money this year? Who wants to do more deals?

Who wants to double down and absolutely go for it when we get to championship season? Fantastic. I'm glad that you said yes, because otherwise, the rest of this will be pointless.

The whole idea here is, for marketing, we have to have a pipeline. We have to have people to sell to. We have to make it as simple as possible.

Who here has already built out a campaign for 2025 and knows what they're going to do to get their leads? A couple of us. Who here have got some trepidations and a bit nervous about building a campaign?

Okay, so everyone else is just up for it. We can get going. Fantastic.

In order to build a campaign, the first thing we need to do is actually know how to track one. Before we go into funnels, before we go into actually building that beast and that spreadsheet that Shiv shared earlier, we actually know, how are we going to track this thing? Because if we don't track it, we're never going to know how we get results.

We need a GPS. This is where the campaign GPS blueprint comes in. GPS is obviously a tracking system, but in this version, it means we're going to generate leads, we're going to pitch to them, and we're going to try and sell to them.

That's the aim of the game. How do we do that? This is an example of a PE GPS.

In the first column here, we've got how we're actually going to generate those leads. What you can see here, this is the top of funnel. This is where we're pitching to people.

This is where we're trying to get people from. We've got loads of different varieties there. We've got pin master classes, we've got PE promoters, we've got some sales calls in there, and that is where we're looking to generate leads.

The next bucket, we've got our target, and this is the people we're looking to pitch. Now, the aim of the game with funnels is you're not going to close everyone, which means you have to pitch higher. Here, we've got 25 as a target, and then our sales is the last, the S.

We're actually looking to only close 10 of those, and that's how a funnel works. We start with a big number, we funnel it down to who we can actually engage, and then who we can actually close. Now, one thing that Dan says, and I'm actually on the side here, a side note, is we've got some things about how you can convert them.

Different funnels require different mentalities, different tactics when you're trying to close people. Dan says something quite frequently, and he actually says it a lot to me having grown up with him, and it's that whole thing of success and failure are both very predictable. How can we build a funnel and absolutely guarantee that we're going to have a successful one, and that's what we're going to move on to.

There's things that we need to be able to do in order to do that. We need an objective. Before you build a funnel, you actually need an objective, and more, more, more is great, but if it doesn't have an actual number on it, how are we ever going to achieve it?

The second thing we need is a marketing strategy, and that's what I'm going to share with you today. How can you build out a marketing strategy today that you can walk away with that will allow you to execute and build your funnel, and then the third one is we need to make it as automated as possible. I don't know about you, during spring and summer, I am absolutely balls to the wall, running at everything, trying to get people and deals across the line.

If things aren't automated in the lead-up to it, if things aren't automated while it's running, the reality is we're going to miss out on opportunities. This is an example of an objective and a tangible target. At the top here, we can see the objective, 165 places sold and 40 virtual.

This is one of PE's previous campaigns. That's the tangible target. That's what they're aiming for.

We have got a little split down the bottom here, trying to sell 45, 60, and 60, and these between different blueprint events. This is where we're pitching to people. The whole idea of this is to have that tangible target, and what we're going to do to start with, before we get into any funnel building, before we get into any lead generation, we're going to set ourselves a tangible target.

In your workbooks, I think it's about page 40 or somewhere there or thereabouts, we're going to sit down. Now, I want you to dream for the end of the season. What number are we landing on to make the business viable, profitable, and in the best possible place?

We can have a bit of music. You've got about a couple of minutes. Start to write down what you're going to try and achieve in the champion season this year.

Can we have some music, please? I can't sing, so it's going to be difficult otherwise. There we go.

It doesn't matter whether it's revenue, whether it's the number of deals, whatever your target is, just make it tangible. Question? The question there was, how do you split it out?

We're going to come onto that in the next section of the training. This is more just the big number. What's that number we're looking for?

What are we trying to achieve? Probably another 60 seconds. If you look at your number and it doesn't excite you, double it.

If you look at your number and it terrifies you, half it. If you haven't got a number down, please write quicker. Cool.

Right, stop it there. We should now have a tangible target in front of us. This is what we're actually trying to hit, and this is the start of any funnel.

There's no point building a funnel if you don't know why you're building it. What we're going to do now is move on to the next two points. The marketing strategy.

How are we actually going to generate those leads? How are we going to pitch to those clients, and how are we going to sell them? This is what I'm going to work with you on today.

By the end of today, you should have a comprehensive understanding of where you're going to be pitching and what you're going to be pitching. Then when you go home today, the idea of this is you're going to schedule it into your business. What we're looking to do is make sure that as we run through spring, as we lead up to summer, everything is scheduled.

You can do this in your business however you want. You can have your team do it. You can be doing some of it.

The idea being is if it isn't scheduled, it's not going to happen. The idea of breaking this down is funnels can be complex. They can have multiple moving parts.

As long as it's scheduled, you'll absolutely deliver every single time. A few people are taking pictures there. That's just an example of some scheduling of the weeks leading up to the championship season.

Onto future-proof funnels. The question here is how can we actually build something that's not only going to get us leads, that's not only going to generate sales, that's going to give us people to pitch to, but actually, how can we make it future-proof? How many people here have started a campaign, it's run, and then it ends that year, and then you just can't use anything from it afterwards?

Has anyone had that before? Yeah? Marketing campaigns are not easy to create.

Some people are great at them. Some people just understand them. They can run them.

It's like second nature. For a lot of us, it's actually quite hard to get that momentum going. I'm going to share something with you from my business as to why it's so important to have a future-proof funnel.

I stood on stage at the championship event last year, June, I heard. Thank you. I definitely was there at June.

We stood on stage and we shared some results from one of our funnels. We made £250,000 in about six months from a funnel. Everything was amazing.

I was high-fiving people in the street. I was living my best life. I actually got off stage that day, and I think it was about a week later, our funnel stopped.

Our account got banned. We had a circumventing policy on Google, which if you've ever dealt with Google, people don't work at Google. It's just AI now.

You can't talk to a single person. Overnight, our revenue went from about £80,000 a month to zero. It hurts.

The good thing with Google is you're not allowed to open another account if you get banned, so we had another problem to overcome. We hadn't future-proofed this funnel. We had other ones.

Luckily, I'm not living in the car. I've still got a house, which is good because the funnel kept running, but it was one of those moments where I thought, oh, God, we've got to start to learn how future-proof this stuff. That's what I'm going to teach you today alongside building a funnel for yourself.

Not only can you look after the leads today, you can also create an asset for the future. Markets can shift quickly. I learned that the hard way.

What do we need? The first thing we're going to cover today in detail is our avatar. Avatar is where we begin with any funnel.

We've got to be clear on who we're pouring into it. The second part of it is channels. Where are we going to put our efforts?

We are spoilt for choice on where we can market to people. I don't know about you, but when I walk into a restaurant and the menu's got so many things on it, I can't choose. I'd rather have two or three options than I can just decide.

At the moment, we have so many places that we can market, so where are we going to go? We're then going to go into funnel and flow. How are we going to get them into the funnel, and then how are they going to flow through it?

Then the last one, which is this is where you can start to future-proof. How do we close those leads, or how do we collect them, and why are we collecting them more importantly? By the end of today, you are going to have all of these steps absolutely nailed.

A lot of you in the room, these concepts won't be new, the idea of funnels, the idea of avatars, the idea of the channels, the idea of closing people, but my aim of today isn't to introduce things that are new. They're to basically change your perspective on them so you can use them more effectively. Let's start with avatar.

Who do we want to market to? Now, to position this, I want you to imagine that you are Josh sat on that bench with your abs out on holiday. It's burning hot.

Everything's great. You're having the best time, and you want to go to the bar and get a drink. You walk up to the barman, and my favourite drink is a gin and tonic.

I walk up to the barman and say, look, I want a gin and tea. There's a bit of a language barrier, though. He hears me, and he goes off to create that drink.

For every drop of gin he pours in, he's also adding a bit of rum, a bit of absinthe. There's other things going in there. It's one of those cocktails that you get on holiday that means you can't remember the day before.

For every bit of tonic that goes in, he's adding a dash of coke, he's adding all this stuff in. When he gives me that drink, yes, it's a gin and tonic. It has gin, it has tonic in it, but it's so diluted with everything else, I can't tell that it's there.

I'm trying to find that piece of drink that I absolutely love. That's really what funnels are. If you pour the wrong stuff in the top, you're going to struggle to get what you want out at the end of it.

The idea of creating an avatar that works for you is that you're not going to waste money on paid ads getting the wrong people in, or you're not going to waste your time. That is so, so valuable for what we're going to try and achieve. We're going to build an avatar.

A lot of people will know roughly who your clients are. By the end of this, you should know exactly who your clients are and who you're targeting. We're going to start with the high-level avatar.

What I want you to do in your notepads in a second is tell me their age, their level of wealth, their pain points, their profile, and their current position. This is your high-level avatar that you want to market to in your business. It can be a landlord, it can be an investor, it can be absolutely anything you want, but these are the points that you need for your high-level avatar.

If we can have some music on, I want you to note that down for the first section of your avatar. You can have ranges in here if the ages need to be between certain age. That's absolutely fine, but try and be as precise as you can be.

Yeah, question? You can have profile as in wealth dynamics. You can have profile as in the type of position they hold, whichever works best for you.

This is just high-level, as much as you can think of high-level for that person. No worries? I'll come on to that in a second.

Current position would be what position they hold in the company, what position they hold in general, what's their stature, wherever you're pitching to. As a landlord, it might be a new landlord. It might be an aged landlord who's looking to sell a portfolio, whatever it is.

Can I share that in a second and I'll answer it? Why do they need your service? A couple of things that just came up there.

What is a pain point? The pain point is the reason they're coming to you in the first place. If you're a chiropractor, the pain point is physically a bad back.

If you are looking for people who have loads of money but no time, you're looking for an investor. Their pain point is they need to deploy money. These are pain points.

The other question was, what if I'm talking to a business? If you're into B2B sales, you're still talking to a person. You cannot sell to a business, you sell to a person.

Think about that person's position in the company. We've got a few more people writing, so I'll give it a few more minutes. Cool.

Okay, so you can carry on writing. I'm going to go through the next part now. We should now have a very high level of who our avatar is.

What age are they? Maybe they're between 25 and 35. What level of wealth?

They might be entry level. They might have vast levels of wealth. What are their pain points?

Why are they doing it? Why are we talking to them? This will help in the funnel.

Their profile and their current position. Profile can be their wealth dynamics profile, what type of personality are there. It can be anything that you need it to be, but whatever your avatar, whatever talks to you for your avatar.

The current position, that could be employed, self-employed, looking to start a business, maturing business. What's their current position? Now, this is where I think most people go wrong with an avatar.

As an agreement, do you have more of an idea of who you're trying to sell to now? That's where most people stop. The problem with that is, you guys are mostly in property.

You're mostly after the same leads. Why would I work with you? This is where I'm going to change your perspective, hopefully, on avatars.

With an avatar, we now need to niche down and understand who is it that you work with best. The reason we're doing this, and I'm going to share an example with you before we get going, the reason we're doing this is we want to find the people you want to work with. This is more about you than them.

It's because you're going to be able to service those people better. Who in the room have had bad clients? Do you want those in your funnel?

Fantastic. We're going to have some fun then. The next part is, what is your ideal client?

If you've got one client in mind, name them. Who is it? We're going to try and replicate that person to market to.

Why would they want to work with you? What differentiates you from everybody else in this room who's trying to go after the same lead? Who don't you want to work with?

Of all those people, who are those nightmare clients who don't you want to work with in your funnel? I'm going to give you an example for this before we move on. If you niche down, you will have more results than anyone else here, and I can guarantee that.

This is one of the most important steps of a funnel, and we've not even built a funnel yet. I've got a friend who's a PT. How many online PTs are there?

How many do you see marketing for their wares? I can get you fit, transform, get your abs in 10 days, get your abs in five minutes. I can tell you it doesn't work.

The problem with that is, everyone's after the same thing. Overweight people, people who are trying to get fit. Really, really broad targeting.

What we want to do is taper it down. Who did he want to work with? His target market, he realised of all of his clients, he was getting the best results with women over 40 who were perimenopausal.

That was his ideal client. For whatever reason, his upbringing, his personality, how he spoke to them, the respect he gave them, those people were referring hand over fist other people in that same position to work with him. He niched down and turned all of his marketing towards that, and he grew his business to seven figures within a year.

This is in a market that's oversaturated. All he did was niche down for who he worked with best and who his ideal client was. What we're going to do now is put the music back on, and I want you to niche down in your industry.

Who is that ideal client? Who don't you want to work with? Make some notes now.

Really consider who you connect with the most. If you don't have clients currently, if you're at the start of your journey, think about your friendship group. Who do you help most in your friendship group?

What is their profile? Who do you want to work with? You don't have to have existing clients for this, but you have to have an idea of who they're going to be.

If you get to the point where you're finished, try to drill down even further. The more narrow you can make this, the better your funnel will work. You could have a poor funnel with very little complexity, but tipping in the right people, and you will convert more leads than anyone else in the room.

Guarantee it. I've tested this as well. About another 30 seconds.

Cool. Let's leave it there. This is something you can continue to work on.

This is a process that can take days, weeks, months, depending on how far you want to take it, but what you've done today has already made you different from anyone else who's going to build a funnel, which is you're starting to get an idea of who you want to work with. Now that we know who we want to work with, we now need to start building our funnel. What channels are we actually going to use for that top of funnel?

This is that G in our GPS. This is gathering leads. Now, most entrepreneurs will fit into two buckets.

They're either time rich and cash poor, or they're cash rich and time poor. Does that work? Yeah, time poor, cash rich.

Time rich, cash poor. Yeah, makes sense in my head. Except the lucky few who have either got Josh on their side under Ultimate FD, or have done the Financial Fortress training, and when that's it, you've got loads of money and loads of time.

But they're few and far between. So, what we need to do is figure out what option are we going to use? Are we going to go for organic?

Now, organic is a fantastic strategy, but be very aware that it's going to take a lot of time. This is putting time in and no money. You can film it from your phone, you can use assets that you've got, and the picture we've got there is mostly social media.

Tons of options, but it doesn't just have to be social media. You can do networking. You can go to events like this, and your organic time is speaking to people and selling your wares.

You can go on podcasts. You can go and speak as a guest on a podcast. It's a bit of a slower burn, but you're putting your time in to get your name out there.

What you'll find with organic is it works really, really well if you're consistent with it, but it takes a lot of time to get the flywheel spinning. I was actually sitting at lunch earlier, and one of the questions came up was, I'm great on organic for six weeks, and then it dips off, and the flywheel stops. With organic, you have to keep pedalling.

You're going to be doing that, rides, chasing the sunset. You've got to be on the bike all day long, every single day, trying to get to where you need to get to. That's the first one we can use.

The second one is paid. Now, this is where you can use cash to buy leads. Instant gratification.

Do you have a question, Tej? Sorry, you need the mic, don't you? One second.

My throw is terrible, so this could go anywhere. Here we go. Look at that.

[Speaker 8] (43:02 - 43:15)

Josh has just given out orders at the back there. Drunk with power, he is, I think. SEO, I guess it's more organic, but you can pass that off to somebody else to keep the momentum going?

[Chris Hills] (43:15 - 47:08)

SEO can sit in the middle. You can pay for an SEO consultant who can get you more leads. You can do SEO yourself, but yeah, it's the slower burden.

That's people finding you organically. Anything where someone's discovering you, but then you're not paying for that service. It's the equivalent of standing in the street and shouting at people.

Anyone who hears you is going to get your message, but you're not paid to be there. Does that make sense? Yeah.

SEO is on the fence. You can have both. The other one would be paid.

Paid, you can still use social media. You can still do ads on Instagram, Facebook, LinkedIn, depending on where you want to place them, but it can also be other things as well. You can have paid partnerships.

You might know someone within your niche who does something completely different. For me, that would be I teach people how to do Amazon FBA by trade. That's one of our businesses.

That's where we made our first seven-figure business. We worked with people in the same niche who did a different model. People they couldn't sell to, we paid a partnership to say, we'll market to your leads, you can market to ours, and we'll have a cut in between.

It was a paid agreement. You can also pay to be on events. Standing on stage gives you a certain authority.

You can sell to a large chunk of people in your campaign by paying to be on a stage. There's loads of different ways you can do it, but you have paid as an option. Again, I'm going to teach you how to change your perspective.

The main thing here is regardless of whether you're going on paid or regardless of whether you're going organic, you need to pick one platform. Just one. Who here tries to post to TikTok, Instagram, LinkedIn, everything, every single day?

Shiv. Just Shiv. That's why I see your face all the time.

The problem is it's so time-consuming. It's so expensive. What we're going to do is target one platform, and we will repurpose to the others.

How would you pick a platform? The way you pick a platform is trying to look back at your avatar, where do they live? Where are they spending their time?

If you're targeting 18 to 21-year-olds, there is no point posting on LinkedIn. They might see it, but the reality is you'd have more fruit from TikTok. If they're between 25 to 35, Facebook is a great place to go.

Anything before that, Facebook is actually just where you chat to your nan. That's kind of what it is now. Where are your avatar hanging out?

That's what we're going to do now. You can have a mix of both, but what I want you to do is pick a platform and pick a strategy. Are we going organic, and where are we putting that effort in?

Can I have the music back on, please? I feel like a DJ. Question?

LinkedIn? It depends on the person. Someone just asked, I can give you some examples of where you might find these people, but it's very generic.

If you don't know where they are, Google it after this. Google, where would I find, where do most people in their 35s looking for this live? Some examples would be if your avatar is experienced with a problem, they might, but they're at the early stage of their journey, so they've got a problem, they want to fix it, you'll probably find them on YouTube, because they're trying to fix the problem for themselves.

If they're young, you'll probably find them on social media. That's the likelihood of where they're going to be, because they spend a lot of time there. That's where a lot of us live.

If they're in business, if you're B2B, LinkedIn is going to be your best friend. If they're looking for an opportunity, but they don't know where it is or what it is, speak on stages, because you can go and target that audience who are looking for a solution there and then. Does that help?

Another question? Do I need to chuck the mic around, by the way? Do we need this on?

Here you go, we'll chuck you a mic. I'm going to pass you this, because I'm terrified of these things.

[Speaker 10] (47:09 - 47:26)

In terms of organic and paid ads and choosing which one to go for, I've only ever done organic, but I'm interested in paid ads, but I don't know how to do them or how much they cost. If I put that down and then realise I can't afford it, are you going to go over any of that today, or is that something that I need to do more research on?

[Chris Hills] (47:27 - 48:07)

Yeah, so we can. I'll cover it in the next section about what a paid ad could be, but it's so niche-specific. I'll give you an example.

In our Amazon business, for us to get a webinar view, it costs us about £18. We have to have 10 webinar views to get a call booked, that's £180. We convert one in two, that means our lead cost is £320.

Our book price is £3,500, so it's worth it. It depends on what your offer is. It can help to a certain extent, but it's probably more down to what you do.

The thing will be tested. Per budget aside, you can test with £10 a day. Does that answer your question?

[Speaker 10] (48:08 - 48:09)

Yeah, I think so. Thank you.

[Chris Hills] (48:09 - 48:16)

All right, I'll take that. Someone else? Question?

The close ones, I'm going to bring it over. I'm going to be kind.

[Speaker 4] (48:17 - 48:46)

Just a quick question. Say you've got a service and you want to find, out of all the platforms, which of those platforms people are searching for that service. How would you do that?

Say, hypothetically, we use Domino's as an example. When you go to buy pizza, you're going to go into Google. How would you search platforms?

Is there a way to be able to go on each platform and see the most searched words in that area?

[Chris Hills] (48:46 - 48:52)

Yeah, there definitely is. Keyword research. Google's got a few tools that work really well.

I think it's called Google Search Terms is one.

[Speaker 4] (48:53 - 49:11)

How would you do that on other platforms? Google, I know, but say Instagram. My target market avatar is my age, but I use Instagram a lot, but I don't know if everybody else does.

How would I go away and do that research, say, myself?

[Chris Hills] (49:11 - 54:59)

So there's a couple of ways. Immediately low hanging fruit would be go onto Instagram, create a post and write hashtag and then whatever you think they would type, and you'll see how many people hashtag it. You'll see how many millions, thousands, hundreds of people are looking for that one thing.

You can also search a hashtag to see what's being posted, how many people have posted that day, what was the top performing posts. Go to your competitors. Have a look at what they're doing.

Where are they posting the most? It will give you an idea of where to maybe look. Meta, you can go into Meta Library and have a look at any business and what ads they've run in the past.

It will only show you what's on Meta, but it will show you what's performing well. There's loads of things you can do. With this, ChatGBT will be your friend.

Go and ask that, where are most people placing marketing for this? Where's the biggest ad spend? The rule of thumb in any of our businesses when it comes to research is be curious.

Ask questions. You can ask questions on Google, to AI, to people. Find one of your ideal avatars and say, before you found me, like one of your clients, where were you looking?

Where do you spend your time? Just ask questions. People are really happy to give information.

You just need to ask. Cool. Hopefully, we've got some value from that.

We should now have a channel and also a strategy. We're going to go organic or paid, and we should hopefully know where we're going to target those people. We've done who we're looking for.

We've done where we're looking for them. Now, we need to know how do we get them into our funnel. This is the bit most people are scared of.

Funnels sound terrifying. They need to be multiple emails long. They need to have links here.

They need to have this. They need to have that. They're not.

They are just a method for getting conversations started. That is as simple as they can be. Let's look at top of funnel.

What lead magnets can we use in these two buckets, whether it's organic or whether it's paid? If we're in organic, we're using our time. We're not paying anyone to do this.

We're just using our time. We can send DMs. We can send DMs with lead magnets in. Click this link and you'll be able to get this free downloaded PDF.

We can have lives. That could be live on stage. It could be live on a podcast.

It could be on a social media live, but you are describing a pain point to someone and you're giving them a quick solution whether you can get their information or you can get them into conversation offline, whether it's, again, a DM, whether it's an email address, whatever that might be. You've got emails. If you've got an existing list, they are your organic list.

You already own that list. You might as well start using it. Start asking questions.

How can I serve you better? If you don't mail your list already, send them a nine-word email. Hi, so-and-so.

You contacted me or we're connected because of this problem. Are you still looking to solve it? Yes or no is fine, Chris, and they'll reply back.

If they reply back, you've started a conversation. You can use scorecards. There are free scorecards out there where you can create it and people can go through and they can learn something about their personality, their business, or their problem.

You can give free resources. You can give free audits. You can say, I will audit your company free of charge and give you loads of value, and all we're going to do is start a conversation.

They're all lead magnets that can be used under organic. They can also be used under paid as well, but paid, you've obviously got adverts. Adverts is a beast on its own, the right hooks, the right positioning, but it's where you're going to spend the lion's share of your money, so ads is going to be a big one.

You've got paid collaborations. That collaboration is a lead magnet on its own because you're using someone else's authority to sell your products. You've got other people's emailing lists.

There are people out there who have thousands on their list and they are looking to make five. The average in the industry is you should make five pound per lead per person on your active email list every single month. The way the best people are doing this is by borrowing each other's lists or paying to be on them.

Like I said, you can pay to be at events. You can be paid to speak on stages. You can go to the top leading authority event in your industry.

You can sponsor that event to stand on stage, and by having that authority, you can sell to people. The lead magnet might be a QR code to scan. Download the slides from this deck.

Scan this QR code. You can go low ticket. You can do this in the other as well.

You can do this under organic, but it's a lot harder, but you can say, $7.99, get my book, and it's an attending transaction model. You start low. You try and build them up to high.

Again, a bit slower, but you can do that, or you can use influencers. People who already have influence over an audience, you can pay them to pedal your wares. By their authority, you start to sell.

It's a good lead magnet. The aim of the game here is to just start conversations. This is that perspective change.

We're not trying to gather leads. We're not trying to gather email addresses. We're not bucket people into this funnel.

We're just looking to engage in a conversation. That is how a lead magnet works. You're looking for an opening.

If you're in a network meeting, it's that bit between where they're stopping talking to someone else and you're interrupting and go, hi, lovely to meet you. Let's have a conversation. What I want you to do now for a couple of minutes is just write down how you're going to start those conversations.

This is your top of funnel. What strategy are you going to use as your main strategy to double down on to start more conversations? Can I have a little bit of music, please?

There's a question at the back. I need to throw this. Hang on.

How good are you catching? You're next to Captain Bicep, so we should be all right. Go on.

[Speaker 15] (55:01 - 55:14)

If we're going to run paid ads on social media, I assume we already need to have a pretty good profile on social media that's been working for a while, or could we pretty much start from scratch?

[Chris Hills] (55:14 - 55:45)

I sold £250,000 worth of courses with no social media presence, no website, no trace online. Absolutely not. You're paying to be in front of them.

You're going to pass and interrupt, and just with that, you've got authority, so no. I mean, it does help, but no, you don't need it. You've got the mic there.

[Speaker 5] (55:45 - 55:57)

So interesting about your conversion rate there, founding out that it was £18 to get to £3,600. How long did that take you to figure out that amount, and how much did you spend together?

[Chris Hills] (55:58 - 57:12)

Yeah, really good question. Well, I can actually tell you we're scaling a new funnel at the moment. We had two campaigns running at £10 a day, and we just allowed it to spend to see what would happen.

That funnel is currently running at, I think it's about still £18 per webinar view, but we've tapered in the webinar, we've tapered in the landing pages, we've done some split testing, and we're now converting one in six. So on that basis, it only took us six days. Where's the financial guy when you need him?

Six times 20? Whatever they said. That's how much it cost us.

So you can test it quickly. I can stick a £100 budget on and know within a day how quickly I can scale it, but I tend to do it slowly, see where the issues are. So it just depends on your niche.

What I would say is, when you start a funnel, I always say, well, I'm going to lose, I'm going to break even. So I've got £3,500 marketing budget to play with. As long as I sell within that, I'm safe, because I've learned from it.

So if your ticket price is £300, I'd set £300 aside and try and market with that, because you know if you go over £600, it's never going to work. Yeah. Make sense?

Yeah.

[Speaker 19] (57:13 - 57:13)

Thank you.

[Chris Hills] (57:13 - 1:02:43)

Thank you. That gammon's repeating apologies. Wish I had that dessert instead.

Or was it Tiffin? Is that what I heard? Oh, I missed cake.

Cool. We all good with that? Amazing.

So we now know what lead magnets we're going to use. We're now going to go on to our middle of funnel. So now we know who we're talking to.

We know where we're going to find them. We know how we're going to start conversations, but we now need to nurture these people. And this is the interesting bit, because there's so many ways you can do this.

This is the P in our GPS. We've generated leads, we're now going to try and pitch them. And it's the way we nurture them.

So I'm going to take you through a couple. We've got fitness challenges. So any challenge you can do, it's 28 days, it's 30 days, whatever it needs to be.

But the idea is they're trying before they buy. They're getting an idea of what it's like to work with you. You're getting an idea of what it's like to work with them.

They're walking away with the value. They start to see results. And then you're either going to disappear or become their consultant, their mentor, their client.

You can do this for anything. It's a really good strategy for getting a lot of people into something and weeding out the people who would never buy because they're just not cut out for it. Loads of value upfront.

They get to see what you're like, but the end result is you get some really good leads from it. The second one is webinars. Now we use stealth webinars.

This is still my main strategy. I've been using it for years now. They're just in time webinars.

I've got webinars running every 15 minutes and people tune into them. They believe they're live and we sell every single day. We just get calendar invites booked in after the call.

You can host webinars live as well. You can have live webinars instead where you're getting a lot of people in a room with the idea that you're trying to, again, give them some value, give them a training, but not enough information that they can just go away and execute. They want to know more.

They're hooked in. They can see the value. There's authority.

You now just need to close them. The next one, you could have WhatsApp groups. I personally don't do these just because I don't like messaging people, if I'm completely honest.

I like to be on my own. I like to be free of time, but WhatsApp groups are really good for creating a mini ecosystem, like its own little community. Everyone's high-fiving each other.

You're trying to keep the engagement live. What you're really trying to sell here is, you have me in your back pocket for a limited amount of time. You can ask me anything.

I'll share value with you. The fear of losing that is why they then sign up. It's a really good way to get people immediately connected to you and they get to see that more intimate side of you with how you respond to things.

It's a bit like a challenge, but it's got more connection with yourself. Like I shared earlier, you can sell on stage. You can go and speak on a stage and take a large chunk off of your hit in once.

Stages can be big. They can be small. But the reality is, it means you can get something across by delivering value and also a proposition.

But the aim of the game for all of these is to handle objections. We have to have a reason to do these. It's not just to provide value, but it's to make them realize that all of the reasons they thought they didn't want to work with you are irrelevant.

Throughout this, you're going to be baking into every single step of the way why those objections shouldn't be there. You're trying to show them the path, and every time they try and turn off, it's like, no, you don't need to do that. Let's carry on down the journey.

And that's the whole idea for this. We're trying to handle objections. So what we're going to do is we're going to choose our lead magnets.

By the way, there's loads more of these. I'm sure you're aware of lots in the industry of what you can do to nurture people. But we're going to choose a lead magnet, the tools that we need, so maybe stealth as an example, and we're going to connect it to that nurture sequence.

This sounds complicated. We've started a conversation. How are we now going to keep them engaged and make them realize that they need us?

And for the next few minutes, we're going to map that out. So by the end, you should have what starts to look like a funnel. The person coming in the top, we've got the conversation starter.

This is now the tool you're going to use to make them want to talk further and actually get into a business sales conversation. So we'll have a couple of minutes, and we'll try and get this one done. There might be some questions for this one.

If there is, just put your hand up, and I'll try and throw the mic at you. No, all good. Remember, funnels do not need to be complicated.

They just need to be a conversation progressing. The same with anything. I recommend you have one of these and one of these only.

It's hard to maintain any of these. Just focus on one. Where's the mic gone?

You got the mic? So I cannot see a thing. Oh, there we go.

We're in.

[Speaker 4] (1:02:44 - 1:02:52)

You know you've put scorecards. Can you put scorecards on the ads that you're doing so that you get the right?

[Chris Hills] (1:02:52 - 1:02:59)

Yeah, so you can run an ad to a scorecard. Absolutely. So you're talking like, can you put one directly on it?

[Speaker 4] (1:03:00 - 1:03:07)

Yeah, so hypothetically, you've got a PPC ad, and then when that person lands on that page, it goes to a scorecard.

[Chris Hills] (1:03:08 - 1:03:13)

Yeah, so it'd be a really quick ad. That's a good one for Facebook or similar, like a social media. So what's your business?

[Speaker 4] (1:03:13 - 1:03:14)

Law firm.

[Chris Hills] (1:03:14 - 1:03:16)

Law firm. And what's the aim of the law firm?

[Speaker 4] (1:03:18 - 1:03:18)

Employment law.

[Chris Hills] (1:03:18 - 1:03:19)

Employment law.

[Speaker 4] (1:03:19 - 1:03:19)

Cool.

[Chris Hills] (1:03:20 - 1:03:31)

Have you got some problems? Have you got problems with some employees that you're looking to get sorted straight away? Fill out this quick form.

We will tell you the quick tips to get to where you need to be without any of the pain. Just one link. It will take you 30 seconds.

[Speaker 4] (1:03:31 - 1:03:32)

Okay.

[Chris Hills] (1:03:32 - 1:03:33)

Start the conversation.

[Speaker 4] (1:03:34 - 1:03:59)

So say if you're doing it though, so that the right people are making inquiries. So if I can, I've got briefly an issue, we get inquiries from other areas of law, and so like family law, divorce law, things like that. So if they were to fill out the scorecard, then we'd only get the leads.

But would we still have to pay for that lead? I presume so, because they've landed on the page.

[Chris Hills] (1:04:00 - 1:04:06)

Yes, you would. But this is where, so we're getting into something slightly different, which I'm happy to go off on a tangent. Actually, can we save that question until the end?

[Speaker 4] (1:04:06 - 1:04:06)

Yeah, fine.

[Chris Hills] (1:04:06 - 1:04:17)

Because I've got some really good value to share on that. And we call out people in our ads to say that you're the wrong type of person. If you are this, this, and this, move on.

We're not for you. But if you want this problem solved, we're your person.

[Speaker 4] (1:04:18 - 1:04:18)

Okay.

[Chris Hills] (1:04:19 - 1:04:45)

If we've got time at the end, I'll do a bit more on ads. Is that all right? Cool.

A couple more minutes or a couple more seconds, maybe. It looks like people are getting there. I never know if you're raising your hand or not, because you dance a lot in the background there.

[Speaker 8] (1:04:46 - 1:04:51)

It was actually more specific to ask you a question. It's probably not going to be much help to anybody else, because it's specific to what we're...

[Chris Hills] (1:04:51 - 1:04:51)

I'll come over.

[Speaker 8] (1:04:53 - 1:05:22)

Are we on the cold funnel?

[Chris Hills] (1:05:25 - 1:13:30)

Yeah, correct. Yeah, because you're basically starting on that part. Yeah, it's a pre-order.

Yeah, instant value. I'll just play a quick call. Yeah, because you've got them in front of you if you want to call.

There was something you shared in there, though, that I want to share. Tej was just asking me a question very specific to his business. But one thing he did say is when he built his avatar, he used ChatGBT.

How many people use ChatGBT to do this type of thing? Cool. ChatGBT is telling all of you the same answers.

If you want to stand out in marketing, be you. There's a big thing here about AI is going to take over. It's going to automate all of our lives.

It's going to be great. But unfortunately, it's not human. It can't understand unless you put serious amounts of time into it, where you come from, what you stand for.

It can understand values from a text perspective. But what it can't understand is how you deliver that. Does that make sense?

So when you do this, use ChatGBT as a reference point. Never use it as the final piece. Even with ads, writing ads.

Because it's just when you read them versus someone who's authentic, the authenticity is what sells. Cool. Right, we're going to move on from there.

So hopefully now we know who we're talking to. We know the channels. We've got our top and middle of funnel.

It's now time for our bottom of funnel, which is the close or collect. This is where we can future-proof our funnels. And we're going to cover close first.

But this is essentially the last piece of the puzzle. We've got the right person in. We've nurtured them.

We've had conversations. We now want to close them. So how do we do that?

The first way we can do it is an irresistible offer. So this is an example of one from Property Entrepreneur. You've seen one today with the golden ticket.

They are irresistible offers. You would just be stupid to turn them down. The reason you do this is because it's a no-brainer.

You can close them with the fact of, look, if you don't do this, you've lost, basically. You're trying to make the win that they're getting more from you than you're actually asking them to pay for. The second one is a flash sale.

Create some urgency. So with selling, if you create urgency, people will buy. If you just say, work with me whenever you want, the person who gets in front of them and creates urgency is the person who will take that lead.

So flash sales are a great way to do it. We're opening our doors today. We're closing them in 48 hours.

We have 40 spaces. Don't miss out. We have sold 10 spaces already within the first hour.

Act fast before you miss out. We've closed our doors early. The next time someone sees that come up, they are going to buy early from you and you'll know your campaign is working.

This is how we sell in our business. We do a two-call close. I spoke about it at the super event.

The idea being is you keep control of the lead. So in the first call, I won't go through this in detail, but in the first call, we position what we do. We tell them everything that we do, but we tell them that we cannot sell it to them.

We hand-pick our clients to make sure they are the right people for us and we are the right people for them. At the end of that call, we book a follow-up call. We close that lead.

We handle any objections that they have on the second call as well as the first. At the point that they have got no more objections, they want to move forward, we only then tell them if they've been successful. It keeps the control in our hand so we don't have to go through the, here's your quote, speak to you tomorrow, and then they don't turn up.

Then you find yourself messaging them on eBay because they've blocked you everywhere else. Did you get that quote I sent? Sorry, I lost my phone.

I've forgotten numbers. Who's this? We don't want to be doing that.

We want to be doing elegant sales and the two cool clothes works for us. I'm sure that's in the recordings in the vault as well. But the aim of the game here is we're going to close them.

We're never going to close everyone. We have a very high percentage close rate in our business. We're quite lucky and it's because we've mastered the art of the two cool clothes and our funnels, but we don't close everyone and there's a couple of reasons for that.

Actually, quite a few reasons for it. One, it's not the right time. Genuinely not the right time for that person to buy.

We interrupted them at the wrong time. Two, we're not speaking their language. In here, we're all different profiles.

Some of us are data-driven, some of us are energy-driven, and we're not speaking the same language. We can't pitch to everyone at once. We're going to pitch in by mother tongue.

Sometimes we have to pitch differently. Sometimes it costs too much. That's the wrong offer.

It's not right for them, but they might be right later. The idea is what we're going to start to do is we're going to start to collect those leads where it's not right for us now, but we're going to collect them purposefully. This is how we can future-proof our funnels.

Funnels leak, they always do, but the idea is as long as we scoop those people up and get them into our ecosystem, these people are going to literally be the best leads you've ever had. You've already paid for them. That 18 pound per lead, this sits outside of that.

Anyone who we convert who travels through the funnel and we can collect them and then convert them, they are a free of charge lead because otherwise they're just our chap. The idea being is when we get to the end of a sales call, when we get to the end of a webinar, if they don't move on to the next step, we collect them in a purposeful place. The way we do that, as you can see if it's on the next slide, yes it is, is we have a part of the funnel to the side that is completely value-driven.

We don't really sell in there. It can be a Facebook community. It can be a community on school.

It can be a WhatsApp conversation. What it isn't is an email list. This is not somewhere where people can't answer back.

This is somewhere where the conversation can keep going. They get to the end of the funnel, we decide they're not right for us now or they decide they're not right. So glad you said that.

I don't think it's right either, but I know I can still provide you some value. Click this link, let's get you signed up now. There's a free community and actually every single day I go live in there and I offer value to people who are in your position with your pain points so you can try and solve it yourself.

I still want to help you. Do you want to get in on that? Absolutely.

We add value into that side community all of the time until we want to offer them something different, until we want to position the offer differently and until we want to speak a different language. So as an example, we will offer the same product, we'll wrap it up differently, we'll take them back through the funnel, not through the lead magnet, not through the nurture, but straight into that middle section that we're going to try and close you again because eventually they will come back and they will buy. If your lead's ever stopped, if the tap turns off and the funnel's not being filled, you've got a community of people who know you, their trust timer has been ticking for a very long time and you can just execute with either a small offer, a mid-offer or a big offer.

So what I want you to do now is spend a couple of minutes and clearly define in your head where you're going to put those people. It can even be YouTube to a certain extent. If you don't want to have a community, the secondary place you can put them is YouTube.

Long-form content, they're a subscriber, you can have links in there to other funnels, but what I'd recommend is a community-based place. Choose a native platform to your avatar. Your avatar is going to have one and that's where you're looking to go.

So a couple of minutes. Just checking I've got time. Yeah, Bianca's not screaming at me yet.

A couple of minutes. Let's figure out where we're going to have that. I'm trying to look desperately for the mic because we have a question.

Where did it go?

[Speaker 5] (1:13:32 - 1:13:47)

Yeah, you mentioned there about being on one platform, but say my avatar would be spread across Facebook, Instagram and LinkedIn. Are we just repurposing everything across all of those?

[Chris Hills] (1:13:47 - 1:14:15)

One place. Try and find one place you can gather everyone. Facebook is the common one.

School is the new one that's coming in. If you try and disperse them, it's different content, different platforms. You're trying to keep conversations going.

It's like being in a network meeting where you've got this huddle of people that are really interested and you're going, right, now let me come over and talk to you guys. These guys are going cold. Try and gather them in one place.

You won't gather everyone, but collect as many as you can in the most likely place that they're going to see you daily.

[Speaker 5] (1:14:17 - 1:14:27)

So being at the very beginning of this journey for me, and so I need to just test everything. So would you recommend testing each platform to see where you can get the most feedback?

[Chris Hills] (1:14:27 - 1:14:57)

So do that at the top of Funnel. Where you're looking at that first platform, and by the way, your platform at the top doesn't have to be the same as this. You can meet them on Instagram, but Funnel them into Facebook because it's your community.

It's where you're asking them to go. So it doesn't have to be the native platform where they hang out all the time, but they have to still use it. If you're going on TikTok and asking people to join a community on LinkedIn, it's not going to work.

But if you find them on Instagram and asking them to go to Facebook, it will. Does that make sense? Yeah.

Perfect. Thank you.

[Speaker 12] (1:15:03 - 1:15:27)

Sorry, another quick question. That's all right. We were considering having a network, an online networking meeting for tradespeople to gather, basically, and to become part of our community.

But that would be paid for? Would that sit in there? Or would you say that needs to be a free group?

[Chris Hills] (1:15:27 - 1:16:09)

This is for people who don't want to pay that subscription. You need to find a way to thank them, to say, okay, we're not ready for that. We have got some resources that might help you get more clients, but it's over here.

And then each time you feed it, you can say, so this is where you bake stuff in. Let's say you're doing a video for that free community. Guys, really good idea.

This is what you can do to advertise your business if you're looking for more clients. We were actually speaking about this in the paid community the other day, and we got results for X, Y, and Z. Then you come back to where they are.

You're showing them a glimpse of where they should be, but they haven't committed to that £50 a month or that £12.99 a month. So it's all about then showing them where they should be. So eventually they go, oh, do you know what?

Actually, I'd like to get into that paid community now. Is that okay? Then you go, yeah, of course, but the price has gone up.

[Speaker 12] (1:16:09 - 1:16:12)

Come in. Nice one. Thank you.

Is that all right?

[Chris Hills] (1:16:12 - 1:16:15)

We've got a question back there. Is that a question, or are you scratching your head?

[Speaker 13] (1:16:15 - 1:16:33)

I won't scratch. If you're doing sort of more product sales and you say they don't buy now, with that kind of value that you're trying to give them, would case studies be a good thing to kind of email them out every month of what they could potentially have?

[Chris Hills] (1:16:33 - 1:16:42)

Yeah, so that's sort of separate to this. So it's not really the community that you're trying to build off the side. So a specific product that's like a one-time use is quite hard to do this with.

[Speaker 13] (1:16:42 - 1:16:42)

Yeah.

[Chris Hills] (1:16:43 - 1:16:59)

But if you're trying to get people to eventually buy, yeah, it's something that proves authority, that you're constantly reminding them of why you're the best and why they should buy. Absolutely. And what you'll find is though, if you're emailing them and you're constantly bombarding them without any value, your mailing list will shrink because you'll get banned from certain services.

[Speaker 13] (1:16:59 - 1:17:00)

Of course, yeah.

[Chris Hills] (1:17:00 - 1:17:08)

So you have to provide value somehow. So whatever your product is, maybe have a look at who else could you partner with that you could sell them something else.

[Speaker 13] (1:17:09 - 1:17:11)

Okay, cool. Yeah, does that make sense? Yeah, yeah, that's good.

Cheers.

[Chris Hills] (1:17:12 - 1:18:38)

Cool. All right, good stuff. So by now, you should have your high-level plans.

You should have your avatar niched down. You should have the channels that you're going to use to market to them primarily. You should have your top, your middle, and your bottom of funnel.

And you should have some way to close them or some way to collect and recycle them. Obviously, at the end of today, what you're going to do is go away and schedule this into your business. Success and failure are both very predictable.

And if you don't do this, everything we've done today will not be worth it because you'll write the notes down and you'll never get it done. So the aim of the game here is, if I can find it, to go back and clearly define that avatar. Really work on it and taper it down.

That is the most important step. Two, you're going to identify which is your primary channel. Three, you're going to formalize your top, middle, and bottom of funnel.

Four, you're going to get your close strategy absolutely nailed so when people start to funnel through, you can actually make a benefit use of them. And then five, for the ones you can't convert, you're going to build a collection pot to go away with. And that's your homework.

And I've got about five minutes left, which I'm surprised we got through all of that in that time. But we now have time for any questions that you want to ask in marketing, what we talked about. I know you had a question from before.

Do you want to ask that again? Did I cover it? Covered it, fantastic.

So okay, so we've got a question over here. I probably do need that throw box. If we can pass it across the room, we'll throw it.

That way I'm not liable.

[Speaker 10] (1:18:39 - 1:18:55)

So this is a little bit more specific about paid ads. I've had like a little look into like Facebook paid ads and stuff. But every time I go on there, I can only select like an age category.

Whereas I'm sure that you used to be able to select like a dynamic group. Is that something that's changed or is it?

[Chris Hills] (1:18:55 - 1:19:43)

So across most platforms now, AI is taken over. So you're probably going to see it everywhere. Facebook's definitely done it.

But what I can say is their AI is incredible. So what we used to have to do is say, I want them in this location, this age range, this demographic. They like these sorts of things.

What you now do is select an age and Facebook very quickly or Meta very quickly uses AI to see in the millisecond who scrolls past and who stays. And then they build a picture of your avatar for you. But in your ad, you still need to speak to your avatar because it's not that good.

So what it will do is it will naturally find your target audience. Within that, you've niched down to that small subsection of the audience. Trust the AI, it does work.

That's okay. Any more questions? That's why I don't know.

[Speaker 16] (1:19:45 - 1:19:56)

I hope you've got insurance. He was going to explain about the profiles. We're talking about wealth dynamics.

And if our avatar would cover all of them energies, how would you structure or what would you do?

[Chris Hills] (1:19:56 - 1:20:56)

Yeah, very good question. So when we talk about talking different languages and you can work with anyone, you'll go based on you. This is where marketing becomes more personal than program-based, which is if you naturally speak better in detail, you want to be working with people who appreciate that detail.

Because if you get on a closed call, so if you go back to that funnel, you're on your closed call and you're going into the weeds and talking about decimal places and it's a blaze, they've gone, but you're not selling to them. So stick with your primary profile that you want and then you have to learn to speak a different language, have a different sales script, have a different sales person handle those leads that don't speak the same language as you because you just have to come out of the weeds and speak to the blazes. You have to give a certain amount of detail for your tempo.

It's like there's different ways to speak to people and the more you do sales calls, the better you'll get at that. No problem. I think there was one more question in the back.

Oh no, two more. Oh, time is two minutes 42. I've got people waving at me.

I can't see who they are because the lights are so bright.

[Speaker 18] (1:20:56 - 1:21:03)

What's the minimum amount of time you need to spend on nurturing your list once you've taken them from your funnel and put them on the side?

[Chris Hills] (1:21:05 - 1:21:43)

No minimum. You could sell to someone the next day if you just strike a chord. There's no minimum time but what you should do is put a lot of energy into it.

So at least one post a day, one message, one like of a comment. You just keep the community going. You are the energy and the firmness in that community with the idea of even if people aren't liking stuff, I don't know about you, I see loads of stuff on Facebook.

I think that's amazing. They don't like it. I just scroll past it.

So just because you're not getting engagement, keep putting in because that's the value that we'll put out in the last part. We've got one minute 51 seconds if you can ask your question that quickly. I had to guess the seconds there because they're, there you go.

[Speaker 5] (1:21:43 - 1:21:57)

Yeah, so all the questions that you've got to niche down to your avatar and you're putting out an advert, are you literally saying, are you female, 30, 50K, like actually put that in the advert.

[Chris Hills] (1:21:58 - 1:22:27)

There's loads of different ways you can create an ad. Usually you have to have a very solid hook that lasts no more than five seconds and you don't breathe in while you're saying it. You've got five seconds to capture their attention and usually that's something to do with their pain point or something like a shock factor.

Then in a mini story, you will share round about who you're talking to. So you'll relate to them and then you close it off. So yes and no.

You don't say it specifically, but you find a very clever way to articulate who you want to talk to and they will gravitate towards you.

[Speaker 5] (1:22:29 - 1:22:36)

Now that I've got all of this, I've completed all the homework, what's the next step for me to then actually get, where would you recommend me to go and create my funnel?

[Chris Hills] (1:22:38 - 1:22:58)

Depends on the funnel. I can't answer that until I knew what your funnel looked like and you can ask in the community. If you want to go away and complete it, I'll be in the Facebook community.

I'll come back to you. There's loads of different platforms. We use one called Funnel Up, which is built by marketeers to do exactly this.

But you can build it anywhere. It can be manual. It can be on unpaid softwares.

It's a bit of a minefield that one. I can share more in the community.

[Speaker 5] (1:22:58 - 1:23:05)

All right. And one last quick question. I was on Russell Brunson's session last week, which he was talking about funnels.

Do you rate him as a person to work with?

[Chris Hills] (1:23:06 - 1:23:25)

I'll be very honest. I don't follow anyone else in marketing because I don't like it to skew my ways. It's so easy to get swayed into other persuasive ways of doing things.

So when people mention like, so I know he's a great guy. I've heard loads about him. I don't follow anyone on social media that's into other forms of marketing.

So I just do me. And that's that whole thing of like, he's so good, they can't ignore you.

[Speaker 5] (1:23:25 - 1:23:26)

Nice. Okay. Thank you.

[Chris Hills] (1:23:27 - 1:23:28)

We good?

[Shiv Haria] (1:23:29 - 1:23:57)

Last question, if you don't mind. So sometimes, so we sell to say couples, for example, and there'll be, you know, two partners, business partners or whatever. And there'll always be one that's, you know, more blazy and one that's more steely.

Yeah. Usually it's the dynamo of the blaze that hops on the call first and you sell to them. And they're like, this is fantastic.

And then they go away and then they come back and they're like, no, my wife said no. How do you talk to, how do you talk to that avatar? I saw your two step close.

Have you got any tips around that?

[Chris Hills] (1:23:57 - 1:24:27)

Yeah, absolutely. So that one comes up a lot and you can handle it in the call. So what I tend to do is, I'll ask them their pain points first.

Then I'll tell them that I'm not going to sell you anything today. And I'm going to give you a second to ask anything that you want to know. And I'll explain why I'm not selling to them.

We pick our clients X, Y, and Z. Before we move any further forward, I just need to know, is it just yourself that's doing this or is there a partner? Oh, there's a partner.

Okay, I just need to make sure, are they the decision maker or can you make this decision on your own? And of course I'm the decision maker. Cool, fantastic.

[Shiv Haria] (1:24:27 - 1:24:28)

Because that's what they'll say, won't they?

[Chris Hills] (1:24:28 - 1:25:20)

They can. They say, well, what we're going to do is, I'm going to answer a load of questions and you're not going to be able to articulate it back to them. So do they need to be here?

If they say no again, when I get them on a close call and they say, I need to check with my wife, I need to check with my partner. You can go back and say, in our last call, you mentioned that you're the decision maker and we would do that before we offer them a place. So as we get to the end and say, any more objections?

Now, just before I give you my feedback, I just want to ask, you're ready to move forward. You want this package, this payment plan. You've got all the tie downs and you mentioned it's only you that needs to make this decision.

Are you in? That's them saying yes and the sale is done. When we go through the confirmation, congratulations, you're in.

You don't say, do you want it or do you not? You just easily go into the next logical steps. What we're going to do, I just need to take your full details, now let's take that deposit payment.

It's very rare they go back on it and then you can use an ego thing to say, but you told me, and then you can sell them that way.

[Shiv Haria] (1:25:21 - 1:25:21)

Perfect.

[Chris Hills] (1:25:22 - 1:25:33)

All good? I think that's my time. I don't want Bianca to hurt me.

I've got to sit next to her. Cool, thank you very much. Welcome back.

[Shiv Haria] (1:25:41 - 1:31:31)

Thank you very much. What a great session. Did we get value from that?

Fantastic. The whole point of this is, and I love the way that Chris articulated it, I don't follow other people because I don't want it to skew what I already know. And I think one of the things that he said was, you can follow all the people.

You can ask chatGBT. I post a lot of my stuff up on here and you see the dashboards that I use and the way that I'll show you in a second, the funnels I use and stuff. And I see people taking pictures, absolutely take the picture.

But remember that your brain and your knowledge of your clients are better than my picture. So don't let my picture follow. That could be wrong.

That could be specific to my market. It could be a way better way of doing it. And you may have something inside you because you're going to be selling to a very specific niche there.

In terms of channels, the channels that we tend to use, in fact, I wrote this before I heard Chris's presentation. We use, you know, Facebook, Instagram, LinkedIn, YouTube, et cetera. And it's exactly that.

It's tiring to post all of them. But what we do is we post to one and I say repurpose to across, but we don't. We just copy and paste across at the moment.

And obviously there's a bit of work involved in repurposing. But the top tip that I have actually for trying to figure out which platform we should post on is go to some of your clients and go to some of the people that you know and go, where? Where do you guys hang out?

And we did a little poll, actually. We've got a distribution list on WhatsApp of our clients. And we said, where do you hang out, basically?

Please can you let me know which of these you use, you know, often or whatever, or most often? And it said, you know, Facebook, Instagram, LinkedIn, TikTok, YouTube, et cetera. And ours came out as whatever it came out as.

And so it's really easy to find these information by just asking. But you've got to find those people where you're going to ask those in the first place. And in terms of tools, what we do is we have a score app.

So this is the, are you ready to invest score app? We also have a strategy call off the back of which we create a financial freedom plan and a report for them. This is the free guide that Chris was talking about.

You're sitting here, you know, come to our call and off the back of the call, you will understand how much money do you want to do to replace, do you need to make to replace your income? Therefore, sorry, pictures on left and right. How much money do you need to replace your income?

How much does each property make? Therefore, how many properties do you need? How much money do you need to be able to buy those properties?

And ultimately it comes down to, therefore, you now have a plan put together over a period of time that says this is how you're going to become financially free. The other thing that we do is we do the webinars. This is a how to generate passive income masterclass that we've done.

Pre-recorded, they go onto it, click on it and they can watch me. It acts as if it's live. We've used, what was that platform?

I can't remember. Stealth, just in time. My marketing manager in the end just said, you know, stealth is great, you're paying for it.

Why don't you just put it on, you know, host it on a website and just get them to watch it? So yeah, whichever way works for you. And then as well as that, we also talked about, you know, there are other ways of getting these leads in.

One of the ways that we find works really, really well for our business is word of mouth referrals. If I told you where's the one place that we've gone to to get all of our leads, to get all of our clients, the majority, 60% plus is word of mouth. You've done a great service for someone.

In fact, here's the best example. You guys are here. You guys are here and you're like, wow, this is really, really good stuff that I'm learning here.

So it's like, well, why don't you word of mouth referral? What do you think your golden ticket is? It's a word of mouth referral.

We sit there and go, we've done a great service for you. Can you write us a Google review? They write us a Google review.

We send them a cake just before they write the Google review. So they're like, oh yeah, sweetened up. And at that point we say, and do you know anyone else that might want our service?

And the point is, then of course everyone knows one person, but of course you've got to ask it in the right way, not do you know anyone else? You go, who do you know? Who do you know who?

And we say, in your case, who do you know who might be interested in the Blueprint event? And when you ask it that way, your brain starts saying, who do I know who? Okay, this is what we do.

This is on our website. We offer basically a thousand pound referral fee for anyone who signs up with us, obviously. So let's say, for example, Akash recommended someone and they signed up with us.

We'd give Akash a thousand pound referral fee. A quick thought actually for you guys on this. I found that a thousand pound referral fee paid into your bank is the equivalent of 250 pounds Amazon voucher, but it's the equivalent of a hundred pound in cash.

So just think about this, right? I put a thousand pound in your bank account. I guarantee you, it gets lost in your bank account and you don't even feel it.

But if I give you a 250 pound Amazon voucher, this is 250 pounds of spending money. Do you understand the difference? A thousand pounds are going to your bank and you use it in all the bills and stuff, or 250 pound Amazon voucher, this is 250 pounds for me to spend.

So, you know, one's a thousand pounds cost, one is 250 pound cost. So just make sure you're calculating that when you're doing these things and referral fees and stuff. Cool.

Homework from that then is identify your avatar, identify the channels, identify the funnels. How are you going to close? And then ultimately, and I thought this bit was the best bit for me of Chris's presentation is the lost lead strategy.

It's like a goldmine, isn't it? It's like these people have come through your funnel, they haven't bought, you now put them into a Facebook group or whatever. They sit there and you just slowly over time nurture them with a bit of value, a bit of value, a bit of value.

And then who is it? Gary Vaynerchuk, jab, jab, jab, right hook, just once in a while. Some of them fall through, right?

You've got hundreds of people in there every so often, you give them a right hook, a couple of clients fall through. Happy days. That's what we want to look at doing.

Just again, back to the golden ticket. Josh, we've got an update at all? Where are we at?

Now, remember that the Pocket & Trader program actually get 20 people signed up. We were trying to get 25. Where have we got to so far, Josh?

We have a grand total. Currently, currently.

[Josh Keegan] (1:31:33 - 1:31:35)

Hold on, guys. I just want to check the voice.

[Shiv Haria] (1:31:35 - 1:31:38)

It goes four and then five and then six, Josh.

[Josh Keegan] (1:31:38 - 1:31:40)

We have eight so far.

[Shiv Haria] (1:31:41 - 1:31:41)

Eight, fantastic.

[Josh Keegan] (1:31:41 - 1:32:00)

Thank you, Dan Norman. Thank you, Steve Hammond. Thank you, Stephen Cowgill, John Woodman, Kay Hutchby, Julian, Sen and Richard.

So we're not quite at the target. We've got to midnight. So if you have reached out to anybody and you can just send them a little follow-up, that'd be amazingly appreciated.

And we have actually have two people actually use the golden tickets already to buy Blueprint prices. That's perfect.

[Shiv Haria] (1:32:01 - 1:45:22)

Fantastic. Thank you very much. Brilliant.

And remember, guys, this is literally word of mouth referral. You've come here and the reason why you're on, not just on the programme, but in the advance is because you paid to say, that was really good. I want to do it again.

So if you know it's that good, go and offer it to somebody else and let them have the benefit as well. This is the QR code that you need to scan. Remember that the important thing is if you're not ready yet, the webinars on the 11th of February is hosted by Dan and my Adam at 10 a.m. And they're going to actually talk you through what this whole thing is about. Okay, book club for this month. We've got three books. The first one is Small Business, Big Profits over here.

This is a book by Mr. Josh Keegan and he talks about how to build a lucrative, leveraged lifestyle business. How many of us want that? Yes.

Lucrative, leveraged lifestyle business. That's what we should all be aiming for. We don't want a business that's, you know, millions and millions of pounds in revenue, but it's actually only making a 0.1% net profit. We want a lucrative, leveraged lifestyle business. The second book is this book over here, 100 Million Dollar Leads. How many of you have read this one?

100 Million Dollar Leads. Little story on this one. I remember when Alex Romozi was launching his thing, and I'm sure some of you will be on the same boat as me.

I went on to his, what was it, a webinar or something like that. Went to the webinar. At the end of the webinar, he did this amazing close and the amazing close was, buy these three books or whatever it was.

And the books were at 167 pounds, but he gave you a free cap. Anyone remember that? Free cap.

And the cap said, what did the cap say on it? Acquisition.com. It didn't even make sense.

It was nothing. It just said acquisition.com, but he said, it's like, it's like, Chris Moss, please stand up. It's like this oversubscribe hoodie.

This one that's soon gonna be gone that Chris is, I'm sure, gonna be launching as merchandise. But I was like, I don't know why I paid 167 pounds for three books and a cap when the next week, what happened the next week? He gave it all away for free.

He gave it all away for free on his podcast. So I'm sitting there going, why did I pay 167 pounds? But I was in.

And the last book over here is Who Not How. This is all about delegation. We talked about how to delegate instead of abdicating.

And this is a really, really great book for you guys if you're into it. 28-day challenge for this month is Winter Hitler is 66% complete. I told you, I'm a little bit behind.

So I excuse you guys for being a bit behind. But the fact of the matter is by the time we get to the end of March, we need to be complete. So therefore, February is our month to catch up.

Let's get some catching up done. And we'll be up to 66%. We also have this primetime accountability group for the PDPs as well.

Can you guys go to page 51 on your workbooks, 51? And on page 51, you'll see a QR code. And this is to join this primetime accountability group.

I'll be running this. So that means that if you need any help over the month with regards to your PDPs, I can give you one-to-one mentoring on that. And the good thing about this is it's not once a week or it's not once a month.

It's literally like a WhatsApp group whenever you need it. It's effectively like board level mentoring. So page 51, just get onto that and put your phones down when you're done with that.

And then actually whilst you're doing that, I'll talk you through this bit as well. So we've got midweek mentoring coming up on the 12th of February. So Gillian Anderson did a really great session on Property Entrepreneur Program, which is all about AI in business and how to use AI in 2025.

I mentioned to you at the beginning that I've been in lots of walks and talks and stuff with the board members. And we've literally been talking about justice. This is all we talk about all day, every day.

And it's like, how can we get in front of this? How can we get AI and use it in the business? And Gill's done a really great session on that and she'll be doing a midweek mentoring on that on the 12th of February.

Obviously, we've got the mid-month mentoring as well, which I'll talk to you about in a second. And the midweek mentoring on the 26th of February is the world-class finance function, which Josh is going to be taking us through. We have the mid-month mentoring is by Josh.

And this is also about how do you get that ultimate performance back? So he talked you through it, really high value session. But at the end of the day, if you're getting stuck on some bits and you still have some questions, and of course, once you start putting it together, you may have more questions.

At that time, Josh can give you this on the 19th of February. He's going to be there. And of course, about the ultimate performance back, but about anything else that you want as well.

You need to book in for this. Bianca, did you say that the QR code is in the workbook for this? Yeah, QR code's in the workbook for this as well.

So book in. Josh, as you know, has been on the Property Entrepreneur Program and the board for, is it nine years now, Josh? A long time.

So he knows what he's talking about. And he can definitely help you out with any questions that you have. And in terms of homework, we know that the first session was about PDPs.

So it's all about that second part of the PDPs. The first part was breaking down the tasks and giving them to people. The second task is how do we make sure that the people that we're giving these tasks to actually get those things done?

So that's the first homework session. The second session homework was all about the ultimate performance packs and basically getting them, creating them, and then diarising the reviews. And the third one was about the funnels and basically figuring out exactly what your funnel looks like, exactly what your closed strategy is, and what platform you're going to be putting them on.

If you check page 50 of your workbook, all of this homework is in there. And I also saw in your workbook, there's also a full page of all the homework for winter. Okay, so that'd be really helpful if you've forgotten some of this stuff or you want to make sure you've got everything done, make sure you've got all the homework from January and from February.

There's a full page of winter homework that you need to tick off. Before we go, there's also PE parents, how to implement the blueprints whilst raising kids. How many people have kids?

Okay, so you'll know that when Dan stands up here and he talks about all these lovely blueprints, you're sitting there going, this is fantastic for you, Dan, but how the hell do we do it when we've got three kids running around? This is what PE parents is for. Some of these blueprints are great, but we need to adapt them a little bit to life with kids.

And this is hosted by my fellow board member, Claire. Hi, Claire. Claire is a super successful seven-figure female entrepreneur.

And she and her group discussed the challenges of hosting and running these blueprints with children, but also to support each other in how to go about doing that and share the learnings. I mean, the fact of the matter is, if someone can say to you, look, just do it like this, it'd be a lot easier, then that's the kind of mentoring that we need here. So tune in the next ones on the 27th of February at 12 noon, and you just sign up for the Zoom link on that.

If you are a parent and you're not on that, just try it out. What's the worst case scenario? You're going to try it out, and then you'll say, yeah, that was cool, or that wasn't cool.

The vault, remember that the whole point is that on PEP on the Tuesday, we teach the blueprint. On PEA, we implement the blueprint, which is what we're doing here. But there's a lot of value in the actual learning because we've learned it once a year ago, whatever, two years ago, some of us.

I mean, some of us have forgotten some of this stuff, and that's why we're introducing some of this, the blueprint brain transplant, so we can give you the podcast to listen to. But on the vault, we've got the actual sessions that you can listen to about how we go about and do the blueprints. So catch this month's PEP session and the midweek mentoring on the vault as well.

This one is the members' black book. It's a members-only thing. In case you don't know, the Popular Entrepreneur Program do not have access to this.

I didn't realize this. This is only for the advanced program. You guys have access to this, and you can find anyone that you want to find on here.

Hopefully, I said to Bianca, this is really, really great, but we don't know exactly how to use it, and I think what we're going to try and do is try and do maybe a Loom video or some sort of session where we can sort of say, well, how can we actually use this? You know, I'm looking for an accountant that specializes in this specific thing over here. What can I type in, and how does it work?

So maybe we'll look at doing that, but get onto it anyway and have a look at that. So an example would be if you're looking for someone to do marketing stuff, guess where it is? On the vault.

What about commercial property stuff? Where is it? On the vault.

Last one. Housing association leases. Where do you think this information is?

On the vault, exactly. Buddy up. You've already got your buddies.

Make sure before you leave today, you swap numbers and agree the SES times. I said to someone the other day on the board, because we're like, oh, do we really want to do this buddy thing? Do you know what?

At the worst case scenario, it's half an hour for you to have a chat with somebody else on PE. You don't have to talk about your Sunday sanity if you don't want to, but it's a chat to get to know someone. Why would you not do this, okay?

So if you're not doing this, then just get that in the diary. It's a really, really good thing for you to get to know people. And remember that from four to five every single week, every single month when we're here, your network is your net worth, and you've got to get to know the people that are in the room.

All the stuff that you need is in the room, but it's only in the room if you know the people. That's why we say stay present. Don't get on your phones during the lunchtime.

Don't go and talk to the same people that you know. I do that all the time, and it's like sometimes we need to go and talk to the other people, because there is value in talking to everyone else as well. So last thing before we go, before you go, I want to collect the...

Actually, we'll do that in a second. There are a number of these affirmation boards here, which everyone's forgotten, because a month ago all of them had forgotten to pick up. So can we...

Shall we... Do we have time? No?

Not right now. At the end of the session... The anchor calls the shots.

Yeah, my line manager. So in that case then, before we do that, we're going to collect some feedback in your workbooks. In fact, sorry, on your WhatsApp groups receive the text right now or receive a text to your phones for the feedback.

If you can click on that, remember that every bit of the feedback you go through, I'm telling you, we literally read through every single line of feedback that we leave. On Tuesday's session, Rachel had a secret admirer, but we read through every single line on that feedback. So give us the feedback and we will implement it.

So I'm going to give you some time now. Can we put a little bit of music on? And when you're done, just put your phones down so I know you're done.

Make sure when you're rating it, you say Shiv was dashing on stage. Dashing, looked dashing. It's the best event ever, just that Adam wasn't here.

Josh and Shiv make a good team. When you're done, put your phones down so I can see you're done. So you haven't wandered over to Instagram.

Matt, I hope all that is good feedback that you're writing there. But feedback too. Feedback is important.

Constructive feedback. Okay, I'll just wrap up. So yeah, like I said, affirmation boards at the side.

Come and get them if you've ordered them because you paid for them already. And that is a wrap, guys. Who enjoyed today?

Fantastic. Let's give all the speakers today a massive round of applause. Thank you.

Make sure you use this time now to do some networking and I'll see you next month. Take care.