**PPN Session Three 31.07.2024**

[Speaker 2] (14:28:13 - 14:29:41)

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

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

[Speaker 10] (14:30:13 - 14:30:28)

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

[Speaker 2] (14:30:32 - 14:35:27)

Right, it's the final stretch of the day, we're on to session three, stay with me guys. Yeah, remember this is the last workshop in this format, so we need to savour the moment. People have disappeared, I've put people off, I don't know where everyone's gone.

All right, so, are we ready? In your own time, yeah? Everyone finished having conversations?

Right, so who remembers this from last month? The out of campaign marketing, yeah? Who here has actually started off a campaign this summer?

I know Steve has, I know Grant has, I have kids missing but I know Grant definitely is doing stuff. Who else? Pat, you started a campaign haven't you, I've seen that.

Yeah, is anyone else? Greg, Greg, I've mentioned Greg already. Oh, Gareth, are you doing one as well?

Excellent, who else? Anyone else doing a sales campaign? Yeah, you do one this summer, Katie?

Hoping to. Hoping to. Yeah, all right, I know there's a lot, and that's exactly right, isn't it, because it takes a lot of time to do these things.

So some of you here will already be running with this, and some of you, you might be planning it for next year. Remember, this is something you can put on your winter hit list, isn't it? Yeah, putting the time and the energy into creating all of the content that you need and getting it done.

And do you remember when we talked about, when Josh talked about the cake? You know, if we give you the ingredients, ask you to bake a cake, you'll probably make one, it might not be very good because you didn't have the step-by-step guide and the ingredients. Well, this is just an example of, like we call this standing on the shoulder of giants, don't we?

So when you can use people in the community, learn from them, follow the blueprints on PE, and get to where you need to be faster. And this is exactly what, I wanted to just give you an example of someone in the advanced community who's absolutely killing his campaigns this summer, and this is Umesh. Who knows Umesh?

Yeah, quite a few of you in the room. So Umesh's new campaign this year looks very sexy. Yeah, who wouldn't want to work less and earn more?

Anyone not want to do that? Yeah, exactly. Spot on.

You don't need to read this, I'm just going to walk you through what he's been doing. So he's literally followed the step-by-step guide, followed the likes of Chris and the likes of Josh, and he's putting all of the key elements into place, and I thought this was a lovely one to show you. So what he's been doing is he's got the social proof.

So he's got the social proof, he's got testimonials from his clients on his content campaign, he's got his really sexy tagline, work less, earn more. He is then pulling people through into his funnel by using a webinar. That's how he's doing it, and his webinar's called HMO Secrets.

If you're into HMOs, that sounds fantastic, doesn't it? I want to know those HMO secrets. He's then booking in site visits so he can meet people in person, shake hands, build rapport, have sales conversations, and ask for sales.

And then he's also using some urgency and scarcity by having discounted offers available as well. So this is something, he's got all of those key elements in his campaigns. It's running on social media right now, so if you want to have a look at one of these campaigns, just start following him on social media and you'll see what he's up to.

And again, he's having an absolute incredible summer off the back of this. And of course, another thing he's doing as well I've failed to mention is the credibility. He's talking about his deals, he's showing people what he's doing for his clients, and then he's leading with those testimonials.

So it's very, very, it's got the sex appeal, it's pulling people in. And this is what we're moving on to talk about now. And it's all about compelling content, yeah?

So we all, in reality, we all want six figure, I'll start again. Start again. It's really hard.

Six figure sales funnels, right? Say that again, Rich. Six figure sales funnels.

That's what we want really, isn't it? We all want a campaign like that that nets us that kind of money. It sounds absolutely amazing.

And one of the things we need to get right is we need to get that amazing content in place. And what's it like for most entrepreneurs? Well, they put their push content out.

It's pretty average. It looks pretty average. It doesn't look like Umesh's campaign.

It hasn't got the sex appeal. It doesn't land with the customers. And entrepreneurs often feel like they're selling all year round.

I'm sure some of you might have been in that position before, yeah? Feel like you've constantly got to sell to keep the flywheel spinning and to keep the money coming in. And what we want for you is that you have a very strategic view on how you do your selling and how you do your campaigns.

You might look at the pop-up campaigns that PE have done. You've got a very strategic look at it. The content that you create is very sexy.

It lands. It has the impact it needs to have. And then you can close your doors early, sell more than you've ever sold before, and have an amazing waiting list.

And that's what everyone wants in the end, isn't it? So let's bring him on the stage. Please give Chris Moss a massive round of applause, people.

Chris Moss, your trainer. Yeah.

[Speaker 1] (14:35:35 - 14:47:25)

I hope we're all caffeinated up. We've had some coffee. We've got a big session to go through.

So we're going to go through, as Rachel said, content and campaigns. And this isn't easy. Hopefully, I can make it look quite straightforward.

And there is a blueprint. And I'm going to break it down as much as possible. But the reality is it does take testing.

It takes refining. And it does take some trial and error. But I am going to make this as simple as we possibly can.

So we're going to go through content and campaigns. And this is an insight. It's going to build on the two sessions we've had this morning.

And it's an insight and behind-the-scenes of what Dan and Property Entrepreneur have been doing with their content and campaigns over the last 12 months. So there's two parts to this. The first is content.

And this is how we can go from hundreds of views on our content to potentially thousands or tens of thousands of views on our content. And there's some clear things that we can do to make that happen. And then the second part, I'm going to go through campaigns.

And this is how we can run a pop-up campaign and have a championship season that is far greater and you get more sales than you've ever got, potentially in three days, through using a pop-up campaign. Certainly for Property Entrepreneur, they run these pop-up campaigns and they can make more sales in those three days than potentially most people would in three weeks or even three months. And that's what we're going to go through in this session.

So the first part of this is content. And when I say content, I mean anything that might possibly fall under content. So blogs, social posts, long form, any type of content that you can think of, this next section is going to be relevant to that.

So there's two key things with content that we need to get right for your content to land well with people. So the first is how good is your content? And what I mean by this is how good is the actual message that you've got?

Does anyone actually care about your content and do they care about your message? That's the first bit. Most people get that wrong.

They put out stuff that no one really cares about. So make sure that's not the case is how good is your content? And then the second is how well is your content delivered?

You can have the most amazing message, strategies, uniqueness, all of these things. But actually, if you don't deliver it very well, then it doesn't matter. No one will watch it.

No one will listen to it, read it, whatever that might be. So they're the two key things that we need to get right in our content. And there's four easy things that we can all do with our content to get that engagement and get more views, make it more valuable, and get more engagement on it, which then means more people will see it if you're putting it on socials because of how the algorithms work.

The more people who engage it, the more people the platforms show it, and it's an upward spiral. So there's four key things I'm going to take us through with our content to level it up. The first is the hook, and I'm going to run through these quickly, and then I'm going to take us through each one.

So the first is the hook. The second is polarizing titles and topics. The next is credibility.

And then finally is sex appeal. So the first is the hook. And sorry, yeah, that was a bit too quick.

So the first is the hook. And with our content, we have a very small window to gain people's attention. If it's going on social media, you have between one and three seconds, and it's closer to one second now.

It's forever getting shorter, to actually gain people's attention and get them to stop scrolling, stop going down, and actually listen to your content. And the way in which we do this is with a hook, and that's something right at the start of the message. It could be a headline.

It could be the words that you say. That's actually going to draw people in and get them to stop on your content as opposed to just scrolling straight past it. So this is some examples, or you'll see them on Dan's, is everything he does, or most of it, will start with a hook, and there'll be something in there that lures you in to want to continue to keep listening to that.

So these are some examples. Also, it might be 99% of property developers will make six figures if they do this. The only way to make £100,000 in 90 days is to follow these three steps.

It's these hooks that are just going to lure people in to want to listen to what you've actually got to say. So we're going to put on some music for a couple of minutes and just think about, for your content, and this could be social, could be newsletters, could be anything you're doing to engage people, what are the hooks that you could actually do, and what are two or three hooks that might lure people into actually stopping and listening to your content? We'll put some music on for a couple of minutes and just have a think as to what that could be with your content.

So we start to round that up. So the next thing that we want to include in our content, and potentially in the hook, within that first sense, if you can, is a polarising title and topic. The reality is, a bit different five to ten years ago, but the reality is now there's lots of very, very good creators online and there's no chance of standing out or getting people's attention if your content is boring or doesn't actually grab their attention.

And the way in which we do this is with polarising titles and topics. One sort of thing to think about with this, or to keep in mind when you're creating your content, is what I call the two R's, which is read and react. So what is going to get someone to read your content or watch your video?

How do you get them to read them? How do you grab their attention? And then the second part of it is, how do you get them to react?

And you potentially get them to react with emotion, excitement, something that they resonate with, potentially. And this ties into this polarising title and topics. And we basically need some form of shock factor or something that's actually going to really grab someone's attention and stand out.

The reality is, if we don't do that in the social media world at the moment, people are going to scroll straight on past. So there is a bit of a game to be played with it in that regard. So a good example of this is I Hate HMOs, one of Dan's that he put out last year.

It was kind of quite controversial. A lot of people wondered what he was sort of on about with it. But what it did was it gained people's attention.

And then when you actually listened to it and understood it, Dan doesn't hate HMOs, but it was polarising enough to get people's attention, get them to stop and listen to what he was on about. Another great example of this is the Don't Talk to Tenants. Again, quite polarising, grabs your attention, what's he on about?

Obviously, when you understand it, it's a win-win for everyone, potentially. But it polarises you, it grabs you in, it makes you wonder what he's on about. So with the polarising titles and topics, there's two potential camps you can go into here.

One is that it's authentic and you actually believe it, but it might be a little bit controversial, but you believe it. The other is that actually you don't believe it, but you're just playing the game a little bit and actually once people understand your message, they know that that's not actually the case. Like Don't Talk to Tenants, like I hate HMOs, as an example.

Dan doesn't believe those things and that they're win-wins, but it grabs people's attention. So we're going to just take a couple of minutes and have a think about what are the polarising titles or topics that you could potentially use to gain that attention and actually stand out in your niche. If you're struggling for ideas with any of these, a great tip is to just find someone who's doing this incredibly well online and see what that strategy is.

Now that you understand and when you see the rest of these, you'll be able to see what people are doing and you'll be able to diagnose it pretty quickly. And if you can find someone in your space that's doing it very effectively, that might give you some inspiration. Don't copy the exact same thing because then it won't be standing out, but it will give you some inspiration on it.

So the next thing that we want to include in our content, and this is critical, is credibility. And that's the next thing, the next potential thing in the hook that we want is credibility. And this is about walking the talk.

And there's this perception online that there's kind of a huge group of people that kind of are a bit fake, they're not actually the real deal, and then there's the sort of people that fall into the fat camp. Fact camp.

[Speaker 11] (14:47:27 - 14:47:37)

Did that sound like fat? I thought it did. I said fact.

Fact, fact. Oh dear, oh dear. Don't tell Adam that happened.

[Speaker 1] (14:47:39 - 14:47:47)

Fact camp. And that's where we want to be, is in that fact camp where people know that we're absolutely credible.

[Speaker 13] (14:47:49 - 14:47:50)

Oh dear.

[Speaker 1] (14:47:51 - 14:55:46)

The way in which we do this is by showing people the results and sharing what you're doing and actually showcasing exactly that. So evidence, essentially, that showing this is the case. Some examples of this for Dan.

So things like get a Rolls Royce for free. This particular one was how he made 500,000 off 50,000 refurb, if I remember rightly. So it's anything that you can do to show sort of credibility that you are the real deal.

Some other good examples was the Rolls Royce for free one. And then a big part of Dan's content is actually showing behind the scenes on the deals he's been doing, the credibility he's got, and actually showing some of the deals. As you can imagine, if someone's looking at Dan's content and they're seeing these sorts of figures, it's hard to think he's not the real deal.

So this is the sort of thing that we want to get into our content, is that credibility. What we do is a lot of like before and afters, which works really well from our credibility perspective. It's kind of selling without selling in many ways.

So other potential ones like this one here is the Hall of Fame, not so much me, but the Hall of Fame of celebrating clients and the success clients are having in what you do as well. And again, it's that selling without selling. So we're going to put on a couple of minutes and just think about what is that credibility that you can build into your content.

It might be the results people are getting, but what's that hook? What's that initial grab headline that you can do that showcases the results that you're getting for people? So the final thing for us to include and think about with our content is the sex appeal.

And this is that what's in it for me. So thinking about it from your client's customer's perspective, what do they want to see? What's in it for them?

And this is very much the case of sort of, to use an analogy here, tied into what Rachel said before about a personal trainer, is you want to sort of give them the chocolate, but actually, or sort of lure them in with the chocolate, but actually they might need the broccoli. And this is that sex appeal, is what is it? What's in it for them?

What do they actually want from it? Might not necessarily be what you end up giving them once they understand it, but it's actually, what is it? What is that sex appeal?

What is the sort of bullseye that your clients or customers are aiming for? Great example of this is how to make 40% profit, or how to create a six-figure summer, or any of these key things that are gonna have that sex appeal. It's what people want to achieve.

Or another one Dan did was buy a business for a pound, or how to get a Rolls Royce for free, potentially. And obviously the message in that is that you build up your assets, you build up your wealth, and then potentially you can use that to buy the car, or whatever it might be. So just take a couple of minutes and think about what are those for you?

What's that sex appeal? What is it that your clients actually want, or they think they want? It might not necessarily be what you deliver, especially if you deliver something that's not that sort of sexy.

It might be that you, yeah, that there's something else, but there'll be something that they actually want. If Dan was to tell everyone that, save more, spend less, build your wealth, it might not be that appealing, but when someone sees a headline that says get a Rolls Royce for free, the what's in it for me is very much real there. So just take a couple of minutes and think about what is that, what is that what's in it for me for the content that you can put out?

So there are the four things that we can incorporate into our content to level it up and take it from hundreds of views, potentially that you'll get into thousands, if not tens of thousands. These are the exact tactics, and if you look at any of the big influencers like your Alex or Moses and these people that we'll all be familiar with, these are the things that are built into their content, and if there's anyone in your space, go look at their content, and you'll see exactly these things happening. Before I move on to campaigns and a sort of a gap, a bridge in between those, has anyone got any questions on the content side of things?

Claire?

[Speaker 7] (14:55:52 - 14:56:10)

Thank you. If someone was starting a new business or had something that they were building from scratch, question around credibility, do you have any recommendations for how someone might be able to create credibility without, oh, here's some existing results, testimonials that are super specific for that business?

[Speaker 1] (14:56:11 - 14:57:31)

Sure, yeah. So there's two strategies that I've seen previously. One is that you get some, as in you run a small test group or you do something so that you can get them.

A lot of this stuff is about when you're looking to get huge reach and start trying to scale a bit. At that stage, it might be that actually in your network or you can direct people, sort of contact them directly. That's one way.

The other way, in your case, which is a similar sort of path that I took, is actually leveraging the credibility that you've got, even though it's not in the exact space you're in, it's possible to leverage that credibility into another space. So for me, as an example, I bought a handful of properties, I'd run out of money, and I wanted to raise some money. But I was known, and still am, as someone who is marketing, understands marketing, not necessarily property.

So if I was to go to someone and ask them to lend me £500,000, while I had credibility to a degree, the chances that that happened would be slim. So I did have some examples of what I had done so I could build that credibility, but I simply just started talking a little bit more about it, and was able to leverage myself as being just a credible business owner to actually then be able to raise funds and buy properties sort of with it. So yeah, does that help?

Yeah. Cool. Any other questions?

[Speaker 13] (14:57:32 - 14:57:32)

No.

[Speaker 1] (14:57:34 - 14:57:35)

Cool. And then, over.

[Speaker 6] (14:57:36 - 14:57:55)

The hook that you put on the screen there, the very word-orientated and image-orientated, a lot of these viral hooks at the minute are like transitioning from the one that springs to mind is a guy being carried to an ambulance, stretch your tips over, and it transitions into a wrap rolling.

[Speaker 1] (14:57:55 - 14:57:55)

Yeah, yeah.

[Speaker 6] (14:57:56 - 14:57:59)

Are those too tacky? Do they all lose credibility?

[Speaker 1] (14:57:59 - 15:00:35)

So that is an example of a trend that is happening right now. It's probably at the end of that trend, to be honest. It's probably just passed.

But three weeks ago, that would have been a perfect trend. That's like at the very cutting edge of it. I don't know if everyone knows what Steve's on about here, but basically there's hooks that are happening where something will happen, and it's nothing to do with the video.

So it'll be someone, this sounds bad, but it'll be someone getting hit by a car. That person gets hit, and then it transitions like a real estate person will drop out of the camera, and then they'll be like, and come and have a look at the house. And the person getting hit by a car hooks them in, and then you're hooked.

And it is a hook. Alex Hormoz is currently running ads with that exact strategy. So there's definitely some, there's something to it for sure, but it's more of a trend.

These hooks and this strategy that I'm sharing here is something that would have longevity. That's more about the editing and the structure of it. But the key lesson from that is, is you've probably got, in really good videos, a different transition every three seconds.

So it'll very rarely be someone talking straight at a camera for three, four minutes. Or even 60 seconds. It'll be, that will happen at the start.

Then it'll be the person. They'll be speaking in camera for three seconds, and then it'll switch to the living room. And then it'll switch to something else.

Then it'll switch to a drone view. And basically it's spiking the user continuously to keep you on it. Hard to edit, and this stuff takes resource to do.

But it's good to know what it is and what's happening. Then what that happens is, how the algorithms work is the more time someone spends on your content, the more the platform says this must be of interest to the users. And it's one of the key things is watch time is one of the key things that the platforms say is good.

So if you can get people to watch your content till the end, that'll tick a massive box and the platforms will show more people. And if you can get them to repeat watch it, then that will also have a huge impact. And there's a lot of games you can play around that, like you're doing a reel, as an example.

The text on it might take the average person five seconds to read, but your video runs for three seconds. In which case, the person, if they liked it, they have to watch it again. Spikes it, tells the platform it's good.

So there's a lot of nuance, a lot of detail in this. But to keeping it simple, just having those hooks in there is a great place to start. And yeah, there's a lot of levels to this.

But yeah, there's people like Alex spending 50 to 100,000 pounds a month between team members and paid bits to be good at this.

[Speaker 6] (15:00:35 - 15:00:46)

So yeah. One that I saw, I've done it myself, but something's holding me back and posting it is the hook where people are expecting something to happen and it doesn't.

[Speaker 1] (15:00:46 - 15:00:46)

Yeah.

[Speaker 6] (15:00:46 - 15:00:49)

So you're holding their attention. Yeah. That's something.

[Speaker 1] (15:00:49 - 15:01:26)

A perfect example of a tactic that you might use. So I had a client who did it a while ago and it was walking to a door. It was a property and it was walking to a door and it kept your attention because you really wanted to see, the property was clearly really beaten up and you just wanted to see how bad was the state inside.

And the text on the screen was, you won't believe it or something like this. And actually once you got inside, your attention had been taken to something else but actually it kept you at least for those six seconds while I was walking to the door. I think it ended up reaching something like 200,000 people just on what would have been a boring video otherwise.

So yeah.

[Speaker 3] (15:01:27 - 15:02:07)

Any other questions? Hey Chris. So polarising titles and topics, I just wanted to get a bit more depth from you on this.

So the authentic piece, I totally get that it's a little bit controversial but you believe it. I've done plenty of that and that's worked really well. The play in the game bit is the one that I've always shied away from because the concern on my side is, if you're going to put a position but it's not one that you really believe, then I've always thought then doesn't that chip away your authenticity in terms of that.

Now I feel like I've missed something in what you've said or explained around that. So I'd like to just dig into that a bit more. Sure.

[Speaker 1] (15:02:07 - 15:02:33)

Yeah, no. So there's a chance it does cross the line into that realm where it's questionable as to does it damage credibility. It is a fine line.

Like Dan's as an example, don't talk to tenants. It's not so offensive that it would be damaging in any way but it's polarising enough to sort of grab someone in and I think that's it. There's a fine line.

[Speaker 3] (15:02:34 - 15:03:55)

Yeah, so in terms of don't talk to tenants, because when I first saw that, my first reaction is what's he talking about? But I understood it completely because that's exactly what I did with my HMOs is I removed myself from that. But what I like about that, it's only going to offend the people who are unlikely to be a client or customer anyway.

So that I completely understand but I think my sort of concern was with the whole playing the game. Because I'm sure there's people who are all up in arms about like it is quite emotive and upsetting for the camp who believe that landlords should care about tenants because I know Dan and I know he does believe that but he just doesn't want to talk to them. So I kind of get that.

I guess the thing I'm still struggling a little bit with is when we're talking about playing the game, it's that risk of well am I saying something to get attention but actually I don't believe it and then it's like well should we believe what this person says then or not? So is what you're saying that you've got to find the things like that to say that are polarising on the surface but then when you have the opportunity to kind of explain your position it's congruent?

[Speaker 1] (15:03:56 - 15:21:26)

Sure, yeah. So it's not, maybe I wasn't clear on this, it's not necessarily offensive it's just perhaps against the grain slightly. So there's a lot of very big influences that do purely go for the more let's offend people that will get me loads of attention and it works out well for them but there's only, yeah, you've got to be a certain type of person to want to do that and without a doubt it's very, very effective like the Grant Cardones and that sort of a bit more American perhaps but very, very good for them from a purely an attention perspective questionable from other areas but from attention but you can find like the don't talk to tenants one where it is it's polarising but it's not necessarily offensive and depending on where you sit and what you want to do and what your service is as well this isn't obviously relevant if you're, yeah, it depends who you're selling to and what it is but I would recommend just trying to find something that goes against the grain because if you're saying and this is the sort of sentiment with it all is if you're saying the same thing that everyone else is saying you're not going to stand out you're not going to gain attention but yeah, in my opinion being offensive probably isn't a good strategy yeah, amazing so that's content and we're going to move on to campaigns before I do that though I just want to make a real distinct difference and make it clear as to what the difference between content and campaigns is and the best way to think about it is content is the pool that you've got to fish in you've got these views you've got people watching what you're doing that's what the content is and then campaigns is how you actually fish in that pool how do you actually take people from watching you and engaging with your content to actually starting to actually get a sales conversation with them I'm going to take us behind the scenes on some of the property entrepreneur stuff here it builds on some of the elements that Josh shared and hopefully gives you a bit of insight and a bit of practical application to it before we go on to campaigns though there's a really nice bridge that some of you will be familiar with but I'm going to run through it reasonably quickly and it is flirt and convert anyone recently been dating?

in fact, I won't ask that you don't have to put your hand up for that but if anyone has or if you can remember it this is what flirt and convert is is taking that you see someone in a bar you're starting to potentially make that eye contact and then how do you actually take it from being a cold never spoke to all the way through to actually having that conversation and whatever else oh, that's terrible so this is flirt and convert when I introduced this to my team originally I had to really make this clear this isn't anything actually to do with dating this is purely business so yeah but flirt and convert is what it is and it's how we take people from being cold and how we get them from just viewing and just looking at what we're doing to actually starting to get that sales conversation and start to actually engage with them so this could be across on your LinkedIn on a more professional level it might be Facebook it could be wherever this might be happening and it very much is like the dating game and as Josh went through before there's three key steps to it but there's two phases to this so there's the first phase which is flirt and then there's the second phase which is convert and phase one is in fact first thing at phase one is to think about before you go into this is ideally you can create a list of potential people that you could possibly do this process on so these might be people that you think could be ideal clients or they might be people that are ideal clients that have been engaging with your content or they might be people in a group that you're part of so it might be like a Facebook property group as an example where you know there's ideal clients in there so ideally you create this list of people that you could then go through this process people that have been engaging with your content already people in your pool essentially and then there's a number of phases to this number of steps to this first phase so the first step is that we start to make eye contact and this is anyone who's sort of liking a post liking a story you're starting to see them and you all might have these already on your socials people that you've seen if you're active on them that are actually engaging with your content and they're kind of on your radar potentially already and the first thing here is that eye contact we need to get people to understand that you're there there's obviously lots of people on social and the way in which we do that is through just liking their content this is the equivalent of us just looking at someone in a bar or you've not gone over to them but you just you're aware you try and get them to be aware that you sort of exist why this is so good on socials is because if the platforms connect you with someone else they then start to show them more of your content and obviously vice versa because you're basically saying to the platforms I'm interested in that person and potentially if they do any form of engagement back with you which this encourages then the platforms start to say okay this potential client of yours might be interested in seeing this person so when you post content when you do stuff you're going to start to get on their radar so that's the first step to flirt and convert the second step which is the equivalent to the smile and wave or some form of that is the commenting on their post or commenting on their story so you're just starting to take it a little bit further you've perhaps liked some of their content and now you're starting to engage on it and anyone who's posting content online will appreciate that engagement because they know it helps the algorithms and they'll appreciate that you're sort of being a supporter and again what this does is encourages them to potentially do it back on your content but you're also starting to get that engagement you're starting to build up that online relationship in the same way we would in a room like this we're starting to do that but online and I'm going to talk about this in a sec but this is possibly quite scalable as well which obviously in person potentially isn't the next step is the icebreaker and at some point we obviously have to initiate some form of conversation and we have to start talking to that person and at this point we're going to initiate a conversation but it's going to be absolutely nothing related to anything that's going to get those alarm bells of sales and being sold to sort of go in this is a very casual opening conversation type thing and ideally something that you're genuinely potentially interested in or something that's all authentic otherwise it'll be really obvious but potential clients you have you've probably got shared interests there's probably conversation starters that you can have that are genuine so this is where we initiate that conversation the next step is the sort of chatting at the bar equivalent so you've started a conversation you've had the icebreaker you've asked them something ideally an open question and then the next step is actually finding common ground with them trying to get that back and forth conversation and at this point which I'm sorry I missed out this icebreaker is ideally not on the open so not on their sort of content it's actually in their direct messages so if you've messaged something on their stories that obviously takes it directly into their direct messages anyway but in an idea world you've then got this conversation going on in the inbox behind the scenes and at this point we're just trying to establish rapport and that's the whole aim of this first part shouldn't be rushed like if you do this Monday Tuesday Wednesday and then start trying to chat to them it's not going to happen this is something that you kind of want to build up over time and actually potentially end up with this reasonably large group of people that know who you are they sort of trust you you've had a conversation with them they're your online friends essentially don't rush this bit this could be something that you do over a four week period eight week period or even as long as you possibly can basically the longer you do this the better the next step sort of happens but you could do all of that in a four week period if you were active on it so that's the first part phase one is rapport the second phase is this so there's four key steps to this so there's phase two there's eight steps in total these are the first four and this is the first part of convert this is where we are aiming to start to shift gears here and we're starting to go into conversion so the first part is let's talk shop and this is taking it from sort of bar chat from that generic could be about anything conversation to something that's a little bit more business related so you're not selling at this point you're not trying to seed anything you're not trying to do anything it's just simply more of a business related chat and again you're looking to try and build that rapport you're trying to just find some common ground the next step of the convert is relate and resonate and this is just trying to understand a bit more about the challenges they're currently facing again it doesn't have to be related to what you do it's just trying to find that common ground and trying to find some pain points some problems and just get more depth to who the person is that you're potentially engaging with step three is here to help and this is around trying to add value not necessarily in any form of sales conversation it's just adding value what it isn't is sort of ego driven like oh I've had that problem this is what you need to do no one wants that it's more around this might be useful or I've seen this or actually I had that challenge and this is what I did to potentially overcome it and it's very much value adding at this stage but you're starting to build that credibility that confidence and potentially that law of reciprocity that I went through before and then the final part of this step is and this will be different depending on your campaign and what your sales process is but possibly is a form of invitation you're not selling at this point you're not trying to close them but all you're doing is inviting them to something and we're seeding a potential idea at this stage so it might be I've got an investor day coming up it might be something of interest I can keep you posted it's something along those lines it's not a close it's not you're not trying to sell at this point you're simply putting it on their radar you've built up a relationship you've understood a bit more about them and you're putting it on their radar the second part of phase two is where we start to now run a potential campaign or we start to ramp up this approach this will be different depending on what you're selling but it will fit into this same structure the first part is we let them know we've got a release date on the investor day as an example you've let them know it's coming up the next piece of communication is potentially letting them know what the date is or opening up the slots in a week's time or adding more context to it and again it's just raising awareness at this stage you might have people that stop replying stop engaging but you're just trying to raise awareness as to when you're actually going to have something to offer the next part which you could do it in this order so you could do it on day one so for this particular campaign it was day one on Wednesday day two on Thursday is then sharing how it's actually going so a countdown we've got X amount of places we've just launched or actually some form of this isn't going to be here forever again you're probably unlikely to get replies at this point you might it depends how well you've done the first bit but it is going to create this confidence a bit of urgency a bit of scarcity that you've got places they're slowly going down the next step is the last chance saloon it's now or never and this is where it really is this is how many places we've got left and this obviously depends on how your campaign's been going but we've got X amount of places left and the aim here is that we ask some form of open ended question that we want to try and provoke a reply at this point so we can get that engagement and potentially have that sales conversation and then finally is the last part of the oversubscribed blueprint which you will have all seen is the takeaway element of it obviously if you sell out and you've sold out and you've done what you needed to then you obviously want to let people know that that has actually happened so obviously it's all genuine it's all authentic and it's all a piece of the puzzle they're interested then they know that people were interested. The reason that's so important is you can also ask them when we next open up or when we have capacity would it be something you'd like me to keep you posted on At that point, you'll get a handful of people that actually may work, they weren't ready, they never really knew what you offered before, but actually during this process, you've built a bit of credibility, they now have an insight into your product or service, and if you have, or you are engaging with people you genuinely could help, then at this point, you've got a good chance of a lot of them coming back on that. And they become that pre-sales that you start engaging with at the start of the process. So this is an example of the sort of tracking sheet that you could use to do this.

And you could potentially do this at scale, you could get a team member to support you on this, take them through this blueprint, you could have a VA or someone behind the scenes doing this potentially at huge level, at huge scale. And then with all of the flirting convert, what we do is we map it out. So we have these handful of weeks where we were doing the flirting, and then we have the final convert bit at the end, which also ties in with the wider campaign that we've got going out across our socials as well.

So this can support other campaigns along the process. This is happening behind the scenes, but what people are also then seeing across your socials is a campaign. So between the two, they both end at the same time, the close is at the end.

So this here is awareness, and this is social, this is open market, and then this is the close here. The flirting convert is happening at the same time, and then the offer happens at the same time. So it all aligns, basically.

So that's how we bridge the gap between flirting convert, sorry, between content and campaigns. This is an example of it in practice. This isn't anyone on Property Entrepreneur.

However, it's someone that I've never sort of spoke to, they've never seen me on Property Entrepreneur, there's no sort of connection, they're totally cold in that regards, but they've been engaging with my content, they see me put my before and afters out, there's been some communication, they like a lot of my content, I engage with theirs, and then I did the before and after, they then sent me a message, and then they booked in straight into my diary, and then I've got this sales conversation, or one of the team has, with someone who is sort of warmer than your sort of cold lead, essentially.

This is just an example of it, there's quite a lot where, I couldn't put it on here, but I have a great example where someone actually sent me a voice note, and they literally described, they're like, I've seen you posting content, I know we've been engaging for a while, I like what you do, this is a challenge I've got, and it was literally textbook, it was great. But obviously, as long as this is with people you can genuinely help, and you're engaging with people, everyone wants to hear from someone that can actually help them, and this is where we're making sure we've got a good product market fit, and we can genuinely add value, otherwise this won't work. I'm sure we've all had it where we get messages from people, I get it on LinkedIn, about 20 a day of people who are trying to sell me stuff, I've never heard of them, they've never engaged with my content, I've got no idea who they are, and they're asking me if they want to book a call in, obviously I'm not gonna do that, however, if they had engaged with my stuff, they got on my radar, I sort of was aware of them, there was a good need for what they could help me with the challenges I have in my businesses, actually I probably would have scheduled a call. So we don't want to be like that, we want to be like what I've gone through, and we want to make sure that we're adding value, and we're sort of warming people up, not just going straight in, which is probably the biggest mistake I see on socials, I'm sure we're all aware of it, you've seen it, people start posting their content, you see them posting for a week, and then all of a sudden they're asking to raise 500,000 pounds, and obviously it doesn't work. So moving on, oh, yeah?

[Speaker 2] (15:21:26 - 15:21:36)

I'll say it really loudly, don't worry. Oh, thank you Jack, thank you Jack. How do you avoid that being really time-consuming, because that flirt and convert sounds quite time-consuming to me.

[Speaker 1] (15:21:37 - 15:22:14)

So potentially get someone in your team to do it, so it's not time-consuming for you. There's no way around it being time-consuming for someone. But it is a process, it is a structure, and it can be scaled.

The only thing to consider is, which does take time, is whoever's doing it is having, so to start with, when we do it, when we started doing this, is the team member who was responsible for doing this, they would send me a WhatsApp and say, look, I've had this message, what would you reply? And there was a little bit of learning, but now it can just happen, and we get calendar bookings and this engagement.

[Speaker 2] (15:22:15 - 15:22:18)

So have you templated it now for the team members, or is it?

[Speaker 1] (15:22:18 - 15:22:18)

Yeah.

[Speaker 2] (15:22:18 - 15:22:19)

Yeah, perfect.

[Speaker 1] (15:22:20 - 15:27:40)

So I basically took them through, I shared what I just shared here with them, explained it all, built out some particular communication niche to us, and then sort of set them off on the path to do that, and then used that Excel as a tracking sheet. And this is, for anyone that did it, it's what Dan took everyone through on the Flirt and Convert for the Blueprint campaign. So this is sort of behind the scenes on that.

So yeah, so for anyone that took part in that, you'll have all the templates, and you'll have all of this in more detail. So the next part is campaigns, and this is where we take those people that potentially the conversions happened on the Flirt and Convert, but for anyone where that hasn't happened, as I shared, you can then have this open market campaign that is going on. And I'm gonna share in particular the pop-up campaign.

This is something that Property Entrepreneur tested last year, had great success with it, and now it's just become a standard part of their marketing calendar, and they'll have a pop-up campaign every four weeks where they've got something different. And this is a three to four day campaign, and potentially in those three to four days, you can make more sales through a pop-up campaign than you might otherwise in those three weeks, or even over the sort of 12 months. So there's a number of steps for this.

So I'm gonna go through 10 steps of how we can run a pop-up campaign, and in detail, the different steps that run with this. Does anyone know what a pop-up campaign is? Anyone take a guess?

Yes, you're pretty close there. So it's short, it's quick, and the key thing is it's very, very targeted as well. So it is, as it says, it is a pop-up campaign, but it's short, quick, and it's very targeted, and it's very effective as well.

So, is anyone, I don't know if anyone saw this, the World Class Women Property Entrepreneur Campaign. Did anyone see that? Yeah, fantastic.

And then there's been a number of other ones. This was last year's, and it ran again this year, and then you will have seen a number of these ones as well. So this was the Start Your Property career, and then there's been the virtual one that you will have seen in the last few days as well that Rachel was talking about.

Rachel mentioned before. The World Class Women Campaign, and I'm gonna go through that in a bit more detail, but last year when they tested this, it made 23 blueprint sales in less than 72 hours through this exact blueprint. So it is highly, highly effective.

So these are the 10 steps. So the first step to running a successful pop-up campaign is the trigger. And what the trigger is is a reason to do a pop-up campaign.

So what is that reason to actually do a pop-up campaign? So to use the World Class Women as an example is there was a lot of people in Dan's community that were watching, engaging with his content, a lot of world-class women, but actually had no reason, no communication to them directly to actually gain their attention or get them to come on board. The other was it aligned with property entrepreneurs' vision.

They were well aware that they wanted more world-class women, and there was a lot of already incredible world-class women on Property Entrepreneur, and the feedback was, let's get more on. So for Property Entrepreneur, that was the trigger, was that feedback, and that it aligned with the community. So what's that trigger?

So triggers that other people might use are economic-based potentially, so things that happen in a government change or something. Other brands might use triggers such as things like Christmas, Halloween, anything else that's sort of got a reason. Even a lot of brands will use the weather.

If there's a heat wave coming up, then that can be the cause of a pop-up campaign, depending on what you've got to sell. If you have Robinsons, that's great. Not so much for potentially if you're looking to raise finance, but the aim is that there's a trigger, bounce back, boom, or something that's gonna have that reason.

So that's the first thing is a trigger. The next thing is expert positioning. So when running a pop-up campaign, you need to really understand the positioning that you've got with that potential audience.

So this is the sex appeal, essentially, and to use the world-class women as an example, there's a very different way that you communicate to men versus women, according to the marketing theory. Men, it would be, become a world-class man, so it's become it. For women, it would be, we want world-class women.

Small distinction there, but that is the example of exceptional sort of positioning, and it's really understanding who are you talking to and how do you need to talk to them. Did that distinction come across okay then? Did that make sense?

[Speaker 7] (15:27:41 - 15:27:42)

Yeah.

[Speaker 1] (15:27:48 - 15:36:32)

Sorry, sorry. Yeah, I'm not sure what it was either. So the next thing is the top.

So the sentiment with it is that you just need to really understand who it is that you're talking to and making sure you're using a language or a sex appeal that's gonna resonate with them. With the world-class women campaign, the marketing theory shows that guys want to be pulled to what they want, whereas any sort of female communication is better to celebrate them of where they are. I don't actually know why that is, but yeah, that's how we all work, apparently.

So whoever you're marketing to, it's just really understanding how you're actually communicating with them. The next thing is the timing. And ideally, this is potentially a weekend campaign, depending on who you're talking to.

On the Friday is where you're seeding the idea. On the Saturday and the Sunday is when the sales and the communication is happening. And then the Sunday is the close.

The next is the campaign content. So depending on the type of campaign you're running, but for world-class women, as an example, and the pop-up campaigns that Property Entrepreneur do, it's one message across social channels, across all of them, once a day for those four days. And then that was actually transcribed as well and then sent out as a newsletter as well.

So that's the campaign content, is one message once a day. The next thing that makes a pop-up campaign successful is that urgency and scarcity, again. Just by the nature of it, it has a deadline to it.

So there's instantly the urgency to do it. It's sort of now or never, it's this weekend only. So you've got the urgency, sorry, the scarcity.

And then throughout the campaign, we have urgency built into it as well. There has to be some sort of limited capacity so that you can do that countdown as well. The next thing is it has to be a no-brainer offer.

Does anyone know what I mean when I say a no-brainer offer? Exactly, yeah, exactly that. So it is just a total, in fact, Alex Hormozy's definition of it is is that people feel stupid saying no to it.

So it really is like just a total win-win and absolute no-brainer. For a successful pop-up campaign, it has to have that built in as well. The next is the schedule.

And this is what type of contents. We know what content we're putting out, but this is what type of content we're putting out on what days. So on the Friday is the vision and the story.

So you're sharing what is the movement, what's the reason for this campaign. On the Saturday, you're letting people know what they actually get as part of whatever your offer is, what are the benefits, what do they get. On the Sunday is celebrating people that have come on board so that there's that social proof of what's happening.

And then on the Monday is the close. The next step is the strategy. And this is where it gets a little bit more technical and a little bit more detail orientated.

So on the Friday, this is where we potentially reach out to people that we've already been engaging with, that we already know are in the community or in your sort of content or who you've been engaging with that could potentially be interested in what you've got. And this is where behind the scenes, you reach out to them and you let them know what's potentially coming. This can also be your pre-sales list.

So if you have been saving up and you've got pre-sales or a waiting list or people that missed out on the last campaign, this is where you'd potentially reach out to them. The next thing is on the Saturday, when you're sharing the benefits and what it is that people could potentially get from it, anyone that has engaged with your content or that could be interested in it, you tag them in that particular post. So what you don't wanna do here is do something on your timeline and just tag 30 people or whatever it might be, because everyone will see that.

What you want to do is do a story and on your story, you can add a mention and you can potentially then mention all of the people that could potentially be interested in that particular pop-up campaign. As part of that, what it will mean is that you then go into their direct messages. So if you tag someone on stories or whether that be on Facebook or Instagram, it'll instantly put that message into their inbox.

That then means you've potentially got this behind-the-scenes conversation that you can have with those people. Then on the Sunday, this is where any sales conversations that you might have is where you start to have these potentially behind-the-scenes. And then on the Monday, that's where you reach back out to everyone and say, it is now or never, this is closing at this particular time.

And that's where you can also, if you've got any on the Sunday, if you've got any momentum, you've got people that are signing up, if it's got a good mission and there's a good movement, then they can potentially share that, let them know they've signed up and that will also enhance the campaign. Which ties in with point nine, which is ideally with a successful campaign, a pop-up campaign, you'll have ambassadors. And these are other clients potentially that are wanting to support that movement or that mission that you, that vision that you've shared.

So in the case of the World Class Women campaign, there was lots of world-class women in Property Entrepreneur that wanted to attract more world-class women in that were more than happy to support and help that effort. So any ambassadors or anyone that you can bring on board to help you with that whole process is gonna have a huge impact. And then finally, to summarise, this has to have two key things to it.

One is a moment in time that makes the pop-up campaign authentic, genuine and sort of have a real reason for it. And the second is a movement, ideally a movement that has got a vision that people can get behind and support. Final thing, it has to be a win-win for everyone.

And in the case of the World Class Women pop-up campaign, it really was a win for everyone involved. It was good for the community and it was good for anyone who signed up for it because they actually had a no-brainer offer that was only there for that period and it gave them a reason to actually come on board. So that's a bit of behind the scenes on content and campaigns and some of the things over the last 12 months that Profits for Entrepreneurs have been doing.

Just to summarise then, so content is about us putting hooks on our content and actually gaining people's attention with the two R's, the read, the react and those four elements that I went through. And then finally, with our campaign is having these very short, very quick pop-up campaigns that are talking to a very small group with an authentic mission that can be supported. And potentially, if you get those pop-up campaigns right, they can be hugely, hugely effective.

In my other company, we do it in a big way. We look at all of our audience that we've potentially got and there's 4,000 people that we have that we could potentially work with. We'll identify maybe 100 that fit into a particular place.

Maybe they are in Nottingham as an example and maybe there are restaurants in Nottingham that we know want to speak to the audience that we have and we'll run a campaign directly for them for a really short period of time and it just gives people that reason to start and engage with us and ideally get them over the line.

[Speaker 3] (15:36:33 - 15:36:37)

How do you get it in front of those 100?

[Speaker 1] (15:36:38 - 15:37:04)

For me? So we have their data. So it's actually done via email.

So we have their emails, we have their data and then we do direct email to them. But it has all the elements of that pop-up campaign built into that communication that we have with them. So I went through that with social but it can be done on any form of any channel and we do it on email.

Question, Nick?

[Speaker 9] (15:37:10 - 15:37:25)

Would you use this? Yeah. Would this work as a competition?

If you're like, right, we've got a three-day event, you're gonna win something at the end, just for data collecting, boosting or is this a bit too much for that?

[Speaker 1] (15:37:25 - 15:38:17)

So as part of a pop-up campaign, probably not. The aim of the pop-up campaign is that it's sort of very targeted and very quick and there's that movement and sort of a moment in time that makes sense to run the pop-up campaign. However, the running a competition on your socials, similar to like what Josh shared with the free report or something along those lines, it's a great way to potentially get a list of people that could be interested in your product or service.

So it might be that you ran a competition to whatever that might be. A lot of our clients do do that. So like Deliveroo run competitions all the time for a year's free worth of Deliveroo but to enter you have to sign up to their app.

So they've got the data collection, you've downloaded the app. So yeah, we just got 1,000 signups for Deliveroo using that exact strategy. So it can be effective.

[Speaker 9] (15:38:18 - 15:38:32)

Got another question. Do you, what's your view on faceless campaigns? Faceless?

Faceless, yeah, so faceless marketing. So using, you know, not me but the video.

[Speaker 1] (15:38:33 - 15:39:47)

It depends on your business and how appealing your product offering is in my opinion. There's a lot of different opinions on this. The reality is though, people buy from people and if you scroll through your social feeds, you don't see businesses, you see people generally speaking.

So if social is the way, I'd say faceless, you're making it hard for yourself. If you're doing other strategies like Deliveroo don't have a face of someone on there but they've got very appealing offering, a lot of brand awareness. So yeah, depending on where you're at, it could work but generally speaking, I think it makes it a lot harder if there's no one on it at all.

We've seen, we run a lot of ads and one of the key things we advise all of our clients to, it doesn't have to be them, but it's to put people on the ads that the people you're running it to will resonate with. And there's been massive tests that we've done. So we work with a lot of companies who are trying to recruit.

So like Aldi as an example, their recruitment programme, they have certain criteria, certain types of people that they don't attract but they want to attract and simply by changing the person that they put on the ad creative impacted the applications that they got for the roles.

[Speaker 9] (15:39:49 - 15:39:50)

Thank you.

[Speaker 8] (15:39:54 - 15:40:09)

That's what you just said then a second ago about the person who finds the people. So taking that step further, do predominantly do males buy from males, females from females? Is there something in that?

[Speaker 1] (15:40:10 - 15:40:18)

I don't know. Yeah, not something I have any understanding of if I'm honest. Maybe makes sense, but I don't know.

[Speaker 8] (15:40:18 - 15:40:35)

It was just whether there was something in it just for us to know, I guess. Then that isn't the question I was going to ask. The other one I was going to ask was, a minute ago you said that it was all about you have to have a moment in time, but what is a movement in your team, aren't you?

[Speaker 1] (15:40:36 - 15:41:06)

Yeah, so a movement would be sort of a vision, a reason to like a world-class women is that. The moment in time is when you do it or why you do it. Does that make sense?

So a moment is like a point in time that you do it. The movement is the reason why you do it. Yeah, yeah, yeah.

The sort of sex appeal to it, yeah.

[Speaker 8] (15:41:06 - 15:41:07)

Thank you.

[Speaker 5] (15:41:10 - 15:41:48)

I was just going to ask with regards to videos, is it best to have you as the business owner as the face of the business or a member of your team? I know you were saying that to specific people for specific ads. I was just thinking, I've noticed with Dan, for instance, Dan is the face of his business, but then doesn't have to deliver it.

So I'm just thinking for my business, would I be better off using me as the person that essentially is on the video, but doesn't necessarily deliver everything or using Tim on the videos and then maybe me doing the second part of the stage and meeting them and talking them through the process. I don't know what works best.

[Speaker 1] (15:41:49 - 15:43:07)

So it could be either. It could be either. It probably depends on how well you've positioned yourself or if you want to position yourself as that key person of influence.

If you aren't doing that, it's potentially someone else in your team that does that or you just have a different strategy. I'd recommend that there's someone with an outward face in the business. There's a huge thing that's happening with a lot of businesses at the moment where they're actually going and getting lots of faces for their business, almost like influencer marketing, but they're actually owning the, they're owning agencies and those agencies, I'm trying to think of a good example here, say Coca-Cola as an example, they will find lots of faces for their business for different sectors and different things that they're doing. For where, we're obviously not Coca-Cola, so I would recommend, and I'd probably say to start with, it's probably best that you do it because you can learn it and then you can easily direct a team member later on. There's a lot of thought.

Different people have different opinions on that. Josh, would you have any thought on that? Sorry to drop you in on that.

[Speaker 4] (15:43:07 - 15:43:21)

I'll just write it. Number one, it depends on your face. So I think you, unfortunately enough, I think you might be best bound to a team member.

[Speaker 12] (15:43:21 - 15:43:21)

No, I'm just kidding.

[Speaker 4] (15:43:21 - 15:43:47)

I could both say with my agency, it was me for years and then I managed to switch and switch to somebody else. And without a doubt, if I could have just done the second one, get somebody else to do it, it would have been a much better experience. But it's just that journey for everyone.

Like Chris said, I've learned how to do it. I've been doing it for four or five years and I could have passed the baton over so I knew how to do it. Whereas if you don't know how to do it, it's gonna be a bit more challenging.

So I think solid advice, what you said.

[Speaker 7] (15:43:49 - 15:44:04)

So to add to that conversation, would it not depend on who's gonna be then carrying on the sales conversation? Because you want that familiarity rather than, oh, I've built up no trust with, say, Ian, but I don't have access to Ian, I've only got access to Fred.

[Speaker 4] (15:44:04 - 15:44:19)

As long as you've got a solid handover and a solid lead in to, and the person delivers is world-class and really good, really affable, they've got time, they put the energy in, and they just do RSC, I don't think it matters too much. As long as they're really well handled.

[Speaker 1] (15:44:20 - 15:44:45)

Yeah, I totally agree with that. And generally speaking, I think, almost people are happier that it's not you, in some cases, in that they know you're busy, they know you're doing things, they can see you, very active, and actually having someone that is there, a bit more slow, steady, thought out, delivering whatever it is, is actually, certainly in our case, I've found- Better looking, in Ian's case. Better looking.

Yeah.

[Speaker 13] (15:44:48 - 15:44:49)

Yeah.

[Speaker 1] (15:44:49 - 15:44:58)

Yeah. Yeah. Any final questions?

Amazing. Well, let's welcome Rachel back onto the stage.

[Speaker 2] (15:45:03 - 15:48:56)

Thank you. Thank you. Thank you, Chris and staff.

That was amazing. Thank you. He's good, isn't he?

Yeah. It's our Chris Moss, we're very lucky to have him. He's a great guy and very good at this stuff, so well, has everyone learnt a lot from the sessions today?

Yeah. Yeah, who's wrote loads of notes? Yeah?

Yeah? Who's got lots on their action lists? Yeah?

I've got two hands in the air. Great. We're gonna keep you busy for the next four weeks.

Fabulous. Right. So, if I can, not got too much to add there, but one of the things I do want to say, and we've brought this chap up quite a few times, and it's Alex Hormozing.

Who here's read this book? Yeah, just a couple of you. Actually, put this on your, you've got quite a few books and recommendations from us today, but one spot on your action list, and so keep it on your book list if you can't get to it just yet, is, this is excellent, right?

There's loads of pictures in it for those of you who don't like reading. Yeah? It's perfect for you.

The other thing about it is there's a section in here, there's quite a few chapters at the back of this book, which talk about enhancing the offer. So when we're talking about, you know, putting a rocket up your content and your marketing and making things really enticing, the sessions on, you know, how to make your packages look absolutely amazing and a no-brainer, why would you say no? The last few chapters of this book are absolutely excellent for that, so I just wanted to let you know about that one because it's really good and we have talked about him a few times.

He's a master at marketing as well. He's a very, very, very good salesman. Is that someone's phone?

Yeah. I wish we were doing get up and give back. The other thing I just wanted to say is that you will have to trial and test this.

It's not gonna happen overnight. So, you know, if you come up with some fantastic content, get it out on social media and then it flops, don't lose heart, just try again, just tweak it, get some advice from the community. And, you know, try even, that's a really good idea, isn't it, Josh?

Like if it's new and you haven't done it before, you know, post it in the Facebook community, get people's opinion on it before you post it out into the world. That's another option, yeah? Communities, we help each other, that's what we're there for.

If you wanna try something new, but you will have to trial and test things. And then just to help you with all of this, so we've got Martin Rakely in, who knows Martin Rakely? Yeah, quite a few of you.

He does a refurbishment mastery education course. He's been absolutely smashing it this year. He is on the mastermind and he has tweaked his campaigns, tweaked his funnels, he's making lots of money.

He's definitely having, he's probably on for a six-figure summer. So he's here on the 7th of August in week one to talk you through content and campaigns and six-figure funnels. He's gonna talk to you from his experience and also help you with what you're dealing with.

So that's definitely one to tune in to, add it to your action lists. And then something else to note, we are taking the opportunity for people to get onto the programme to the open market. So what that means is, I think the list price is about 15 and a half thousand if you're coming in from the open market to get onto the programme.

But we have got a friends and family offer where you guys can make it, if you know people who might be interested, on the open market, it's gonna be 14 and a half thousand to do the programme. And it comes with these benefits. And I think there's a referral fee, isn't there?

There are a thousand pounds for you. If you refer someone, you do get a cent. Yeah, does that make sense?

So this is the open market, selling it in campaigns right now, but it's 14,500, but they do get all of these if you put someone forward. So that's how it's gonna be working. Supper Club, just a reminder, two spaces left.

So if you want to join Josh and go through your presentation, get some feedback before the big day, the next day, and I highly recommend this. What did you say, Josh, earlier? That quite a few people end up being on the stage?

[Speaker 12] (15:48:57 - 15:49:01)

I think last year all of the people on stage or bar one had been to Supper Club the night before.

[Speaker 2] (15:49:01 - 15:51:55)

There you go. So two spaces left, guys. QR codes in your workbook, add to your action lists.

And then homework. Oh, there, the book. Right, so let's look, I think it's page, is it page 44?

Let's have a look, see if I'm right. Yeah, come on, well done, me. Right, so let's walk through the homework.

So content campaigns and six-figure funnels, which are session one and session three. We want you to look at how you can level up your content. Remember, you don't have to do tons of this stuff.

If it's only like one piece of content or one campaign, keep it simple. Introduce your hooks, launch a pop-up campaign if you're in the right space for it, and map out your sales engine, yeah? So maybe you have got a new business and you're not starting any of this until next year.

You might wanna map the whole thing out. Yeah, that's an option there. When in session two, the art of advanced sales, we want you to share the content, so share content and value with your community.

Record signals and create a lead sheet. Define your strategy for your sales process, so put down a process for your selling. And then practice the RSC, so rapport, sales, conversations, and clause, and then practice that on anyone and everyone.

So if you're selling a room to a tenant, if you're selling a deal to an investor, if you're doing a campaign, you're gonna be doing this anyway, so put all of this into action this summer. And then for the awards, what we want you to do is review your strategy day presentation. Then we want you to appraise how you've got on, yeah, for the year, and if you've got a deal of the year, we want you to think about what that's going to be.

Doesn't necessarily have to be a property one, remember that. And then prepare your end of year presentation slide deck. Remember, don't do it on the train up.

Put some effort in, put some time in. Give this community some value, put some effort into it. So that's the awards.

And then finally, those of you with the accreditation to finish off, post your Sunday sanity and engage in the Facebook community. Some of you only need to do a few posts to get your accreditation. And then turn all of that into your Sunday sanity, because that's your action list, isn't it, yeah?

So you've got lots of things there that you can put on your Sunday sanity list, so make sure you do that. And remember, it's four weeks. You've still got plenty of time.

Small, consistent steps can get you to finishing off your targets and your objectives and feeling really good about things when you come into the room in September. Mid-week mentoring, I've just mentioned these. So a great lineup, some absolutely fantastic people helping you this month.

We've got Martin Rapley on the 7th of August. We've got Chris doing mid-month mentoring. So four slots available.

Get them booked on. They'll be snapped up really quickly. If you've got a marketing challenge, loads of questions there.

So as you start to think about putting this into practice, you might want to have a 15-minute session with Chris to help you on that. And then in week three, Susan Elsie, who is another masterminder, she's gonna be walking you through how to create a really great end-of-year presentation, how to do an excellent slide deck. Oh, we've got a question?

[Speaker 13] (15:51:57 - 15:51:57)

Okay.

[Speaker 2] (15:51:59 - 15:59:22)

Suzanne Elsie. Yeah, look her up on social media. She's absolutely fantastic.

She was a runner-up from last year's end-of-year presentations in the awards ceremony. So there you go. So she's gonna help you with all, she's gonna help you, and she's gonna give you all her knowledge and her experience from last year.

Sunday of sanity, keep doing your top 10. Yeah, really, really important. For those of you who are on Amber, you must do it every week for the next four weeks.

You can do it. There's only four weeks to go, yeah? And also share your journey in the Facebook community.

I've just mentioned how important it is for some of you to just finish off your posts in the community. Book club, a couple of recommendations on top of the ones we've already mentioned. But it's How to Write Copies That Sell by Ray Edwards.

And then obviously the classic, How to Win Friends and Influence People by Dale Carnegie. So get those two on your reading lists and start reading from this in the next four weeks. If you're going on holiday, now you know what you're gonna be reading on holiday.

And then another podcast that will go with it is this one. It's called Success is Easy, episode 151. But it's basically the 10 ways you can break the mold and find the success that you've always dreamed of.

And it's a really good one to go with this, with the content from today. The 28-day challenge for this month is the Art of Advanced Sales. We want you to be pitching everyone.

If you're not doing a sales campaign, we want you to be pitching for, you know, selling the rooms for the tenants, selling a new role to an employee, a deal to an investor, whatever it might be. It might be selling something to the kids that you want them to do that they don't wanna do. Try it out, see if it works, yeah?

So remember, rapport, sales conversation, and close. So see how you get on with that. And then we want you to share your journey in the community.

So tell us how you're getting on with sales following this process, yeah? That's what it's all about. And then who here has done their buddy ups?

Is everyone connected with each other? Yeah, has anyone else not got somebody's phone number or not know who to contact? Oh no, not everybody's here.

Ian, Ian is here. Yeah, there you go. Sorted.

Get each other's phone numbers at the end. And what I'm going to do is ask you to give us some feedback on today. So time to get your phones out, folks.

There's a Google form in your WhatsApp messages. Can you please get that out? Give us some qualitative feedback and some quantitative feedback.

And I'll get Declan to put some music on for two minutes. Put your phones down when you're finished so I can see who's done. I think we're nearly done, yeah?

Everyone finished? Anyone need more time? No, all good.

Thank you very much. That's super valuable. You know we always try and put that into practice as soon as we get the feedback where we can.

And the room's still open until five o'clock. The coffees and teas are still available. Remember, still a networking opportunity.

We're all good friends now. We've known each other for a long time. We've known each other for a whole year, yeah?

To make the most of that networking. And what a session. Today's workshop, last one of its kind.

Really sad, but it's been an incredible workshop. I hope you've enjoyed it as much as I did. I wrote loads of notes as well, just so you know.

So today we've given you the blueprints to start and perfect your six-figure sales funnels. We've also walked you through the RSC sales process in terms of how to close leads and make more money. And then we shared the secrets for creating very compelling content campaigns.

You now have everything you need to build the sales engine of your business, yeah? And it's the last four weeks of summer. You are right at the end.

This is the final sprint. I want you to go out there and do everything you can to achieve your targets and objectives, write your presentations, and have an absolute fantastic four weeks. Let's finish on a massive round of applause, everyone.

Well done, you all. Woo!