**PPN Session three 3.7.2024\_Transcription**

[Rachel Davies] (0:27 - 2:00)

Ladies and gents, this is your two minute warning, grab yourself a drink, finish up your conversations, we're live on stage in two minutes time. Ladies and gents, please take your seats, we're live on stage in one minute's time. We're live on stage in 30 seconds guys.

[Speaker 13] (2:29 - 2:47)

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

[Rachel Davies] (2:50 - 6:25)

That's more like it. What a fantastic intro, thank you. You've all eaten, I can tell.

You've got a bit more energy? A bit more energy in the room? Do we feel a bit more summer energy?

Are we manifesting hot weather? Fantastic. Right, so hopefully you enjoyed lunch.

There was tofu, I got so excited. I actually got very excited about lunch. Right, so it's time to lock in for the final session now.

Are you ready for the final session guys? Yes. Absolutely, fantastic.

Right, so session three is all about the art of making sales, the art of campaign marketing, and this is what we're going to be talking to you about today. What's it like for most entrepreneurs, sales? Well, they're always selling, they never stop, there's never a start, there's never an end to the cycle of selling.

They always feel like they don't have enough leads. They always wish there was more people to sell to. They never really open the doors and close with a waiting list, that never happens.

Constantly having to go out there and work really hard. Sometimes they negotiate and people negotiate with them and they do deals that don't make them any money and that's what it's like for most entrepreneurs. But where we want you to get to is a place where you've got customers lining up.

You open the doors and your customers just flood in, you sell out, you've got no spaces left, and you close the doors and you have a waiting list. Who doesn't want a waiting list of customers? Absolutely, I'm just checking you were awake.

I was like that, yeah me. I was hoping you were going to do that then. Dammit, my plan was foiled.

Which is good because that's not what we want, is it? We want customers lining up and that's what it's all about, the art of making sales. If you're sat here thinking, I absolutely can't do this, I haven't got the time, I'm not sure where to start, can I just remind you all that for those of you who took part in Get Up and Give Back, who used all the assets?

Hands in the air, who used the assets that we created? Fantastic. You've already done this, so you've gone through the whole campaign and done one already, so you can do this this summer.

If you need to make sales and make the tills ring or do what Josh was doing in making it rain money, we've already had a go at this. We've bitten off quite a lot already, we've achieved it, so that's what you can do. So you don't need to recreate the wheel, you just need to listen to Josh and follow the methodology.

Without further ado, shall we welcome to the stage, so this man has completed his financial fortress at the tender age of 33, not 31 unfortunately. He's a published, sorry the banter, I can't stop it Josh, I can't stop it. I'm trying to give you an intro and I'm failing.

He's a published author, what's his book called? They're well trained, you weren't here for that bit. He's an incredible guy, he's the only one I've seen take these blueprints and really make it happen.

He's here to teach you all about the art of making sales, he is an absolute, he's incredible at this, so please pay attention, stop laughing. Give a massive warm welcome and a huge round of applause to Mr Josh Keegan, your trainer.

[Josh Keegan] (6:39 - 25:14)

Normally I'd say thank you Rachel, but I'm not going to bother, I think we'll just move on. Thanks Who is going to go into campaign mode this summer? Who's going to go for it?

Put your hands up. Some of you are like, put your hands up. Who's doing it?

Who's going to make some sales? A few of you? Definitely make some sales, cool.

We're going to go into the over subscribed blueprint and the methodology. Now this, without a doubt, is probably the most lucrative methodology we can teach you on This methodology has the ability to not only own you tens of thousands, but hundreds of thousands, if not millions of pounds every single year. So it's very, very powerful, it's very, very effective, it works, and this is the campaign blueprint.

We're going to teach you how to do this in this next session. The aim of the game is to be highly demanded and highly profitable. So highly demanded and highly, highly profitable.

This means that people want to work with you, and when they do, you make some serious amounts of money when they sign up and actually work with you, and they sign on the dotted line to actually work with you as an entrepreneur and work with your business. Business is hard enough as it is, without having to worry about sales. Has anyone ever been in a place where they've got the team, everything's going well, and then they run out of sales?

They have a few dry months, yeah? A few people with their hands up? That's not what we want to be.

That's not fun at all, that's not what we want to be. It's hard enough as it is, you want to make sure that at all points, you've always got people that want to work with you. You've always got people and money coming in through the front door.

Sales like the lifeblood, if they don't come in, then you've got a serious problem. Can someone sort the timer out for me, please? So this is the blueprint we're going to share, and I've used this for two years on the trot now.

I did use it before, but the last two years have really set things up. So first year was 2022, and it was basically going to be our first campaign for Ultimate FD, the first big one we've ever done. Brand new company, no real presence yet.

We had a brand involved with this, but we haven't really used it. We set a target of £50,000 over a three-month period using this campaign blueprint, and we hit £64,026. So we set the target, we did the blueprint, and it happened.

Then last year we did it again, set a target of £100,000, and we got to £100,090, which is crazy. This is the blueprint that I've used both years to do that, and obviously this year we're going to do it again, and we're going to keep doing it. This is the blueprint we use as a proper entrepreneur to make millions of pounds of sales every single year.

This blueprint works at every single level, and it's very effective and very powerful. For any of you that have a sales function in your business, this is what you need to be looking at, and this is what you need to be doing, which is everybody. Caveat to this is this is a beast mode strategy.

You can't half-ass a campaign. You can't go, yeah, I'm going to have my best self summer and have a really nice time, but I'm also going to do a campaign. It won't work.

It will fall flat on its face. You'll either be, what's the Jim Rohn saying? You'll be at the beach thinking about your office, or at the office thinking about the beach.

It's not going to work. This is all in. So if you're going to do this, and you're going to set a target, this summer has potentially to be life-changing for you, but you're going to have to go for this, and you're going to have to go hard.

You're going to have to do a lot of work you don't want to do. You're going to have to wake up early. You're going to have to get stuff done.

You're going to have to chase people. You're going to have to be set back, so you're going to go forward. It's just going to be a massive roller coaster, but it's an absolute journey to go on.

What I would say as well is that this is not just about the campaign. When I do these big campaigns in summer, you have what's called an afterburn. So you have this big campaign.

You sell out. Everything happens. It all goes well, hopefully, but then for the next three to six months after, you've just got sales just trickling through as a result of that initial campaign that you just did.

So it's a really powerful and very lucrative thing to do. It doesn't matter if your target is 2,000 pounds this summer. It's 10,000 pounds, 100,000 pounds, 2 million pounds, 10 million pounds.

This works, and it's going to have a huge impact on your business. It's going to fundamentally change the face of your business and have the impact on your life as well, but it is a beast mode strategy. There are lots of books you can read about campaigns, about marketing, about sales.

There's loads of stuff out there, and what we've done is we've taken all of those good books, all of those good strategies, and we basically put them into one beautiful-looking cake. So we've got stuff from Daniel Priestley involved with this. We've got Seth Godin.

We've got Jeff Walker. We've got Gary Vee, and we've taken all of that stuff that they teach, and we've put them into this one blueprint for you and put our own spin on it too. Now, what I would say is this is like baking a cake.

So although we've got all the ingredients, if you put them in the wrong order, you're not necessarily going to get a nice cake at the end. So although we've put all this together, you also need to follow the order. There is an order to this.

There's a way of doing things. There's a methodology. If you don't follow it, it won't work.

So you've got to follow the order as well as all the methodologies and everything we're going to teach you in this blueprint. Property Entrepreneurship has been sold out since 2013. Using this blueprint, it's very effective, and it works very well.

There are three steps to becoming oversubscribed. So oversubscribed is where you literally can't actually physically deliver to the amount of customers that actually want to work with you. That's a great place to be.

That's where you want to be. The other way around is where you've got all the capacity and you don't have enough sales, which is going to result in quite difficult impacts on cash, and it's also going to have a massive detriment to profitability. There are three steps you need to do to actually make this happen.

You can't just do a campaign from nothing. Unfortunately, if you've not been following the methodology, if you've not been doing what we've told you since the blueprint days, then it's not going to be as easy for you to do this campaign. If you're a good student, and you have, you've taken what we've told you, and you've started putting it in place, campaign is very, very possible, and it's going to be highly effective for you this summer.

The first is you need a profile. You all need a profile, whether that's Facebook, Instagram, LinkedIn, whatever it's going to be. You need a profile.

You need to be known for something. You need to be in a place where people actually know that you're part of this community. They know what you do.

They know about you. You've got a name that they can go on. They can Google you like they find you on social media.

The second is you need people actually listening to you. You need an audience of people that are actually listening to what you're talking about, people that are engaging and looking at your content, actually understand who you are, what you're doing, and are actually interested in who you are and what it is you're doing. Then the third is then you can actually open the door and make some sales.

If you don't have those first two things, this is going to be really difficult. If you've started to do those two things, then great. If you've not started to do those two things, then maybe this summer you will do some sales, but you'll aim to build your profile and get people listening to you and then finally get the sales to come in through the front door at the back end of summer.

You need content. Think about content being the music that you make. No one's going to go and see a band that don't play any music.

No one's going to go and see Ed Sheeran if he stops playing music. He puts content out there, and you need to all be putting content out there. Content, content calendar, we talked about that on the Blueprint.

Post three to five times a week. Have a different post for each day and just start posting on your social. You could appear on podcasts.

You could start your own podcast. You could do speaking engagements. You could get featured in magazines and in the media.

This is all about hype and excitement about you, about your products, about what it is you do. You need a community. These are the people that are actually going to listen to you.

Okay, you've got your content. You're putting it out there, but then you need a community of people that are actually going to listen to you. A real quick way to get a great community very quickly is to, on Facebook, just add 5,000 people.

There's a friend limit on Facebook of 5,000. I imagine no one in this room has got anywhere near that anyway. But there's a friend limit of 5,000, and you can go up to that, and you can add people on for 5,000.

You need to go on there and actually go into groups where your ideal client might be and start adding those people onto your Facebook profile. I did that when I first started, and when I was trying to step out of the lettering agency and get somebody else to step up as that key person of interest in that agency, the first thing I did was say, go and add 5,000 people in different Facebook community groups. It's a really great way to get an audience very quickly.

Once you do that, you can start speaking to them and start engaging with them. There's no point in making great music if no one is listening, so you need to start building that audience and make sure you've got people that actually know, like, and trust you. Then the campaigns come in.

Once you are speaking about something, once people know about your business, once people know a bit about you, there's people that are sitting there that would be quite interested to work with you, be quite interested to hear more about what you've got to say, quite interested to potentially use one of your products or services. But unfortunately, they're not going to reach out organically. They're too busy.

They've, oh, I might mess them, and I've not got around to it, or, no, it would be a good idea, but, you know, I'm just a bit busy at the moment, or it's not the right time. So what the campaign is about is about taking all those people that are sitting on the fence, that have been watching you, engaging with you, they like what you're doing, and bringing them in and making them some sales. Actually bringing them off the fence, getting them to speak to you, having the sales conversation, and closing them as leads.

That's what we're looking to do. That's what a campaign is all about. If you don't do campaigns, what you'll generally find is you'll probably get, say, 20% of those people just naturally contact you throughout the year, and that's where your general sales are going to come from organically, but it's those 80% that we want to get off the fence.

It's those investors that have been sitting there and watching all your projects you've been doing for a long time, thinking, I've got a pot of money. I think I should invest with this guy, but they've not been given that nudge. They've not been given that push, and we all get sucked into these pushes ourselves, like DFS's sofa sales, or you go into, you've been looking at, thinking about buying something in a shop for a while, and you, I did it literally on three days ago.

I've been looking at this bonsai tree for ages, and it's a really nice shop, and it's like 70 quid, and I thought, I can't spend that on a bonsai tree, and I went in, and then it was dropped down to 45 pounds, and I was like, brilliant, and I bought it. I was like, great, and that's what I needed. I needed that nudge.

It was like an offer, and they said, limited stock available, we're dropping prices, and I got sucked in, and I bought it. It was like, great, but I'd been looking at it for about six months, and not, literally looked at the same bonsai tree like eight or nine times, finally went in and bought it. There was like three other things that same day that I ended up buying.

It's just an example of like, you will look, you'll flirt with the idea, you might not do it, but people need a push, and it's that push that we're doing in campaign season to create some scarcity, create some urgency, and actually get them to buy. That's what we're trying to do, and trying to achieve. Now I've got a cute thing alive, which I'm nervous about.

Apparently, it's quite a dark art. We're going to start off with the six steps. Seed.

We're going to start by actually seeding. This is seeding you, what you're doing, why this is important. This is actually getting the attention of people within your audience.

Then we go to the sex. Sex is all about actually making this thing sexy. Unfortunately, what you do is boring.

It's not that interesting. We need to find a way to actually make it sexy, make it attractive, make people actually want to come and speak to you, want to come and listen to you. We need to shake.

Shake the bottle. Get people really juiced up and excited. Something big is coming.

There's something coming in the marketplace. You need to know about this. You need to open for sales.

You need to actually open the doors. Yes, you can buy now. Go ahead.

Get your ticket. Get your place. Whatever it is you need to do.

Then we want to sell out publicly. We want to be sold out. No one else can sign up now.

We're done and dusted. You can't buy from me anymore. This is all going to be done and documented in what we call a schedule.

This is the six steps we're going to go through in this methodology and in this blueprint. We're going to start by seeding, so actually seeding the campaign. What we're trying to do here is make what we're going to do relevant.

Now, you can go on, let's say, Grant and Kay. Grant and Kay may want to do a campaign, bring on more landlords to their SA business. They can go on and say, we're offering SA.

Landlords have this issue with service accommodation. Do you change your linen five times a week? Do you have the cheapest linen provider?

You can do all that stuff if you want and there might be some value there. If they come on and they start doing more in line with the current market, saying, if labour get in, this is going to result in a 5% increase to your linen cost. Did you know that SA prices are currently dropping down by 10% year on year?

This is set to be the worst summer on record for the service accommodation business. Here's 10 ways that you can boost your margins this summer. What you want to do is just try and make it actually relevant.

If you look at things like the balance bar boom that Dan does, it's all linked to what's actually going on in the marketplace. If you make it relevant to what's actually happening in your industry and in the market, it's going to have 10, 20 times more impact than just trying to put generic messages out in that marketplace. It's going to really make you stand out.

When you're seeding, you're going to start doing posts where you are a reporter. You literally are going to start reporting to the audience about what is actually going on, whether it's within your industry, whether it's within your business, or what you're actually seeing in the marketplace, what's actually happening. Inflation is going to go down.

Interest rates are going to go up. What does this actually mean for you? Utility prices have gone up.

The council tax ban is going to come into HMOs because of this, this, and this. Start reporting external things. Rather than you sharing your message, you're basically saying, right, these are the things that are all going on.

These are the things you need to be aware of in your industry. Wherever you can talk about the market timing and economics, that's going to always work really, really well because you want to kind of tell people, this is what's going on in the external world. This is what you need to know about.

This is the impact it's going to have on your business. Once again, it becomes somebody else telling them, not you. You add credibility because somebody else, the head of the bank of England is telling them this, and you're putting your spin on it.

It adds more credibility to what it is you're saying and what it is you're actually doing. We want to add genuine value. We're not trying to have an agenda here.

It literally is just trying to add value wherever we can to our audience, giving as much value as we possibly can so they can take action, they can take advice. We're positioning ourselves in that we kind of own that space. We own that advice.

We own that part of the marketplace. Dan's a great example of this. Dan owned the bounce-back boom.

He literally owned the fact that, right, the economy's shifting, COVID's over, this is what's going to happen. This is called the bounce-back boom, and this is what you can expect and what you're going to see. Really powerful.

He now became this expert, and all he was doing was reading stuff, understanding stuff, interpreting, and telling us as proper entrepreneurs what we need to know about this. It meant that he became the thought leader. He became the expert within our industry, which was really effective.

You want to basically put your own spin on stuff, so establish a net level of expertise and credibility. It's like, right, interest rates are going to go up. This is what this means for you.

This is what it means for you, the average service accommodation business owner. This is what you're going to see. This is what you're going to experience.

You want to tell people what's going to happen as a result of these changes, so they understand. They're getting value, and you're now the expert. You're the person in the industry that seems to know what's going on.

This is going to add credibility to your offering. You want to be doing this, basically. Seeding is basically your content calendar.

You're probably going to do seeding all throughout the year, but then when you get to campaign season, that's where you really want to look at the market, the stats, and the trends, and then start demonstrating that stuff just before you dive into your campaign. Susie's brilliant at doing this, Commercial Property Academy. She's just great.

Go and check out her social profile. This is the opportunity of a decade. Commercial prices are dropping.

This is why 10 times more businesses are going to go bust this year, and this is why it's a great opportunity for you as a commercial property investor. She's great at really seeding the fact that the industry is changing. She's got all these stats, and it adds so much credibility.

Susie's the only person I know. It's like commercial property. If you want to speak about commercial property, you go to Susie, and this is part of how she's achieved that.

We start with seeding. Start seeding the marketplace, and start seeding about what it is you are going to be doing. Then, once we start to seed, we need to think about the actual sex of this campaign.

Unfortunately, as I said to you before, what you actually do is not actually that interesting, generally. What I do is so boring. It's so boring.

It's cleaning up balance sheets and making some nice spreadsheets. It's not exciting, but unfortunately, if I say, oh, guys, do you want to come and talk about the spreadsheet I'm going to clean up for you, or the balance sheet, your balance sheet is going to be better. It doesn't work.

Neeraj is in for it, but most people wouldn't be. It doesn't really work. Jazz is a good example.

They're in a tax account. Oh, yeah, we're going to submit your returns to HMRC on time. No one cares.

We are going to save you six figures of tax this year by working with knee-jerk accountants. What's the thing that people actually want? You've got to find that sex.

Nespresso is a really great example, one of the most valuable brands in the world. Why? Because they got George Clooney drinking out of a Nespresso cup and becoming part of that brand.

Sex sells. You need to make sure that whatever your campaign looks like this year, you've got a sexy tagline, something that people are really engaged with, something that people are really interested with and that's going to work. Balance Back Boomer is a really good example.

We've got don't talk to tenants at the moment. New age property entrepreneur. Mind someone who knows your numbers.

Beat the bank. What is your sect in your strategy? This should be gaining excitement.

This is all about gaining excitement within your industry and finding some sort of slogan, some sort of tagline, which resonates with what your target market, your target client actually wants, resonates with their problem, but is also quite a sexy thing. It's quite exciting, quite engaging. When we came up with don't talk to tenants, it was quite controversial.

Somebody said, I'm not sure about this. I'm not sure about that. What do people think of it?

Do we like it? Yeah. Yeah?

Who wants to talk to tenants? No. No, exactly.

No one wants to talk to tenants. No one wants to talk to tenants. It's quite sexy.

If you're the entrepreneur that we're targeting, that's actually constantly getting phone calls from tenants, dealing with evictions, dealing with arrears, picking up the phone when a maintenance issue comes through, and you've scaled a nice-sized portfolio, it's like, no, don't talk to tenants. The pain point is you're talking to tenants. The pleasure is your phone stops ringing.

You don't have to speak to these people anymore. You don't have a team of people that do this for you. You can be systemized.

You can be automated, and you can make more money and work less. It's very attractive for people. You need that slogan.

What is it for you? What's that thing, that kind of message that you're going to have? Has anyone got one off the top of their head?

For their business or their campaign? Yeah, go on, Katie. Can we get the mic?

I've got it. Manage this for her.

[Speaker 7] (25:17 - 25:19)

From vacant to vibrant.

[Josh Keegan] (25:19 - 25:39)

Yeah, I love it. Vacant to vibrant. So it's getting rooms.

Let me tell you what I think that is because this is the power of it. That message needs to be in a place where anyone can read it and get it and just go, yeah, that makes sense. I'm assuming it's something to do with your picture of rent-to-rent landlords.

The rooms are empty. They're struggling with voids, and you're going to jazz it up, make it nice and sexy, and keep it full for them.

[Speaker 14] (25:39 - 25:40)

Exactly that.

[Josh Keegan] (25:40 - 25:42)

Perfect. Nice, wasn't it? Go on, Carol.

[Speaker 14] (25:42 - 25:44)

From planning pain to planning gain.

[Josh Keegan] (25:45 - 30:29)

Yeah, I like that. Pain to gain. Yeah, I think that's good.

It's PG. It's quite long. You want to do, like, PPPG.

You can do, like, hashtag PPPG. Yeah, I like it. It's great.

It's great. That's what this whole thing is about. We can talk about it in a moment.

Hell, then heaven. It's a sexy thing that you can use. Bounce Back to Back Boom.

The new age property entrepreneur. Don't talk to tenants. Know your numbers 2024.

Beat the bank. It's like, what are those things? Your best year on record.

Like, what are those things that people really want that also kind of insinuates what they really don't want? You want to own it and productize it, and that's the example I've just given. You productize it by giving it, like, a name.

It's like, Dan owned the Bounce Back Room, really. People started to say, oh, yeah, the Bounce Back Boom. They're referring to Dan talking about the Bounce Back Room.

It's like, Dan owned that space. He productized it. It became his.

So you want to own that space. And brand it. We talked about the power of branding, and you might have a campaign brand, so a brand that you actually run in campaign season for your campaign.

So you've seen some of the stuff we do in Property Entrepreneur. You'll see my stuff that's going to, I've got some demonstrations for it in a minute, but it's like, we have Ultimate FT as the top brand, but during campaign season, we have a Know Your Numbers brand, and we have a brand associated with that actual campaign for a period of time that sits underneath that main brand. So different colors, different imagery.

You want to make sure people know this is outside the norm, and this is like a one-off big thing that you're actually going to do. And where you can, explain it. So we were talking about this over lunch, but you want to have models.

So a real way to own your space is to have a model, a graph, a framework, or something that you use to actually explain how it actually works. So the bounce back boom. You've all seen the model, where it's a graph on one side, a bit on the left, some things move around on the screen, and things shift, and Dan goes, yeah, I've got it right every time.

It's very clever. It's very smart. If you guys may have seen Daniel Preece's, The Entrepreneur's Journey.

It's an amazing model and graph that he's done over a period of time. I've got my methodology, and it's like six nice icons that are put together. So you want to create an actual model and actually own that model, so that when people come to you, you've owned that space.

You've owned the bounce back boom. You've owned don't talk to tennis. You've owned what that actually looks like in practice.

And then Heaven and Hell. You want to make this a no-brainer for people. So Heaven and Hell, I'll let you into a small secret.

We use this constantly at Property Entrepreneur. Now I've told you, you're here all the time. Adam's not in the room, so I can share it.

Basically, at the start of every podcast, your dad say, you hear Dan say, you don't want to be the one that missed the boat. You don't want to be the person that's working too many hours, that's making no money, that's going to end up broke and dead. You want to be the person that's making all the money, that's healthy, that's fit.

And it's like, you'll see, it's held in Heaven every single time. Every single time. Whenever we introduce something, it's held in Heaven.

And it's a really powerful marketing technique and tool for any talk you're doing, because what it does is it captivates. It shows most entrepreneurs spend their lives doing business that don't make money. They don't have anything to show for it by the time they retire.

They never achieve financial independence, and they end up in nursing homes they can't pay for. Where we want to get you to be is where you'll own a highly lucrative business. It's highly successful, it requires minimum time from you, it's creating a huge exit value, it's going to create a legacy for your kids, and you'll never have to work more than 90 minutes a week.

So who wants to be in that camp? No one. Who wants to be in this camp?

Everybody. It's like, it shifts you, it contrasts. Whereas if you come and say, oh guys, I want to teach you about how you can make some money today in your business, it doesn't have the same weight.

So what we're doing is when we are doing these campaigns, and we're doing the sex, and we've got our don't talk to tenants brand, we're doing hell. Most landlords spend all day on the phone to tenants, picking up maintenance issues, driving out to properties at midnight to fix a toilet seat, and they never make any money and never get paid well for the work they do. So that's the hell.

Property entrepreneurs spend their days building teams, building systems, and building frameworks so they don't have to pick up the phones, they don't talk to tenants, they never have to even attend one of their properties, and as a result they make way more money, and they sleep soundly at night, and they don't have to think about anything to do with tenants. Just an example, hell and heaven. So you need to use those examples to kind of show the contrast, and that's a big part of this kind of sex.

It's like you're going to have the title, and then what's the hell, what's the heaven? You want to be using that a lot in your marketing material. Any questions on that?

Make sense? Go on Chris, can you get the mic? Just a quick, I can do it if you want.

Thank you Chris.

[Speaker 12] (30:30 - 30:52)

Thank you. Just a question about where you use it. I suppose so you're thinking like, obviously we talked about earlier, branding, starting your website, would you go into the, because obviously it's got to be quite punchy, that the heaven and hell is a bit of a longer explanation.

Is it more when you're talking to camera on socials, or a longer post, versus does it sit on your website?

[Josh Keegan] (30:52 - 30:56)

I think it's just everywhere. I bet if you open Chris's brochure, I bet it starts with like.

[Speaker 12] (30:57 - 30:57)

It does actually.

[Josh Keegan] (30:58 - 31:00)

It'll start with the hell statement at the start.

[Speaker 12] (31:00 - 31:02)

Where's the challenge, the solutions?

[Josh Keegan] (31:02 - 46:14)

Yeah, exactly. And it's like, if you like, literally just everywhere. So if you open this, I mean even at the front, you have the best product or service in the world, but if the world doesn't know about it, you've completely missed the point.

It's like, he's instantly saying, you have the best thing in the world, but hell is, no one actually knows about it, and you missed the point. And then if you go to, yeah, he's got, there you go, challenges, solutions, that's hell, that's heaven. He's literally doing it the whole way out.

You've got this. There are people less experienced with you, getting far more attention. That's hell, that's heaven.

He just does it the whole way through. And honestly, every social post, every talk you do, every podcast you start on, literally, it's just, you want to pass the walls with it and get quite used to doing it. Even when you're actually making a sale, it's like, no, I'm not sure if I want to do it.

Okay, cool, you don't have to do it, but then this is what will end up, whereas if you do it, this is what it's going to achieve. Once again, Susie, really great example, buying opportunity of a decade, and heaven and hell is, well, this is the opportunity of a decade. If you want to buy commercial property, you need to do it now.

Otherwise, you're going to miss out on this. You're going to be the one that missed the boat. You're going to pay the high prices.

Do it now. You're going to get the great deals. You're going to get the high returns.

It's like, just the same kind of concept. Honestly, hell and heaven, we use it all the time. It's so effective.

We've done our seed. We've seeded this idea. We've gone, something big has come in.

The interest rates are changing. Landlords are going to start getting out of the market, whatever it may be. The sex is, right, don't talk to tenants, or know your numbers, whatever your sex is going to be.

Now, we want to shake. All we've done for those first two elements is basically set ourselves up for something that's coming. Now, what we're going to do is really shake the bottle and really get people excited to know there's something that's actually coming, that they can actually buy something and be a part of this.

They've been watching all the content. They've been like, oh, it's such a good point. All these things are happening.

Oh, yeah, keep telling me all these things are going to go wrong and this is going to happen and I need to sort it. We've told them what they need to do. All right, sorry.

Now, here's your opportunity. This is how we take you on that journey and this is how we take you from the hell to the heaven. We want to shake.

This is shaking the bottle and getting people really, really excited. We're going to do a big announcement. Our campaign calendar's on the go.

We've seeded. We've got the sex. We're going to do a big announcement.

Right, We are going to launch something absolutely massive. Keep your eyes peeled. It's never before been shared.

It's unique. It's proven. Everybody's been asking for this.

We're going to do it. We're going to launch it. Finally, we're going to get this thing into the marketplace.

We want to share some release dates. So, guys, save the date on next Tuesday. This is what you need to look out for.

This is going to be launched on my Facebook page only. Save the date. Make sure it's in your diary.

Make sure you know about it because this is going to be big. You do not want to be the one that missed this. More details to follow.

We're going to do a countdown. So, start counting down to the actual launch. So, right, guys, there's three days left, two days left.

Right, the big day is tomorrow. This is the big, big day. Actually start counting down to launch day.

Once again, heaven and hell. So, you want to be using, like, if you do this, this is what you're going to get. If you don't do this, this is what's going to happen.

You really want to, contrast and dramatize it to make sure people really know that they need to be a big part of this actual day. And then we want to create a level of urgency and scarcity. You want to create, like, some sort of, like, urgency which is, right, this is the only time you're going to get to do this.

We are going to record, we're going to do a webinar on Tuesday. We've never shared this before. You will not be able to capture the recording.

This is once, once it's done, then we're not going to do this for another, we may not do this again this year. It might be done in just, and there's no additional opportunity to buy. Then you want to try and create some scarcity.

So, in addition to that, we've only got 10 places or 15 places. We can only do a certain amount of people. Now, on a webinar, in reality, like, you can have as many people as possible.

So, what could you do to create a bit more urgency and scarcity around, a bit more scarcity around a webinar, for example? Jamie, yeah? Perfect, yeah.

That's exactly the answer I was looking for. So, yeah, early bird bonuses. You say, right, early bird, first 20 people, first 100 people.

You're not only going to get the webinar, but you're going to get X, Y, Z as well. So, there's some additional things in addition. Then after that, you just get webinar access.

Great way to encourage more people to sign up, create a bit more scarcity, create a bit more urgency to get people on board. This is an example of mine. So, you can kind of see it here.

So, something big is coming. It's like the starting point, and the copy there would be, right, something big is coming, we've never done this before, big launch day happening, get it in your diaries, whatever it's going to be. Then we start counting down.

We've got six days, three days, and then we've got the actual launch day. What you can see is that in the middle, we've got personal posts. They'll strategically be dropped in because this can get a bit like wallpaper.

So, you want to drop in like a high engagement post that I use with my kids for this, for literally this purpose. It works. And then like a little bit of a mix up there, like away from the campaign copy, just a high value post.

I'm back to three days, sign in the book, that'll get lots of attention. Podcast, launch, after sales. It's like you want to use this kind of methodology to kind of launch something on your page.

What are you actually going to launch? Well, it could be a webinar, it could be an event, it could be an investor day. It depends on what you're actually selling.

It could be a call with you. I don't know what it is you're actually selling, but you've got to decide what you're actually going to launch to get people signed up to what it is that you want them to actually be a part of. For those taking pictures, you can literally, if you go back to my Instagram, you see this like three or four, quite a lot, a lot of times.

You can kind of see it. You can see the copy. You can go into detail.

Feel free to enjoy it. Sales. We've done our shake.

We've said, right, we're going to launch this massive event. We are going to be doing it on this day. Get your seat.

Early birds get this, this, and this. Don't be late. Don't be the one that missed the boat.

This is going to be an absolute game changer for you. We've never shared this before. You've never seen anything like it.

This is going to result in a minimum of £100,000 to your bottom line just in this 40 minutes. Why would you not be there? It's like, why would anyone not be there for that?

You want to really, really get it to that level. Then what we want to do is actually get people on there, and we want to open for actual sales. Bless you.

Sales is one of those things. The model that doesn't work is open all hours. Has anyone seen that show?

Yeah? The concept is the guy owns a little convenience store, and he's open all hours, and he doesn't do particularly well. He's there all day, every day, open all hours.

It's like, that doesn't work. We don't want to be open all hours, but what we do want to do is create a window where people can buy. What we're going to do is we're going to open for sales.

We're going to open the tills, but then we're going to close the tills very, very quickly as well. It's this scarcity and urgency which really helps people pull the trigger. Remember, if you revisit what I said at the start, you've got all these people that have been thinking about working with you for a while.

They're thinking about reaching out, thinking about getting your help. They've not done it. We need an opportunity to really invite them to buy, open, close, and then move on.

We need to make that window short. Otherwise, they'll just put it off until next year or the year after. They've been thinking about contacting you for four years and they've not done it.

I've literally had people that have messaged me who've said, I've been listening to your podcast for two years. I've almost messaged you four times. I actually booked an appointment when they had to cancel, but it's the campaign that gets them back in.

It's like, I saw this opportunity. I thought, great. I'll take the opportunity and I'll do it.

We want to actually open for sales. You want to open the business, open for business, and actually open the checkout. You can tell everyone, right, we're open and you can now officially actually buy, but you want to create scarcity.

You want to make sure that you can close very, very quickly. We want to make sure that people know that although you're open now, there's a countdown to when you're going to close. You'll see on my social, what we'll do, and I'll tell you how it works behind the scenes in a minute.

You'll see, right, guys, we've got five UFD reviews available. Normally, this costs at the moment. Book on, you get this, this, and this, and then what you'll see is there'll be a countdown from five to two to one, so right, we're closed.

I'll take you through how that works in a moment, but basically, we want to make sure we're open for a period of time. We're only doing this this quarter. We may not do any more of these for the rest of the year.

Create that urgency, scarcity, open the door, get people booked on, then close the door as well. We want to have scarcity. It's like limited places, but if I just said, guys, there's a limit of UFD reviews, feel free, go ahead, it's not going to have the impact.

There's only five that we're actually going to be able to actually do. If I put a limit on it, it's going to work better. Guys, we're only taking on five landlords this month.

We're only going to do another six mortgages this month. We're only taking on three mentees this quarter. It's like, what is that limit?

Properly to understand, we're only going to take on 60 people onto the program. It's like we create a limit, we create the urgency, we create the scarcity, and there must be a limited number of places. What we want is those calls to action, so basically, you might find that what you're doing is you're actually going to sell, basically, your big launch is for a training event, and off the back of that, that's when you're going to sell.

What you're going to do is create a call to action, right, join my webinar, this is what it's going to be about, we're going to sell, we're going to do it on this day, and at the end of that webinar, you might sell whatever it is you're selling, or invite people to have a free call with you, and then you might sell what it is you're going to sell if it's a higher ticket. Then on that actual webinar, that's where you can offer deals, discounts, you might do add-ons, buy one, get one free, anything that you want to basically really entice people to get people to buy. Simon Zucci, so he famously wakes up at literally one, two o'clock in the morning to launch webinars that are being hosted in the US, because he knows that if he's on there, there's going to be a deal on the webinar, and he can get that deal on the webinar, and so he literally wakes up to do it, buys the deal, and then goes back to sleep, so he knows there's a deal.

If you want to get a deal, you want to really, you want to join a webinar, so likewise with your clients, they spent the time to watch the webinar with you, offer them the deal there, and then give them the deal where you're actually going to sell there and then. Think about how you can just stack value and add more value to those people that are actually on the webinar with you, and what else can you give them? Flash sales, so you can do flash sales.

These work very effectively. You've seen these all over Property Entrepreneur, and I think what Property Entrepreneur has done really well this year is very niche flash sales, so we did one for students, one for world-class women. It's very niche.

This weekend only, if you are a female, you can use this code. If you are between ages 16 to 24 and you want to consider this as opposed to you, you can use this code. Very quick flash sales, and these have been really effective at getting people on board, people that have been sitting there thinking, I don't know if I'll do that this year, but then they see there's an offer specifically for them for a very short window of time, even a heavier discount, and they put themselves on.

Works really well. This is the student one as well, so this is Ethan that came on the blueprint, and yeah, he's a young lad. We put this out to encourage more younger people to actually come on, too, and it's been really effective, and it's worked really, really well.

So the next stage is we want to sell out, so we actually want to sell out, and you need to sell out whether you actually sell out or not. You've got to sell out. It doesn't matter if you don't for your first time.

Over time, you actually will sell out, and it's great. Honestly, it's a very enjoyable position to actually put the sold-out post on when you've actually done it. But likewise, if you haven't, you want that post ready to go regardless of what's going on.

Because that sell-out is really powerful. Why do you think it's so powerful? Why do you think it's so important?

Go on. Yeah. See, it shows demand.

Exactly that. So it shows that it's like people don't want what other ... People don't want what they want.

They want what other people want. So it's like when they see something's gone, when they see something's popular, it's instantly done. You see on those websites that you look in and you're like, oh, this is a nice table or chair, whatever.

And you see, right, five bought in the last 20 minutes. You're like, oh, God, five have just been bought in the last 20 minutes. And then there's all these reviews.

You're like, oh, now I need to bite this pressure because all these people are buying this item and I want to go in. It's like no one wants to be the only person in the restaurant. You walk past the restaurant, oh, this place looks amazing.

You see there's no one in there. You then walk down to the next one. There's no one in there.

It's good, but it's busy. You're like, well, that one must be crap. This one must be good.

And that's what we're trying to do. We're creating that environment where we're oversubscribed and it looks like we actually are. And using this blueprint, you will get oversubscribed, but sometimes you do actually have to sell out regardless of whether you're 60% on target, 70% on target, 100% on target.

You need to sell out. You've always got to close the doors. And actually to get to that sell-out position, one of the key points is you need to actually ask for the sale.

There's a stat which says 40% of people need to be told, they actually need to be told, you need to do this. Just go to the till and do this and actually secure your place. I remember Mr. Cowgill on the blueprint. I sat with him for about 45 minutes telling him that he needs to join Property Entrepreneur United. Gave me all these reasons and reasons why he didn't need to be. Then we were following up on the WhatsApp group for about three weeks after, and then eventually he signed up.

Good decision, Steve? Yeah. And he loves it.

He's like so grateful that he's done it, but it's like, you know, he's on Advance. He's not going to travel here every single month. It's like, I wasn't trying to sell Steve's snake oil.

It was like, I'm selling something I know you need. Everything you said to me means that you need this thing. I'm not trying to say something you don't need.

You need it. You can afford it. So I'm going to tell you, you need to go and sign up because why would you not sign up?

You've got to tell people at times because some people don't realize and some people sit on the fence. Steals and Tempos in particular. They will sit on the fence and they'll just keep telling you why this weird like abstract reason as to why it might not be applicable for them.

You get around it and then they give you something else that comes out and you're like, wow, this is exhausting. But you tell them to do it. You walk them to the till.

They've made their decision and then they're really happy and then they never leave. It's a really strange thing. So you've got to actually make it happen, actually get people to the till.

You need to create artificial deadlines wherever possible. As I said, Simon's actually going on to the webinar. But whenever you can create a deadline, like if you do a webinar, it'd be right.

You've got till 12 midnight to take this deal and take this offer. On the blueprint, we say to people, it's like by the end of day three, if you've not bought it, the deal's gone. And I'll be honest, a few years ago, we were a bit more relaxed about that.

People came back. We would like still sometimes honor the deal. Now the rule is, no, the deal is gone because we stand by it.

Every other training company is doing stuff behind the scenes, doing stuff like round around the back and stuff. We're like, no, we want to be different. So we actually don't do deals after day three.

So people leave, get these big hitters that have got egos and they think they're better than it. And then they go, I'll just, you know, I'll ring you later in the week. And we go, so no, it's gone.

Then they ring up and we literally say, no, I'm sorry. We said it was gone. Come to another blueprint if you want.

And they're gutted, but it's setting the present and the tone. Because otherwise, if you don't stand behind the fact that it's gone, when it's gone, it's gone, it doesn't really work well. Of course, you can probably get around it.

I can do some stuff behind the scenes if you want to, and you need some pre, you know, you could probably do it for a while, but at the scale we're at now, we can't afford to. It creates a bad tone. Jamie.

Yes. Can you pass the mic to Jamie, please, Bianca or Rachel? Sorry.

Rachel, on the way.

[Speaker 6] (46:19 - 47:05)

Yeah. So a little tip for this, because when you're selling, you obviously want to have integrity and, you know, but it's really hard to turn down money sometimes, you know, especially when you're doing high tier products. So say you're selling something that's 20 grand, 30 grand, and somebody goes, do you know what, actually, and you go and go, sorry, deadline was yesterday.

So one thing that we did and started doing that really helped keep integrity is create a bonus stack and put two or three real, like, wow bonuses in there, and something I do is make very clear that those two or three bonuses are subject to the deadline. And so that way, if they come after, then I still get the close, I still get the 30K, but they don't get the other bonuses.

[Josh Keegan] (47:05 - 47:06)

Yeah, very good. Yeah.

[Speaker 6] (47:06 - 47:19)

And then all I do is I say, say it's whatever your price is, I allow them to buy the bonuses for another 10%. So it's a 30 grand product, they have to pay 33 grand to get ahold of it, and usually you get more money from it as well. Perfect.

Because of your integrity.

[Josh Keegan] (47:19 - 49:12)

That's exactly it. Well, thanks, Jamie. It's spot on.

So it's just creating that deal on the webinar. And of course, if a few people do approach you the week later or whatever, you can still sell to them, but it's not that deal. It's like the full market price, whatever number you started at, and you can bring it down.

Spot on. Affiliates and partnerships. So really do consider these, like, do you know people that have an audience that you could pitch to, that you could create a partnership with, that could provide you with leads?

You pay them 10, 15, 20%, whatever it may be, to actually get that lead, to get that investor, to get that client, but they are a nice, easy funnel for you to actually bring to the business, and that'll really help. So if you're in a position where you are going to launch a campaign, think about those people that might be able to support you and help you to give you the clients and start reaching out to them, see if you can broker some sort of deal, some sort of win-win. In an ideal world, you close early.

So you want to be in a place where you said, right, the deadline was the end of September, and you get to mid-September, and you say, guys, application's closed, we're actually going to close early, we're absolutely over-subscribed, we're sold out, thank you so much, and take that away from people. And what you can do, you can actually, once again, it's a very powerful kind of marketing message that we are now, I've actually sold early just due to overwhelming demand. It's going to make people want it more, but what do you think we do when we close early?

What do we offer people? A waiting list. Exactly.

A waiting list. So it's like, right, but you can join the waiting on the cancellation list. We're sold out, it happened quicker than expected, you can join the waiting list or the cancellation list, and the way you can make that waiting list or cancellation list a paid waiting list or cancellation list, where they've paid a deposit, it's great.

We've literally got that in advance, where people are paid to be on the waiting list, because we have now sold out the physical element of advance. Of course, we'll try and see if they'll do virtual, or see if we can put them somewhere else, but we're literally, it's a great position to actually be in. Yes, Katie, do you mind passing the mic over there, Chris or Steve?

Sorry.

[Rachel Davies] (49:15 - 49:16)

I've got two.

[Speaker 7] (49:17 - 49:46)

Thank you. So for our rent-to-rent business, for example, we say we can only take on six landlords for the next quarter. We close early, and then we have a waiting list, and then we actually do want to sell to the waiting list.

How do we then make it that we haven't lost anyone, we just now have more capacity without it then seeming like we're going back on what we've originally said?

[Josh Keegan] (49:47 - 58:00)

Yes, so there's a few ways you can do that. So you could, for example, if you're in a place where you've basically done your six properties, and you said, right, sorry, you're on the waiting list, and then you've got people on the waiting list, then you could reach out and say, oh, one of the deals has actually fallen through, so we'd actually like to give you the opportunity to take that place should you want to. It's just finding a plausible story as to why they've now got a place, but in addition to that, they're also the leads for the next campaign.

So what you could do is go, we're going to talk in a moment about pre-sales, but what could happen is when you get to the end of that campaign, you've maybe done a quarter of the campaign. You get to the next quarter, the first people you're contacting is those landlords and saying, by the way, we're about to launch another offer, another six landlords, we'd love to get you down for one. And those waiting list leads become your first sales for the next campaign, and it's going to help you be oversubscribed for each campaign that you're going to do.

Does that make sense? Yeah. But ringing them up and just saying, we've had a consultation, it's fallen through, make sure it looks like it's nothing to do with you, and it's just a misfortunate thing, a personal issue, whatever, then that will work too as well.

One of the top tips I've got for you guys, when you're thinking about how you actually can get to a sold out, so you set your target, you know what you want to achieve, and you want to actually sell out, is sometimes we see this big daunting number that we've got to achieve over the next three months, and we're not looking forward, whereas sometimes actually we're standing on a mountain of value, and often we've already worked with people, we've already spoken to people over the last few years, we've already got a list of people that almost signed up for us and didn't go ahead, we've already got clients that we're working with, and one of the easiest ways to fast track this campaign and get yourself sold out, assuming it's a revenue target, is work out what can you sell to those existing people, what can you sell to your existing clients, and how can you generate from the mountain you're already standing on, before you look at the next mountain that you actually want to climb.

I was actually looking at mine this morning, I reckon we'll hit about 40% of our campaign target, just by existing conversations we've had, existing leads, existing client base, offering additional services to our existing clients, before we even actually go out and launch webinars and bring in new people, it's much easier to sell to those existing client base than trying to go out and find a different one. So you're already probably standing on a mountain of value, go through your WhatsApp list, go through your leads from last year, go through anyone you've ever spoken to, those people you spoke to and then you didn't hear from again, think, are there any additional services I could offer my existing clients that people would buy, before you start looking externally.

Because once you do that, it's going to help you get there much, much quicker. Cool, so we want to get to a place where we're sold out, and we want to make that very visible. Akash is a really good example of this, RNT Akash, he does this, he has a nice whiteboard, a nice thermometer, and basically it goes up to 100, you get 100 spots, this is a massive amount of revenue for him, goes up to 100, and he's sold out, done, we're closed, finished, and done, adjusted.

And that's where we want to get to, is being in a space where we're actually sold out. So how do we do this? What's the actual structure?

What I'm going to take you through now is you understand the theory, and now I'm going to take you through the actual campaign calendar, the actual campaign calendar blueprint, so you're going to understand what order you do all this stuff in. What I'd suggest in this bit is I've purposely left a good amount of time, because it's really important you get this nailed, so if you have any questions, let's just work through it together about your specific business, or about any of the content I'm going to share with you. So step one of the campaign is just prep, it's getting yourself prepped.

I'm in step one phase at the moment, where I'm prepping, I'm working out what it is we're going to do, working out what the offer's going to be, what the webinar's going to be about, what the date's going to be, and I'm starting to do a bit of research, like researching on the market, what's actually happening, what stats can I do, what is the actual margin that most SMEs make in the UK, how many businesses fail, how many businesses sell, and start looking at some stats and some stuff in the industry, which is going to give me an indication of how I can really position myself in what's actually going on out there at the moment. Then we're going to do a pre-pre-sale, so what we're doing here is like we just talked about with Katie, we're going to approach our waiting list, we're going to speak to people that we're already speaking to, you might have people that have already asked you for proposals, and sign that pre-pre-sale, so not part of the campaign, but we're starting to try and make some initial sales before we actually launch anything, start reaching out to people, you might reach out to all of our existing clients, when I had the letting agency and we were doing this, I'd reach out to all of our existing clients and say do you have any more properties you want to sign up, we'll give you a discounted rate across all your portfolios if you bring somebody on, and we'd get a few properties from that, and it would just start that process of actually bringing on leads and starting that pre-pre-sale. So generally pre-pre-sale is more, it's not necessarily using the campaign, it's Whatsapps, it's voice notes, it's just building your relationships and just having conversations with people, and my top tip here is just go through your Whatsapp phone book or just go through your list of Whatsapps for all those conversations you've had recently, or emails, just see some names, just write a few of these names down and just think, actually I can ring them, I can see what they're up to, I can reach out to them, and you'd be amazed at how much of that can materialise into business.

Then we're going to start our actual pre-sale, which is actually about then pre-selling to the marketplace before we actually launch the product to the open market. I'll take you through more in depth what that means, but pre-selling before we actually launch our product or service to the open market. Then we do our actual sale, and then we're going to actually do our after-sale sales.

If you think, we put this on the schedule, just to take you through, I'll take you through this as in property entrepreneur, because you've all been through that sales process, you'll understand it. At the seed stages, the prep, Dan's thinking, what do we need to do? Is it don't talk to tenants this year?

What's changing? What are the industry trends? What webinars can we do?

How can we talk about this? He's getting prepped, he's thinking about what we're going to do. Then it's the sex, so it's actually then creating that sex of the campaign, and we decided to go for don't talk to tenants again this year, but we have tweaked some of the heaven, which is more about living off the steam, achieving financial independence, and just driving that message home, so it's like don't talk to tenants, but then all of his, that's like his hell, his heaven is financial independence, living off the steam, and getting to that level where everyone's financially independent. What we'll be doing here is you think, what we're trying to achieve here is blueprint, so we're trying to get people onto the blueprint, that's how we sell onto the program.

At this point, the pre-pre-sale is Instagram, WhatsApp, it's anyone that's reached out, it's the list of leads from last year that didn't sign up, just anyone we can think of, and actually start outbound messaging those people, and using the flirt and convert methodology that we taught you guys for doing the blueprint sales and getting the referral schemes, so starting to reach out to anyone we can. We'll probably get like 10 to 20% of sales just by doing this little bit, and we'll just start that process going.

Then it's like the pre-sale, so we, the blueprint events, we sell the majority of places through the webinars that Dan's going to do, so basically on the webinar, Dan's going to say, guys, thank you for joining me on this webinar, I've got a special opportunity for you, you can join one of our three-day blueprints, here's the discount you're going to get, here's what you're going to get in your value stack, feel free to join, we're actually going to be launching these places to the open market on Tuesday of next week, so get yourself a place reserved before it launches to the open market. That's like our pre-sale, it's like a webinar, it's behind the scenes, it's like this is your opportunity to get one of those places before it launches to the open market and it sells out. So that's our pre-sale, and then the actual sale is when it gets to the open market, which you guys see, it's the flash sale, and we'll do some more places on that, but it's nowhere near as high as in this stage, so you get some more places, but it's nowhere near as high in this stage, and then we'll sell out, you'll see us sell out, right, event now closed, the July briefing is now full, sold out in record timing, if you've missed the boat, join the waiting list or join us on our August event, then the process starts again.

Into webinars, doing the pre-sale, then it's the actual full blown flash sale into people are booked on, the event, everything gets booked up, we've now sold out from the August event, sorry, sorry, then it's like right, we might do a virtual, you know, it depends how it's all going to work and how it's all going to pan out. So this is actually what you want to be doing and what you want to be achieving, this is how you kind of go through that actual process. Any questions on that?

All make sense? Go on, Katie, go on.

[Speaker 7] (58:01 - 58:16)

It's not so much a question, but your team are currently going through the pre-p sale, because they've got Jacob's email registered for our thing, and I've had two, because they don't have my email, but I registered the interest, so it's just a shout out to your team that they're following the blueprint.

[Josh Keegan] (58:16 - 58:18)

It's actually my partner Hayley's doing it.

[Speaker 7] (58:18 - 58:18)

Oh, is it?

[Josh Keegan] (58:18 - 1:02:56)

Yeah, yeah. CMS from Hayley, yeah. It's not worked out how I planned that.

I bought a nice bit of extra money, but now it just means I have to look after the kids a lot more. I thought it would be great, but it's not been brilliant so far, and then I get a lot of questions that Adam should be answering, really. Anyway, let's move on.

So yeah, it works, though, the pre-selling, the flirt and convert, it's like bringing people in, it's all under the radar, and then the physical events happen, but when you actually do that on social media, the sales have already been done, so we're not really trying to make many more sales. We will get some more, but it's like the work has been done, the sales have already been made behind the scenes. This example of me, so this is my campaign that I did last year, so prep one was all about seed.

It's like, are you ready? Something big is coming, the market is changing, and we launched, so about shakes, actually launching the actual event. We're going to launch an event, know your numbers 2023, come and get involved, this is what you're going to get, this is the value, et cetera, et cetera, and then what we would then do is in this event, this would be our opportunity for the pre-sale, so we're not trying to sell any physical products, all we're trying to sell is UFD reviews, which is basically an appointment, and if you think about how we get our sales, it's like, well, I want a one-to-one call with you, I'm going to add as much value as I possibly can, and the logical next step in that might be, okay, you go away and do it yourself, you're all good, or it might be you can do all this yourself, or we can do it for you. Do you want a proposal?

Yes, let's see how much it costs. That's how we operate and how we work. So on this training event, it would basically be like an early bird offer, and for example, we're doing one on Tuesday the 16th, so that's going to be our pre-sale for UFD reviews, and the value in that training event, like Jamie was saying, is massive.

There's an additional staff, there's a free subscription for a year to the UFD members community, there's additional stuff that people will get, assuming they book a UFD review off that webinar, but then if people don't, then we'll then open it to the market, open the UFD reviews, they won't get the same offer as on the webinar, but they'll still be available, but because we will have done a lot of our UFD review bookings, so we'll launch, say, five or ten, I'm not sure yet, but we would have probably got all of those done before we've actually even launched it to the open market, we might get one or two more, but then my countdown is already structured and good to go, and we've already got the people booked in, so then I've already had the countdown ready to kind of go right, ten to six to one, to get sold out, but basically before I've even said to the open market, here are these UFD reviews, to make the most of this, I've done the pre-sales, I've done the hard work behind the scenes to actually get those booked up. Make sense? So that's what we're looking to do.

So we'll do this, we'll launch this, we'll do an early bird offer at the end of that for people to book on, and the aim of the game really is just genuinely, it's just high value, it's as high value as you can possibly make it, whilst doing your heaven and your hell throughout the webinar, but leave people with some real genuine value, and like the thing we try to do, it's just as high value as possible, because that makes the pitch at the end very obtainable for people, and people are like, yeah, this is no-brainer, it makes sense. And then I'll launch the actual UFD reviews on social, so tomorrow is the day, UFD reviews, make the most of it, and it's like watch this space, shake it all up, UFD reviews come out, and then we do a countdown on social, just to get them all sold out and done as I said, and for me this has been extremely effective, I'd say these branded posts are quite good, but these actually do, these are much better, like when you do something a bit more organic, you just do like a picture of you with a notice board, or a pad and paper, just showing things being crossed off, these work really well, and they're more effective for people, engage them much better, so it really works well to like get yourself a whiteboard, get yourself a thermometer or something, so you share the progress, and you standing behind a picture, like it's going to get way more engagement, people are going to look at it, people are more likely to book on something like this, it's good to like mix these in, but this is very, very effective and works really well. So that's what we're aiming to do, and then of course you want to sell out, and like genuinely I'm delighted that both times I've sold out, I've actually sold out, and it's like honestly, putting that post out, it's like this feeling of like, it's like when you've just done a really long run, and you get to sit down and have a beer at the end, it's like wow, and you get to do it, right we're sold out, we're finished, we're done and dusted, it's amazing, it's like I'm delighted to report that we're now sold out, and we are at capacity until 2024, it's like close the door, sorry if you missed the boat, and then there'll be a link to a waiting list on there as well if anyone wants to join the waiting especially. So that's the methodology, and that waiting list might result in some after sales, because I might go well you know what someone's dropped out, or I might attack that waiting list as well and get more people on, but generally I've always been a place where we've hit a target, I'm pretty exhausted and I don't want to do any more. Katie?

[Speaker 7] (1:02:58 - 1:03:11)

So our marketing is landlord letters, well that's one of our marketing things, would you suggest if you sold out actually sending a letter, a follow-up letter saying unfortunately we're at full capacity this year, as an actual letter?

[Josh Keegan] (1:03:12 - 1:03:48)

Yeah so the way I used to do landlords is I'd have a three-pronged approach, and basically the first would be a seed, the next would be basically sale, the third would be sold out, and yeah it's effective, why not take them on that journey, and people, landlords often kind of won't really care what you said in the letter, it just depends on the time that's come through, and they'll probably just bring you up anyway. Yeah I would 100%, I'd use this methodology and go through that journey, it's very effective and works really well.

Go on Gareth and Neeraj, I've got some top tips, I'll ask these questions, I'll do some top tips and we'll answer any more.

[Speaker 5] (1:03:49 - 1:04:31)

Yeah I've got a fairly specific question but hopefully you can help me figure this one out, so I'm running a pretty high ticket event in September and we're going to have a handful of early bird spaces that are just discounted, so first people who can get those creates a bit of FOMO when they're gone etc etc, but you make a very good point about pre-selling to existing audience and existing relationships, that sort of thing, so if we do that and those spaces go to them because it will be literally the first handful out of the gate, will it then when we launch the open market and they're already gone, will that create a bit of an issue with people thinking I didn't even get a chance to get them or am I just completely overthinking this?

[Josh Keegan] (1:04:32 - 1:04:37)

Ideally you want to let people in the open market actually have an opportunity to book on, how many places have you got?

[Speaker 5] (1:04:38 - 1:04:45)

It will be 25, so we're not saying it's about five but five will be like a really good deal.

[Josh Keegan] (1:04:45 - 1:05:14)

If you can like literally go behind the scenes and basically sell it out before it's even sold out and then you go right guys we're launching this new event, we have 25 places, you don't have to be disingenuous, we have 25 places and then two days later you go right 15 have already gone because of your pre-sells, then you do a nice little countdown, that will mean more people will trickle in, but in the ideal world even if you did all your pre-sales of that 25, you still want to do a mini campaign just for visually it's selling out.

[Speaker 5] (1:05:14 - 1:05:19)

Yeah that's handy, I don't think we'll sell the full 25 to existing, we might, I just don't think we will.

[Josh Keegan] (1:05:20 - 1:05:24)

It's quite a lot, it's a lot of moons after a line to make that happen with dates and stuff like that.

[Speaker 5] (1:05:24 - 1:05:39)

Yeah exactly but I'm confident that if we do five early bird at 25% off, I'm pretty confident those are going to go straight away. So I suppose just thinking it through, when it goes to open market, those will show it's gone, but then that just is what it is.

[Josh Keegan] (1:05:39 - 1:05:43)

So that's perfect yeah, you want to show them it's gone and the more genuine you can be the better.

[Speaker 3] (1:05:46 - 1:06:46)

So obviously what you're talking about here now is a webinar into an event to sell out of higher ticket items, so it's a free webinar into an event or to like UFT review which you're trying to sell a product or a project based higher fee item. I've been thinking about this quite a lot and trying to understand how we are selling mortgages and finance etc, our niches, property investors, well we deal with a lot of the same conversations around BRR and development finance and things like that, so we've decided we're going to put two webinars on but they're more going to be training webinars rather than, we don't have anything to sell apart from our service at the end of it, so if we do a good job we'll pipeline those clients so that when they come to us and hopefully they'll come to us to use our service. The question is, we're thinking about charging for the webinar because that's what we're selling is the webinar rather than a free webinar into a sale.

[Josh Keegan] (1:06:47 - 1:06:52)

What are you actually trying to get? Are you trying to get more clients for mortgage business or are you trying to create a training business around?

[Speaker 3] (1:06:52 - 1:07:31)

No, so we just want to educate people that either have come to us already or new people that will come to us, just educate them more on the process around investing in property or they might be the early stage investors, either they haven't invested yet or they've got one or two properties but they don't really understand the different finance options available to them for momentum investing, so we would probably rather have less numbers on it and provide a higher quality training session where we can do Q&A and things like that rather than having a free webinar with lots of people on where it's not as engaging.

[Josh Keegan] (1:07:31 - 1:11:57)

I think about what you're trying to achieve, I mean if I was in your shoes I think Leeds for the mortgage business to do mortgages would be like the ultimate end goal rather than trying to start create a bit of friction around a paid webinar and then try and create something that you're always trying to sell to, it's quite exhausting because people don't really want to pay for it. I would, if I was you, I'd probably be looking at a really high value educational webinar with all the challenges investors have, it's like hell, it's the heaven and it's like how do they actually do it in practice, then I'd offer something at the end and it might be that it's like a portfolio review of one of your team where you actually get all the information about their entire portfolio, you look at all their products, get that that's too expensive, that one's going out in two months, get all the information then you've now got a list of all the mortgages you could potentially do for them and then you get them on your system and you start selling that way, that's what I would look at doing, something like that.

Thank you. No worries. So top tips for experience, there's a few things for you here.

First is campaign calendar, this is different from your content calendar, your content calendar is your know, like and trust, it's you know I've just been to the pub with my kid, I've just walked on forget I can get back, here's a house I've just referred, that's your content calendar, that's different from your campaign calendar. Campaign calendar is where you really up the ante, you really make it clear, something big is coming, it all kind of kicks into gear for a three month period and you might find you're posting one to three times a day on multiple different platforms, so it's really going to shift up the gear, it's really going to up the tempo, it's really good, we're going to really put a rocket up it for a short period of time.

Partnerships and referrals are without a doubt, you can like turn a decade into days by literally just building a partnership or a referral scheme. We have a great partnership with PIN, with Simon, and it's like meant that we could properly scale property and that year we went for a boardroom of about 15 people up to I think it's about 80 people, that was a massive part of that was that partnership with PIN and I don't think it would have been anywhere near as possible without that. So where you can create a partnership with somebody, 100% go ahead and do it.

The webinar is just the start and I remember like in the early points of my journey when I was doing some of these campaigns, I'd do a webinar, people would turn up and then maybe no one bought off the back of it and it was like really disheartening, it was like absolutely gutting, it's like well what am I meant to do now? But the webinar is just the start of the campaign, it's just the start to get things going, so you want to have it as a date in the sand, you're going to do your webinar, hopefully you make some sales off it but that's just the beginning because you're in campaign mode then you're going to move on to opening to the open market, then you're going to follow up with all your leads. The webinar is just a small point in that, don't rest all your hopes or laurels on this one webinar that's going to do your entire campaign, it's not really how it works, it's like webinar, value, then what are you going to do with that content you've created, how are you going to get out more hands, how are you then going to follow up the leads and how are you going to generate more sales as a result of that initial starting point, that initial hype that you've actually created. You're standing on a mountain of value, honestly before you look out, look down, look what you've already got, look at the people that you've already worked with, look at the people that have already contacted you, look at the leads you've got, look at the proposals you've actually got to send.

I've been so obsessed with this campaign and doing loads of work to get it done, I've got six proposals of quite high value that I've not actually sent out because I'm busy getting ready for the campaign, so I know it sounds stupid but that's the way we think and it's like make sure you're actually looking at what you're already sitting on before you go and look elsewhere. Then hard work pays off, like with these campaigns they're not easy, they are a beast mode activity but they can fundamentally change your business, your bank balance, they can change your life, they can change absolutely everything and they can result in a step change for you, for your company and your skill set as an entrepreneur but as well as your ability to kind of level up and to really go the distance and all these clients you're going to get, hopefully you'll be able to deliver on them well, you'll get some great testimonials, you'll get some great podcasts and that's going to just add more and more momentum and you're not going to go back from this, so once you get used to doing 100 grand worth of sales, half a million pounds worth of sales, you don't go down, you just keep going up and up and up and this is the step change that a lot of you will need in that business. Sound good?

Yeah, any questions, anything anyone wants to ask? Go for it Claire.

[Speaker 8] (1:12:02 - 1:12:40)

In manufacturing business, first of all nobody's doing this, so it'll be really interesting to apply that lens and see how we can make it work. I'm wondering if you could share your thoughts, we're looking at a situation where we've got like multiple decision makers, so large corporates, you've got your purchasing manager but at the end of the day everything needs to get signed off by their boss or even their boss's boss. I don't know if you've got any thoughts around that because I'm wondering if that then would interfere with some of the ideas around like scarcity and...

[Josh Keegan] (1:12:40 - 1:12:42)

What are you trying to sell, your truck products?

[Speaker 8] (1:12:44 - 1:12:51)

So we're trying to get long-term contracts to be global supplier of choice for our particular niche product.

[Josh Keegan] (1:12:52 - 1:13:57)

Yeah, I think you've got to work out how you would best structure this and for you guys it might not be a webinar, it might be some sort of meet and greet or some sort of site tour or something along those lines where you're going to add loads of value to your potential clients in a day and off the back of that you're going to build that relationship and you might be able to pitch them from there. I don't know if a webinar worked well for you guys, I think it'd probably be more...

Think about what could you do that's going to encourage all of that audience to come and speak with you in some way, shape or form and it could even be you just you don't need any of this big fancy campaign, you're literally just reaching out to people directly through messaging and then doing all that kind of stuff as well. I'm wondering if there's a... For investors for example, like a really great one through a site tour of an HMO, like what can you do that you could get your clients to come and learn from you so you could actually build some business and relationships from there.

What's that event? That's what I think about. But for the stuff we were talking about last night at Supper Club, you should be doing this all day.

Where you want to go as an individual.

[Speaker 11] (1:14:00 - 1:14:30)

Yeah, mine's a bit off what Claire's just said. So our clients are like commercial clients, so again a webinar's not going to really work for me to sell the product. It's not just a question to you, but maybe to everyone.

This sounds great, you know, doing like a sales campaign to us, but as a commercial electrician, what am I going to sell to them and how am I going to get them to come and look at my business?

[Josh Keegan] (1:14:30 - 1:15:17)

I don't know if this methodology would really work for doing that, to be really honest. I could try and give you an answer, but in reality you've got to work out how you apply it to your industry. You can take a lot of the principles, hell and heaven, like use this contract, this is what's going to happen, use us, this is what happens.

You can take all the principles about urgency and scarcity, you can only take on a certain amount of jobs a month, you need to sign up by Friday, otherwise we're going to be bumping you back for two months. You can get Chris's brochure in place and make sure that's world class and that's going to set you above. I don't think you'd use an event, I think it'd be much more of like a marketing, like we were talking about last night at Supper Club, keywords and doing all the stuff online would be a suggestion for you.

Affa.

[Speaker 9] (1:15:21 - 1:15:58)

That was mainly just for Ash, so I was just having to think about what you could use. I know we're talking on the basis of sales and whatnot, but what you could potentially use is kind of like a carrot, what do you call it, like you wave a carrot in someone's face, something like that. So it could be, for example, in our industry, one of the biggest things is EICRs, so how to pass an EICR, and you're going to go into detail about what you would do as an assessor on what you would assess in a property to get it to a specific point, educating them, get a lot of email addresses, phone numbers, and you're saying, okay, if people need an EICR, you know who to come to.

You also do X, Y, and Z. Could be a potential.

[Speaker 15] (1:16:02 - 1:16:02)

Nice.

[Josh Keegan] (1:16:04 - 1:16:05)

Yeah, last question. Go for it, Christine.

[Speaker 4] (1:16:10 - 1:17:27)

Sorry, the phone's gone. Okay, so you're talking about webinars, which is great, and it's just flowing off the tongue, because it's something that you're used to doing. Not all of us are.

Some of us have never done it before, and if we're trying to pitch to Chief Execs, as an example, in a pointing case, if you cock that up, you only get one go at these kind of things. I guess it's kind of hints and tips on all of this, I guess. I mean, it sounds great what you're saying, and I'm not decrying any of it.

It's just, if he pulls it up, then what? You know, what is the other option? Because there's a lot of kit involved behind the scenes.

It's all of that, and I guess, is there another way of doing it? Is there a softer approach? Is there kind of a, I don't know, another way of doing it, or, I don't know.

I'm just concerned, for obvious reasons, about it not looking professional. We've just spent the morning talking about branding, you know, and there is only one brand. The brand is you, effectively.

The other stuff is behind you, and then, if you're sat in, you know, you line yourself up, do this camera, do the webinar on the camera, and all the rest of it, and it doesn't work, that's really not great.

[Josh Keegan] (1:17:28 - 1:17:32)

Yeah, well, I mean, but like, what's your other option, not doing it?

[Speaker 4] (1:17:32 - 1:17:33)

Yeah, yeah.

[Josh Keegan] (1:17:35 - 1:17:38)

Yeah, go on, go on, Lou. Just get a microphone, please.

[Speaker 10] (1:17:40 - 1:18:08)

Yeah, I came across some software. I can't remember the name of it, an IT package, and basically, it was a presentation which automatically tailored it for your client group, so you could literally pre-do it, get it perfect looking, and then send it out, and whenever I'm dealing with chief execs and speaking to kind of high-level operators in local authority, I doubt I would get them in a group anyway, so that one-to-one, they're kind of like, for us, they do it.

[Josh Keegan] (1:18:08 - 1:18:51)

Yeah, you might find, you use Stealth Seminar, which is like, I use that, which makes it look like it's live when it's not. You could create, like, a landing page with just a video, and the hyper fact that this video is going to be launching, and that's, you know, this is all going to be happening, you need to be a part of this, you can send them this direct to watch, so there are ways of kind of doing this without the kind of pressures of it being live, and you can record it a hundred times, so you're happy with it, and then you put it out there, for example. Yeah, cool. Right, thank you all, ladies and gents.

So, best of luck with your campaigns this summer. It's not easy, it is difficult work, but out the back of it, you will be grateful that you've done the hard work, because it will fundamentally change you, your lives, and your businesses. Ladies and gents, thank you very much.

Let's welcome Miss Rachel Davies back to the stage.

[Rachel Davies] (1:18:59 - 1:30:27)

I've got to say, Josh, one of the things you're absolutely brilliant at is step-by-step. Don't we feel like we know exactly what we need to do now? Yeah, it's really good, so just actually replay your notes, and do what Josh tells you, because that's what it's all about.

There's nothing much to say here, I think you just need to follow what Josh has told you to do. I've watched his campaigns play out on Facebook. What is it about the smoke, though, Josh?

I need to know about it. You're always surrounded by smoke. You can certainly see that, he just looks like he's on fire.

And the other thing that Josh does really well is taking a product that maybe isn't ... Finance isn't naturally exciting, is it? But he puts a lot of anticipation and excitement into his products, and that's what we've got to do.

We've got to make it sexy. And I thought that I'd show you ... I've talked about Akash Desai earlier.

Akash has been selling a life insurance product this year, and he's followed this methodology, and his life insurance product is called the Black Box. He brought it to life as a physical thing, even though life insurance isn't a physical thing. And I just wanted to walk you through how he did it.

He gave me some tips. So he's been doing that this year, all the way throughout the year, that was part of what his headline strategy was. And he's been doing absolutely phenomenally well by following this blueprint.

So obviously he's done the countdown, he's seeded it, he shook the bottle. But one of the things he gave me as a tip was really focus on the payment versus the pleasure. So you know you're here to solve problems for clients, aren't you?

That's what you're here to do. So he told me he spends five, in his campaigns, he spends five days on the pain. What's the pain?

What's the pain of not having life insurance? Your children at the end of your life start fighting over all of the assets. It's an absolute nightmare.

You might lose your house because it all goes off to inheritance tax, whatever it might be. So he really focuses on the pain, and then he spends five days on the pleasure. So that was like a top bit of insight from him.

Five days on the pleasure. What's the pleasure? Peace of mind, your home's secure, your family's secure, your wife's safe, you're not going to lose your house, that kind of thing.

Don't gamble their future. That kind of messaging. And that can be really powerful.

It gets people really engaged because it makes them think. And of course, all he's doing is making that campaign sexy. So I just thought it'd be useful for you to see one of the other property entrepreneur advanced members doing something like this.

And then of course, he has productised it. Now we talked about a model. Here's him bringing the model to life, the four pillars of life after death, bringing it to life.

Carol, we were talking about the six steps, the four steps, the five steps to whatever it is you've got to do. Bring out the model and bring it to life in your sales pitch. And then make sure you've got that scarcity and urgency.

He's selling out, he's got his spaces left. And then people say, crikey, I've got to get going. I've got to buy this product right now.

And that product that he's been selling through different campaigns this year is on track to make 120K by the end of this summer. That's how incredible that is. That's what Akash has done.

He's bought one single product. He's bringing in masses of sales from following this campaign methodology. So I just wanted to share that with you.

There's other people, not just Josh and Adam and their trainers, who are following these methodologies on Property Entrepreneur Advanced, and they're having masses and masses of success with it, just following that step-by-step guide. So I just wanted to share that with you. And then Josh is doing mid-month mentoring in July, on the 17th of July.

So if you've got some key marketing questions that you want to cover off with him, get yourself booked on to one of those 15-minute slots. Remember, we want you to have a fantastic summer and achieve all the objectives and the targets that you've got to achieve. And lots of you have still got objectives to nail.

This is one of the ways, by going on to mid-month mentoring, this is one of the ways you can fast-track what you need to do. If you've got a particular problem that you're stuck with at the minute, go on to mid-month mentoring. Get the help that you need to get beyond the problem so that you can actually stop procrastinating and get the job done.

That's what it's all about. No procrastination this month. So put that on your action list right now.

And then homework. Let's talk about the homework for that section. So we have got to decide your sex appeal, decide your scarcity and urgency, what's your deals, your discounts, and your value stack, plan your campaign schedule, then write the content, put it in a calendar, and hopefully give it to someone else to do.

If you've got virtual assistants out there or personal assistants, they can do this for you once it's all planned out. So that's the homework from that session. And then just talking about mastermind.

If you want to go to that next level and you need that extra level of accountability and you're in the position to do mastermind, then we highly recommend that you do it. The applications are about to open. And just so you guys know, at the back of the room, there's brushes for the mastermind and there's brushes for the board.

So you can pick them up if you want to have a look at a bit more information about how to do it. Then that's something that you can pick up at the end of the day. And then just a reminder of the date.

So if you want to apply to the board or to the mastermind, it's by application only. And again, start and end date. Open the doors this Friday.

And then the applications close on Friday the 19th of July. And once you have made a commitment, you've got seven days to pay the deposit. And then we will announce the members of both the mastermind and the board on the awards session.

When we do the awards on that September session, that's when it will get announced at workshop 12. So pick up a brochure if you're interested. And then we have got another blueprint in August, 5th to the 7th of August.

So this is a genuine win-win for everyone. You want to make a bit more money this summer and raise your rates, get £1,000 bonus, then hedge your family and friends over to use the code here. They get 50% discount.

They can bring a guest for free. They've also got a 100% money back guarantee if they don't get a lot of value from it. So it's a win-win for everybody.

You can make a bit of money. And Adam's just told me we are going to do another world-class women's campaign. So women get 80% off this weekend.

So if you know any females you think that will massively benefit from the blueprint, this is now the time to tell them because we've got one of those niche sale campaigns coming up. So that's just for you to know as well. It's a genuine win-win for everybody that.

Supper Club, if you want to do Supper Club, the QR code's in the workbook. So sign up to it right now. This is the opportunity to do it now.

That's with Josh on the 30th of July. So that's the last Supper Club. So the slots will sell out quite quickly.

So if you want to do that, book on it today. And then finally on homework, let's just have a review. So if everyone wants to turn to page 47 in their workbooks, I'm just going to run you through your homework for this month.

So we're absolutely clear. So remember this morning, we talked about the brand board. We need you to finalise your avatar, your who's your key client or your perfect client.

Decide on your tagline. We had some fun this morning doing taglines. Test out your tagline.

I'd love to see you all putting taglines in the Facebook community so we can give you comments. Everyone gives you an opinion on what they think it's like. It's a great place to test out things like this.

Then nail your values, name your blueprint, what's unique about you, what's your unique model, and then collect your sound bytes. Yeah, that's what you've got to do for the first slot. Then for the second session when we did perception is reality, we want you to build out your assets.

Do you need a brochure? Yeah? Do you need a stationary stack?

Do you need a one-page website? Those are the things that you want to be looking at. If this is right for you, particularly if you're going into campaign season, you can do this for your particular product.

Then oversubscribed. Decide your sex appeal. Decide your scarcity and urgency.

Decide on what your deals are, your discounts, your value stack. Plan your campaign. Go to your existing audience.

Sell to them first, then you're going out to the open market. Then write the content. Put it in a content calendar and schedule it in so it starts to happen and bring your campaign to life.

Who's going to do a campaign this month? This summer? Yeah?

A few of you? Excellent. That's really good.

Then finally, remember we talked about the accreditation earlier. Some of you have got this all to play for. All you have to do, these are really small, tiny tasks.

Remember when we talked about beast mode? These are tiny tasks. You've just got to execute them.

Post your Sunday sanity weekly in the Facebook community and engage with the Facebook community as well. If some of you have got some posts left to achieve, you've got three or four posts left to do this summer, do two a week until the beginning of September. You'll get it done.

That's all of the homework that you've got. We've talked about midweek mentors. Just a reminder.

In week one, we've got Akash, who I've just talked about. He's going to be helping you come up with your mantras, your taglines. He's going to be doing the brand board with you.

Then we've got Josh on the 17th of July. He'll be doing mid-month mentoring, so don't forget to tune into that. Then finally, Chris Moss, one absolutely not to miss, 24th of July.

He's going to be talking you through that perception, his reality blueprint. That's what we've got for midweek mentoring. Sunday sanity, you know the drill.

Get it posted. Get it done. Book club.

This month's book for you to tune into is Oversubscribed by Daniel Preece. It's a really good book that goes with all of the content that we shared with you today. Then there's two podcasts that I'd like to recommend that you ...

If you write these down in your action lists right now, one is called Sex Appeal. It's episode 76. The other is Boom or Bust, which is episode 77.

These are all about how to run sales campaigns. The Boom or Bust one is more about how you niche using the economic climate or the trends of the moment or riding a ... If you're riding a particular crest of the wave at the minute, that one might make a lot of sense to you as well.

Then Beast Mode. We talked about this earlier. Who here actually is thinking they're going to go into Beast Mode and they weren't planning to?

Who after listening to the Rewrite Your Brain thinks, actually, I do need to go into Beast Mode? Yeah, a few of you. Yeah.

It's not what you think. It's not that chest beating. It's just getting you into that execution mindset.

That's episode 20. The 28-day challenge. Right.

Who's doing Beast Mode? Put your hands in the air if you're doing Beast Mode this summer. Excellent.

Who's doing Best Self? No one? Somebody must be doing Best Self.

Excellent. Right. That's really good.

You now know what you're committing to for the summer. That's really good. Has anyone here not contacted their buddy or got their phone number?

Anyone? Have you got a few issues? Can you guys speak to Bianca at the end so you find out ...

Is it phone numbers that you're having trouble with? Phone numbers? You just don't know who it is?

Did you get a WhatsApp? You need to just ring them. Right.

You've got the information. What do you need to do? You need to do it.

Absolutely. Theme of the month. Theme of the month.

Right. Brilliant. Right now, I'm going to give you two minutes.

Please give us some feedback now. Bianca informs me that there is a new form. You should have had a WhatsApp.

On the WhatsApp is a form. You need to click through onto the form so you can give us some quantitative and some qualitative feedback. I'm going to put the music on for a couple of minutes now.

[Speaker 15] (1:30:32 - 1:30:32)

Yeah.

[Speaker 14] (1:32:47 - 1:32:52)

Are we getting on? Hands in the air if you're still filling in the form. Yeah.

A few of you.

[Rachel Davies] (1:32:57 - 1:34:51)

We're nearly there, Gran. Nearly there. Are we nearly there?

Right. Looks like most of you are done. While we're finishing that up, I just wanted to let you know that you have certificates over here, just behind this TV screen.

These are for your participation in Get Up and Give Back. Ta-da. If you haven't gone and picked yours up yet, please do at the end of the session.

Also, if you've had any friends or family that took part, they've got certificates too. It's a really nice thing to look back and remember the amazing things that we did for Get Up and Give Back. I'm just going to hand that out.

Personal service, yeah. We've got the room open until five o'clock, so there's coffees and teas still available. Remember, there's lots of high-value people in this room.

Your net worth is your network, so please do stay and do some networking with us at the end. Then, what a workshop. That was absolutely brilliant.

Today, we've shared with you the secret sauce of how to build a world-class brand and how to run a world-class marketing campaign. That's what we've shared with you today. It's been all about sales and marketing, but now we're going to let you go out.

It's the championship season. You've got to go out there now. You've got to execute.

You've got to get things done. How many weeks have you got left? Ten weeks until we get to the awards days.

I want you to go out there, level up your lives, level up your businesses, see those step changes happen, and let's finish on a massive round of applause.