**Session One\_Transcription**

[Rachel Davis] (9:28:08 - 9:29:37)

Ladies and gents, this is your two minute warning, grab yourselves a drink, finish your conversations. We're live on stage in two minutes time, please take your seats. This is your one minute warning, ladies and gents, your one minute warning.

We're live on stage in one minute time. Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're live on stage in 30 seconds.

[Speaker 11] (9:30:08 - 9:30:24)

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

[Speaker 7] (9:30:27 - 9:30:40)

Get yourselves sat down, welcome back everyone. Hello, hello, look at all of your beautiful faces. Are we all sat down?

Right.

[Rachel Davis] (9:30:40 - 9:38:31)

Oh look, we're all friends here now, aren't we? Do we not feel like we've got to know each other well over the last 12 months? But yeah, we have, haven't we?

We're all good friends, it's lovely. Right, so if I can have everyone's attention, I've got a job to do. Welcome back property entrepreneurs, have you had a good month?

Yeah? Has it been good? I feel like it's been several months since I last saw you and the reason that it feels that way is because it's been such a hectic four weeks for me, I feel like I haven't seen you in ages.

Who here has had a really busy, productive month? Hands in the air? Busy and productive?

Oh that's really good, that's most of the room. Can you put the notes slides on please for me? That's fantastic news.

But I've got some sad news to share with you. I've got some really sad news. It's the penultimate session.

This is the last workshop of its kind and I'm missing my heckler. Grant's not even here for heckle. I was hoping he could do lots of heckling so when Josh comes on I want you to give him a really hard time because this is your last opportunity.

I'm not Chris, Chris is too nice. So it's the last session of its format so let's have some good shares, let's savour the day, let's really enjoy it. We've become good friends over the last 12 months and it's been an absolute honour for me to watch you all grow personally and professionally over the last 12 months.

That gives me goosebumps. Some of you are just absolutely flying and I'm so proud of you all. But this is the final sprint.

We've got four weeks left of the summer. That's all that we have and then after that we're moving on to the awards ceremony. So it's all about the awards in September.

So that's where we're off to. You know the drill with the phones? Put your phones away, make sure they're off the table.

We want you to focus on the content because the content is absolutely fantastic today. What have I been doing? So my biggest achievements this month, well the first one, I must stop saying yes to Adam, is one of my lessons learnt this year, is that I've agreed to become the host for Virtual PE for Advanced.

So thank you for that. When I found out that I could still get the same results from my living room and I didn't have to come to Birmingham on a Friday, I know it's going to be Thursday next year, it was a hell yes from me because juggling the kids and Paul's work, I was finding it really difficult. So I was completely in and then Adam talked to me about being the host.

I think I'm in a really good position to do this. I've been on Advanced for four or five years. I was an award winner back in 2019 on the programme and then I won an award virtually on Advanced in 2021.

So I do know how to do this virtually and still get results. So I think I'm in a really good position and this year in 2025, or 24 to 25, we're going to be massively levelling up virtual. So there's going to be a screen at the side of the stage with all of the faces of the virtual delegates, that's something new.

We've got hands up for help. We've got me as the host so there'll be a lot more interaction. There's also going to be all of the other things that we offer in terms of the vault, access to the community, all of those benefits are still in place.

Access to the world class blueprints, there's going to be a professional film crew filming it so you can see the screen and you can see the speaker. So it's going to be a massive level up from where we were last year. I think last year was a pilot wasn't it?

They were testing it out, trying it out and now we've learnt a lot from that experience and it's going to be next level. So I'm really looking forward to that. And it's so important, this community is so valuable.

I've had Chris recently helping me with some of our sales strategy for our new business and he's just given me so many golden nuggets that turns decades into days. Being able to stand on the shoulder of giants, we vastly underestimate that but we can just short cut a lot of the trials and tribulations other people have had by learning from their experience and I think that being able to stay in the community, have access to the vault, being able to do it from home, it makes it a lot easier for me as a parent so I'm really pleased about that. The other thing I've been doing is the summer squeeze.

So I've been going to the gym in the mornings at 6.30 doing my 50 lengths. I've even done this before the school run so I'm like getting into beast mode and that's been absolutely fantastic. It's set me up for the day and I've been loving it so that's gone really well.

That's my diary, that's what it looks like in the mornings. Then the other thing that I've really struggled with, anyone here got an objective they've been really struggling with over? Yeah, me too.

I had one, it was several. That's normal. I remember I've been on advance for five years but this one was an absolute nightmare so I set myself a target of sorting out our personal finances.

What a nightmare. I've literally really struggled with it all year round. So this is what I did.

In July I stood up on open mic, this is me on open mic on property on advance. We're going to do this on virtual as well where you stand up and ask for some extra accountability and I said if I didn't sort my personal finances out then I would take a painful penalty and that penalty was to take the kids to Disney. I absolutely effing hate Disney.

That's the closest you'll get me to swearing on the stage. I hate it, like with a passion. So that was my motivation.

So what I decided to do was I took a lesson from Adam and I thought I'll chunk this down. So instead of trying to do all of our family finances, it's just so complicated, I thought I'll put my own oxygen mask on first and I thought I'll sort my personal budget out and I'll sort that out and then I'll sort Paul's out and then we'll look at the family finances. So what I did was I've now got my Revolut account, my budget goes into it on the 1st of August.

I've streamlined all of my accounts. I actually managed to find £5,000 just floating around in different accounts. I know, it's ridiculous.

It's like finding money behind the sofa. And I've put them all into a high interest ISA. That's a really good start, right?

So now I'm all set up, my personal budget is ready to go, I've done it and I don't have to go to Disney. So that's me, what about you? So now it's time to mark your homework.

If you turn to page 4 in your books, you know the drill here. We're going to spend a minute on you marking your homework and giving yourself a score out of 100. Then turn to your partner in the second minute and share your highlights and your game changers for the month and then swap over.

So Declan, put some music on and put the timer on, a minute for each thing and I'll keep you straight. So off you go. Do what you want, just score yourself.

Right now, there's the first duck quack. Mark's like, where's the ducks? Turn to your partner and share your score, how you got on and share any highlights or game changers you've had with each other.

That's it.

[Speaker 7] (9:39:31 - 9:39:35)

Right, swap over. That's just to tell you to swap over and talk to your partner.

[Rachel Davis] (9:40:40 - 9:41:11)

There we go. Can we finish up now? I love how that works.

It's amazing how effective that is. I'll never go over that. Right, who would like to volunteer and talk me through how their month has gone with their homework and their month in general?

Anyone like to share? Greg, there you go. That was a perfect score.

Good morning, everyone.

[Speaker 3] (9:41:12 - 9:42:02)

So this month has been quite challenging as I felt like I'm disconnecting myself from my trading electrical business and I was hoping that Property will answer all of my questions. It occurred to me that I will just fall into the same challenges, the same problems like with any other business. So I refocused on my trading business, going back to it, injecting some love into that business and we decided to put, so I'm not campaigning, but I am, but not in the full swing.

As much as I can afford in terms of the time I can spend on it, but we've got a campaigning calendar and we are actively advertising. I'm working on something in the background. It may take a little bit longer and we are rebranding our property business to something more exciting and with more sex appeal.

[Rachel Davis] (9:42:02 - 9:43:15)

I think you have done a really great job of taking all that you've learned about all the sales campaigns and I've been watching your social media and I think it's been really good. Has anyone seen Greg's social media? It's really, really good.

So let's give him a massive round of applause for all that. That's amazing. Well done, well done.

Right. What was the 28 day challenge? Can anyone remember?

28 day challenge. What have you been doing this month? Beast mode, best self.

My beast mode has been absolutely bonkers. I did the blueprints with Josh and Adam in July. I've also been working on my branding and my sales strategy for the new business and obviously Chris is helping me with that.

I'm super excited about it. I've been doing my cyber certified course at the same time, always whilst looking after the HMOs and my kids. It's been absolutely hectic.

I've hit 40 to 50 hours over the last week, over the last four weeks. It's been absolutely nuts. What that's meant is I've done a lot of evenings and I've done a lot of weekend work as well and I've been absolutely shattered by the time it comes to the weekend.

So there are very much, I've found, real sacrifices to make when you're doing beast mode. Who's done best self? Anyone want to volunteer a share?

Claire, do you want to, you've got the, yeah, I've got a face. How has it gone for you?

[Speaker 5] (9:43:16 - 9:43:40)

It's actually really hard to say no and to slow down and to make the right choices that feed into that pot because the noise and the pull into things that kind of go against the best self philosophy, it's just too easy to do. So actually that's, I found that even more of a challenge than possibly doing beast mode.

[Rachel Davis] (9:43:40 - 9:43:43)

Wow. That's really interesting. Well done.

Well done. Have you kept to it?

[Speaker 5] (9:43:45 - 9:43:46)

80 to 90%.

[Rachel Davis] (9:43:46 - 9:45:17)

80 to 90%. Give her a round of applause. 80 to 90%.

Well done. Love it. Yes.

And that's the reality, isn't it? Both, I think, modes are hard and that's really interesting about saying no because I feel like I've said yes to too many things. So real opposite experiences going on there.

Love it. Right. So you should have all been sent a WhatsApp on your buddy.

So what I'd like you to do is by the end of lunch, make sure you've connected with them. We have got quite a few people on holiday. So if they're not in the room, can you send them a text or a WhatsApp and agree how you're going to check in with them?

So that's what we want you to do. If you don't know the phone number or you're not sure how to contact them, Bianca's here. Just go ask her and get that set up and sorted before the end of lunch.

That would be great. But I've got an exercise for you to do now. We are on the final stretch.

It's the last four weeks before we go into award ceremonies and award season in September. So I want you to turn to your partner in a second. I'm going to give you two minutes each to do this.

I want you to share with them what you think you need to achieve by the end of the next four weeks to be able to stand up here on the stage and win an award. Yeah, because that's what you've all got the opportunity to do that. So can you just have a think now?

Think back to what your professional personal objectives are, what your headline strategies were. What have you got left to do between right now and in the next four weeks to deliver on your promises? Yeah?

So if you can have two minutes each, we'll put the duck quack on again to remind you to swap over. Let's go.

[Speaker 13] (9:46:23 - 9:46:24)

Welcome to the Hill.

[Speaker 12] (9:46:24 - 9:46:25)

Nice to see you.

[Rachel Davis] (9:47:25 - 9:47:30)

There we go. Swap over and talk to your partner if you haven't already.

[Speaker 7] (9:49:33 - 9:49:42)

Right, that's it guys. Settle down. Love all the chatter.

It's brilliant. Everyone settle down please.

[Rachel Davis] (9:49:44 - 9:49:48)

Thank you very much. Thank you very much. Was that useful?

[Josh Keegan] (9:49:49 - 9:49:49)

Yeah?

[Rachel Davis] (9:49:50 - 9:57:00)

Got a good idea of what you need to do now? Excellent. Right.

Sorry about that. So can the team captains for the June, July and August blueprints please stand up? We've got team captains in here.

So Katie, Claire, Natalie, Gareth. Yes, stand up. We just want to say an absolute huge thank you for all the work that you're doing to help support the sales team and get bums on seats for the programme.

We really, really appreciate it. Can we give them all a massive round of applause everyone? Thank you.

Thank you. It's a really long, immersive day for three days. It's a lot of work, isn't it?

It's a lot of effort that you need to put in and a lot of converting and conversions going on. We teach them something called RSE, which we're going to cover today. So all of you get to hear about how to do this advanced sales.

You guys just rock. You've been absolutely brilliant. So thank you very much.

And for the first time ever, we're doing a virtual blueprint. So we've got Jackie Goodman. She's one of our advanced members.

She's absolutely brilliant. She's a very accomplished woman in property and she's going to be hosting the virtual blueprint. So if you know someone who might be interested to do the blueprint in a virtual environment, virtually, from the 5th to the 7th, then please send them our way.

There is opportunity to make money. We have a pop-up campaign running at the minute. It's £1,000 and bring your guests for free.

So it's literally £500 each and there is some opportunity to make a referral commission as well. So that's what we've got. If you know anybody who might be interested, we've got the spaces.

So workshop 11 is called Sales Solves Everything. And there comes a point in every entrepreneur's career when we have to start to make more money and we have to start selling and converting our leads into cash. Sales is absolutely fundamental and critical to all of your businesses.

So this is why we do a whole workshop on it because it's so important. Today is on the art of selling. Now, where are we in the seasons?

We are deep into the championship season now, aren't we? This is where you should all be experiencing the step changes that we talked about at the beginning of the year. So when you get to October, we want you to feel like a brand new you or we want your business to look completely different to what it was 12 months ago.

And I'm hoping all of you have experienced this at some level this year. And that's what we do on Property Entrepreneur. That's why I stay every year.

It's because we step change every year and that's how we make real progress. Full steam ahead, light days, long evenings, light mornings, lots of activity. Everyone's putting more energy and effort into it.

There's lots of business opportunities out there. Everyone's networking and working and doing deals. That's what summertime's all about.

But before we know it, we'll be back into autumn with our journals and it will be over. The last sprint, we've got four weeks to go. Let's put a little bit of pressure in there, find the energy, find the motivation and get the summer finished and closed off.

Who's looking forward to the next four weeks and getting it done? I love it. Yes, brilliant.

Bit of motivation there. I need you all to come with me. There's only one.

What's going on? Where are we in the methodology? Well, we are here already.

Can you believe it? This is where we're at now. Unbelievable.

We've gone on such a massive journey together the last 12 months. You have built the strategy, you've done the systems, you've built the team and now we've opened the tap so we're in the race season. We're either doing sales campaigns or we're working really hard to deliver on our targets and objectives.

This is when we bring home the bacon, so they say, and deliver the business and deliver on the promises that we made to ourselves and all our peers back in January. Where are we headed to? Well, we're headed to the awards ceremony, aren't we?

The awards. This is the most exciting session of the year. Most exciting session because this is where you tell us all about the years you've had.

I want you all to play to win because each and every one of you here has the opportunity to win an award. It isn't necessarily about bigger is better. The person in the room here who's made the most money this year may not get on the stage.

It is all to play for. If you're sat here thinking, well, it can't be me because I haven't done all of my objectives and targets, that's totally normal. Lots of us here, I've heard lots of people tell me that they've set too many objectives.

They couldn't possibly do all of them. Some have set too many ambitious targets and not made them, but that's fantastic because we aim for the stars and we land on the moon. That's brilliant.

We are just as interested in your challenges and your lessons learned and your curveballs as much as we are in your successes, so remember that. You've all got the opportunity to win, but there are only four awards to win. I just wanted to remind you about that.

We're going to talk about this more in session two and I'm going to walk you through what to expect on the end of year presentation award day. We'll go into that later. For the first time ever, we're going to be live streaming Property Entrepreneur Advanced Awards, so no pressure for the people who get on the stage.

It's going to be live streamed across all of the socials, so can you put this one on your action list right now? It's on Friday the 6th of September at 2.30 till 4.00. You are all invited to watch the creme de la creme, the best of the best in the property entrepreneur community fighting it out for those awards from the stage. That's happening, so put that on your action list right now.

Let's get into workshop 11. What have we got for you today? Session one, we don't want you to throw thousands of pounds at ineffective marketing.

We want you to follow this unique blueprint that has the opportunity and the potential to make you a six-figure summer every summer. It's time to create a world-class sales strategy for your world-class brand. Session one, ladies and gentlemen, is on six-figure sales funnels.

Session two, we want you to take your sales to a whole new level. We want you to close those leads. Sales is not an art form, it's just a process and a very lucrative one at that.

We want you to follow our process and turn people into cash. Session two, ladies and gentlemen, is on the art of advanced sales. Session three, Russell Brunson calls it hook, story, offer.

We want you to produce compelling content so that you can attract people into your funnels and make more money. Session three, ladies and gents, is on content and campaigns. If you're not doing a sales campaign this summer, take heart.

There is something in here that you can use. If you're selling a deal to an investor, a room to a tenant, or a new role to an employee, you can use a lot of these techniques in that process. There is something for everyone here, whether you're doing a campaign or not.

Sound good? Yeah. Sound good?

[Speaker 12] (9:57:00 - 9:57:00)

Yes.

[Rachel Davis] (9:57:01 - 10:00:15)

Good. Got you on board. Fantastic.

Let's move on into six-figure funnels. We are going to show you the six steps to turn strangers into sales. It sounds quite simple, doesn't it?

Actually, this is, in practice, really difficult to do. For the best of us in the room, on advanced and in here, this is still hard. If you haven't started doing this yet, then it is a long journey.

It's going to take time. It's something you will perfect over years. What we want is we don't want you to be like most entrepreneurs who spend a fortune on marketing.

They don't have any targeting. They're not speaking to the right people, and they're not getting the results. That's not what we want for you.

What we want you to do is put the right message out to the right person, at the right moment, at the right time. That message will have a bigger impact on them, and it will make them more likely to buy from you. That's what it's all about.

Who here has heard of Russell Brunson? I'm a big fan of him. He's an American marketeer.

Get into his books, dot-com secrets. He's absolutely fantastic. He said the fundamental difference between a sales funnel and a website, because on paper, the two can look quite similar, is that a funnel is a strategic sales process.

It's like taking someone in the shop, walking them through the shop, taking them to the products they desire, and helping them to the till and making the sale. That's the difference. A website is just where people browse and look at your products and services.

Lots of decisions. When people are faced with lots of decisions, they don't make one. Basically, that's what happens.

That's the fundamental difference between a website and a funnel. What we want you to get into your mindset is that you need to target someone at the right time, with the right message, in the right place, to have maximum effect. The best way, from my experience, that I can show you this is through a digital out of home.

In my previous life, I worked for JC Decor, a French company. They were pretty rubbish, actually. They sell all the digital advertising space in London.

Lots of the digital street furniture. This is one of their digital bus shelters. Has anyone heard of on.com?

Anyone? Put your hands up. Let me see.

Light spray footwear technology. What a load of nonsense, but obviously, it works. People buy into it.

They are a new trainer on the block. What they did, this is called programmatic. What programmatic means, try not to get too technical, is that you can target someone by a specific hour, on a specific day, in a specific location, basically.

This is what's happening here. They were targeting people on running routes in central London with their trainer advert. Couldn't think of a better place to attract them.

That's what we want you to think about with your funnels. You need to target them at the right time, in the right place, with the right mindset, and that makes that more attractive. If you're running past it, and you're doing a run around London, you're thinking about trainers, perfect time to show someone your new footwear technology, isn't it?

The perfect time. You need to start thinking in that mindset, too. Without further ado, let's welcome to the stage, our very own, property award winner, living off the steam, marketing guru, six-figure funnel maker, put your hands together, give a massive round of applause for Mr. Chris Moss.

[Speaker 12] (10:00:23 - 10:00:26)

Hello, everyone.

[Chris Moss] (10:00:26 - 10:12:48)

Good morning. Who's feeling the pressure of summer and championship season? I'm in exactly the same place as all of you on this, and I have to remind myself every year that I need to be uncomfortable with being, sorry, comfortable with being uncomfortable.

That's the mindset I go into, and it's actually the difference that allows me to make and achieve more in these 12 weeks than most people do in 12 months. What have I been up to? I'm definitely in beast mode.

This is my average calendar at the moment. There's lots of meetings. There's lots of long days.

On my time tracking, it's coming in every week between 50 and 60 hours, and for anyone who time tracks, you know there's other hours that goes in after that, so it's pretty intense. However, the snowball effect is happening. The flywheel is going, and we've sold out two campaigns, which is awesome on our Build a Brand service, and we've got one more opening soon, so we're making progress.

Thank you. Thank you. In my other marketing company, we're at 30% to our revenue targets for that business over this period, so we're a few percent behind ideally where we would be.

However, we've got our campaigns going out. We've got the plan, and we'll make sure we achieve that in the next eight weeks that we've got left. All guns blazing at the moment, it is fair to say.

In the background, I obviously spend most of my time building the businesses, and that's 99% of my time, but I also am building and continuing to build my financial fortress in the background. This is a property we completed on about two weeks ago now that's going to be turned into six flats, so excited for that to play out in the next few months. Then on a personal level, I went on my stag do.

This makes it look calm. It absolutely wasn't. It was painful.

Not by choice. I had no choice. I had to go with the flow.

I don't normally drink, but there was lots of it, so it was painful. I did learn a key lesson from it. Sadly, I've learned that one a few times.

The key lesson I learned from it, other than that for the fifth time this year, was that even if you're not resting when you're away, just having that change of scenery from your day-to-day business mindset stuff is actually massively refreshing. I know for any PE parents here, the thought of going away and sitting on a sunbed and chilling, or even just a weekend anywhere, isn't ever relaxing, I've recently learned. However, just going away, change of scenery, a few days where you're resetting yourself, I think if anyone's really feeling the pressure of the championship season, for me, I came back more tired, but I actually had more enthusiasm for the work I was doing, so highly recommend that.

Don't drink though. Archie is four and a half months old now, so definitely in the trenches, it feels. If anyone's got any tips on how he can sleep for more than two, three hours a night, we're trying to get him to self-soothe, self-settle.

It's pretty difficult, it turns out. Any tips, highly welcome. What it also taught me though, in the last few weeks, is the importance of being on the same page with your other half, team members, especially if you're doing beast mode, and I found that explaining that this isn't forever, this is for a short period of time, actually makes a massive difference.

So that's a bit about what I've been up to in the last three, four weeks. Moving on now to our first session. This session is where we're going to go through the six-figure funnels, and without a doubt, most entrepreneurs, most small businesses never crack this, and they're having to continuously fight for sales, they're having to continuously wonder where's that next sale coming from, there's no predictability to it, they're kind of hoping that they hit their target, but as a result, obviously, that never happens, and they continuously miss sales targets. Or, they spend loads of time making sales, they put loads of effort into it, and then they have these peaks and troughs, because they then deliver, because they've got loads of work, they don't do sales, then they go, oh no, we haven't got sales, then they go through these peaks and troughs. And that's absolutely not what we want.

We want a predictable and scalable marketing and sales engine in our business. And what I mean by that is there's this continuous engine that's in the background that's not totally reliant on you to generate your sales, your leads, and there's a strategy and a blueprint for us to be able to do that. And when I say a predictable and scalable marketing and sales engine, what I mean is that we know what we need to put in the top of the funnel, in the top of our business, to actually get that revenue out of the bottom.

But most companies really don't achieve this. Depending on the stats you look at, only 3.8% of businesses in the UK make more than £500,000 in revenue, and the reason that they don't achieve it, don't ever sort of break through that point, in my opinion, is that they don't have this predictable sales engine. So I'm going to take us through that.

Sales solves everything. So at this point, every problem that you potentially have in your business can be solved by getting the sales through the door. It gives you the time to hire better people that can help you build better products, services, and it just gives you that runway to actually develop your business.

This is where we really need to shift gears now and start thinking about how do we get the revenue in and how do we make this happen. So I'm going to take us through this blueprint, the six steps to it. The first part is the strategy.

In the same way we wouldn't build a house without a plan, we don't want to build a sales funnel without a plan either. I'm going to go through the funnel itself to make it really clear as to what I'm talking about. Then we're going to go through the three key parts of the sales funnel, connect, consider, and then convert, and then finally I'm going to go through some case studies.

Once we've gone through some of the theory, I'm going to go through four different case studies on this in practice so that you can see what this looks like. One of those funnels is for one of the businesses I own, and that funnel has done over five million pounds in revenue since it was created. So this stuff is really tested, and a lot of the companies I work with, some of the large brands that we work with, every single one of them can fit into this blueprint and structure that I'm about to share with you.

The first part of this is strategy. As I say, in the same way we wouldn't build a house without a plan, we don't want to start and build our sales engine and our marketing in our business without a plan either. The key thing on this is don't start until it's finished, and after this session you'll have everything you need to go away as part of your homework, think about this, map it out, and actually make it happen.

Every single one of you will already have this in your business, presuming you've got revenue, and this is a case of mapping it out, making it clearer, and then actually massively enhancing what you're doing already. This is a bit of a mindset shift to go into this session, and it's instead of interrupting, work on attracting, and what I mean by this is, in fact, to use an example, is Apple versus Carphone Warehouse. Apple do an incredible job of branding, marketing, world-class products, unless you're a Samsung person, world-class products, and they do a great job of attracting people.

They have queues when they launch new phones, and they have this ecosystem that people want to buy their products. They're not having to call people, they're not having to force people to buy things from them. On the flip side, you've got someone like Carphone Warehouse who interrupts, generally speaking.

They'll call you up, you'll get cold calls from them, they'll try and upsell you, and they're very much interrupting you, and it's less, you don't really want it. It can be effective, but you don't really want it, and we want to be more like Apple with our approach to things. There's a few key things before we build our funnel that we need to be super clear on, and the first one is, who are we targeting?

Who is, depends on whether it's investors, landlords, clients, customers, whatever your business is, with your sales engine in your business, who is it exactly who you're targeting? Dex is going to put some music on for a couple of minutes shortly, and we're going to go through and just write down exactly who it is. We need to be super clear before we go through the rest of this session as to who you're talking to with all of this.

Then we can keep that in mind as we go through the rest of the session. If we take two minutes now and just make it really clear to yourself, hopefully for most of you this is pretty clear at this point, but just write that down so you've got it. Okay, brilliant.

If we start to bring that to an end. The next thing, when we know exactly who we're talking to, is we need to think about our product market fit and the problem that you're solving. It needs to be really clear in your mind before you build any of this out is what is that problem you're solving, but as important is what is your product market fit.

If you're trying to sell horse and carts in the world we live in now, you're not going to sell very many regardless of how good your marketing, how good your funnel is, how good anything is. We need to make sure we've got a really solid product market fit and people actually want to buy what we've got to sell. Otherwise, it doesn't matter how good your marketing is, even if everyone in the world knew about horse and carts and that you sell them, no one's probably going to buy them or very few people.

We need to just think about what's our product market fit and how well do you actually solve that. The more you understand that, exactly what your customer wants and exactly the problem you're solving, the more chance you've got of having a successful funnel as you go through that process. That's the next key thing that we need to make sure.

That's probably one of the key points with this whole session is if that's on point, then happy days. If it's not, you might be working on something that ends up not working. That's super, super important.

The next thing in terms of the strategy of building out a funnel is the resource that you have available. What I mean by that is the time that you potentially have or the team or access to a team that you have. If you try and build something mega complicated and you try to create a really complicated sales engine, but it's reliant on you, but you're also having to do the delivery and you're doing lots of other things in the business, then it probably won't work.

You need to be very realistic going into it. What is the resource that you have? What time do you actually have to put towards this or what time can you make to put towards this?

Or can you find a team or people to actually support you depending on the size of your business? That's the next key thing. The next one is the budget.

What I mean by this is what can you afford to pay for a client? It's what we would call a CPA. Does anyone know what a CPA stands for?

[Speaker 12] (10:12:49 - 10:12:50)

Cost per acquisition.

[Chris Moss] (10:12:50 - 10:37:31)

Exactly. Cost per acquisition. What can you afford to pay to acquire a new customer?

You want to be crystal clear on what that is. As an example, you might be happy to pay for an investor that's going to lend you 500,000 pounds. You might be happy to pay for that 3,000 pounds, 5,000 pounds to acquire that.

But then you know that's your budget for your marketing and you can work upwards or downwards from that to know that's your target. To give you a totally unrelated example here is Domino's Pizza, one of our clients. They're happy to spend up to £2.50 per person to acquire that new customer. Their margins are good, which allows them to do that, so you want to check all these numbers with your business model. But the other key thing to think with this is what's the lifetime value of a potential customer? You might be happy to pay one year's full fee from a customer.

If you know on average you keep your customers for 10 years, then actually it doesn't matter if you have to pay one full year's worth of profit for that customer. That's the next thing when we're building this out, is figuring out what can you actually afford to pay for a new customer. Then finally, what is the exact strategy you're going to use with your funnel?

By the end of this session, you'll be able to map out exactly what that strategy looks like for you. Then when you're doing your homework and you're going back through these points, just remember before you start this, you need to have mapped out exactly what your strategy is. There is a blueprint for every single one of our businesses, and we just need to make sure the strategy and the blueprint that we find from a funnel perspective is right for our businesses.

Here's an example of what this looks like for one of our other clients, JD Sports. In terms of who they were targeting with this campaign, it was 18 to 21-year-olds that were at university that lived within two miles of one of the stores. It was being targeted at them when they got their student loan period.

It sounds a little manipulative when I say it out loud. It's normal. The resource that they had for this was they have internal teams and they have time, and then they had us as an external company as well.

Budget for this campaign was $300,000, so it was a reasonably large budget. Then the strategy they had for it is they had student lock-in events at their stores. They had a 20% discount to drive the students into the store.

Then they ran digital billboards, similar to the one Rachel showed at the start, around campuses, on campuses, and then that was supported with digital ads as well. That was the strategy for this particular campaign. Before we go into building a funnel, before we go into building our marketing and sales engines in our business, this is the sort of detail that we want to think about.

Once we've got the strategy, we now need to map out exactly what this funnel looks like. All of you will have a funnel in your businesses already. Hopefully, when I share this with you, that will all become a lot clearer.

If you've had a business for a while and you've got large revenues and you're a bit more advanced, then without a doubt, this will be pretty clear. You'll be able to map this out and you'll know it. If you're earlier on and you're starting out, then this will equally allow you to map it out.

I'm going to talk about it, if you've already got a successful sales engine in your business, of actually how we can take that to another level. This is what I mean when I say the sales funnel. This is the model that we're going to be going through today.

This is the process of how we take strangers all the way down through the funnel to visitors, to leads, to customers, to promoters. What a promoter is is someone that talks—we all know what promoters is. They talk well about your business.

They then actually help you engage more strangers. We go down that process. There's four key parts to the funnel, four levels to it.

We have connect. This is how do we actually connect with people. How do we get them to find out about us?

How do we get them to consider working with us? What do we actually need to get them to think about us? Then how do we actually convert them?

How do we get them over the line? How do we actually turn them into partners, customers, whatever that looks like? Then finally is delight.

How do we make sure we delight them so they become those promoters? I'm going to focus the majority of today on the top three because this is very, very different for all businesses. However, for the connect, consider, convert, every single one of your businesses will currently fit into this.

There'll be something you're doing to connect with people. There'll be a process you're using to get them to consider you. There'll be a process that you're currently using to convert them.

The aim by the end of this session is every single one of us can make it really clear and map out what is the exact process that we're following and how can we take that to another level. I'm going to go through each one of these now and just share some of the key strategies that are working really well from a connection, consider, convert, and the exact blueprint of what we need to do in our businesses to achieve the same thing. The first part is connect.

This is how do we get, this is right at the top of the funnel, how do we get more people to actually learn about our businesses and how do we connect with them. As Rachel said, this is all about connecting with them in the right place at the right time. This is a quote to summarize that.

Don't push people to where you want them to be. Meet them where they are. Too many people, when it comes to marketing, try and drag people from one place and show them something that they don't want to see.

We want to show them something that they want to see at the right time. Rachel's running example was the perfect example of that. They're on running paths.

They're on routes. They know people are running there. Putting ads in front of them in that environment is ideal.

If they were to run ads outside of, I can't think of anywhere, somewhere that is totally opposite to runners, outside of Domino, outside the pub, outside the pub, exactly. Some pubs have digital screens in. You wouldn't be putting your running ad trainers on there, but if you're selling beer, maybe you would.

This is the mindset we want to think about when we're thinking of connecting is where is our audience already. Some key things here to think about. One of the best ways in the climate that we're in to connect with people is through content marketing.

This is any content that we're putting out, blogs, social media, YouTube, long form, short form, any type of content marketing is a great way to connect with people. This could be entertainment-led or educational-led. They're the two key ways.

The best way to decide what type of content to put out to connect with people is to think about three content topics that are relevant to that person that we've identified at the start of this. What are those three topics that they care about most? Then start to build out from that.

As an example, it might be wealth if you're looking to attract investors. Wealth might be something that's a key topic, a pool that we would call it. Then off that, you can then create your strands and decide within that what makes that up.

Then you can create content marketing based around that. Here's an example of Dan doing it effectively, which we'll all be aware of. The podcast is a form of it.

His social channels are a form of it. His newsletter and everything they put out is a perfect example. That's how they connect at the top of the funnel with people or one of the strategies.

That's the first thing is content marketing. The next is SEO. Does anyone know what I mean when I say SEO?

Exactly, search engine optimization. Does anyone actively try and do SEO at the moment for themselves? Okay, cool.

What SEO is, for anyone that doesn't know, it's how you rank on the top of Google and other search engines, but primarily Google is the one everyone uses. When you search a topic, whatever that might be, bars near me, not that probably too many people are searching that, but whatever it might be, that's how Google decides who do they show at top. It's based on the SEO that you've done on your site, the optimization you've done to your site.

There's some really key things here that's worth thinking about, especially if you're building these businesses for the long run. SEO is massively underlooked by smaller businesses, generally speaking, but there's a huge opportunity. It's like having a shop front on the busiest high street that there ever was, but you don't just have to be on one high street.

You can be on lots of high streets, lots of different search terms that people search for, and actually that gives you this continuous flow of leads. Imagine you rank for top of Google for sell my house quickly as an example. The amount of leads or the word loan or mortgage, or if you're top of Google for that, imagine the amount of leads that come through.

Ranking for those things is unlikely, which I'm going to go through, but there'll be keywords and things that you can rank for for your business that will give you this constant flow of leads. It's not quick. It's not easy.

It does take time, but I would definitely encourage, depending on your business, to really think about this. It's an incredibly valuable win, and it makes your business incredibly valuable as well. There are businesses that will buy other businesses purely because of their Google rankings.

They don't care about anything else, but they know they've got this continuous flow of leads because they're ranking top of Google for lots of stuff. I'm going to take us through some key things with this. This is what I'm on about.

This company here is one I own, and we rank on Google for loads of content. Depending on the time of year, we get about 500,000 users a month onto our site who come onto our site purely through SEO, through this stuff that I'm sharing. This particular article, it's a guide to international phone plans.

We get around 900 people a month on this, which is only one small article out of that huge volume of users, but it's very high intent. Anyone who's searching that means they're probably in the market for a phone, and they're probably an international student. You don't generally read that for fun, which then means we can sell that traffic to companies like O2, who want then those leads to go through to them.

This is what our analytics looks like. Has anyone got Google Analytics set up on their site? Cool, about half of you, I think.

If you haven't, I highly recommend everyone should do that. It's a piece of code. It's quick and easy to set up on your site, and then you can see what traffic you're getting and where it's coming from.

You'll see, are you already ranking potentially for stuff on Google? How many people are even going on your website? When they're on your site, how long are they staying for?

What pages are they going on? I highly recommend setting that up. Even if you're not looking at it at the moment, it will be collecting data in the background, which will be useful in a year's time, two years' time.

It's quick and easy to set up. Most web builders, WordPress, any of the ones that you're using, will have a place. You set up a Google Analytics account.

You copy the code. You paste it into the box that says Google Analytics, and then you'll have it on your site, and you'll be able to see all of this data. A bit more advanced than this was Moz.com.

I highly recommend writing that down. What Moz.com is, it's a platform where you can put in your URL, put in your web address, and it will analyze your site for you in the eyes of Google. It will say, this is what Google thinks of your site.

This is broken. This is good. This is bad.

You'll be able to see what Google thinks, and you get something called a domain authority score, which is basically, in Google's eyes, how good is your site. Then you can work. You know what you're working with.

You know where you're at. You might be surprised. You might be ranking for stuff already, and actually, with a change of title on that article, you could create a lot more lead flow through it.

It is a little bit more advanced, but it's worth me sharing this with you so you can know what to potentially moving on down the line as to what you can do. This is what we would call a keyword. If you search in Google estate agents London, a whole load of things will come up.

How you find out as to whether you should bother trying to create this and trying to rank for this stuff is by using on Moz.com, and there's a few, some competitors. SEMrush is another big one that we now use, to decide what you should try and rank for. So if you were to put this keyword into Moz.com, it tells you these key things here. So it tells you how many people are searching it a month, so whether or not it's worth trying to rank for. If no one searches it, no point trying to rank for it. How difficult it will be to rank for, depending on your domain authority score, you probably don't want to go for anything that's got more than a 20 difficulty, just because it would be too difficult to rank for if your domain authority score is low.

There's plenty of people that think a lot about this stuff. Their domain authority score is very high. They can write content and rank for stuff that's a 50 difficulty, 70 difficulty, but if you've not thought about this for, choose stuff with lower difficulty.

And then, don't worry about that. And then the priority is how commercially viable is that search term. So you could rank for best soft place centres in the UK.

It's one we used to rank for, and it's a total waste of time because there's no commercial value to that, potentially, or very, very little. The commercial value of ranking for that is quite good. So they rank it as a 57.

So how useful is actually that traffic from a commercial perspective? What you're better to do is something like this, which is more of what we would call a long tail keyword. And this is something that's got, it's more niche, essentially.

So estate agents, South London, a lot less people searching it, but the difficulty and the chances of you ranking for it are a lot higher. So it would be finding these long tail keywords that you can potentially rank for. So that's SEO.

As I say, there's lots of layers to that as well. That's sort of the high level stuff. As a homework, as a bare minimum, I'd recommend getting Google Analytics set up on your site, and then just put your URL into Moz.com and analyse it. It's free to do. I think they've got like a free version of it, and it will at least tell you what you're working with, and you'll know where you're at. And there might be some glaring problems.

You might have a site that's not indexed, which basically means Google can't see it. So you're definitely not ranking for anything. Equally, there might be some opportunities in there where actually you're ranking fourth place on Google for something that you didn't even realise you were.

But actually, if you just change that title to be a little bit more attractive, the chances you get higher up on Google is likely. How it works with Google is basically how useful are you? That's all they really care about.

They just want to show people the information that they want, and that's probably the general thing to think about with SEO is how can you be more useful in Google's eyes. So that's the next key way I think that we can connect. And again, depending on where you're at, this might be a strategy that makes sense that when you map out your funnel, this might be a key one where you go, actually, yeah, I'm going to focus on that.

It makes lots of sense. Or you might go, actually, that's not the one for me. Next thing, sorry, is PPC campaigns.

Does anyone know what PPC stands for? Exactly, yeah. Pay per click.

Pay per click. And what this is is with Google Ads, you can go organic, and you can rank and do those things that I said. You can optimize your site.

You can get there for free, or you can pay to get straight to the top. We would have all seen it, and it's the ads that sit at the top. There's normally three, and it depends on what you search, but there's ads at the top.

And this is how you can potentially fast track your way to the top. However, you obviously have to pay for it. And there is a skill to running them effectively, but Google currently makes £287 billion a year through their ad revenue office alone.

It's their biggest revenue generator. And the power of it is the only reason people are spending that much money on it is because it works. It's incredibly effective.

So that's the next key thing that you could consider if you're wanting to get stuff going really quickly. It's starting to go down that route. There's lots of agencies that can do it very effectively.

You'd have to vet them. You'd have to find the right agency, but you can pay people to do this for you. And I'd highly recommend thinking about that, depending on your business.

But if it's an accountancy practice, as an example, or anything like that, anything event-based, this works really well. This was an example that I thought I'd see if anyone's ranking for that. Sell my house quickly.

And, yeah, there was a hand, quite a few there. It is a bidding system. So, again, you might want to think about going for things that are longer tail sort of searches.

If you try to rank for the word loan or something like that, every comparison site, every bank, everyone's throwing money at that. It's probably not worth doing. But this is why we need to know our cost per acquisition because then we know, okay, that's the leads on that coming in at £100 just for a lead.

We don't want to spend our money there. We probably want to look for something that's cheaper. And with it, again, it's all fully tracked, and this is where we want to sort of end up with is that we can see how many leads are we getting, what does it cost, and all the way down the funnel, which I'm going to loop that around to.

So that's the next thing. Next way to connect to your potential audience, which most of us, I imagine, are doing at this point, is social media. So there's two types of social media that I'm sure we're all aware of.

We've got organic, which is obviously it's free for us to do. We can post as much as we want. If our content is good, we'll get the traction, more people will see it, and we can really prioritise organic.

The other side of this is paid, and you can obviously run ads in the same way you can on Google, but you can run ads targeting people on social media. This is what it looks like, the Facebook Ad Manager or Meta Ad Manager now. This is a screenshot from us.

At any month, we have between 50 and 100 campaigns live, some months up to 200 for our clients, and it's running these ad campaigns to target people. So to give an example of Domino's, one of our clients, they will run ads targeting. The targeting you can do on this stuff is incredible, is probably the message here.

So for Domino's, they'll target people between the ages of 18 and 21 at 1 a.m. to 2 a.m. in the morning. They've returned after a night out. They're potentially going to order a pizza, pretty spontaneous.

You just do it, potentially. Not done it. And then at lunchtime, they might target areas where there's businesses, and they might order a meal deal, a lower price point.

At 5 to 7 o'clock, they might target families of certain ages. But basically, anyone you want to target on social, you can do it with this. You can test it at low cost.

Again, there's agencies that can do it for you. With all of this stuff, it can be a money pit, so you've got to be careful of it. You don't just want to put £2,000 on, hit go on the ad, and expect to get some good stuff from it.

I'd recommend testing it, reiterating, and then going again. But it's a great way to potentially target the exact type of people in the exact environment, exactly when they want to see it. And then final way, which I think is one of the most overlooked, is collaboration.

And this is possibly, for where we're at in the summer season, the quickest and easiest win for some of us, depending on your business. And the best way to think about who do you collaborate with, who's already got that audience that you might want to target, is to do things like search the things your customers are searching on Google. Who's already ranking for that content?

Are they a competitor, or is it a comparison site, or is it someone who's just written a blog? I spoke to someone the other day, and for the planning sector, they've got 100,000 users a month around planning permission on their site, and they currently don't commercialise those 100,000 users. They would happily let you pay them to have some ads integrated into that content, and obviously anyone reading planning permission stuff are property-related people, and depending on the article, might be relevant for what you do.

So thinking about who could you collaborate with, Dan talks about turning decades into days through collaboration. Property Entrepreneur is a great example of it. Early on, PIN Network, between PIN and Simon Zucci and YPN Magazine, Dan was able to massively scale very quickly, very successfully, simply through those collaborations.

So it's definitely a huge opportunity here. I'm going to ask Declan to put some music on, and if we just have a think about if collaboration is right for you, who you could collaborate with. If not, have a think about these other key ways, and for this top of the funnel, for this connect, first thing to think about is how do you currently connect with your audience?

Is it predictable, and is it potentially scalable? If it's not, what could you do to make it predictable and scalable? Is it collaboration?

Is it building up your SEO? What's that strategy? What's that sales engine you can start to build in the business?

So that's a key one to add on to your homework list, is just answering those two questions, and really thinking about what do you currently do, and then what could you do to make it predictable and scalable? Here's the example that I sort of already mentioned. That's the article we rank for, and then on our site, we own the site, but the ads are then ran by O2, one of our clients, and then they have stuff in the content that sort of basically says, we've got this discount, we've got this thing going on.

So that's in a digital format. Obviously, you can also do this in an online and offline format. And then a few other examples.

Also, Night Frank, again, a piece of content to do with student accommodation in London, and again, Night Frank sponsor that piece of content. So that's the Connect. Oh, sorry, Pat, have we got a microphone?

[Speaker 8] (10:37:34 - 10:37:47)

Just a quick question on SEO and AI. Where do you think it's kind of going between, do you think people are going to stop using Google and maybe start moving towards chat GBT, and how do you think that will affect SEO?

[Chris Moss] (10:37:48 - 10:39:43)

Yeah, great question. So massively is the answer. Google did a huge update, their helpful content update, about eight months ago now to combat the effects of AI, and without a doubt, it's changing the game big time.

It's not clear yet as to what that will look like. Google's still got billions of searches a second. It's massive.

However, potentially, there's going to be a shift. No one knows exactly where that ends up. AI has to take their data from somewhere, and at the moment, it's taking it from the internet, from content sites, and they are starting to reference where that's come from.

So there's a chance it ends up basically being like Google, and there'll be a way to do SEO, or whatever it ends up being called, but for AI. It's something we're massively looking in at the moment. It has a huge impact on our business.

Initially, our site that had half a million users a month through SEO dropped by 50% when this update happened. Yeah, it was a huge impact on us. Not all sites have been affected by that.

It depends on the SEO that you were using before and how that stacks up, but yeah. However, the only way it will, they have to get their data and their source from somewhere, and now the content that's being prioritised on Google is not just general stuff. It's user experience stuff.

So it's the exact experiences people have had. AI can't create real-life experiences. It can give you lists.

It can give you data. It can give you ideas, but it can't give real-life experience. So that's the type of content that's now showing on Google, more blogs, this type of thing.

However, I'm confident that it will always have to take its data from somewhere, and actually creating this content is valuable, and it might just be the tactics of how you get people onto that content. At the moment, it's through Google. In the future, it might be through AI.

So yeah.

[Speaker 8] (10:39:43 - 10:39:46)

So you think the content will always hold its value?

[Chris Moss] (10:39:46 - 10:40:32)

I think so, yeah, especially with the business-related searches. Learning stuff and finding information out, that might be different, but like accountancy practice near me, estate agency near me, all of these ones will hold their weight, and if you're creating that and you're thinking about that, at some point, it might be like when a new social media platform comes out and the old one starts to die because you've got the traction on the old one, you can transition over to the new one, and there's a chance that that's what AI does to Google. That being said, Google are a very powerful, very wealthy company.

They've got their own AI, and they're trying to do lots of things at the moment to actually combat chat GPT, so we'll see who wins the race, but yeah, they're definitely not like dead and gone.

[Speaker 8] (10:40:32 - 10:40:34)

Did you manage to get your site visitors back up?

[Chris Moss] (10:40:35 - 10:40:57)

So we're slowly creeping back up, but not at the speed we want, but we're plugging the gap through paid, some of the paid options that I just went through, and we're spending more money on that than we used to, which isn't ideal because the organic's free, however, yeah, we've got a plan of action. Yeah, good question. Sorry, I don't know everyone's name.

Apologies.

[Speaker 6] (10:40:57 - 10:41:19)

Thank you. Just picking up on something that you said about blogs and real life experiences and using those as examples in marketing materials, so are you saying that those are more likely to rank more higher on Google because it's not something that would come up in AI, and so we should be bringing that into our marketing?

[Chris Moss] (10:41:20 - 10:41:42)

Yes, yeah, exactly. So it's not that it's less likely to come up in AI. It's more that that's what Google's prioritising, so Google's now saying there's not that much value to users to give them a list of five ways to sort your finances out.

They're saying actually that's not that useful. What Google are now saying is what's useful is my experience on how I sorted my finances out as an example.

[Speaker 6] (10:41:43 - 10:41:44)

Brilliant.

[Chris Moss] (10:41:44 - 11:12:59)

Okay, great. Thank you. So next is consider.

So we've connected with everyone that we need to, and now we need to look at how can we get them to consider working with us, and the key thing that they're trying to figure out here, so we've done this connect, and now it's the consider. We've got their attention. We've potentially took them from strangers to visitors, or they're seeing our content, they're seeing us on Google, and now how do we actually convert them?

And at this stage, we just want to be able to map out exactly what this consideration phase looks like for our business. Most people skip this section. They think about how do I connect with people.

They think about how do I actually make sales, and they don't really put much time and attention to actually what are people considering, and as hopefully you all took away from the super event and the session I did there is the leads is potentially the easy bit. The conversions and this consideration bit is actually the harder bit, and this is where perception is reality really comes into play, and the main thing that people are trying to see at this point is can you solve their problem? That problem that we said at the start that they had and who you're targeting, can we really solve their problem, and that's what they're trying to figure out at this perception is reality stage.

So some key things for us to think about with this. The first thing for almost every business is the go-to is your website and your social channels. That's the first touch point, whether you've got a funnel like the Russell Brunson funnel or any funnel, anything you've got, they're usually the two places, depending on the age range of who you're targeting, but usually social media is the first, then their website is your second.

The key thing we want to make clear to everyone here when they're considering you, and I recommend analysing your consideration phase, is that people are trying to figure out who are you as a business, and secondly is what do you actually offer, because that's the first two steps before they then realise can you actually solve their problem or not. So analyse your website, analyse your social channels, is it giving that perception off, and when people are considering you there are two key things according to all the data as to where people are looking. The next thing is reviews and social proof are absolutely critical at this point for almost every business.

People are trying to see can you solve that problem, can you move them closer to that pleasure that they want or further away from that pain, and reviews and social reviews and social proof is exactly what we want to make sure is at every touch point during this. The next thing is content, so we've talked about using content at the top of the funnel to engage people that might be shorter form, it might be snappier, or it could be blog slightly longer form, however we can use content at the consideration phase as well to potentially educate people, get them to know who you are, get them to understand your business a little bit more, and that's why most funnels that you will see when you go on there, there's a two to three minute video that's introducing the page. Depending on the wealth dynamics profile or the type of person that you're talking to, that video could potentially, they might not, if you're Adam Goff, you're probably not reading it, you're probably watching the video.

Content and video content in particular at this stage is hugely useful. The next is can you solve my problem? As I've mentioned, that is the key thing at the consideration stage, people are trying to figure out, so analyse your consideration phase that you have in your business at the moment, and just think about it from your client's perspective, is that are they taking that away from them?

Is anyone familiar with the law of reciprocity? Absolutely nailed it. Yeah, exactly that.

So just so everyone can hear that. So it's where you give someone something, and because you've given them something, they feel like they should give you something back. So if you buy your friend a drink in the pub, there's a good chance that the next time they say, I'll buy you one back.

If you hadn't bought them that, would they have offered you the first time? Who knows? And that's an example of law of reciprocity that we may have all experienced.

At this consideration phase, this is a key thing that you want to think about. A lot of people hold back a lot of their good stuff, but actually the more you can give away at this stage, the better, because then people trust you, they've got that connection with you, and there's a good more chance that they actually want to work with you. We do it on a lot of our sales calls with my other business.

We'll give them a great insight into the industry, what their options are, what it looks like, not just us and what our products and services are, but actually what are their other options. It builds trust, builds relationships, and it's a lot more likely than when we recommend them stuff that they actually take our recommendations. So that's a key thing to think about at this stage.

We've all seen this at the super event. This is the reality for most businesses. They connect with people, then because their consideration phase isn't very good, they have the leaky pipeline, and we've all seen it with the branding and everything I've gone through previously.

This is what we want at our consideration phase, where anyone looks, it looks world class, there's long-form content they can engage, there's testimonials. Each one of our products and services are nicely branded, and it's really clear as to what we offer, the problem we solve, and what the outcome can be for the people, the clients, or the businesses we work for, for both businesses. If you haven't sorted this yet, it is something that we can do for you at Oversubscribed, as I think most of you know.

Whether you do it with us or do it with someone else, it doesn't matter, but I just highly recommend that you sort this out, because it will massively be affecting. I can't overemphasise this anymore, that you should sort it out one way or the other. If property entrepreneur looks like 95% of the other property, or even just business trainers out there, they would get resorts like them.

They don't look like them, they aren't like them, and that's why they're in the top few percent of trainers. That's what we all want to get, in that top few percent. As you all heard me say, for a few thousand pounds, you can get in the top few percent and look like a market leader.

That's the consideration phase, is making sure we map that out and sort that out. Then the final part is the conversion. How do we actually get people over the line?

We've got them on the site, they've considered us, they think we can solve their problem. How do we actually get them over the line? The key sentiment here is, nobody likes to be sold to, but everybody likes to buy.

Best example of this is, a busy high street or a high street. On the one end of this high street, you've got a market store trader selling 20-pound handbags, shouting at the top of their voice, sort of come and buy my handbags, they're amazing. Then on the other end of the street, you've got Louis Vuitton or Gucci or whoever, that have got a queue of people outside their store, wanting to buy from them.

They're 1,000 times more expensive, but they've got this queue of people. The reason for that is, is that they've done these two steps in their business really well. They've connected with people really well, they've got their branding, their marketing, and they've done that really well.

Actually, the conversion stage is easy, and that's the sentiment with all of this, is if you get the connection well, and you get your consideration, the conversion actually isn't that hard. There's a saying that, I think this is an Alex Ormosi saying, that if you can't build world-class products, you have to be a world-class marketer, and if you can't build, and if you're not a world-class marketer, you have to be a world-class salesperson. That is so, so true.

I recommend the world-class products, obviously, and then world-class marketing, and actually the conversions can be a lot easier. Some of the key things to think about when it comes to conversions is potentially ascending transaction model. I'm sure you all will have heard this before.

It's where you give something free away that gets the data, and you've got that first level, and then you have something that's slightly more, and then you have that step up again. From a conversion perspective, this is one of the key things you might want to consider in your funnel. What can you give away for free?

What can you do to connect with people? Then maybe there's a lower price point, maybe it's a review, maybe it's a scorecard, maybe it's something that's paid but not huge. Maybe for an investor, it's mapping out how you could actually take their 100,000 and what you could do with it for them and what that looks like over five years.

You're doing something smaller, and then how do you actually step it up? Profit Entrepreneur is a great example of that. There's obviously the podcasts, and there's a lot of free stuff, and that puts a lot of reports and guides out.

Then there's the blueprint events, then there's the program, and then potentially advanced and the board, and it's that ascending model. It's a really powerful way with a funnel to convert. The next is the follow-ups.

I can't emphasize how important follow-ups are in this process and mapping out the maths for your funnels. Your chances are you'll generate leads, you'll get people to consider, and then most people at that point don't do enough follow-ups, and as a result they end up losing it. However you do that, I highly recommend making sure you've got the follow-ups and map out the maths.

How many people do you need to connect with? How many people do you need to get to consider? Then how many do you need to then convert?

The next thing is nurture sequences. Depending on your business, there's three key things you might want to consider in a nurture sequence. This is once you've got that lead in, is three potential emails or three touch points that is answering these three things.

Why this? Why now? Why me?

Why this? Why is this problem, or why is this thing that you're talking about that important? Why now?

Why do they need to think about it now and not solve this problem in the future? And why me, as in why would they work with you and not use someone else to solve this problem? This is a little bit more advanced, but potentially with your CRM system when you're collecting these leads, you can nurture them in certain ways and collect huge volumes of data from them.

This is an example of our CRM system for my other business. There's just under 4,000 companies in here. We can see, this is HubSpot, and on HubSpot you can put a pixel on your site so you can see all of this information.

It's pretty easy to do. But we can then see for all of our customers when did these last come on our site, when were they created as a new customer, and when did we last engage with them? And then loads of other stats as well.

It actually ranks them on, it gives them a score based on the pages that they've been on. So maybe they've looked at our media pack. Maybe they've looked at other pages that indicate their buyers of our service.

It ranks them on a score. We can then see on our CRM system these people are rated a nine out of 10. They've just been on the site.

Maybe one of the sales teams should probably give them a call now. And often we get people that are like, I was just thinking about you. And we're like, really?

And we literally know that we're on the site. So this is a little bit more advanced when it comes to conversions. However, for anyone that's got anything B2B related or a higher price point item, I highly recommend getting something like this set up.

The power it has is massive. And if you've got a remote sales team like we do, you can actually set it up so it sends them a text message. It sends the salesperson a text message saying this client has, or this potential client has been on our site.

It might be that they're already a client and it's not relevant, but there's a chance that it's not. And then, yeah, we can also see what emails they're opening up, who's opening them, what times of day they're opening them, all of these things. And the advanced, this data then means you can get quite advanced on it and you can split different types of responses and different emails depending on what they've done.

So you might have a client, and this is all about being predictable and scalable. Depending on where you're at, this might not be relevant. But if you want to get predictability and scalability, this is how we achieve it in this business, is if they haven't opened an email for ages and there's time parameters on it, we send them certain things.

If they have and they've been engaging but they're not a client yet, we send them other things and it can be massively tailored. Step further than this, mega advanced stuff worth just putting on everyone's radar, is you can then tailor your website based on where the customer is in your database. So if you have a client that's already a client, they can see certain things on your website.

The site realises that person's on there and your site populates with certain things. If they see it's a new customer that has never been on your site before, it can populate with other stuff. So rather than it being content that's more engagement-led because they're already a client and you want to keep the retention, they actually show you maybe a new person, a new sales offer.

You will have potentially all seen it when you go on fashion websites and a pop-up comes up and it says 25% off, that type of thing. If you are an existing customer, depending on how advanced they are, it won't show you that because they know you're a customer already and they don't want to be offering you 25% off, but if you're a new customer, they'll get you over the line. So we use HubSpot, but a lot of the leading CRM platforms, it is a CRM platform, a lot of the leading ones do this type of stuff.

Mega advanced may not be relevant but worth knowing there's levels to this and this can create huge predictability and scalability in your business. The next thing is the close. So obviously at this point, we need to get them over the line, we need to close them and the three key things for this is an angle is hugely helpful at this stage, depending on what you're selling.

An angle could be, if it's a B2C type product, say it's a Domino's pizza or something sort of lower value, it could be tied to the Euros or it could be tied to Halloween or something like that. If it's more B2B and higher ticket, which is probably most of us in here, it might be a reason for people to buy in the sense of, so for Dan's as an example, one of the angles he's had previously is boom or bust, the bounce back boom. It's a reason that people should think, reason they should give you their attention.

Urgency, I think we all know what that is at this point and same with scarcity as well. If you can build those into the close part of it and the conversion part of it, whether that's on calls, whether that's on your funnel and your landing page, it'll make this process hugely, the difference it makes is my other business genuinely would not work if we didn't have angles in it and we didn't use urgency and scarcity. It's not high pressure.

All it does is get people to look at it and either say yes or no, one way or the other and that's all we ever ask for is that once the presentation's been made, no worries if you don't want to do it, but could you just let us know either way and this is how we actually make that happen. Otherwise, everyone's mega busy and that ends up not happening. For oversubscribed, we have genuine capacity challenges of balancing jobs versus team members, but if you don't have that capacity challenge, which we don't in my other business, then creating these angles and urgency is hugely important.

And then finally is make all of this stuff visible, make your conversions visible, make sure your team can see it, make sure if you don't have a team that you can see it. What gets measured gets done and this couldn't be any more apparent than when it comes to conversions. Simply by tracking it, I promise you it will increase.

So massive one for your homework. Out of the people we engage with, how many people are we actually getting over the line? Best way to do that, which we do is obviously scorecards.

If you're virtual, if you're in an office, we have like a thermometer on the wall that literally has it on. Yeah, how are you doing? So this was a few days ago.

As I say, we're 30% away to target on this business, we've got 70% to go. And then we actually have three meetings a week on this, one-on-ones with the sales team that someone else does, how their sales are going, how their conversions are going, what leads they've got. And then we have a team one and then we have another team one to do with retention of other clients.

It is impossible for us as a business to put that much focus on it and not move the needle continuously. So yeah, recommend thinking about that. So I'm gonna take you through some case studies now and the aim of these is that hopefully it just puts a little bit more, takes it less from the theory and just puts it a little bit more practical and contextual across four different businesses with different offerings and different products.

The key thing here though is Rome wasn't built in a day. Depending on where you're at, how long your business has been running, just be reasonable with yourself as to what you can actually create, the time that you've got, and don't try and create something that's a Ferrari engine that's incredible. If you haven't got the team to maintain it, it'd be way better to get something that's consistent and that you know what's gonna happen before you start to try and actually scale it.

So here's an example of a B2B funnel. It's the funnel I mentioned at the start that's generated over five million pounds in revenue since it was created. It's been very successful for me.

The process to go away and do off the back of this session and to put on your homework list is to actually map out this process and really think about what does that funnel look like for you. So I do this every single year. So on my iPad, I'll put Connect in the middle, and I'll think what are all the ways I can connect for this particular business with all of the, what are the different routes to market I could take?

I could partner with other agencies. That's more of a collaboration. I could rank for more SEO-related stuff.

We could do better on our organic social, referrals, PPC campaigns, timing per industry, which if we get our timing right, we can connect with more people because the product market fits better at certain times of year. Inboxing on socials and getting more data, buying more data. These are for this business, the key things, and I recommend mapping those out and then thinking about which, for this going into this summer or going into the next year, what are the ways for your business that you could connect with more people?

And there'll be an easy win. There'll be something you've not thought about that could potentially move the needle really quickly. For us, when I did this, we don't go and just try and do all of these.

We'll pick one thing each year that we'll add into the mix. Last year, it was a database called Brad, or Alf, I'm not actually sure what they go by anymore. It's one or the other.

There's two parts to the business. It's a database where we can buy data, essentially, of our ideal clients. We hadn't paid for it before.

It was about eight grand or something like that to buy. We hadn't tried it. I knew about it.

I was like, cool, let's see if this is gonna be useful for us. And that was our new way to connect. We bought that data and then sent emails.

This was two years ago now. And then I went through exactly the same process this year, just gone. Went through the Connect, Consider, Convert, and again, looked at ways we can do it.

So this was another one for consideration for us. So some key things. We leveled up our email signatures.

We leveled up our social channels. We leveled up our website Advertise With Us, our one-page website. We leveled up our media pack.

So for us this year, the year we did this, consideration was everything for us. We were like, cool, we're getting all these leads. We know how to connect with lots of people.

But actually, we're not getting enough of them over the line. Let's level everything up. And then we actually did that.

Normally, there's a team of 12 people that work on this business with me. So we have the capacity to potentially level this stuff up. If you don't, then choose.

Don't probably do that many, to be honest. Even for us with a team and resource, we probably bit off a bit more than we could chew with that. And then finally is thinking about all of the different ways you can convert.

So for us, this was we created a campaign calendar. It was actually the screenshot I showed at the start on my water talk. Not water talk, sorry.

Behind the scenes is the campaign calendar. The other one was our value proposition. How well are we actually meeting the needs of our customer?

The urgency, can we create more deadlines? The HubSpot score, snipering. Again, doesn't sound too nice, that word.

But again, we had lots of people. We knew they were mega engaged. How do we do direct communication with them?

If anyone's got a better word than that, I've tried for so many years to think of a better word. Sales team think I'm, yeah, not good, not good. Yeah, so think about on the conversion stage what it is that you can actually do for your particular business to convert more people.

So this is what it looks like for that particular business, which for some of you this will be relevant, for some perhaps not as much, but then hopefully the other case studies are. So we have, this is now over, as I showed before, this is about 4,000 people now that we have, that we email addresses that we connect with. These are all marketing directors, that sort of level of companies.

We then have newsletters we send out. Our social channels reach between 5 to 10 million people a month, which also reaches some of the businesses we want to work with. And then we rank for lots of Google on content, partly for our users and the students we want to attract, but we also rank for the words that we know our competitors want to rank, not our competitors, our potential clients want to rank for.

They then see we're ranking for it, and then that generates leads for us, which has been great. It was a bit of a mistake, but it worked well. So that's the key way in which we do it.

Emails is the main one for us. If you're looking to target high net worths, any B2B type sales, anything like that, that is probably the best win, the easiest win. As I said, this strategy has generated over 5 million pounds in revenue for us through this funnel, and not in a single year.

It's about 800,000 a year from this exact strategy. So recommend anything B2B, even investors. You could find data of every doctor, every lawyer, every CEO of a company that probably have potentially a lot of money that may want to invest.

If you've got businesses that are in the B2B space, you can find any manager, any director, anyone you want to engage with if they're on LinkedIn, which is most people, and even if they're not, there's a lot of data scraping, a lot of AI that can sort of get it. Our consideration phase is some of those things I said we leveled up. So we, for this business, we connect with them with an angle and a reason that we're reaching out.

We then send them our equivalent of a branded brochure. We call it a media pack. They can look at our one-page website, all our email signatures.

Everything is leveled up on that front. That basically says, look, these are the clients we work with. These are all the case studies.

We've got 140 case studies. It's really hard for someone to look at it and not think, cool, they can deliver on their promises. We then have on our conversion stage for this business, we send out very targeted, very detailed emails to very specific people.

So for an example, we will send it to things to do businesses based in Nottingham at this time of year, four or five weeks before freshers starts, saying, look, we'd love to partner with you. This isn't how many people we have on our site. Do you want to work with us?

There's a very clear angle with it, and there's also urgency and scarcity built in. That's how we get on calls. We then have calls with them, and that's how we convert them, and that's the campaign calendar, and we have between five and 15 campaigns every month going out, but that's that predictable and scalable element.

I'm not writing those emails most of the time. I'm not doing any of that stuff. Someone collects the data.

Someone sends it out. The leads come in automatically, and while I'm stood here, someone's having calls and speaking to people, and that's the only way we can get that predictability and scalability. Yeah, so this is the angle, the urgency, and the conversion process we have, and then finally, we deliver world-class marketing campaigns for them, and then we give them the reports for it.

Key thing to think about here, which changed the game for us, slightly off-topic, but it's actually the idea of perceived value just by us giving reports and making it really clear as to what was happening for them totally changed the game. Even though the campaign was no different, simply by showing them the success it was having, the perceived value from their mind, it totally changed everything, so for any clients we've got, the more you can almost do internal promotion to them as to how good it went, the better. Yeah, obviously it needs to be world-class, and we were delivering clear return on investment for them, but they didn't always realise that, so just by showing them this is what we've done, so maybe there's a look at that.

So that's a B2B. A more sort of simpler potential funnel that might be relevant is one that I sort of went through with a deal sourcer that I used, so this will be a six-figure funnel for them for sure. I spent about £60,000 in deal sourcer fees having gone through this funnel, so the first part was the connection.

They were posting lots of content on their socials and actually lots of content in the Facebook groups, and that's how I first saw them. They're in a lot of the property groups they were posting. I was in the market potentially to buy deals, and I saw them, thought, wonder if they're any good, didn't know too many people in the space at the time.

I then, the consideration phase for me was click through to their social channels off the back of that content. Seemed all good, seemed to be walking the talk. Went on their website.

They had Trustpilot reviews, which can be fake, but I was pretty impressed with them regardless. Google reviews, and again, this is a deal sourcer. You kind of don't expect them to have this level of social proof.

Showed loads of examples, case studies. Their conversion was I actually reached out to them. As I say, they did a really good job at that connect and consider phase.

I reached out to them and said, hey, it would be great to get more of an understanding of what you do. They invited me on an investor day. I think I paid 200 or 500 pounds for that.

I go on an investor day, and then on the investor day, there was urgency and scarcity built into what they were doing. They only had so many clients they could work with on a monthly basis, which makes sense. I presume it's not limited to find good deals, and yeah, as a result, I ended up agreeing to, I think it was three deals, and then ended up buying 10 from them in the end.

That's a more simple funnel, but hopefully you can all agree. You could easily map this out for your businesses. How scalable is that is questionable, but actually, depending on where you're at, that might be the next step, and the next step to getting that predictable and scalable sales engine.

Property entrepreneurs will all be familiar with this, so I'll run through it quickly. It's obviously the connection is social content. It's content marketing, collaborations, PIN, YPN, webinars, that type of thing.

Consideration is obviously wherever you look, it's nicely branded. There's loads of social proof, and then conversions is the combination of the pop-up campaigns, the sales campaigns that we're all seeing, and referrals as well, and then obviously built into it, there's some urgency and scarcity. Then finally, oversubscribed is the collaboration, and my social channels, generally speaking.

Then is the consideration phase, which is all of the assets that we basically have that hopefully prove we can do what we say we do, and then the conversions is one-on-one sales calls, and we have our sales campaigns that sort of create that spike and that urgency and what we do on that side of things. This is way less advanced than my other company. This isn't as scalable as I would like it to be, but when I go into the autumn next year, I'm collecting the data at the moment.

I'm going, okay, this isn't as scalable as I would like it to be. It is a business we're going for quality over quantity, but I still want to be able to create a bit more leverage, so next year, I'll look at it, and I'll go, okay, cool. How scalable is this top bit, or could I do some of the email stuff that I'm doing in my other business?

Could I be emailing every property company in the UK? Yeah? Would that be a better way for me to connect at scale with people?

Each year, I map it out. How can I build this better sales marketing engine in the business? Again, you have to be reasonable.

It's a smaller team. It oversubscribes. There's only so much capacity.

I have the knowledge to implement that straightaway. I just don't have the capacity to do it right now in the middle of championship season, but come next year, it will be on the top of the winter hit list, and then, obviously, Delight. We create the world-class branding, and then, actually, we are starting to get more referrals coming from that.

Every time we post a social piece of content like this, we get one or two referrals of people saying, I've seen this. Could I get more information? This is ultimately where we want to end up, but we know this is a report from Domino's.

They spent £2,000 on this campaign. They had 2,400 people click through off it, 1,600 people saved the code for future, the discount code, and it generated £18,000 in revenue. This is at one store.

They've got hundreds in the UK, so their CPA for this was £2.70, which they actually weren't happy with. It's supposed to be £2.50. However, this is the sort of predictability that we want, and they can obviously scale that across all stores, all locations. This is one campaign to one user demographic.

They can do that across lots. A few top tips to finish this off. Keep it simple.

Some of this is complicated. Keep it simple. Be realistic with what you can achieve.

The next is make it repeatable and scalable. We don't want to build things that aren't repeatable and scalable. Maybe not straightaway, like you can see with oversubscribe, but each year you want to get that bit more data and at least build something that has the chance of being repeatable and scalable.

As I said, I think that's the reason why most companies in the UK never exceed more than £500,000 in revenue is because there isn't that scalability and it's too reliant on one person or two people. Then finally is activity levels. Don't underestimate during championship season in general probably and just sales and marketing the amount of effort and time that goes into this.

It's not easy. It's not straightforward. It is difficult.

It does take testing. It does take tweaking, but actually if you put the time and the effort and the activity levels in, then it is all very, very possible and achievable. That's the six-figure sales blueprint.

Was that useful? Amazing. Thank you.

Have we got time for a couple of questions? Yeah, cool. Nick?

[Josh Keegan] (11:13:02 - 11:13:06)

That was really good. Thank you, Chris. I've got three questions.

[Chris Moss] (11:13:07 - 11:13:09)

Sorry. We've got time for a couple.

[Josh Keegan] (11:13:09 - 11:13:15)

What would be your return on investment versus buying the data from a company?

[Chris Moss] (11:13:15 - 11:14:11)

Yeah, I don't know the stats off the top of my head, but it would have been good. We found a cheaper way to do it, so we didn't actually renew our subscription with that company, but the data we bought for I think it was £8,000, something like that, or maybe six included plus that. I can't remember exactly, but there was 30,000 businesses of marketing directors, agency directors, account directors, basically every large company that submits that they spend lots of money on data.

Lots of money on marketing was on there, and it categorizes it out of home, digital, basically our ideal clients and all the data we could need on them. But one campaign, we could get paid £10,000 for one campaign. For us to buy those 30,000 emails, it was £6,000, so the ROI for us on that is huge.

We ended up figuring out, which we've done for a long time anyway, but just scraping the data ourselves is actually better. It can be more targeted. It takes less sifting through.

So yeah, it was good.

[Josh Keegan] (11:14:12 - 11:14:21)

This is probably a bit of a silly question. I'm paying someone to do my Google AdWords to monitor it. Is it worth it?

What are they doing?

[Chris Moss] (11:14:22 - 11:14:23)

Do you make more money than you spend?

[Josh Keegan] (11:14:24 - 11:14:30)

Yeah, but I don't know whether that's just Google or whether that's because it's someone there managing it.

[Chris Moss] (11:14:31 - 11:15:12)

It will be because they're managing it, if it's paid ads. Yeah, so I would just look at what you're spending. Say you're spending £300 a month on those ads.

How many leads do you get off it? How much do you get paid for those leads? What's the profit on those leads?

What's the lifetime value of those leads? And then just do the maths on it and figure out, is it worth doing? Because it might be that it is, and actually you should be spending £3,000, not £300.

It might be a real easy win there. Equally, you might be looking at it and going, actually, those ads aren't coming from the paid stuff. They're coming from organic, in which case the person or company is not doing a good job.

But you've just got to measure it. Yeah, don't do any of this stuff blind if you're using a third-party company.

[Josh Keegan] (11:15:13 - 11:15:33)

My third question is, I bought high-net-worth property and ultra-high-net-worth property, .co.uk and .com. What should I do with it? LAUGHTER What do you want to do with it?

It looks like it's good for traffic, doesn't it? Is there something that I can implement?

[Chris Moss] (11:15:33 - 11:16:02)

So the domain name itself doesn't actually matter. It used to a long time ago. It doesn't matter.

It obviously is nice from a credibility, like we've got oversubscribed.co.uk. It's a very premium, expensive domain name. It looks good. But in terms of driving traffic, your domain name doesn't hold any weight anymore.

It's all the other SEO tactics that do. So, yeah, just the URL itself doesn't make any difference. But potentially, from a conversion perspective, longer term, down the line, for us anyway, it builds credibility.

Yeah.

[Speaker 10] (11:16:03 - 11:16:04)

Thank you.

[Chris Moss] (11:16:05 - 11:16:06)

Any other questions?

[Speaker 10] (11:16:07 - 11:16:18)

I think, yeah. You mentioned a couple of times then, I think, outsourcing this work. Is that to the Philippines, South Africa?

And if it is, is it full-time?

[Chris Moss] (11:16:20 - 11:17:17)

So the few that are easier to outsource with this is obviously the PPC stuff, any sort of ad-related digital marketing stuff. There's lots of agencies that can do it successfully. In terms of who you pay and how much you pay them, there's full spectrums to this.

Generally, you get what you pay for. And, yeah, probably not. Maybe there's Philippines.

I've never experienced digital marketers in the Philippines. I'm sure there's some great ones. But generally, find an agency that does it in your niche, that does it with lots of other companies similar to you, that can really show, look, this client spent £1,000 with us, and they got £10,000 back or whatever that looks like.

That stuff all forms in the category of what we call performance marketing, which should have a... Not all marketing should have a direct ROI attached to it, but performance marketing in this stuff absolutely should. So, yeah, there's no short answer really to that.

OK.

[Speaker 10] (11:17:18 - 11:17:24)

Just a quick follow-up question. Are your marketing team full-time, or are they sort of casual? Casual's the wrong word, isn't it?

[Chris Moss] (11:17:24 - 11:17:43)

Yeah, so we have a number of full-time team members, and then we have a number of contractors and freelancers as well. In my other business, it's about seven or eight full-time people. One's part-time, but full-time on payroll, if that makes sense.

And then the others are freelancers, but probably need to go on payroll at some point.

[Speaker 10] (11:17:43 - 11:17:44)

Yeah, OK, thanks, Chris.

[Rachel Davis] (11:17:46 - 11:17:51)

If you've got any further questions for Chris, he is around at the break, so you can pepper him.

[Speaker 12] (11:17:52 - 11:17:52)

Amazing.

[Rachel Davis] (11:17:52 - 11:33:20)

Let's finish on a massive round of applause. Thank you, Chris. I was furiously writing notes as well there, so that was really high-level, really valuable stuff.

And if a few of you are sat here feeling a little bit overwhelmed by that, just keep it simple, right? Wherever you are in your stage, you're all at different stages of the journey here. Some of you have got funnels, sales campaigns already.

Some of you aren't, yeah? So write out a simple funnel. Think of those four phases, and then just map something out, yeah?

If you haven't started, that's exactly where I'd say you start. And for those of you who are already running funnels and you've got campaigns running, just pick one thing that you learnt there and put it into place. So don't overcomplicate this.

Sound good? Brilliant. Right, and so there's more of Chris.

You've got him all day. And he's doing mid-month mentoring. Obviously, it's a marketing month.

It's all about the championship season and selling. So he's going to be in on the 14th of August, and he's going to do mid-month mentoring with you. So there's a QR code in the workbook for it.

There's four slots available. It's the usual deal. They will get snapped up, but bring your marketing problems to that mid-month mentor session, and Chris will help you, and his advice is golden, so I highly recommend that.

It's now time to talk about the awards season. So we talked about this earlier. This is the last stretch, the final four weeks, and then we go into September.

And in September, our expectations of you are to produce our end-of-year presentation. You've all got the chance to win. Honestly, we do not know who is going to win, right?

So it is voted for by your peers. All of you in the room are going to vote for the winner at the end-of-year presentation, so you're the decision makers. You decide who gets to go up on the stage.

And it's very exciting, isn't it? Are we excited? Go on, let's get some whoos in the city.

We are, we're excited, yes. It is championship season, and we have some prizes up for grabs. Right, and it's a great opportunity to raise your profile.

So if you're sat here thinking, oh, I don't know, I'm not sure, you know, it is a great opportunity to win an award, put it on your socials, put it on your website, make you look really good in your industry. So don't underestimate the value of winning an award. And you'll be amongst all the other high performers who've won awards before.

We've got Rosanna, we've got Susie Carter, we've got Sarah Lloyd, Hugh Davies, Adam, Josh, me. There's lots of us, men and women alike, all winning these awards. But as I said, there are only four.

And what really matters here when you're doing a presentation, let me walk you through some key tips for it, is that it's all down to the quality of the presentation, and the quality of the delivery of it, and also how you've done against your targets and objectives. But as I said earlier, we're not expecting you all to stand up and say you've got 100% execution on your year of, yeah, or what your targets and objectives were. We're not expecting that.

We want you to walk us through your successes. I mean, Tom, one of your successes, what was it? Climbing up a mountain with a man on your back.

I mean, that is a huge success. But you will have had challenges this year, right? Some challenges, some curveballs, things you weren't expecting, lessons learned.

You might have set yourself too many targets, and the lesson learned from the year is actually don't set myself so many targets next year. This is a great piece of reflection. Remember, we're going into autumn soon, and all of you are going to be reflecting on your year, and this is an opportunity for you to reflect.

Think about what you've achieved throughout the year. Look back over your strategy day presentation. So if you're sat here feeling like you've not done enough this year, go back to your strategy day presentation.

Think about what you said you were going to do, and reflect on what you've achieved. And you'll probably realise that you've done a lot more than you thought. We often, you know, overestimate what we think we can do in a year, but we do do an awful lot, so look back over it and reflect on what you've done.

And it's a great opportunity to work on your business, not in it. And so that's what this presentation is all about. I really wanted to get that across to you, that it's not just about successes.

You know, we all love people who've had loads of challenges, loads of lessons. We all love an underdog. And remember, emotion will be how you connect with your audience.

So everyone in the room here, we all love a great story. We all love to hear how someone's done against some adversity. That's the kind of thing that you can do.

So let me walk you through what we suggest you do. Now you have, this is your decision. You can present this in any way that you want.

So where's Andy? Andy, if you want to do this through the medium of dance, we're absolutely in for that. Yeah, completely in.

But remember, you only have 10 minutes. Whatever you want to do, you've got 10 minutes. Remember what it was like on strategy day when we did strategy day presentations?

It's exactly the same. We will have to cut you off at the 10-minute marker. So however you want to do this, 10 minutes.

It's the same slide deck. That's what we want you to use, is the one you used in January. So we don't want you to overcomplicate this.

Use the same slide deck you've already got. We want you to go back through that slide deck and review how you did and then add some extra slides in. That's all we want you to do.

So this is our recommendation of how you do it. So the first thing we want you to do is review or talk to us, remind everyone what your year of was. Your overarching personal theme for the year.

That's what you want to talk about first. Recommend a minute on that. Then the second thing we want you to do is then introduce what your headline strategy was and your objectives and roughly spend a minute introducing that.

And then after that, we recommend a couple of minutes telling us how you executed yet against your headline strategy and your objectives. And this in here, we just want you to tell us how you did against those. I'll come into more detail about that in a second.

And then we want you to cover off three significant successes you've had. Now in this section, this is where you might want to talk about some of those personal and professional objectives that you set for the year. You might have smashed some of those out of the park.

I know I've done one. I've really smashed it. I'm so proud of it.

Yeah. Think about the moments, the objectives that you set, what are you really proud of achieving? And then we want you to talk about one of your biggest challenges.

Did you fail at something spectacularly well? Brilliant. Tell us about it.

We want to know. Yeah. Your peers want to know.

Yeah. Because out of the back of that, it could be something you failed at, but it could also be a curveball that you weren't expecting. Did something happen in your family, in your life, in your business, that you weren't expecting and that just landed something massive on you and you had to deal with it?

And also how you overcame that challenge. It's really important how you dealt with it. And then from those failures, those challenges, those difficulties, you can tell us about what your biggest lesson has been that you've learned throughout the whole year.

What's the biggest thing you can share with your audience? Remember, one of the massive benefits of doing these strategy day and end of year presentations and award ceremonies is that you get to learn from other people on how they've managed their year and what they've done and how they've dealt with it. And those nuggets are really key, I think.

They're the greatest part of the day. So make sure you're sharing with us that biggest lesson learned. It gives you that giver's gain.

Anyone listening to Dan or reading Dan Norman's post lately, his 27 lessons in 20... Yeah. He talks about giver's gain in that.

You share some value about your experiences and then other people get value from it and you get that giver's gain. So that's what it's all about. And then deal of the year.

So with deal of the year, we suggest you spend about a minute on this. Now some of you might not have bought any property this year. That's absolutely fine.

So if you don't have a deal of the year you want to put into the presentation, then your deal of the year could be a fantastic partnership that you've made. It could be a key hire that you've made took on a virtual assistant and they changed your life. Yeah.

It could be that. That's another option for a deal of the year. So it doesn't necessarily have to be a property.

It could be just something that's really helped you step change your business this year. So hopefully that gives you some ideas. But if you don't want to cover it, that's absolutely fine.

You can just take it out of the presentation. Yeah. It's optional.

In that sense, you would put that minute somewhere else. And as I've said, this is just a suggestion of how you should tackle it. We'd like to see the successes and the challenges and the difficulties you've had as well.

So I think that helps really bring it to life. So consider it in that kind of format and then change it around as you need to. But again, the limit is 10 minutes.

It's all we've got each. Okay. So that's how best to do it.

And if you've got, who here's got more than one company that they had targets for? I'm putting my hand up because I do too. So do remember that that's lots of objectives.

Yeah. So you're going to need to put weight against the things that you want to talk about the most. You've only got 10 minutes.

You're going to have to be selected. Let me talk to you about the presentation itself. So some top tips for you here.

So we're going to keep it really simple. So take your strategy day presentation that you did in January and look at the objectives and the targets that you set for yourself and give yourself a clear tick for the ones that you've achieved. Put it in green.

That's done. Across, if it's not happening this year, you've not been able to achieve it, it's across. Be very honest with yourself here as well.

If it's not going to happen, some of you might want to ask me a question about, well, don't our objectives run until the end of the year? Well, they do. But if you know that, if you're not sure it's going to happen, then you need to cross it off.

Yeah. It's not happening. If you think you are making great progress and it's going to happen by the end of the year, then it's amber.

Yeah. So you're on track, but be very honest. If you can't prove that it's going to happen by the end of the year, then it should be a miss.

It should be across. Yeah. Just wanted to clarify that.

So when you're talking about your presentation and you're presenting to the room, it's very hard for people to read what you've written on the presentation and also listen to you. So if you're going to do text, you want to do it just like this. So images are better, but if you're going to write text, then we want you to have a maximum of five bullet points on a page.

We want you to animate each point so that people can see the point and listen to what you're saying. So no more than five words. Just exactly how this is laid out here.

No more than five words. Yeah. Don't put lots of information steals on your presentation because people haven't got the time to read it.

You just need to get the points across. Same with numbers. Put your key numbers on.

Don't overcomplicate it. Yeah. Because remember, people can't read and listen to you at the same time.

It's really, really important. And images say a thousand words, don't they? So use more images than text.

That's our recommendation. And then practice it. So once you've written your presentation and you're pleased with how it looks, then practice it.

When I come up on stage, I practice three to five times through my slides. Yeah. Do the same.

Then you'll know it's 10 minutes. You'll have practiced it. You'll be able to get every point across.

When you first start to practice it, what will happen is that you will stumble. You won't say everything you want to say. Your 10-minute beeper will go off and you'll have missed some of the key things you wanted to say.

But if you practice it, then that stops happening. So that's the next one. And then finally, this is your life.

It doesn't need to be massively scripted. You've just lived it. You've spent the last year doing it.

So remember that. People connect with the emotion. Make it real.

Use real-life examples. If you've said you wanted to spend more time with the kids, then let's do the photos. Yeah?

Or show me one photo of you on the beach with the kids having fun. Whatever it is you said you were going to do, show us the evidence. Show us how you've lived the life that you wanted to live this year, if that's relevant.

Okay? And then at the end of your presentation, we're going to give you the scorecard. So this scorecard, Bianca is going to send this around.

And this is literally, you're going to drop this in at the last slide and you're going to count up all of the objectives that you've had and whether you've achieved them or missed them. Okay? Now, the reason I said something about amber is, you've got to be absolutely sure that that is going to happen.

If it was a target you set for the year, that it's going to be nailed by December. If you're not sure, it can't go on. It's got to be missed.

Right? So you've got to be really honest here. Your personal, three targets.

Your professional, three targets. Your company might be six, might be more. And that's your total.

And at the end, you'll get yourself a percentage score for your execution. This is really important because for the people who are listening to your presentation, they are going to be filling in a scorecard in the workbook that looks like this. So they're also going to be scoring you out of 10 for some of the things that you're talking about, but they're also going to write in what your total execution score was on your scoreboard.

It just helps them evaluate and make a decision at the end of listening to all of the presentations, who should go through to the finals. It makes that easier. Does that make sense?

So that's what you'll be filling in for everybody. It's like a score out of 10. And then deal of the year.

You might want to write some more notes if it's not a property deal, but for this one here, it would be like if you wanted to write down the number or the profit or the equity gain that they got from it, that can go in as well. And then the score at the end is like how significant was that to their year of out of 10. So it is down to your subjectivity.

That's absolutely fine. It just helps you when you're looking back, thinking about whose presentation was the best. It's going to help you make that decision.

And as I said, there are four awards up for grabs. And you all have the opportunity to get one of these awards. The first one is the property entrepreneur of the year.

That's the most coveted. That is the number one position. The second is two runners up places, second and third.

And then there's an award for deal of the year. So if you do have a great deal, whether it be a great partnership or a great property deal that you've done this year, then definitely get it in there. It could be an incredible, your deal could be anything that's been really major for you.

And that gets an award as well. So it's worth mentioning that too. And it will work exactly the way it worked in January.

You will come into here on the morning. You will then present to each table. So you'll all have been in tables, you'll all present to each other, get 10 minutes each.

And at the end of that, you all sit down, you make a decision about who was the best on your table. And the table finalist goes through to the finalists, the finals at the end, and they present from the stage here. And that's how it's going to work.

Same as it did in January. So exactly the same format. They go head to head for those four awards.

Sound good? Yeah. Has anyone got any questions at this point about how the awards work or what do you think I've covered enough to make you happy?

Oh, there we go. Where's the? Oh, it's there.

Catch box. Excellent. Go for it.

[Speaker 9] (11:33:21 - 11:33:33)

So me and Matthew were on holiday on the last one. So I know, I mean, I don't think I was going to be winning anyway, but I've only just joined.

[Speaker 7] (11:33:33 - 11:33:34)

You could win.

[Speaker 9] (11:33:34 - 11:33:38)

You've got every chance. What do we do in terms of the presentation? Do we?

[Speaker 5] (11:33:42 - 11:33:42)

Yeah.

[Speaker 9] (11:33:45 - 11:33:45)

Yeah.

[Speaker 5] (11:33:46 - 11:33:50)

We'll send the Facebook. Yeah. If you're comfortable with that.

[Speaker 9] (11:33:50 - 11:33:52)

We'll just everyone have a look at it.

[Rachel Davis] (11:33:52 - 11:33:56)

We'll play it. So what will happen is. There's obviously a text towards the application.

[Speaker 9] (11:33:56 - 11:33:57)

Yeah, that's what I was thinking.

[Rachel Davis] (11:33:57 - 11:34:04)

Yeah, it does. Yeah. And we can play it in the room so that people can watch it and you can be part of the process.

Is that possible, Bianca?

[Speaker 9] (11:34:04 - 11:34:05)

It's humid in there.

[Rachel Davis] (11:34:05 - 11:34:11)

Or is it harder? I thought it got out of it. Probably not.

It's a bit more difficult.

[Speaker 9] (11:34:13 - 11:34:13)

Yeah.

[Rachel Davis] (11:34:14 - 11:35:27)

Yeah. But for your accreditation, definitely. Yeah.

Excellent. All right. That's a good question.

Anyone else got any other questions on how it works? You're good. Oh, brilliant.

So the key thing here is success and failure is very predictable. I know. Get this on your action list.

Make sure you put the time and energy into it. Don't work on it on the train on the way up to the Belfry. Yeah?

Put some time and effort into it. Spend time reflecting on it. It's a massive, great piece of working on your business, not in it.

And put the energy in it. And do yourself proud. You've had a really good year.

Make it count. And go in for one of these awards. We happy with that?

Yeah. Excellent. Right.

So just some quick things to finish off. We've got Susan Elsie. She's going to help you get ready for the awards on the 21st of August.

She's here. She'll talk you through. She's one of the award winners from last year.

She'll talk you through how she did it and how to put together a great presentation. She's a masterminder. She's absolutely smashing her year this year, working with one of the other advanced members, Craig Shields.

They've partnered together. She is doing trader to developer masterclasses with Craig Shields. They're doing really well.

So she's one to tune in to. Get that on your action list. And now it's time for a break.

Should we finish on a massive round of applause? Be back by 12.

[Speaker 12] (11:35:28 - 11:35:36)

Whoo! Make me feel good. Make me feel nice.

Give me your loving all through the night.