**PPN Session two 3.7.2024\_Transcription**

[Rachel Davies] (0:20 - 0:27)

Ladies and gents, this is your two-minute warning. Grab yourselves a drink, finish your conversations. We're live on stage in two minutes' time.

[Speaker 4] (0:27 - 1:20)

Ladies and gents, take your seats.

[Rachel Davies] (1:21 - 1:50)

This is your one-minute warning, ladies and gents, your one-minute warning. We're live on stage in one minute's time. Ladies and gents, this is your 30-second warning.

Get ready to put your hands together. We're live on stage in 30 seconds.

[Speaker 8] (2:22 - 2:36)

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

[Speaker 10] (2:41 - 2:42)

Brilliant.

[Rachel Davies] (2:45 - 18:20)

Thank you for that round of applause. It's much appreciated. Did we have a nice break?

Yes. Nice bit of time to chat and catch up with everyone. Really interesting listening to everybody's summer objectives and targets and what you're all doing.

It's absolutely fantastic. Right, so we need to get the energy flowing in the room. We're moving on into the next session now.

Who here is feeling some summer energy? Manifest. That's it.

It's hot and boiling. It's summertime. We're all getting into the spirit of it.

Fantastic. Just before we get into the next session, I just want to talk you through Supper Club. We have Josh on the final Supper Club.

It's on the 30th of July. This is your last chance to live in this summer to get onto a Supper Club. Come with a problem, leave with a solution.

There's a QR code in your workbooks. There's only seven places left, so please book onto it today if you want to get onto the next Supper Club, 30th of July. Then private dining.

At lunchtime, we're going to have three tables, me, Chris, and Josh are going to have a table. Actually, I'll give you a reminder of this. I haven't brought the notes up.

I'll talk to you about that in the next session. Some of you got the opportunity to talk to Chris. Some of you will sit with me, and some of you will sit with Josh.

I'll clarify who's on what. Anyone had a WhatsApp on it, actually? Yeah?

A few of you should have had a WhatsApp telling you what table you're on. The discussion at lunchtime is all about talking about the targets and the objectives that you have to do to achieve your goals this summer. It's all about what have you got left to achieve for this summer.

That's what we're going to be doing. Moving on to the accreditation now. The accreditation.

Guys, these are the four milestones that we have to do to achieve our accreditation. We have to post your Sunday sanity in the community 90% of the time, attend 10 out of 12 workshops, present at both awards days, and also post in the Facebook community, or get involved with Get Up and Give Back. How are you getting on?

Scores on the doors? Should we do scores on the doors? Can I give a massive congratulations to all the people on the screen?

I'll just move out of the way. You guys are meeting all the requirements. You're completely on track to get your accreditation.

Can we give them a massive round of applause? Those of you achieving to a high level, well done. Well done.

Then we've got quite a few of you on amber. Here we've got everybody on amber, and then we've got a few of you on red. For those of you in amber, it's all to play for.

You can still get your accreditation this summer. The truth is, some of us here, some of us are executing to a really high level, and some of us just aren't able to do that. That's fine, because remember what Adam said earlier?

He talked about how you are going around the track for the first time. Execution is the hardest thing to do. This is a skill that you're developing at the moment.

What we want you to do, we want you to go into summer and finish your year with no regrets. We want you to hit your targets and objectives. We don't want you to be disappointed.

This is a sign of this. If you want to do well this summer, and if you want to pull it out of the bag and hit your targets and objectives, then one of the things you need to do, we've got a solution for you. It's called beast mode.

That's what you're going to need to step into, because the summer season is all about getting stuff done. In the same way in autumn we locked you into strategy and doing strategy sessions in the cave, the same way we got you fixing things in the winter, the summer is all about getting stuff done and executing. That's the difference between people who execute at a really high level.

We say, this is one of our mantras, isn't it? Execution is everything. That's what it's all about.

That's the difference between people who are not on Property Entrepreneur and those that are. Property Entrepreneurs, they set their strategy in autumn. They make promises in January, and then they deliver on those promises come September.

That's what we want for you. If you feel that you are not doing everything that you're supposed to be doing, not fulfilling on all of the promises, this is what you've got to do. More often than not, to get to that point, you need to go into beast mode.

You've got 10 weeks, we said earlier, 10 weeks to make this happen, 10 weeks to get yourself in a place where you've smashed through all of your objectives and targets. Some of you might feel a little bit behind. Who here feels a little bit behind on the odd objective here or there?

Yeah? It's completely normal. You've got this time frame to get yourself in the right frame of mind and to get it doing.

That's what we're going to talk about now. We're going to get you in the right mindset for high execution and high productivity mode. The first thing, there's two concepts we need to get across to help you understand beast mode.

The first one is that you need to do your execution. Execution is everything. I've mentioned that before, but it's the difference.

The top performers on Property Entrepreneur, they're the ones that execute in the summer. They're the ones that are successful at the end of the year and get to stand on the stage. You want to play to win, yet the idea behind being on the stage is that you get to stand up and be proud of what you've achieved and that you've done everything you said you were going to do.

The next concept is that beast mode isn't about beating your chest and running around like a crazy person. It's actually about executing on tiny tasks relentlessly and consistently, day in, day out, week in, week out, so that you can focus on absolutely everything you need to do to get the things you need to get done. If you do this over a period of time, you deliver huge results.

Execute relentlessly. By the end of that period, you deliver massive results. There's three things that we need you to do to get to that point.

Sorry, I'll move out of the way. Three things that you need to do. The first one is take what you've got for summer, what the big project is that you've got this summer, the objectives and the targets you've got left to achieve, and I want you to look at that list and break it down into smaller parts.

All of you here, some of you have got some really big goals this summer, and what we want you to be doing is they're massive, but all big journeys start with really small steps, don't they? You need to break it down into manageable chunks to make it more achievable for you to do. That's what we want you to do, break it down.

The second thing is once you've broken it down and we've removed the need to procrastinate, because what happens, if you don't break things down, your brain thinks, well, this is too difficult for me to do, so I'm going to make myself busy with something a lot easier. Yeah, we don't want that for you. We want you to remove the need for procrastination, yeah, so your brain's not busying you with easier things elsewhere, and then the truth is the hardest thing with any task that you've got to achieve is that it's really difficult to get started, isn't it?

I think this is the real skill. This is something that Adam does particularly well. He makes all of his Sunday sanity tasks really easy and achievable, and that's what you need to do.

The hardest thing is to get started, so you need to make it simple and easy to execute, so that there's no excuse for you starting that first task. Who here feels like they often put too many difficult things on their Sunday sanity and can't get through it? Yeah, this is what I mean.

This is the real skill. You need to recognise that you've got to make each task on your Sunday sanity easy to do. Then the third thing is you need to remove all the obstacles to getting it done.

This is a really good example. Paul's been going to the gym consistently five days a week. Before that, he was really inconsistent.

He's been doing it for four months, and the way he's achieved it is he gets his gym kit out every night. He puts it on the floor. He wakes up at 6 a.m. in the morning. He puts his kit on, has a coffee, and gets straight out the door, yeah, so remove the obstacles from getting started, otherwise you won't get started. What else can you remove? Another good example, Sunday sanity.

Have everything scheduled into your Sunday sanity, so by the hour, you know exactly what tasks you're supposed to be doing. There's no procrastination. You don't need to have to think about what you've got to do that day.

You know exactly what tasks you've got to achieve, because they're in your diary at set times, and you know exactly when to do them. It's another great example of just removing the obstacles from getting started, and then once you've done that, you've got to pull the trigger, yeah? Lock yourself away, pour a coffee, make a tea, lock yourself away in a room, and get stuff done, because that's what the summer season is all about, and if you've got children at home this summer season, my advice to you is give them to grandma.

Give them to the childminder. Set up a play date in advance. Be smart about this.

Send them on a play date. You might have to return the favour. That's fine, because on the day that they're not there, you can smash out absolutely loads of tasks in a three-hour session, in a four-hour session, whatever it might be.

I always team up with my friends, and we share the pain of looking after the kids, particularly in August when they leave school. That's a great way to do it. I know, sorry, but the truth is, it's all about tiny tasks that we execute on relentlessly, and the way to do that is to lock yourself away, yeah, and get that stuff done, and achieve it, yeah?

So they're the three things. Sound good? Yeah.

Yeah? Brilliant. Okay, but your brain is going to play tricks on you, yeah?

It's going to make it difficult for you to achieve this, actually, so the Norwegians actually have a saying for it. It's called the doorstep mile, and what that means is that psychological threshold that you need to step over or get over to remove yourself from the place of comfort to the place of discomfort, and that's what that means. So even though it's only one step over the threshold, it feels like a mile.

I'll give you a good example. On Sunday, I needed to do my second swim. It's part of my healthy habits, and I started to invent lots of reasons why I didn't need to go, but then I just picked up my gym kit.

It was by the door, and I crossed the threshold. I went out the door, went to the gym, and I had an amazing swim, and I felt fantastic, yeah? So it's this psychological threshold that we all need to get over.

Can anyone else resonate with that? Have you ever not wanted to do something, then done it, and it's good? Yeah?

Yeah, so remember this. Your brain is going to try and stop you from doing difficult things. That's what it does.

That's the chimp inside your head. To give you a few other examples about what I'm doing in beast mode, because I've been in it probably since the spring. The first one is my summer.

I've named it, and I've written a plan. Who here, after listening to Guillaume, has done a plan for the summer? Yeah?

We, as property entrepreneurs, advance behaviours, we do a game of four quarters. So I already have a plan. This is where we take the goals for the quarter, and then we break them down into goals for the month, and then we break them down into goals for the week, and then what do we need to do daily, and those daily tasks get scheduled onto Sunday sanity.

So that's how we do it on advanced, and again, if you listen to Guillaume, he talks about making a plan, and that's all you're doing. You're developing this skill, this advanced property entrepreneur skill, where you're putting a plan together. My theme of the summer is burn the butts.

We've got to start this new business. We've got to part with a bit of cash now. I've done three things already to get me going into the championship season.

I've signed up to a personal trainer, so I'm going to have a personal trainer all summer. That's the first thing I've done. Signed a partnership deal with a technical partner to deliver the solutions, and we've also signed up to oversubscribe for the brand pack, so that's for my new business.

So there's three things I've done before the first of July. So burn the butts, commit to it, whatever your mission is this summer, go all in. And then the second thing is, I've just switched beast mode on.

This is Adam telling me to just switch beast mode on. Beast mode enabled. He sends me gifs.

He sends me gifs of the Hulk, like going, rah, to motivate me. This is me going into the blueprint. I had everything stacked against me.

The flight was delayed for my half-term holiday. I hadn't had much sleep, but I just switched on beast mode and just went into it with the right mindset and the right attitude, and I had an absolutely fantastic time. And then another thing that I've realised over the last few months is that I talked to Hugh doing the podcast recently, and he talked a lot about how he's been leaning into fear and being comfortable with being uncomfortable, and I sat there and thought, that's exactly what I've been doing all year, leaning into fear.

So if some of the stuff you're doing this summer makes you feel uncomfortable, that's exactly where you're supposed to be. And to get you in the high productivity, high execution mindset, we've got Beast Mode, episode 20, for you to tune into. So listen to that when you're on a walk, get you in the right mood for getting into beast mode.

Right. So has anyone got any questions on beast mode? Or getting into beast mode, getting in the right mindset, or are we all good?

All good? Excellent. Right.

So let's move on to session two. This is called Perception is Reality. And what's it like for most entrepreneurs?

Most entrepreneurs have inconsistent branding. They have different branding for every touch point. They may have no branding at all.

Every piece of communication they do, they have to write from scratch. So it takes a long time to do. It's arduous.

They're always negotiating. Sometimes they don't make very lucrative deals because somebody always wants a massive discount. And they sell average looking products and services and get average prices for those services.

But where we want to get you to is a place where you have a world class brand, you attract the right investors, the world class investors, the world class clients. You have this perception of having really high value. People have some anticipation.

They want to work with you. They're really looking forward to it. It looks like you've been in business for years and years, even though it's not been that long at all.

But they feel like you're really professional and you're creating that right perception. And that's what this is all about. We want you to be able to raise your rate and have that really lucrative business, which will then fuel your life by design.

So we want you to stand out of the crowd. We want you to be in the top 5% of your market. And we've got our very own special guest to talk to you today.

This is a man who's achieved his financial fortress at the tender age of 31. He's even beaten Josh to the title. Is he the title leader at the minute?

Yeah, he's title leader. He's run marketing companies for the last 10 years. Oh, that was starting to banter.

Sorry. Josh, can I carry on? Is that how it is at this spot?

He's really jealous. So seriously, Chris has run marketing campaigns and run marketing companies for absolutely years. He's been in it for 10 years.

He's got social media channels that reach about 5 million people. He's a recent dad. He's a property entrepreneur award winner.

He's an absolute standup guy. I absolutely love him. Please put your hands together for the incredible Chris Moss.

[Speaker 10] (18:26 - 18:29)

Thank you. Thank you. That was so nice.

Thank you.

[Chris Moss] (18:31 - 50:26)

Hello, everyone. Hi. Hello.

Sorry, Josh. So I'm going to take us through how we can get, as Rachel said, in the top 5% of our market for less than £4,000 and be seen as a market leader. And whether in the next 12 months you're looking to raise £100,000, £1 million, or do six- and seven-figure deals, getting this right and getting there faster, quicker, and easier will be a drop in the ocean.

And at the end, I'm going to pull it all together and share a case study of how, in Q1 2023, this allowed us to get an extra £100,000 in new business and our clients over £5 million in the last 12 months. So I'm going to take us through the Perception Is Reality blueprint, and this is going to allow us all to have the best summer on record. So I've got a question for everyone.

Who would you rather hire? Someone that looks like me, or someone that's inappropriately dressed for that interview? Raise your hands if you'd rather hire someone who looks like me.

Noted who didn't raise their hand there. Same idiot. Same product, different packaging.

And I think we all understand that we wouldn't turn up to an interview, and we wouldn't dress inappropriately, and we all know that people take first perceptions as reality. So we wouldn't turn up looking like that ourselves to meetings. The reality is most people, though, with their businesses, aren't doing the same thing.

They're not taking how they dress their businesses in the same sort of fashion. So I've got another question. Who would you rather hire?

A property company that this is what it looks like, so when you look around, there's various sort of assets that perhaps don't instil confidence in the visual appearance of them, or something that looks more like this, where you look around, it's consistently branded, and it looks nice. Raise your hand if this second one is who you would rather hire. Yeah.

And this is the perfect example of perception is reality. So this second company here doesn't actually exist. These are just mock-ups.

That first company, with some tweaks so it's not identifiable, is actually a seven-year-old company, and this is a perfect example of that perception is reality. If we don't get this right, it's almost impossible to get in that top 5% of your industry. So I'm going to take us through the perception is reality blueprint, and there's three key parts to this.

So why is this important? What are the exact assets we need to build in order to get into the top 5%? And then I'm going to take us through exactly how we need to build those and the exact blueprints.

So why do we need to increase our perception in the marketplace? So, as Rachel said, there's a small handful of companies in every market that have cracked this, and as a result, everyone wants to work with them. They look like the market leaders.

They've become the go-to people. They attract the right type of clients that they want to work with, so they're not attracting sort of the sort of bottom of the barrel that they manage to just about get over the line. They're getting the sort of pick of the clients that they want.

The reality is, though, 95% of companies don't manage to achieve this, and they look like everybody else in their marketplace. They haven't distinguished themselves, and yeah, they don't attract that business, or if they do, they don't attract the types of clients that they want to, and we all want to be in that top 5% and just give ourselves and put our best foot forward when it comes to the perception we have. So some of the key things here as to why this is so important.

So the first thing is your profile. So you are what they see. When people search around on your social channels, on your website, on your marketing material, anything, wherever they're looking, you are what they see.

Even if you're a 10-year-old company, if you look like a one-year-old company, you are what they see. They presume you've only just started, and vice versa, which is good if you've only just started. Next is this is an easy win for everyone.

It's the highest ROI, in my opinion, of anything that you can do in your business, because if you get your perception right, the returns you get off your marketing and the efforts that you put in is far greater. If you get this wrong, it doesn't matter how good all the rest of it is, you're going to have people not wanting to work with you. The next is this builds intellectual property in your business.

Most people don't think about this when it comes to building brand, but if you've got the marketing material, you've got the brand assets, even though it costs some money to get this sorted, you're effectively moving that onto your balance sheet because you've now got these assets in the business. It also allows you to, or sort of forces you to, by going through the process I'm going to take you through, is actually productise what you're doing, so it forces you to package stuff up and productise, which again adds to the value of the business and builds that intellectual property. The next is your positioning.

Most people grow out of their brand, not grow into their brand, and we want to grow into our brand so that we can decide where we want to position ourselves in the market, we see what that looks like, and then we position ourselves there, we brand ourselves so we look like we're there, and then we move to that place as opposed to what most people do, which is they've created a brand a long time ago, maybe when they first started or just after, and then they've totally grown out of it.

We want to make ourselves look as good as we possibly can and grow into it, not out of it. Then the next is perception is reality. As I mentioned, you could be a five-day-old company or a five-year-old company, and it doesn't matter.

What people see when they look around is the perception that they're going to take, and you can go head-to-head with absolutely any business in your industry if you get this right. Ultimately, if you don't do it, you will be losing more money than you need to. Who here knows who this is?

Anyone? Cameragram. Exactly.

Cameragram. Possibly the worst impression I've ever heard. Great effort, though.

Great effort. Amazing. Better than I could have done.

Nice try. Absolutely. Who thinks he is the best whisky-maker in the world?

I'd agree he's not, I think. However, he sold his stake in his whisky brand for over $500 million, and it's the perfect example of the best-known product or service doesn't win, the best-known brand does, and we can all take a lesson from that. So that's why this is so important.

I'm now going to share exactly what it is, what are the assets in our business that we need. So the first is a brand pack. I'm going to run through these, and then I'm going to go into more detail in all of them.

So the first is a brand pack, and what a brand pack is is how we establish what our brand looks like. The next is a branded brochure, and this is how we bring our brand to life and how we can test the market if you are newer in terms of that product or service. The next is a one-page website.

I'm going to take us through a one-page website blueprint, which is where we direct the traffic to and the eyeballs, and then finally is the stationary stack. Less than 1% of companies do and create what I'm going to go through in the stationary stack. It is definitely the easiest and quickest way to stand out in the marketplace, and I'm going to take us through that as well.

Almost no one does that one. Some of you might be sat there thinking, I'm only just getting started, I don't really need to think about this, it's not something I need to focus on at the moment, and I think you're wrong. There's no other way of me saying it.

I think you're wrong in thinking that. Tesla and Elon Musk is the perfect example of this. Has everyone seen the Cybertruck or know what it is?

I will explain just in case. So the Cybertruck was a car that Tesla launched about five years ago. They did this massive presentation on stage, and they said, this is a fully electric truck we're going to bring out.

It looked incredible. Massive event, the marketing material around it, the website, all looked amazing. However, it was just a concept car at that particular time.

It didn't actually exist. And they sort of promised it, it will be about a year away until we deliver it, et cetera. The reality is they took over four years to actually deliver the Cybertruck to market, and I still think there's not many of them actually being produced, but they are now.

However, it's the perfect example of perception is reality, because they did this amazing showcase of what they were going to be bringing to market, what it looked like, and as a result, off the back of this presentation, they had 1.5 million pre-orders, an average commitment size of $45,000, which was $67 billion in pre-orders off the back of a concept car that didn't actually exist. And for anyone who saw it, the presentation didn't actually go to plan. It was supposed to be not able to withstand bullets and all sorts, and the metal ball almost went through the window.

So it didn't quite work. But it just shows how perception is reality and how we need to do this before we start if we have the resource to do so. So I'm going to take us through exactly how we do this and how we build these blueprints and what those blueprints look like.

Make notes throughout this, but I am going to share some things at the end as well that mean you can take it away, give it a designer, and potentially get them to support you on this as well. Word of warning before I go into these four different assets to build. Don't do this yourself.

Don't expect a designer to understand all of these. There's a lot of marketing elements in this, and most designers aren't marketeers. They are designers.

So what I recommend is take these blueprints and then share them with someone who can build them out. Don't expect them to sort of have known it. And definitely don't do it yourself unless you are a designer and a world-class designer.

What you put into this is what you get out. If you don't pay much attention and you don't put much effort into it, it will be reflected in what is built. So the first asset I'm going to go through that we all need in our business is a brand pack.

Every large company I've ever worked with, they have one of these in their business. And the reason they have it is it allows them to keep consistency across every asset that they forever create once they have this. What it is, it's a document that you create that directs anyone moving forward, whether that be someone working on your socials, your website, marketing material.

It doesn't matter what they're working on. This will allow them to make sure it stays on brand. If you don't have this, like most smaller companies, what ends up happening is that you have a slightly different logo or a stretched version of it in one place.

And then you have fonts of a certain type in one place. A slightly different blue than you use somewhere else, somewhere else. And over time, you've sort of grown out of the brand and it's got distorted and there's no consistency.

And the way we get around that is by building out a brand pack. So I'm going to go through exactly what to include in a brand pack. And then this is something that a designer or an agency could build out for you.

So the first thing that we want to include in our brand pack is a world-class logo. The standard in the property industry when it comes to logos is pretty low, to be honest. You will have all seen it, I imagine, at networking events.

That house, a picture of a house, a little stick house, like 99p logo-type generated thing, and it just doesn't stand out. And you can guarantee you go to a networking event, if you collect everyone's business card, at least half of them probably have a resemblance of that in their logo. That's not what we want.

We want to build out a logo that is clearly customized and clearly built for our business. It stands out. It doesn't look like everyone else.

It's clean. It's clear-cut and potentially says what you do as opposed to something that's really difficult to actually understand or spell or, yeah, there's quite a few pitfalls with it. But the main takeaway here is that you want something that doesn't look like everyone else.

So that's the first thing that's established in your brand pack. And if you have one, it can be that that just gets sharpened up, or it can be that you just totally sort of rebuild something depending on where you're at. The next is what we would call brand extensions, and this is something that you use across all of your material, potentially.

So, in some cases, it can be like a watermark that goes in the background of stuff, or, in Property Entrepreneur's case, it's how all of the stuff is layered. So if you look at everything here, a little bit like which is the representation of this backdrop here, is there's a layering effect to it. What that allows Property Entrepreneur's branding to do, which hopefully you all agree is come across a lot more premium.

When it's a block colour, it doesn't always do that, whereas that layering effect can really make that premium effect, which is part of the positioning for Property Entrepreneur. The next thing in your brand pack that you'd want to include is your colours, and what are the exact colours you use. So I'm not sort of talking here like we use blue or we use red.

It's like what's the exact shade of red, what's the exact shade of blue that you use? And then a step further than this is just thinking about with those colours, what do they mean, what do they represent? Certain colours have certain emotions attached to it, and the difference this can make can be quite substantial, especially as you scale and there's more volume going through, the colours you use can have a huge impact.

There's an amazing study that Amazon did between the different shade of blue they used, this was about six years ago, on their buy button, and it was like three different shades of blue from one to the other. To the average person it was blue, to me it was blue for sure, but the slight difference was like a 0.02% conversion rate increase, which when you're the size of Amazon, equated to, I don't know what the figure was, but it would have been a huge volume of money just by slightly tweaking it. That's obviously on the absolute ultimate end of how important colours can be, and for most of us that's not going to be the case, but keeping that consistent colouring across our different assets is important, and this is how we do it, it's just making sure we've got exactly what are the exact colours, and the colour codes for them, so anyone moving forward, they've not got to guess, they've not got to try and match the colour up, which is quite easy to do, but they can just type in the code and make sure it's the exact shade that you want.

The next is the fonts that you use. Most people don't have a font that they know they use across their assets, across all their touch points with the market. As a result they end up using different things, and it's just that small, most people don't notice it, but if you were to look at it, it looks off, and usually that's down to the font is one of those key things, so we want a clear-cut font that's not super squiggly or hard to read, and that is ideally custom to us, but you don't necessarily need a custom font created, you can just find one that's sort of off the shelf but isn't mega common like Arial or Times New Roman, or some of the go-tos that most people have.

What this means is, once you have this brand pack built out, every asset that you build moving forward, you can make sure it's on point, and this is the perfect example, this property entrepreneur, whether it be the emails they send out, the podcast covers, landing pages, the workbooks, absolutely everywhere they have it on brand, and the level up from this is a brand pack potentially per product that you have, so on the property entrepreneur, they have a design structure and a brand pack for the programme, advanced, which you obviously will have seen some of, it's got that gold element to it, and black, which again is positioned as a slightly premium offering, and then obviously the board as well, and each one of those have got different branding to achieve various things.

Start with one for your overall company, but longer term, it might be worth thinking about four different products or levels or services you could potentially improve the positioning and use the branding to increase the positioning. So that's the first thing, so that's the brand pack. The next asset that we want in our business is the branded brochure.

What most people do, or most entrepreneurs, business owners, is when they come to sell something, during that sales conversation, they're having to kind of try and build credibility for themselves, they're trying to explain their services, and they have this long-worded sales-type conversation where they're trying to get all of it into this single conversation, and they're always thinking, how am I building credibility, how am I selling what I'm doing? That's not necessarily the most effective or scalable way to be communicating with potential clients.

What we want is a branded brochure, which is effectively a really nice piece of marketing material that does a few things. One, it means you don't have to have loads of long-worded sales conversations repeating exactly the same thing to multiple people. Let's take investors as an example.

If you've got an investor that you're having a conversation with, you've not got to continuously repeat that same conversation, I've done these projects, then I've done this, then I've done that. You can give them a branded brochure, a piece of marketing material, before you even meet them, that allows them to be warmed up by what you do. It's designed to build huge credibility in terms of what you do, and I'm going to take you through the exact structure of what to include in a branded brochure, but that's the key aim of it, is that it really clearly allows you to sell yourself without you having to do it.

When you do get in that meeting room, or on that call, or your team get on that call, the person's, one, already qualified, because they know what you do, how you do it, potentially, so it weeds out a lot of potential time-wasting, price points, all of that sort of thing, so it's mega-effective for that, but it also means that you can focus on the call as to their questions, as opposed to having to do big introductions and that side of things. Presuming they read it, which there's other things you can do to make sure that's the case before the actual meeting.

I'm going to take us through the branded brochure blueprint. You should all have in front of you a copy of the branded brochure. What I'm going to do is go through this now, page by page, so if you take one of those brochures, I'm going to talk through each page, exactly what's included on it, and why you might want to include something very similar.

It's a framework and blueprint that has been put together between three different marketing frameworks that is combined into this single document, so I'm going to take you through that now. Has everyone got one? Has anyone not got one?

Cool. So the first page is obviously the front cover. The key with the front cover on the branded brochure blueprint is that we have what we would call the sex appeal.

I think you will have covered some of this this morning with Adam, so that's the sex appeal and the sort of catchphrase or the sort of sound bite that you're leading with. So that's the first part, is that front cover. Obviously it's hugely important in terms of whether people actually end up engaging with it or not, and I recommend taking that really sort of seriously.

What you want is someone to look at it straightaway and instantly know what you're about. So on ours, you can obviously see the quote I mentioned earlier, you can have the best product or service in the world, but if the world doesn't know about it, you've completely missed the point. So that's the front cover.

The next two pages, we've got the challenges and the solutions, which could also be titled the problems and the solutions. On these two pages, the aim is with the challenges that we're connecting with the reader, potentially. So we want to identify what those challenges are that your potential customer has, or client, and then potentially slightly vilifying those problems.

So it's really clear to them, this is a big problem I should probably take serious and I should probably think about. Give an example on the investor front, again, it might be things like your money is losing 10% buying power each year because of inflation. These things that people might sort of have an idea of, but you're just really highlighting it to them already.

So that's the challenges, and then with the solutions, what we're doing here is celebrating the benefits of it, and celebrating what are those solutions, not necessarily linked to your product, but just linked to there are solutions for you losing this spending power. As an example, if you invest your money and you get 8% to 10%, you might just about keep it with inflation at the moment sort of thing. So that's the solutions side of it, and that really is celebrating that there's a solution to this.

And what these two pages are doing is connecting with the reader that is on it. Before I keep going through this, one thing just to highlight on this is it is designed in such a way, and this blueprint is designed in such a way, that someone can pick it up if you're a blaze, Grant, and scan through it very quickly and get the pull-out quotes, get the headline stuff, see the pictures, and sort of get a gist of, okay, I get what this company's doing. And equally, if you're very detail-orientated, or someone on the team is, or someone else is, then they can massively read through every single word of it, and it will do the same job.

So that's another thing just to note. As I'm going through this in detail, there is high-level stuff all built into this as well for the people that aren't necessarily detail-orientated. So the next page that you're going to see, which is something you see throughout.

This isn't just on this page, but is the pull-out quote. So there's a massive quote on there that hopefully you're all on. And the aim of the quote is, or the quotes which are throughout this, is to really amplify your point.

So if someone is scanning it, or they're looking at it at high level, and they just read one of those, it's the quotes are there to really hammer home what it is that you're, the message that you've got. The next thing that you'll see on the next page is the three why questions. And the main reason we include these is they're incredibly powerful in getting people to take action, potentially.

So the first is, why this? And the aim of why this, or what why this is, is why is this a problem that they need to solve? So why is this something they need to think about?

In my example before, why do they need to think about the inflationary eroding their 100 grand that they've got in the bank, as an example? Why is this important? Why is the solution or the problem that you've got that you solve, why is that important?

The next thing in here is, why now? And why now is, why do they need to take action on this now, as opposed to why not just wait for next year, or next whenever? So why now is the reason.

And then finally, why us? So you've told them why this is a problem. You've told them why they need to act on it now.

And then finally is, why us? Why do they need to do this and solve their problem with you? Why do they need to give you their 100,000 pound to invest, versus the other 10 competitors that you might have?

And that's where, obviously, you're building credibility, talking about the historic stuff you've done, et cetera. So that's the next key thing. The next couple of pages that you'll see here is your services.

So most people, and it depends on your product or service, but very, very rarely actually clearly articulate and write down exactly what their service is. And this is the page where it will force you to potentially think about things like productizing and putting packages on what you do. So for us, as an example, you'll see the three on the right-hand side.

We have the branding blueprint pack, the branded brochure, and that stationary stack. They're all productized. They've all been packaged, branded up nicely.

And that's what we want to try and do on these pages if we can. If we can't, then just making it really clear to someone that is going to be reading this what it is you actually have to offer them. Most people don't really have that written down, or they can't certainly sort of verbalize it very easily.

So that's the next thing. There's a couple of pages of that for us. The other thing that you'll notice in the bottom left-hand corner of some of these pages, particularly on the page that starts with content calendar at the top, is in the bottom of it, you will see the call to action.

So that's the other thing that you want throughout the branded brochure, is a call to action as to what's the next steps for someone that might be reading this. Where are they going to go? Is it to schedule a call in with you?

What is that next step that you want them to take? Could be a call. It could be to a landing page.

It could be to a purchase now. Depends on your sales cycle as to sort of what that looks like. But you want throughout this call to action so people know what they've actually got to do.

Ideally, a single call to action as opposed to multiple throughout, so there's just this one direction of travel for what they need. The next thing that you'll see on the bright red page, hopefully you've all got that, is what I call the yes questions. And what the yes questions are is, again, connecting with the reader to get them to potentially agree with the thought process that you've got, that you know they potentially have.

So in our case, with our yes questions, it's do you need to improve your online presence? So our hope is whoever's reading this is like, yes, we do. The next thing for us is have you put off levelling up your brand or raising your profile even though you know you should, et cetera?

And each one of these questions is tailored, hopefully, for whoever's reading this, to be like, okay, I should probably think about this, I have been putting it off, et cetera. So that's the next thing that you may want to include is the yes questions. The next thing is the about us section.

And the aim with the about us section is the about the business, and the aim is to really build your credibility on this. So not necessarily for you as an individual, but for you as a company, the about you as the business. Again, the more credibility you can build in there, the better, the more you can talk about your history.

If you're reasonably new, things like pulling on previous experience, maybe corporate experience you've got, or something along those lines. The next page is the meet the founder page. That's about the leader who is potentially in charge of the business, or if you've got multiple impressive people on your teams or advisory boards or anything like that, then it might not be a single person, it might be multiple people that you are including on the sort of meet the founder or meet the team page.

Again, the aim here is to build huge credibility for the leadership team behind the business. The key with this section, and you can use these throughout, we don't in our brochure, but you can definitely use these throughout, and it would be a good thing to do, is at the bottom of it, you can see the accreditations. So some of the awards and accreditations that we have.

These are hugely important to build third-party credibility. Everyone says, I'm great, or some people do. However, having that third-party verification of someone else saying these are trusted is massively important, and that's what we want to try and include throughout is accreditations potentially on, you could have it on the bottom of every page, or at least on this page.

And you'll see it on most of the material for property entrepreneur, do it incredibly well. Dan's got a lot of awards and a lot of things over the years that is included, but again, just creates huge credibility. So that's the next part of this.

Next is testimonials, so you'll see a couple of pages of testimonials in hours. The aim here is to be able to show them testimonials of companies that are similar to what they are or were, and how they've actually developed and achieved what you're promising to be able to achieve with your service. So not just a testimonial that's ideally not just it was great to work with them, ideally it's got a little bit more sort of depth to it.

From a property perspective, in terms of things like showing if you're doing refurbs or you're sourcing deals, showing exact examples of stuff that you've previously done, and not just words ideally, and we can probably do a better job in hours of, we could level this up in our brochure, is actually showing images and showing visual representation of that transformation. And really showing people visually what it is, not everyone will read a testimonial, but everyone can appreciate a before and after on a refurb picture as an example. So that's the key things that we would want to include in the branded brochure.

Has anyone got any questions on any of that? Stephen? Have you got a microphone?

Oh, sorry, here you go, here you go.

[Speaker 5] (50:29 - 50:51)

Sorry. Was that me or you? You.

This is great Chris, thanks. What I see is a lot of people reading brochures rather than physical brochures. Is there a different approach to a more digital version, or would you always suggest as a physical copy?

[Chris Moss] (50:52 - 51:43)

Yes, so we obviously print these out for the event. However, 95% of our usage of these is where they're digital, we'll attach it to the bottom of an email, WhatsApp message, social message, that side of things. Partly for the brochure, as it being, and I'm going to go through the next stage of this sort of being digitised into a one-page website.

However, no one is turning to an investor meeting, or whatever it might be, and leaving someone with one of these, very few people anyway. The perception it will leave, even if they don't actually read it, the perception it leaves by leaving one of these is worth it just for that reason. That being said, it doesn't have to ever be printed.

If we didn't do the events that we do, we probably wouldn't print it, it would probably just all be used digitally.

[Speaker 5] (51:44 - 51:46)

So it becomes more of a prop?

[Chris Moss] (51:48 - 52:58)

Yes, potentially. We use it for a couple of reasons. We use it to, before we have conversations with anyone, to tee them up to, this is who we are, builds all the credibility.

When we have sales calls, we've not got to do that, potentially, or not as much, because hopefully they've read it and we do some things to try and check that they might have done. So we know how to take that call. Because if someone reads this, or reads part of it, and then we have a sales conversation, that conversation goes very differently.

So that's one of the reasons we use it. Whereas sending someone a link to a website, and it's got your About Us section here, they might glance it, but no one reads it, whereas when it's a brochure, there's more chance that they at least click to the end of it. So that's one of the reasons why we use it.

The other reason is it weeds people out ahead of the call if they're not the right fit. And then post-call, it's quite nice, because it's easy for someone to share with someone as well. So if there's multiple decision-makers in a deal, then rather than having nothing to leave that call with and then having to try and verbally sell it into a partner or a business partner or whatever it might be, that's pretty difficult for someone to sell your product better than you, whereas if you can give them that and say, yeah, you could pass this on, and that should help sort of support that conversation.

[Speaker 5] (52:58 - 53:01)

And you're going to move on to the one-page website, which is the summary?

[Chris Moss] (53:01 - 53:06)

I'm going to move on to that, yeah. Any other questions? Yeah, Craig.

[Speaker 7] (53:09 - 53:37)

Thank you. So, yeah, that's great, by the way. With my electrical business, would you recommend maybe we get these to hand to the MD or something when we go and do our quotes?

Or would you just say maybe get a digital brochure, and then once we send the quote to them or the estimate, would we say, oh, please take a look at this, and it's a digital form? What would you recommend?

[Chris Moss] (53:38 - 54:18)

I'd probably recommend higher up the funnel. So when you are having that first interaction with them, presuming they're not someone who keeps sort of repeat working with you, if you've never spoken before and you know there's a tender or something you could potentially pitch for, is saying, here's a little bit more information about us. I'd love to be able to come and price up the work.

Something like that is my first instincts of how you could possibly use it. Equally, once you've gone, you've sent them their custom quote, and I'm going to come on to how you might brand something like that as well, but then you could possibly after it also give them that as well. So then when they're sending it to the chairman to sign off, it's like, here's the proposal, here's a bit more about the business type thing.

[Speaker 7] (54:18 - 54:18)

Thank you.

[Chris Moss] (54:19 - 1:13:43)

Where you can use this in your sales process will depend on sort of who you're targeting, what that looks like. You can use it throughout multiple stages throughout the process as well in most cases. Amazing.

Cool. I'm going to keep pushing on here. So the next one is the one-page website.

And most people, when it comes to their website or building a new website certainly, massively overcomplicate it. It ends up taking them months to actually build. It becomes incredibly painful.

If anyone's ever sort of spent the time doing it, you might be able to relate. Can anyone relate with that? Amazing.

It's certainly been my experience over the years for sure. And the reality is, is once you finally do it, not only have you lost some hair, but you've also, it's probably out of date because actually what you briefed into the designer was so long ago that actually now something's changed. And we get around this with a one-page website.

And the one-page website is designed to take the traffic, the eyeballs, and what we want to achieve, like the outcome that you want off those eyeballs, a purchase, a call booked, whatever it might be, to actually convert it into that. And we do that with a one-page website. It's way quicker to build.

And there's lots of software and platforms to support you in doing that. It doesn't mean that you don't have a full big site potentially that has all the stuff on it. But when we're looking at our summer season and potentially moving quickly on this, you could fully operate just with a one-page website, depending on where your traffic's coming from and what you're looking to achieve.

So I'm going to take us through some insight into the one-page website. However, there's a huge correlation with what is in here as to what you would probably want to put on a one-page website. So I'm not going to go through the one-page website blueprint step by step because I'd be repeating myself for most of it.

What I would recommend you do is build out a branded brochure, take this branded brochure, give it to a web designer, find a landing page that you like the look of, and maybe a competitor, maybe someone in a different industry, but you like the sort of structure of it. A good example is potentially property entrepreneurs, or if you scan the QR code in our brochure, that will take you through to ours, which is the exact correlation from this. And then basically give this to them.

It will have all the copy, all the potential images, the About Us section, all the stuff you'd want on a one-page website, and then they'll be able to create that for you with very little, other than a brief, very little extra work on top of it. When we first built out this brochure, I was just going to leave with the brochure. I had an event about five days after.

It took longer for me to build the brochure out than I'd wanted to. I was a bit slow in getting some of the copying bits done. Finally got it all done, and I had an event in five days' time, and I wanted somewhere to direct people to, the one-page website to drive some of the traffic to, and sort of create some form of transaction or something.

So I thought, let's see if I can get it built in five days, and we managed to get it fully built in three days because it had all the copy, all the images, and everything. It was built in three days. There was a whole load of errors and stuff on it that needed to be corrected.

They all got corrected, and it was ready, live, flawless, minor few tweaks that no one noticed. By the event. So you really can, once you've built out and put the time and effort into getting a branded brochure, you can then build it into a sort of a one-page website very quickly and very easily by going through that process that I just mentioned.

To sort of loop back around to your question, Stephen, this is where you'd have that digital version of it. Obviously, for mobile phones, it can potentially be more optimised versus a PDF version of this. But again, from a branding and a standing out perspective, everyone has a website of some sort.

Most people do, whereas very few people have that digital brochure as well. So that's the one-page website, and that's the third asset that we absolutely all want to sort of put the time and attention into. Again, what you put into this is what you get out.

If you put the effort and the time into making these things look incredible and working with world-class web designers or designers for some of the other stuff, then it's what you get from it. If you half sort of ask this, it's just not going to do the job, and you're going to look like the 95% of other people that don't spend the time in thinking about this stuff. So the next thing is the stationary stack, and this is the one that very, very few companies do, and I believe this is how you get into the real top 1% of the people in your industry from a perception perspective.

What the stationary stack is is a group of assets that covers all your other touch points with the marketplace. So that's everything from your email signatures when you're sending emails out. I'm going to show some examples at the end of these as well.

Your social channels, making sure they're nicely branded if it's a company page. Branded Word documents. So to your question on sort of you go and get a...

You're going to do some quote, or you're sending out a deal pack in, a deal package, or whatever it might be, something that's like a custom document. This is what I call a fixed asset. You do it once, you do it right, and maybe you update it every 12 months.

Depends on how fast you're moving, maybe six months. However, the branded Word document is a workable document. You can tweak it, you can change it, you can build stuff out with it very easily.

If something's not right in it, you can change it yourself. You will have all seen property entrepreneurs' ones, I imagine, where there's a blueprint, or a job spec, or something where it's got the front cover. You've got some inside pages that have got branding on, and then you've got that sort of back cover as well.

So that's the next thing, is the branded Word document. The next asset is branded testimonials, which, again, you can build out from that Word document, but is one pages, two pages, again, of testimonials that are just built out a little bit more to be able to give people the confidence. Maybe there's analysis on it.

Maybe you go into detail of what they were looking to achieve. This person wanted to build their financial fortress. We helped them source these 10 properties.

This was the outcome. These were the properties. A little bit more depth, which, as you can imagine, in your case, again, in terms of you go to that job, you give them the brochure, you give them their custom spec, and then you give them a testimonial of someone that last month you did a very similar piece of work for, and they were happy with it, et cetera.

In terms of convincing people that you can solve the problem they're looking for, you're giving yourself the best possible shot. So that's the next thing, is the branded testimonials. Branded business cards, again, just not looking like the average Vista print, one page, one-sided, white, low quality.

If you're going to events and people are asking for business cards and you're still using them, then that would definitely be an easy way to stand out from the crowd. Any other sort of merchandise that you might need. This isn't relevant to everyone, but obviously things like hoodies, pens, mugs, any other touch points that you might have, especially if you've got offices and people are coming in.

It's just that 1% small detail that very few people will spend to do. It doesn't cost that much to do, but the perception it can leave with all this other stuff is substantial. Letterheads as well.

So whenever you're sending out any communication, invoicing, NDAs, whatever it might be, making sure that's all nicely branded. And then finally is the canned email responses, which again, we've all seen property entrepreneurs where you've got that top footer, the sort of top header, and then the sort of actual signature itself. Again, great opportunity to brand, talk about a product or service.

I'm going to share some examples of that as well. So there's some of the key assets that we want to include in the stationary stack. And this is a great example of the difference that it can make.

This is an example here of an old PPN UK, so an old Dan Hill brochure that he used to send out when PPN UK used to do some deal sourcing. This is one that I got sent. I've changed the logo.

However, this is actually a document that I got sent for a particular deal from a deal sourcer. The deal actually wasn't too bad in my opinion. However, the perception it left me with just wasn't good.

There was zero formatting to it. There was errors throughout. It just didn't inspire any confidence that they might be able to deliver on what it actually sort of said.

Average deal sourcer, I don't know what they charged. Someone might be able to correct me, 3,000 to 5,000 pounds. Is that a fair average perhaps?

Dan's deals here, he was charging closer to 30,000 pounds for some of these deals. Obviously, the deals were bigger and made sense for that to be the fee. Equally, there's absolutely no chance he was selling it for 30,000 pounds if this is what he was sending through to investors.

The power this can have is huge. Here's some other examples of a recent client, Strada, that I shared a little bit on last session that I thought would be useful to share some of the other assets that we built for them. This was their brand before at the top here.

This is a perfect example I would say of the average standard in the property industry. This is what we built for them. Then some of the other bits that are in the brand pack.

It's not all of it, but it's part of it. The logo, the fonts, colors, et cetera. This is an example of the branded word document.

This document here is actually a tailored document. It's not a fixed document. This can all be edited.

They might be sending a proposal out for deal sourcing or an investor or whatever it might be, an NDA, and they could change it all. Maybe not an NDA, the letterhead would do that. Hopefully, you get the point.

Social channels, business cards, and then the branded brochure, which this is their equivalent of the branded brochure following the blueprint or elements of it. It's not rigid when we do it for a client. It just flex depending on exactly who they're targeting, but it had some of those real key elements.

Hopefully, you can agree there's not many people handing out investor packs before they meet a potential investor that looks as good as this. I certainly haven't seen any other than the ones we do. Another one you might recognize here, TOMS. This was the before, and then this is some of the assets after, which hopefully, again, you can appreciate that all of these different touch points, whether it's the posters used in stores, whether it's the loyalty cards, which I think are probably a personal favorite, or all the different social channels, all the different things. It just looks like a totally different brand and gives a totally different perspective. I wanted to share this just to give an example of one that's non-property related just to show the impact that it can have. We actually had a nice compliment on this, TOM, the other day from someone who's in this room who said it looks like a brand that you'd expect to see on a TV ad, which I thought was probably the nicest thing we've probably ever had said.

Cool. They're the five assets that we would, sorry, four assets that we want to build in the business to allow us just to get in that top few percent of our marketplace. Hopefully, you can all appreciate that if you get these things right, it doesn't cost that much money to do, and the small attention to detail that this has really positions you way above most people in your industry.

There'll even be people that are in the top 5%, the sort of market leaders, that when you look at it, you'll go, actually, there's things that they could sort of be improving on this stuff, and that's how you end up going head to head with them when you're potentially early on punching above your weight, or in Elon Musk's case, you're launching something new. This is how we can make sure we give ourselves the best possible shot, and if you're already a market leader, it's how we can stay where we're at. I'm going to go through a case study now just to really sort of pull all of this together and make it sort of really clear and tangible.

This is an example of one of the businesses I own called UniFresher. This is what we used to send out, so we have an equivalent of a branded brochure, which we call a media pack for this business, and it's to build credibility for sort of who we are with the potential clients we reach out to. This is what it used to look like, and then this was the rebrand that we did.

This was in back end of 2022 now, so we've actually had these for a while, but I've got some great sort of data on the impact, which I wanted to share, so not much difference, but at the same time, a massive, massive difference. We then built our one-page website, which we've never really done. We've used the media pack a lot and the brochure a lot, but we've not actually really properly digitised it in the way that this is now, so we built that out.

We then built out the case studies, showing sort of the reach we got for people to click through, and on the bottom page for these, it's the exact return that they got off the ad spend with us. We then built out our email signatures, and what we were looking at here is what are all these touch points that we have with these large brands that we want to work with us. So here's an example of Fizz, our head of operations, so partners we work with is in our bio, so if we're reaching out to a new customer, they've never heard of us, obviously instantly builds credibility because there's a lot of brands in there that they'll know.

Head of marketing for Domino's Pizza, a quote from them, and again, just builds huge credibility for us. Our social channels, again, just making sure they all look sort of consistent. There's a lot of user-generated content on our social channels, which generally you wouldn't necessarily brand as much because you lose the authenticity and people might not connect with it.

However, on things like cover photos, it can help. A couple of these reels, that reached 5.4 million, that reached 9.5 million, but it wasn't all down to the design. The content was obviously pretty good.

However, it can play a role in things like people following you, so we get this attention, but then how many of them actually click through and follow us, and stuff like your design, how the visuals look of it can play a huge role in that. Another example here is the branding doesn't just stop before you actually work with them. It actually goes on to after you're working with them and those continuous touch points, one for attention, but also it just keeps that consistency as well.

This is a campaign report that we would send. Again, it's all on brand. This is what we used to send, which was pretty poor and quite embarrassing looking back on it.

However, the level up made a huge difference. The impact that this made on our new business sales, so nothing changed for this Q1 2022 to Q3. Sorry, Q1 2022 to Q1 2023.

This was 2022. This was Q1 2023. Just by us, we were doing the same marketing, the same funnels, the same outreach, the same everything, but just by getting people to actually trust that we were worth working with, that was the impact on the new business sales for that quarter.

Our average contact track length went from three months to five months. Again, because we just gave people credibility that we can solve the problem that they wanted to solve as opposed to what used to happen, which they kind of like test us for three months. If it worked, then maybe they'd extend it, et cetera, whereas now that happens, but it's five months because they have that commitment we can deliver.

We won a £300,000 contract off the back of it. Our conversion rate's massively almost 10x. They look like small numbers, and they are, but it is a 10x increase.

A 0.02, like there's an email sequence that goes here. We got five calls off the back of it, which was a 0.2, which was six sales. We had other people confirm on email, which is why it's bigger, which was £12,000 off that campaign, and then this was the increase off the branding, things like when they're getting emails and the email signatures building credibility, and then the increase was from 0.2 to 1.9, and then that stayed reasonably consistent throughout all of the campaigns because of this. It'd be easy to think that that's great, but perhaps we've got a large team, we're working with some cool brands there, been doing it for a long time. We have been doing it for a long time. However, the reality is it's created huge appearance and huge leverage for that business.

It's grown since then, but at the time of when this was done, we had three full-time team members and then a handful of contractors, and we were able to win contracts of that size and work with those large brands because when they were looking at our assets and our material, the perception we had in the marketplace was impressive. Obviously, you've got to deliver, which I'm not covering in any of this. You've got to obviously make sure.

What I'm not saying here is increase your perception and be useless. You've got to deliver as well. Hopefully, I've given you everything there you need, the blueprints to go and build out all of these assets within your business.

What I recommend is take these, show them a designer, and get them to build these out for your business. Again, another caveat on this is a designer isn't going to understand these things. If you simply go to someone and say, hey, can you create me a brochure, it's not going to have probably 50% of the stuff that I think you should have in it that's in the blueprint.

Make sure you do teach them it as well as get them to do it. Feel free to take the brochure away and copy it or copy the bits that are relevant. For anyone that's looking at this and thinking, I want these things, but I don't actually want to go and teach a designer to do these and then get them, we obviously do this.

That's what we do day in, day out at Oversubscribed. We have the capacity for five spaces. We had five spaces on the super event, which we sold out over the coming week and a half from those.

Then we've got our next six-week trench. We run everything in a six-week cycle. We've now got the next six that are available if anyone wants to take us up on those.

There's a QR code in the brochure. If you scan that, you can then go to our one-page website, and you can book in a review call for me. There's only a handful of slots in my diary because I'm restricted on time to have review calls.

However, for anyone that wants to do that, check that it's the right fit, then you can book in that call with me, and we can make sure it's the right fit before you work with us. How the process works, just the final sort of bit on this, is we send you a form. You fill that form in.

We then take that information and build it out into the brand pack and then a similar process for this brochure and the stationary stack as well. Has that been useful? Wonderful.

Amazing. Has anyone got any questions? Have we got the box?

We'll come back in a second.

[Speaker 9] (1:13:46 - 1:13:54)

Chris, do you have any advice about finding, in your words, a world-class web designer to support on this?

[Chris Moss] (1:13:56 - 1:14:31)

Yes, there's a couple of companies we've worked with previously that I can share. Don't have any affiliation with them other than they've built out stuff for us. We don't do that at Oversubscribe.

We do all the other stuff, but not the one-page website. We probably should because everyone we build a brand for asks for it. However, we don't at the moment.

Yes, I can recommend someone to you. We've built probably about four sites over time between these two companies. One was built for SEO.

The other was more of a one-page website, so depending on what you're trying to achieve, I can recommend you.

[Speaker 9] (1:14:31 - 1:14:32)

Thank you.

[Rachel Davies] (1:14:32 - 1:14:57)

Do you want me out now? Sorry, Steve. If people are looking for website designers, is there any advice you can give people on what to look for?

Obviously, you've got a few recommendations, but if people don't feel like they've got enough recommendations to go on, what else, when they're looking for a web designer, what would you be looking for?

[Chris Moss] (1:14:58 - 1:16:17)

Yes, probably quite a few of the things that we've touched on in this. Things like looking at examples of stuff they've previously done is probably the best thing. Getting multiple, potentially asking a couple of different companies for quotes on it could be a good idea.

The main thing when it comes to design or website is actually the brief that you give to people. Most web designers can build a good website. It's not overly complicated.

The challenge for most entrepreneurs and business owners is relaying the information and what's in their head and successfully delegating that to a designer. That's probably the bit, thinking of Dan's task triangle. Put the effort and the time in delegating this incredibly well and then building it out is easy, like the example with the brochure, because all of the copy was there, the structure was there.

We built that one-page website in four days very quickly, very easily. It wasn't through a template either, so it wasn't like we just got something off, say, ClickFunnels or something like that, and it was already populated. This was custom-built for the exact structure we want.

On WordPress, not using a templated structure, and that's about as complicated as it can get versus just getting a platform that already does these one-page websites. Yeah?

[Rachel Davies] (1:16:17 - 1:16:27)

If you put a brochure into a templated, like ClickFunnels or another version of a funnel maker, could you take that brochure and re-replicate it in there?

[Chris Moss] (1:16:27 - 1:17:11)

Yeah, 100%. In the sense that the copy and the graphics and the stuff, a lot of it is probably what most of the ClickFunnels pages and some of the other big builders actually sort of recommend in there. Most of them will have credibility about the founder in it.

Most of them will have testimonials, accreditations, et cetera. Yeah. The other thing you can potentially do on your one-page website is give people the option to download your branded brochure.

We call ours on our site Our Prospectus, just from a positioning perspective. But again, you can go on there and you can download it off our site. It's not really a lead thing for us, but we do get the odd few that will then turn into sales off the back of actually downloading it, totally cold traffic, usually from social or something.

That's cool.

[Rachel Davies] (1:17:12 - 1:17:13)

Steve? Sorry.

[Speaker 5] (1:17:16 - 1:17:27)

Thanks, Chris. The branded brochure, probably two questions really, is that a product you just provide or a service you provide as a standalone rather than the packages?

[Chris Moss] (1:17:28 - 1:17:35)

Yes, yes. So all of those three elements that we do are all standalone. We just have a bundle for anyone that just wants to do the whole lot.

[Speaker 5] (1:17:36 - 1:17:52)

And aside from obviously the content will need to come from whoever's brochure it is, how much sort of license do you take to do that? I'll tell you why I'm asking this. I'm creating a brochure myself at the minute.

I'm providing the content, but my VA's just not getting or I'm not explaining it very well.

[Chris Moss] (1:17:53 - 1:17:53)

Yeah.

[Speaker 5] (1:17:53 - 1:17:56)

What's the process to get to the...

[Chris Moss] (1:17:57 - 1:17:57)

Overcome that.

[Speaker 5] (1:17:58 - 1:17:58)

Yeah, the branding.

[Chris Moss] (1:17:59 - 1:19:16)

Yeah, so that's like the perfect example of unless you have a blueprint and a really clear structure to follow on this stuff, it can end up being a world of pain. And then if you're not working with a really world-class designer, even if the rest of it is okay, your output's not going to be what you want. The way we solve that and we put loads of effort and sort of time into that is we have a form that gets filled in.

That gives us all the background knowledge on you. We then have a document that represents the layout of how you might want the branded brochure, and every single page basically has a small video of me on it, three to five minutes, that says this is your front cover, a bit like what I've gone through here. These are the things you might want to include on this page, and then examples as to other things, other examples of it for some inspiration.

So you've got inspiration and then you've got the framework. You fill it in on there, so you put your copy on there. You save that.

You send it back to us. It's not designed nice. It looks horrendous, but then we've got it.

It also means you can look at page layouts. So the other challenge is you might say to your VA, can you put this about us section? You send her 2,000 words, and actually on the design, only 200 words work, in which case on our structure, you can see that and you can tweak it as opposed to someone trying to mash it all in and then it not looking good.

That's great. Yeah. I think we had another question over here.

[Rachel Davies] (1:19:20 - 1:19:23)

Right. Hang on. Right.

I'm doing it.

[Speaker 6] (1:19:27 - 1:19:50)

Cool. So I've got a couple of questions. My name's Afam.

So first of all, with our business, when I was thinking of the kind of design and brochures and whatnot, we have one simple logo. Obviously, our company's full name is Getting Started in Poverty Quite Long. As part of your services, do you kind of create a longer version of the logo?

Is that possible to do?

[Chris Moss] (1:19:50 - 1:20:30)

Yeah. So one of the things in our initial form when it comes to creating a new logo or redefining or sort of tweaking a logo is identifying what type of logo you want. So on the Property Entrepreneur example, it's well designed in that this here can be used as a favicon on a website or it can be used in a square sort of setting.

This longer length here may not necessarily be able to. So when it's being designed originally, it's thinking about those things. How will it sit on what platforms and what does that look like?

If you've got something that's long already, it might be that there's a sort of a shortened version of it or something that can still, that wouldn't solve it for you. But yeah, hopefully that makes sense.

[Speaker 6] (1:20:30 - 1:20:31)

Second question?

[Chris Moss] (1:20:31 - 1:20:31)

Yeah.

[Speaker 6] (1:20:32 - 1:20:47)

So second question being the one-pager website seemed quite interesting. Now, if you can imagine more of like an estate agency-based website where you need to click in for sales, lettings, X, Y, and Z, how would you best position the one-pager or would you just not be appropriate?

[Chris Moss] (1:20:48 - 1:22:04)

Yeah, so probably not appropriate if you're looking to have multiple offerings on it. So a section for investors, a section for tenants or whatever that looks like. That's where a one-page website may not necessarily be.

However, where you could have, which a lot of people have is they have that main site which has got those sections on you mentioned. But then if you are doing a particular marketing campaign for a particular section, you might then have that on a one-page website. You can still link off your main site onto a one-page website, but equally you might just want to drive traffic straight to that one-page website because as soon as you've got multiple places people can look around, you can lose them.

They go only about us and then the doorbell rings and that's it sort of thing. So that's the thinking on it. The only downside to a one-page website is when you're thinking about ranking on Google for traffic, sort of SEO-based organic traffic, a one-page website isn't going to, in Google's eyes in most cases, cut it because you need a lot more content, a lot more indexing, a whole load of other things that will affect it.

Cool. Amazing. Any other questions?

One more? Amazing. I thought you were going to attempt the throw then.

[Speaker 3] (1:22:06 - 1:22:34)

I was dreading that one. Thanks because this is great. I guess for me, I've got two businesses, one of which has been going for about 15 years.

Had all the branding done professionally way back. However, now it kind of looks fresh but it kind of also needs some heat to it. Also at the same time, you're talking about logos but I also think you probably need to refresh the actual name as well.

[Speaker 10] (1:22:34 - 1:22:34)

Sure.

[Speaker 3] (1:22:35 - 1:23:13)

So I guess for me it's kind of what's the after possible in terms of switching something that already exists to something that's fairly, you know, a lot more modern, a lot fresher. It's got a website that's, I don't want to say it's been and gone but it possibly has. So it's kind of, and also back to, I guess, similar to our fan's question but if you were trying to sell multiple products, sort of like training packages, whatever else, I'm guessing you couldn't do that on a one-pager.

You'd have to potentially have that on a proper website. I don't want to say proper. A fuller website, as it were.

[Chris Moss] (1:23:14 - 1:25:19)

Sorry, lots of questions. Yeah, so first part. Got to remember them.

First part, in terms of like the change management is sort of what we would think about it as between an existing brand to a totally new brand. It depends on how established you are, how many people know about it, what that looks like, the model as to the impact and how you may want to do that. So it's quite hard to give a blanket answer without sort of knowing that for sure.

However, lots of companies do it and lots of them do it very successfully. Most recent common one, not to sort of keep talking about Elon Musk here, but it's obviously Twitter to X is an example of probably the most highest profile rebrand change, but easy for him to pull something like that off. Equally, there's potentially, Google's done it, they've changed their logo so many times but it's been such small variations, don't really notice it.

On the flip side, you can just rebrand and make a whole big marketing thing around it, do a big launch and actually use that for excitement and hype to potentially kickstart something, a new product or something like that. So that was the first part. Second part, in terms of a landing page for a training type offering.

Property Entrepreneur's example that I shared is a great example of a training business that has got a one-page website. So I recommend going to the Don't Talk to Tenants URL and just have a look at that. With a lot of this, certainly with the one-page website, you could potentially find lots of great examples of this.

Obviously, find someone that it's converting well and there's ways you can sort of check that and look at the ads they're running and stuff like this. But yeah, you'd want to analyze someone similar that is offering something similar that's performing well and potentially borrow that framework that they're using. Thank you, that's helpful.

Amazing. Amazing. Well, let's welcome Rachel back up.

[Rachel Davies] (1:25:19 - 1:25:22)

Yes, let's give Chris a massive round of applause.

[Chris Moss] (1:25:22 - 1:25:22)

Thank you.

[Rachel Davies] (1:25:31 - 1:29:06)

I absolutely love Chris. He's one of the people I look up to. He's an amazing guy.

An amazing entrepreneur. That was really good, wasn't it? Yeah?

Enjoy it? Brilliant. Key takeaways from me, just to finish off.

There's one thing that really resonated with me, and I guess it depends on where you are in your cycle of business, doesn't it? Whether you're in form, norm, storm, perform phase. For me, I'm in form stage with a new business.

One of the things, and then we're talking about Elon Musk again, but that quote, brand is just a perception and perception matches reality all the time. You can grow into your brand. If you're sat here thinking, I'm not ready for this yet, I haven't really got going, then this is absolutely the right time, isn't it?

Because as long as you've tested and you're pretty confident about what you're selling, then you can get yourself branded, create that really high perception of value, and start things off in the right direction. That really resonated with me. Then profile, positioning, and perception, that's what marketing is all about, isn't it?

Raising your value, your perceived value, so that you can raise your rates. Chris is going to help us a bit more. He's going to do mid-week mentoring on the 24th of July, so one to tune into.

If you've ever seen Chris do a mid-week mentor slot, he's absolutely fantastic at them. He's going to walk you through this in practice. If you've got any further questions, once you start getting into your brand board and start thinking about all of these things, if you've got more questions, you can go through them with him, and he's going to walk you through it in practice.

Sound good? Get it on your action list. Are we all writing notes on our action list, guys?

Get that on your action list. One to tune into. Let's just finish on homework for that session.

There's three key things that you need to do. The first one is build out your assets. What do you need for this summer campaign?

We talked about a one-page website. It's absolutely a brilliant idea to have a one-page website for a specific campaign. It's a really good thing to do.

What assets do you need? Do you need a branded brochure? Is that what you need to create?

Then start thinking about your stationary stack, and then the one-page website for that particular campaign. That's the homework that you need to get your heads around this summer. Oh, and private dining.

We're about to go to private dining now. There are three tables. Chris is kindly doing a table, as I mentioned earlier.

I'm just going to read out who's on whose table. I've been promoted. Apparently, I've got the round table, Josh.

I've got Adam's table. I'm going to be your Adam today. Who's with me?

I've got Afam, Ashley Gray, Gina, Ian, Paul Matthews, and Phil. You're with me. Chris has got Andy, Andy Ip, Dewey, Jamie York, Jasmine Gill, and Susan Buxbank.

That's who's with Chris. Then Josh has got Catherine, James Fox, Louie, Mark Jones, and Valerie. That's who I was with Josh.

You should have had messages, so you should be quite familiar with who's got what. If you haven't had a message and your name's been called out, just remember who you're with. That's lunchtime private dining.

Remember the discussion, the thing we want to talk about around the tables at lunch, and maybe you want to talk to your fellow entrepreneurs about when you sit down for lunch, is what objectives and targets do you still need to achieve by the end of summer? What haven't you done? What have you done, and then what haven't you done?

What do you really need to concentrate on this summer so that you can stand up here and feel proud of what you've done this year? That's what we're talking about. That was a fantastic session on branding, wasn't it?

Let's finish on a huge round of applause. Back by 2.30.