

Travis: ... Short ones, but today's topic is benevolent urgency mojo. And I always tell the topic so that we can put these in the archive and with the right label. But let's talk a little bit about the word benevolent, I knew it meant good but I wanted to look it up and it means, the general gist of it is well meaning and kindly, so well meaning and kindly urgency. So anytime you want someone to take an action and I don't care what it is from rubbing your shoulders to clicking on a link to scheduling a time to talk with you to sending you money, there's a few different types of urgency you may have. One is you could have no urgency.

So what would be an example of no urgency? Let's just make it really really simple, let's say we're trying to set up an appointment with somebody, a sample of no urgency would be let's set up a time to discuss, that is just an example with no urgency. Then we can also have your urgency, when I say your coming from your perspective, your urgency and the way that would look is let's set up a time to discuss, I'm busy all week so we need to do it tomorrow morning. That's an example of your urgency, so we got no urgency, your urgency and then we have one called malevolent urgency which is the opposite of benevolent urgency.

And we see this a lot in marketing, I'm taking it a little bit to the extreme but malevolent urgency is basically threats and ultimatums usually with your agenda. So that would look like let's set up a time to discuss or I'm going to give the deal to someone else. That would be kind of an example of malevolent urgency. And then we have the rare and I have seen from my experience the most powerful, and it also leaves people liking you and building a relationship with you rather than tearing it down. Because if you use malevolent urgency, the threats and the ultimatums, sometimes you can get people to do what you want them to do but they don't feel very good about it and so that screws things up for next time.

So let's take a look at benevolent urgency and let's see how that might look. So I'd love to give you this deal, let's set up a time to discuss, if we can do it tomorrow at eight AM I can give you first dibs, does that work for you? So we framed it in a more positive way right? But that's a much more benevolent way to do that. Let's use another example here, by the way this works in copy or in person or if you're doing it by private message, however you want to do it but let's use another example here. Let's do this one buy this. So what would that be? That would be the no urgency right? Here's one with urgency from my perspective, buy this because I need to get rid of it. And then we have a malevolent urgency which we see this kind of a lot, buy this before midnight or you're going to pay more tomorrow, we see that a lot.

And then here's an example of benevolent urgency which I use a lot, you guys might have heard me say this but, this is a great value anytime you decide you want to buy it. If you want to buy it before midnight you can save 1,000 dollars and stop blank and start blank. That's just kind of the template that I do, so let me just use another example for that, that I've used many many times. I'd be happy to have you in Big Ticket Email Mojo at any time, if you'd like to start now we can get you off the phone next week and make your first few sales before Christmas and won't it feel nice doing it without the hour long strategy sessions? That'd be an example of benevolent urgency there right?

So it's something about kind of the structure, again there's lots of ways to construct benevolent urgency, let's talk about the principle so you guys can have the framework and kind of make it work for yourselves. The principle is to find out their gap, so if you're new here you may not be fully indoctrinated but the gap is between what is their hell island and their heaven island? What is the gap and what are the symptoms? So in my example, getting them off of the phone for a lot of my people that do a lot of selling on the phone, they just want to get off the darn phone, that's their hell. The phone to their ear all day, telling their kids to shush because mommy's on a strategy session, the blacked out calendar of phone calls. So that would be that right? But they still want to make their sales so the gap is how do I make the sales and get off the phone?

And then in my example I kind of put in there an emotional reason which makes it really powerful and won't it feel nice doing it without the hour long strategy session. But the principle is to find out their gap and in a well meaning and kindly way, paint the contrasting picture of both choices or roads. If you have one benevolent reason that is enough, that can be very powerful, but it's even more powerful if you introduce the gap. So I could say I'd be happy to have you in Big Ticket Email Mojo at any time, if you'd like to start now we can get you off the phone next week. But it's even more powerful we have that gap, and make your first few sales before Christmas, and then I just do the triad there, and won't it feel nice doing it without the hour long strategy session.

Again there's multiple ways to do this, let me give you one other way to do it and the example that would be great for you to look at is just what I did in the mojo group. I did an us versus them, I said hey not everybody will probably come to this but I didn't say you you you you, I said them them them them them, so we were on the same side of the table looking out at the path that they had or the consequences they had. And then I said but if you would like to take a change [inaudible 00:07:30] out to the force, I'll be here at three PM. Either way is fine, but if I were to have said you you you and all the consequences, that would've made it feel a little bit weird and oogy right? But by being on the same side of the table with you and kind of looking out at the choices they have on the them, then it's easier for you to decide hey I'm going to be on the call, I'm going to come to the forest with a chainsaw, and learn this technique that'll make this a lot easier for me.

And that's what I did in those examples and Yassin called it out because he's a mojo practitioner, they're all symptoms of hell island right? We are just laying out symptoms of hell island there. So there's lots of ways to do it in copy, lots of ways to do it in conversation, but that my friends is benevolent urgency mojo for you. So let's open it up for questions on this topic and then when we run out of that then I know Alex has got a question, he's going to be first in the lineup. Let's go ahead and open it up, any questions on this topic? Do you see how to apply it for yourselves? Any of those kind of things?

Yassin: So Travis, so maybe let's apply this benevolent urgency to something I'm working on right now, would that work?

Travis: Sure. Yeah let's do it.

Yassin: Okay, so [inaudible 00:09:02] promoting next week is all about basically taking over the lead generation in activities off my clients plate.

Travis: Mm-hmm (affirmative).

Yassin: So it can be hey you're welcome to reach out and have my team take over, take off all the marketing that you have to do but if you join today something on those lines, happy to give you one of the five spots available and get you your first deal before Christmas.

Travis: Yeah.

Yassin: Would that be used any more on marketing or something, anymore on like direct mail? So that's like their hell island is they're spending a lot of money on direct mail right now and response rates are just dipping. Everyone's doing direct mail and it's not working as it used to and they're just like what else can I do?

Travis: Yeah.

Yassin: So that's kind of symptom of hell island.

Travis: Yeah so I think that you're on the right track there, what you try to do is put yourself in their shoes and what is it they're dealing with right now by not having your solution. And again you don't want to cast a lot of judgment on it, that's the beauty of symptoms, symptoms don't have judgment. Stroking out a check for thousands of dollars to the post office or the US Postal Service is not a good or a bad thing, but they view it as a bad thing maybe, right? So the way I might, if it was a short little bullet thing like I'm just putting it somewhere in my email or, you're welcome to join Yassin's amazing lead blaster 3,000 at any time right? If you'd like to stop sending those big checks to the post office starting next week, and get something off of your plate so you can do other things that you enjoy more often, I've got a spot for you right now right?

Yassin: Mmm. Interesting. Okay.

Travis: And you could pick other symptoms of hell island or whatever their, and then fill in the other side of the gap for sure, but even if you were, I often use if I was face to face with them or wanted to get an appointment with them right? I might say hey I don't know if you're like a lot of other real estate investors sending big checks to the US Postal Service and all that work that goes along with it, i so would it make sense for us to chat? Maybe I can help you stop sending those big checks and take one thing off of your already crowded plate, right? That's going to work a lot better than a bunch of blah blah blah we're the best lead generators in the whole wide world and ...

Yassin: Yeah. So what's the sense of urgency though in that right? Where's the urgency? Is it inherent you're saying that relieving them from the pain is the inherent urgency?

Travis: Yeah, yeah exactly. So or you can continue to keep writing checks to the US Postal Service.

Yassin: Okay.

Travis: Right?

Yassin: All right.

Travis: Talking to a coach you can get off the phone or you can stay on the phone.

Yassin: [crosstalk 00:13:15].

Travis: Yep.

Yassin: Okay.

Travis: Yeah, you can get off the phone, you can stay on the phone, what would you like to do? You'll very often hear me say at the end, what would you like to do, right? You can stay on the phone or you can get off the phone. You can take one thing off of your to do list or just keep that thing on there and you can stroke out more checks to the post office or you can stop. That's the best urgency right? Getting them an escape like think of it this way, like if you've got a big thorn in your heel or in the center part of your foot ...

Yassin: Right.

Travis: Right? What's going to be more motivating, hey if you come to me by midnight I can save you five dollars on my splinterectomy? Or if you come to me now you can go dancing on Friday night.

Yassin: Right right. Makes more sense.

Travis: Yep. They want to get out of the pain.

Yassin: Hmm, hmm, interesting. Great, I mean that's another, I mean so would you also like, so where would you position also because external urgency that, like say the offer deadline right? So I'm closing up this offer say next week, would that come right after it? Would you not have it in the same email? So would those ...

Travis: Yeah, you can separate it out but my thing is like how do you, you want to have urgency there, there's lots of places you can use urgency, but what you don't want to do is, number one you want to use urgency you don't want to have no urgency. But you don't want to necessarily have malevolent urgency or your urgency right? So what I would say, like if you're talking about a time clock, I would say this is a great value whenever you want to do it, if you want to jump in before midnight I can save you 1,000 dollars. If you want to wait, it's still a great value, you know? Does that make sense?

Yassin: Right, makes sense. Love it, yeah.

Travis: If you can tie in those other inherent factors though it's going to be even more powerful right? And if you can ...

Yassin: Absolutely, I mean they don't care about my deadline ... Right.

Travis: Yep.

Yassin: And [crosstalk 00:16:02] like I don't care when you close the offer, it's like how fast can you relieve me of this pain?

Travis: Yeah.

Yassin: So yeah, this makes more sense.

Travis: Yep absolutely. I use this all the time from just sending [inaudible 00:16:20], I just did, I wanted to have somebody do a new rainmaker this next month, an existing client so do I say hey I have some spots on my calendar that I really need to fill, can we do a rainmaker for your list? No, what I said is hey, what would you think if we tried to knock in 15 more sales of your program? He's like that sounds good, right? That sounds great right? So and he's like, so I get the buy in to that, that sounds awesome, especially in December when it's a little harder to get sales for them. So but if I came at it with my urgency it wouldn't be as powerful right? You see what I'm saying?

So I use this all the time, like if I was on their side of the table what would be the advantage? So it would be the, right now he's got December, he's not counting on an extra 15 sales at eight grand right? So if I come in and say hey what would you think about knocking in 15 more sales in December? Rather than coming at it from my urgency or from a malevolent urgency. I could say hey I got one spot just before Christmas, you're the first person I'm offering it to if you don't answer back in the next 20 minutes I'm going to give it to somebody else. That's like malevolent urgency.

Yassin: Right. So here's the thing, typically like we just finished up from the [inaudible 00:18:06] blog.

Travis: Yep.

Yassin: Like last day we did like five deadline emails and those brought in like this week 30 percent of the sales.

Travis: Oh yeah.

Yassin: So it should be interesting to see how we can reposition the urgency that not make it about more or less the offer but more about relieving you from the pain that you're in right now.

Travis: Yeah. And this works anywhere, like what's the urgency to have them come on the webinar right? Everything, what's the urgency to open up the email? What's the benevolent urgency to have them click on the link? What's the benevolent urgency to have them come on the webinar? What's the benevolent urgency to stay on the webinar once they're on? Or what's the benevolent urgency to take the next step? So it's always, it's like everywhere right? And you always want to be playing into it.

Yassin: Interesting. Great, thank you, this makes [inaudible 00:19:03] just how to position the urgency in those emails. So maybe we'll work on that and post something in the group to reposition the urgency in those emails.

Travis: Yeah absolutely.

Yassin: Love it, again thank you.

Travis: I don't know if Matt's here, yeah Matt Menster's here. Matt would you mind if I shared just a little bit about your promo and how we position that for benevolent urgency?

Matt Menster: Yeah yeah, Travis, go right ahead man I'm listening, yeah.

Travis: Okay man, thanks. So Matt's got a campaign coming up and what he's trying to figure out is like he was using this strategy of setting the pricing frame before he went into the promotion. And so he's trying to figure out what would be the great reason for this frame? And it's hard when you're coming at it from your own shoes but so he took an approach initially that was something like hey I'm a business man so I want to get as much money as I can but I'm going to lower the price to give you guys more money to trade with right? And I love the idea about giving them more money to trade with but that was kind of like his urgency in there.

So we come up with a more benevolent urgency which is hey, I could ask 3,000 5,000 for this and it would be totally worth it, I want to lower the price but my concern is if I did then the perception of the value would go down and I'm worried people wouldn't see the perception is the same as the other guys that are charging the 3,000 5,000 what have you. But I'm going to take a risk on it, I'm going to go ahead and lower that because here's why, you have family, you have this and that going on in your life and I would rather you have that money to go and invest with. So a much more benevolent reason why and benevolent urgency to that as well as true and authentic. So that was just another example there. Thank you Matt, appreciate that.

Awesome, any other questions or feedback on this benevolent urgency? Well sweet, let's go ahead and roll in Alex, Alex I see you down there. Alex why don't you, can you just frame your question I kind of know what it is but can you just frame your question so that we have it in the discussion here?

Alex: Sure, so yeah so this is about like the pre, what's the word I'm looking for, those preposition emails, those three that you put in front of the [crosstalk 00:22:21].

Travis: Yeah the kickoff emails, mm-hmm (affirmative).

Alex: Right. So I was already kind of going down the track of having this [inaudible 00:22:29] which is because how to use the bank that you already own. And then I was trying to figure out like how to, some of the things you were talking about like the flood is coming people are already dying, there's a boat, I know where the boat's going to be and this is why I'm not charging 10,000.

Travis: Mm-hmm (affirmative).

Alex: Where I kind of ran a little bit into a snag is like in this case, because his list has, he's a business coach and he works with people minimum sizes to millions and then if he gets involved it's five million, anything under five million he hands off to one of his coaches and they kind of [inaudible 00:23:04]. So the point that there's a phone involved right? Which is why I was kind of struggling like, in other words they don't disclose the price until they actually get to know the party and see what their size is, the size of the problem I guess for lack of a better word.

Travis: Yeah.

Alex: So I was struggling a little bit with like how do you basically say I could charge this because that's [inaudible 00:23:29] to the call and then I guess the second question was also do we actually disclose, like you know you talk about the boat is coming, do we actually disclose the mechanism there? Like in his case what he does is different and almost everybody is his, he's extraordinarily great at converting existing customers and then maximizing that. So I didn't know do we mention that that is the boat in the pre framing email? And then ...

Travis: Okay yeah. So my brain can only handle one or two questions at a time. So the first one is like you don't want to reveal the price because you're going to have a phone call, if I'm understanding that correctly or your hesitation on that?

Alex: Well yeah because they don't know what the price is. Because if you give a range it's such a broad range I could be all the way down from 3,000 thousand all the way to 170,000 it's just such a broad range that ...

Travis: Yeah, yeah. So yeah in that particular case I might leave out the framing of it right?

Alex: Mm-hmm (affirmative).

Travis: Because yes that is a broad range, 3k to 170k.

Alex: Yeah.

Travis: If it was my company I'd figure out probably what would be the normal, what do they normally think it is and kind of pre frame it but I don't know that I have enough information on that. But you can do the cost of the problem too, it's like hey this problem's costing this this this and this, to solve it is much much less expensive right?

Alex: Right, that's what I was going to say, kind of like what's that thing you call IVQ or something? Meaning like the ...

Travis: Yep.

Alex: It's not a trivial investment but my clients have sold companies based on this or they [inaudible 00:25:33], you know so at least it makes up for that the upside's so large that whatever the investment is is trivial compared to the upside. That's the only thing I could come up with.

Travis: Yeah. So yeah exactly, so if you can talk about the size of the problem and to solve it, you can say hey it's a lot lot less than the cost of the problem right? Or the alternative, some other alternative. So if a college education, I would look this up, but average college education's running 100 grand right now, I don't know that to be true I haven't looked it up right? And then you do the negative advantages or the negatives of the college education you're not guaranteed a job, a lot of people with degrees aren't getting jobs, so on and so forth, and then you say our solution is a fraction of that price and has this and this and this benefit. So that's another way you could position it.

Alex: Sure. Okay.

Travis: And then your second one, question, give me a second and I'll remember it. Yeah it had to do with should you do the competitive advantage before they get on the phone call basically, what the mechanism is.

Alex: Right right.

Travis: I would say yes.

Alex: Okay.

Travis: I would much rather have somebody getting on a call with me knowing what the competitive advantage and difference is or at least having a feel that there's something different than having to have the sales person try to explain it on the phone. And then, because that's going to take more time, so if you can come in pre framed with that, that ball's going to be a lot lot closer to the hole.

Alex: Okay all right.

Travis: Yeah so I would totally do that.

Alex: Right. So ...

Travis: And if you have a ... Go ahead.

Alex: Yeah this hopefully will be a quick third question, I'm sorry but I just ...

Travis: That's okay.

Alex: Yeah, then I guess my next question is like on the preposition email, what am I looking for here, like the transition between that to the theme, does that have to be seamless? Because I'd already written a fair amount of emails about, again it's probably not the best thing we could come up but it's the idea that you can use your existing client list as kind of like a bank that you own already that you can make, depending on the size of the company, hundreds of thousands of dollars ...

Travis: I like that.

Alex: Or millions of dollars from, like they don't have to go [inaudible 00:28:28] at the bank, they want to hire staff, kind of like the rainmaker right? Do a campaign from your list.

Travis: Yeah.

Alex: Whatever, so basically fund your vacation, hire ... Right. And then, so I was already pretty far along with that and then this idea, the prepositioning email about this black letter word, kind of like apocalyptic thing, for lack of a better word.

Travis: Mm-hmm (affirmative).

Alex: I was trying to, like what I was trying to grasp is who to get, it felt a little bit wobbly. Like okay well the preposition I get why it's there but I couldn't figure out how to [inaudible 00:28:55] the things [inaudible 00:28:56]. It almost felt like two campaigns I guess for lack of a better word, so it didn't seem to kind of like plug in right and I guess maybe I'm over analyzing it.

Travis: Well, yeah I think it works perfectly, I mean maybe I'm not seeing exactly the way that you're seeing it but I think it works perfectly. Ad costs are going up and I don't know how your people, you know, there's more and more advertisers online that means there's more dollars chasing less inventory and people are wanting lower prices and all that kind of stuff. It's getting tougher and tougher to get out there in the marketplace and get new clients right? And all those kind of different things.

So your solution is like hey did you know, and I'm sure a lot of these people know, but did you know it's a lot easier to bring in cash from the clients you already have, the prospects you already have. But just most people don't know how, or they don't know how to do it without damaging the relationship, that's a big thing it's a big scary part, people don't reach out to their list. But then you gotta say, it's just like if you've ever read those stories about the little old lady who dies and they thought she was broke, she was eating cat food, then they find a million dollars under her mattress she was too afraid to spend right? So those kind of thing right?

But yeah, I think it works well, I don't know if you can go back if you've already started the campaign, is that what you're saying?

Alex: Oh now I haven't started the campaign, this is a new campaign ...

Travis: Oh okay.

Alex: It's on pause because, yeah but yeah okay basically this input I'll write the three preposition email and I'll post maybe the entire rainmaker but one or two of the first email, I'd love to get your thoughts on the transition.

Travis: Yeah absolutely.

Alex: But yeah this isn't something [crosstalk 00:30:58] already. Yeah so okay.

Travis: Again, the key thing and anybody new listening to this is we don't want to set fire to their island, we just want to point out the fire. So if you can find news stories or data and say here's what's happening, advertising prices online have gone up 3,300 percent since such and such time and there's this and that and point to all those kind of things, again point to the flood right? And point that people are dying out there which kind of sounds bad, when we're talking about benevolent urgency mojo right? But it's benevolent to say hey I know where a boat's going to be that can save a certain amount of you, I'd love for you to be there with me so that I can help pull you out of the flood. Or you can stay in the flood, it's up to you right?

Alex: Okay, all right well thanks a lot Travis.

Travis: You're so welcome. I muted a couple of you guys out so if you're trying to talk and nothing's happening you might want to do star seven, I just had some background noise going on there. But great questions Alex.

Tony: Hey Trav, Tony here.

Travis: Hey man.

Tony: Hey so I have a couple questions but I'll just start with one and if somebody else has a question they can pop in.

Travis: Cool.

Tony: My question first off, I sort of know the answer to this but I want your feedback on it. So I've got a guy that I'm going to start a campaign for, he's got one sales guy, we're selling a 5,000 dollar program. Yes I would like to do tea trees and that such, but we're kind of, we're going to run a two, two and a half week campaign to generate apps and then I get a percentage of the sales. So the thing is in this market and he's done a lot of this before, is just no matter how much he says he frames it, he still get people on the call that think it's cheap it's not this that and the other.

Travis: Mm-hmm (affirmative).

Tony: Your opinion on charging like 100 dollar deposit? So I'm pretty sure I know I can do it, I know it's going to severely minimize the amount of calls but the people that do get on there are probably going to be buyers. Do you have any advice or feedback around doing it so that it works at its best or do you try and steer clear of it all together?

Travis: Well let me be frank, I've never done mini deposits. I have done like come on it'd be a 500 dollar strategy session if you don't feel like you've gotten your value, but that was really kind of like, and I was giving them value there and then I would invite them to another course but I wasn't framing it as a deposit. In my mind Tony, and if this is a first date with your client it might be a little challenging, but in my mind asking for a deposit is a cheap crutch for framing and positioning. But also too there's like what would the lead flow be right? So like is there, is his people at maximum capacity right now? Is it like, or if he's got sales guys just sitting there I certainly wouldn't want to apply some brakes and have 100 dollar deposit and have his people just sitting there. So part of it is like kind of what is the capacity that they have? And kind of talking about that and kind of getting deep down and deeper into the picture. But like do you know how many sales guys he's got? Is it just one guy or what is it?

Tony: Well yeah that's the challenge, he's got one guy and I'm going to be mailing a 16,000 person list so chances are I know I probably have, I'd probably cover the guy up is what would happen if I don't do that.

Travis: Okay. So just because they fill out an application doesn't mean that you have to talk to them all, that's the other end of it too right? So you know, kind of the T3 campaigns we're running, the T2 is actually a mini application now right?

Tony: Yeah.

Travis: And we were talking about this, if they no answer, I no give them details right? If they don't answer the way I like them to answer, they no get no details. I do it nicely, I might say hey it sounds like you're doing great but our timing's off right now, why don't we revisit this in the future or something like that right? Like does his sales guy have enough leads right now?

Tony: Well his sales guy is also coaching so he was a sales guy first I guess and then is going into, and he helps. So the guy's really in dual roles so it's like capacity, I don't know, I mean your thought is is I probably should not do the app I'm sure, the 100 dollar deal. And then my concern is that I'm going to generate apps that they can't get to so it's kind of a weird dynamic.

Travis: Well yeah, but I think the thing is like they don't have to call every app.

Tony: Right.

Travis: Like that's the key thing right? It's like, and you can just tell them, usually pre frame it I'm like look when we first start doing this they're going to come in real hot at first, like give me a little bit of time and we can clamp this down, right? But what I would do is be very very specific in your subject line and very very specific, like only use a subject line that would attract those specific people that you want. I'll give you a really good example, so we have an agency course that I help a client with and we're running apps for him and where I was talking about hey run, make 10,000 a month with your agency, we got a bunch of crap apps, that was the subject line right?

But when I said if you're already working with B to B clients, I just said B to B because I knew if you didn't know what B to B was you weren't going to open that email anyway. But I said if you're already working with B to B clients this is for you and it was pretty much the same exact email, a little bit of different changes, but we got seven like really really solid all B to B guys in there, all great apps. So a lot of it again is your subject line and your ads are the bouncer to your nightclub so you can really control if you understand what those symptoms are without doing the 100 dollars per app or whatever. I think it would be a different story if like you knew you were going to have 50 apps or 100 apps every time you did it where if they were really doing some type of a value added strategy session. But my gut instinct is not to do that 100 dollar deposit.

Tony: All right.

Travis: Could you do it? Yeah I think you could do it, yep.

Tony: Yeah.

Travis: I would just [crosstalk 00:38:57] ... Put the right questions on the app and then if you don't want to, if they're not a good fit just email them and say hey thank you so much for filling out the application, I don't think the timing's right for this and then be done with it. It's a lot easier to do that.

Tony: Mm-hmm (affirmative) right. Okay cool.

Travis: Yeah.

Tony: If anybody else wants to go then we can run and I've got one or two more so ...

Travis: All right. Anybody have a question or comment on today's topic? I've got a couple of you muted out, I've unmuted everybody now so the lines are open. Tony T I think it's all you man ... [crosstalk 00:39:56].

Sara Herdy: I'll go after he finishes.

Travis: Okay cool, Yassin we're going to get together tomorrow so like you need something for tomorrow, why don't we [crosstalk 00:40:06] ...

Yassin: Yeah, we can wait until tomorrow, yeah awesome.

Travis: Perfect. Everybody, this is the lovely Sara Herdy, the female feminine voice we don't hear very often in the mojo dojo.

Sara Herdy: All right, the master marketers are all male in this mojo group huh? All right. Just any thoughts off the top of your head Travis, thank you guys, for the most gentle appeals in terms of an urgency sense for concierge patients? Because you certainly can't even really use malevolent urgency because it's an open program. Now there is a genuine limitation because of the health optimization high high touch program, we can only do 12 people, so there is that. And then how do you present that in a way without coming off like we so often in marketing do?

Travis: Yeah, so here's how I think about it, I don't know if we can handle it all on this call I think I can give you a really really good direction to map it out.

Sara Herdy: Okay good.

Travis: So we want to think about the frame and what I mean by that is like what's going on out there, what are they having to put up with right now? Which is the rest of the world right?

Sara Herdy: Yeah.

Travis: So the rest of the world is, we can't just use general things like getting below adequate healthcare, what's the thing that's upsetting them or pissing them off or, is it having to wait or is it, what are those things? And then I would point fingers at that, and you guys have all the data right?

Sara Herdy: Yeah yeah.

Travis: So the average patient wait time is this, they get prescribed the wrong medication because their doctors are so busy that they're just, you know whatever it is. All of those things, again you don't want to light fire to their hell island, you just want to point out the fires right?

Sara Herdy: Right right.

Travis: You point out all of those things right?

Sara Herdy: Yep yep. They're different from what you mentioned but yeah.

Travis: Yep, I'm probably totally way off on that.

Sara Herdy: But those are great ideas, those are great starts yeah.

Travis: Yeah. So what are all the symptoms that they're having to deal with with the solution that they have now right?

Sara Herdy: Right right.

Travis: And how is it going to just get worse not better right? And that's kind of like where you kind of intensify it a little bit. How is it just going to get worse not better? And then kind of the thing is like hey, and kind of the way we talk about this is it's flooding out there, it's going to rain harder, and it just sounds bad but people are going to die but I know where there's going to be a boat.

Sara Herdy: Got it.

Travis: I know ...

Sara Herdy: I listened to your last call on that whole thing, that is great ideas.

Travis: Mm-hmm (affirmative), great.

Sara Herdy: Okay got it, okay. And then so yeah my mind is flooding with words and thoughts already so that's great. Then we're [crosstalk 00:43:32] ...

Travis: Yeah so then your benevolent urgency would basically be like you guys can stay out in the rain and figure out how to build shelter and do all that kind of stuff with what you have or you can jump on with us, I'd love to have all of you on there, I've only got room for 12.

Sara Herdy: Okay.

Travis: Right?

Sara Herdy: Yeah.

Travis: And then I would paint like where he's, the next step is to paint the beautiful place where he's going right? A lot of it's going to be away from hell island, no waiting lines or whatever it is right?

Sara Herdy: Yeah.

Travis: And having this life saving access that could save your life, right?

Sara Herdy: Yeah.

Travis: And so that would be kind of like the benevolent part of that.

Sara Herdy: Yeah, and what's interesting is that there even is a built in urgency in the sense that he cannot start 12 at once either. There's genuinely a waiting list.

Travis: Yeah.

Sara Herdy: For this highest level of health optimization you really have to get in line.

Travis: Yeah.

Sara Herdy: To get your whole program started up front, there's a lot of work upfront. So that can be presented as in how quickly would you like to get started as opposed to, okay.

Travis: Mm-hmm (affirmative).

Sara Herdy: All right, okay.

Travis: Yeah absolutely.

Sara Herdy: Any other ideas ... Okay.

Travis: Yeah so and again just use like, I know how, for me if I was [inaudible 00:45:01], I know how busy you are, you've got a lot of things to worry about and you're concerned with, you can ask us for information at any time but the waiting list that we have now is probably only going to get longer by waiting.

Sara Herdy: Mm-hmm (affirmative). Right.

Travis: And you brought up a good point I think when we were talking about one of the symptoms they have is ED right?

Sara Herdy: Yeah.

Travis: So I don't know if you were to put that into your coffee or not, but that's definitely a symptom, I'd have to think about how to word that gently, right?

Sara Herdy: Yeah it is. Right and how long do you want to wait to fix that one, you know?

Travis: Yeah, you could wait another six months or a year or 18 months to be having great sex, or that's the thing right? Yeah.

Sara Herdy: How does this sound too, the idea that hey you may not be ready to start tomorrow, that's okay because we can't start everyone all at once in a high touch program like this anyway. Secure your place in line and if you're not quite ready that's okay, you just put yourself down one farther when that spot opens up. You give that opening to one more person but at least you're next and you don't have to wait months and months.

Travis: Mm-hmm (affirmative), yeah here's kind of a better frame that I like, I usually don't try to do like waiting out, usually try not to say waiting list because usually that's a negative frame right? So I usually call it the notification list or the priority notification list.

Sara Herdy: Okay, uh huh (affirmative).

Travis: Because now we just changed it to a benefit, if you jump on here then we're going to notify you first or earliest right? Rather than hey jump in the back of the line.

Sara Herdy: Right.

Travis: So it's a little bit more of a benevolent frame.

Sara Herdy: So what about the idea of getting the 12 people to raise their hands let's say, and the way they raise their hand is they know that they're getting in line because they can't start tomorrow, you can't start 12 tomorrow. Not at the highest end program. But they put down a deposit ...

Travis: Yep.

Sara Herdy: Toward the program, you see what I mean? And then they're notified when it's their turn up, is that okay?

Travis: I think so, I think you can frame that, there's a lot of money made at Disneyland and Sea World and they sell those cut in front of the line passes, I mean you're not [crosstalk 00:47:40] exactly the same thing but especially for concierge, these are going to be people that are mojo right? They get shit done right?

Sara Herdy: Yeah, yeah.

Travis: Pardon my french, but they get stuff done and they're going to enjoy having that advantage. And again, you just say you don't have to put down a deposit, it's completely up to you but if you're the type that likes to have VIP access and first access and all that kind of stuff, then it might be a good option for you right?

Sara Herdy: Right.

Travis: You're just kind of like here's both positions, you can have either one.

Sara Herdy: Okay, that's a good frame, interesting frame there. All right.

Travis: Yeah.

Sara Herdy: Any other thoughts before I yield to [crosstalk 00:48:29] ...

Travis: I think that if you can find something, some kind of benefit, like I love your wording like hey you may not be ready to start now, that's actually good because we can't take you now. But what we can do is we can give you a priority place in line, right? Give you ...

Sara Herdy: Right.

Travis: We can get you a priority place in line and we can get you started with A, B, C, or D right?

Sara Herdy: That is absolutely true.

Travis: We can get you started on these [inaudible 00:49:00] tests ...
Yeah.

Sara Herdy: Yeah there's things that they can do in prep before they even start if they want to do ...

Travis: Yeah.

Sara Herdy: Oh that's great. And then you do require a deposit because you're already doing some stuff for them.

Travis: Yep yep, yeah.

Sara Herdy: Oh you just ...

Travis: I love that, yeah.

Sara Herdy: You just turned some light bulbs on Travis.

Travis: Yeah, there you go.

Sara Herdy: That's cool. Okay one more question for you that I keep forgetting I've thought of it several times and that is, when you're talking about hell island, there are so many different facets of hell, of their particular hell is what I mean, is it okay to have more than one email, and by the way I'm thinking of the physicians because I think you know that I'm also coaching physicians. So the hell island that physicians are on, I could literally write a 14 day, I'm sure, email explaining vividly one aspect of the hell that they are currently in.

Travis: Yep.

Sara Herdy: How old does that get or do you only do one hell island and include everything, because there are so many? And I would like [crosstalk 00:50:06] ...

Travis: Good question.

Sara Herdy: Yeah.

Travis: Yeah. Good question, so we'll actually cover that in the course but I'm happy to go over it here because it's great repetition for anybody else but, the way we convert so darn much as mojo men and women is by taking slivers of the pie, not trying to get to the whole pie at one time.

Sara Herdy: Okay.

Travis: So the way I prefer to do it is just like you say, find those 14 symptoms of hell island and with the framework we have you can actually, so you have symptoms of hell island, then we have the wisdom, and then the story or the metaphor that we tie it all into which we call the triangle of insight.

Sara Herdy: Okay.

Travis: So you literally can take one symptom and position it hundreds of different ways but typically what I like to do is take those symptoms, one symptom per email or one symptom per marketing message ...

Sara Herdy: Okay.

Travis: And then you put those out there and you see which one gets the most traction right?

Sara Herdy: Got it.

Travis: And then we want to write more on that symptom and we just keep hitting that symptom with different angles until it wears out, then we go to the second most symptom. But what we want to do is slice off pieces of the pie slivers at a time rather than try to get the whole pie at one time.

Sara Herdy: Right, so different emails or marketing messages per symptom so that you can see ...

Travis: Yes.

Sara Herdy: Which one to focus on primarily in say a roll out.

Travis: Yep absolutely.

Sara Herdy: Okay got it.

Travis: All kinds of ways you can play with it, and very very often Sara, what I think is going to get the most traction isn't right? So that's why I love not trying to guess but just figuring out what are all the different symptoms and putting them out there and usually like it's 80/20. Usually a couple two or three symptoms will be the ones that really bring it in but not saying that we want to ignore the rest of them because we can bring other slices of the pie in there, that's kind of the way that I like to do it and see what really moves it. So like when I discovered the getting off of the phone for coaches and consultants, that was, I just thought it was like a cool fad, I knew they were kind of tired of it but that just really moved the needle when I started talking about getting off the phone, that was just like, that's like a major symptom and every time I talk about that symptom in different ways, different stories, different shapes or form, I can bring in new clients or new people or get new response, mm-hmm (affirmative).

Sara Herdy: You just helped majorly, I'm working on more than one project at once, I don't know how many mojo team members are doing that I suspect that there are quite a few because they have clients.

Travis: Yeah mm-hmm (affirmative).

Sara Herdy: And so you just gave me [inaudible 00:53:22] ideas for both of my actually there's three when you count the weight loss one that we talked about earlier, projects. So thank you very much.

Travis: You are so welcome. Awesome, great questions everybody. Ol' Tony T did you have a follow on question?

Tony: I did. So I just want to get some feedback, as you know I'm like starting to try and train some copywriters, quote unquote, into this style.

Travis: Mm-hmm (affirmative).

Tony: And so today I gave one of them a, the triangle, and is it normal to struggle? Like it comes as easy as pie to me to sit down and do, and but then to sit down and instruct somebody what to do, is it supposed to be that difficult? I mean, I don't know ...

Travis: Well so if you're hiring somebody to write your copy for you, that is the number one thing that I'm looking for. So if I'm hiring somebody, I would like them to have that metaphor muscle a little bit developed already.

Tony: Mm-hmm (affirmative).

Travis: It's a muscle that's very quick, like most people when they come in to Email Mojo it takes them a bit, they're like darn you Travis I thought you said this was going to be easy right? The first time they do their triangle of insight. But once they do it twice or three times or four, then it gets really a lot simpler and easier and it becomes fun. But with that said, if they struggle with it I would find another copywriter.

Tony: Got it. Yeah I don't know that, I'm going to find out, yeah I think the one I'm already going to have to let go because she's definitely, you know, yeah I don't see that it's going to work. And the fact that we all know [crosstalk 00:55:22] ...

Travis: Yeah. When you ask for samples, before you bring these guys on, when you ask for samples say here's specifically what I'm looking for, I'm looking for how you've tied a story or a metaphor or something to the point that you're trying to get across.

Tony: Okay.

Travis: So ...

Tony: Yeah and I guess part of it is like when I give them stuff to write, I guess this goes into the process of once I've interviewed the person, my client, and then getting that transcribed and then taking the points out of that and being able just to send over say okay here I want you to tie this to this. And then just sending that particular piece over that you got transcribed, is that how you generally do it?

Travis: Yes, yep. You can say here's the symptom, take the interview and tie it to one of their story or whatever they have right? I don't put the whole triangle of insight together for them, I usually just say here's the symptoms of hell island or I let them brainstorm the symptoms of hell island and then I take a look at those.

Tony: Okay.

Travis: And then what's the wisdom? The thing we typically have to give them is what's the competitive advantage? What is the basically the USP right? Why is it an advantage over everything else that's there. Most even start copywriters can't do that so that's the thing that we have to give them is like what's the present pain, what's the competitive, the present pains I think they can come up with them on their own, but usually the competitive advantage and why it's an advantage for these particular groups of people is something that they typically can't come up with. And that's why I still do the offer calls, I'm trying to get it down to something that makes it easier for my copy people to do it, but coming up with that positioning is still the thing that I do. What is it they don't like about the options or stuff that's out there and how does this position in?

Tony: Okay yeah, I realize ...

Travis: Yeah if they're weak on, and you gotta give them a little bit of time because I can't, I used not to be able to do it off the top of my head and I still sometimes struggle. But when I do it in the workshops now I say as one of the exercises, I pull out a symptom from their market and the wisdom and I say now tie that to Santa Claus. And everybody struggles with it but usually we come out with some really really good stuff right?

Tony: Mm-hmm (affirmative).

Travis: So, or tie that to a Snicker's bar or tie that, you know something simple and common right? And it can take them a while to do it so I wouldn't give them, like time them, but if they can't do it like if you say here here's what I want, if they can't do it or they can't make it compelling or it's just way too out there, then I would go find somebody that has more of that metaphor muscle.

Tony: All right. Yeah I definitely can see where, yeah I just, it lets me know I think part of the challenge too is I'm not, I'm probably not framing it very well. Listen, I'm wrecking the kitchen right now. Just kind of ...

Travis: There you go.

Tony: You know [crosstalk 00:59:08] ...

Travis: You're doing great man, yeah you're doing great. Just when they give you samples say here's particularly what I'm looking for, I'm going to look for how you get your point across using a story or a metaphor or something like that right?

Tony: Yeah, I'm doing that now.

Travis: Yep.

Tony: Mm-hmm (affirmative). Yeah I just, I realized like I've got to, because I don't want to pay, I went at it ass backwards I realize on the one, I don't want to pay somebody 350 bucks to realize like okay I can't use them.

Travis: Yeah.

Tony: It's not in the budget to do all the time.

Travis: Yeah.

Tony: So I'm learning, you know. Cool, I have one other question but we'll see if anybody else has a question?

Travis: Go ahead, go ahead and rock with it, yeah we don't have too many people on.

Tony: Okay, so I've got the, I had mentioned to you the third person that might be my client, agency client, and he gave me the go ahead but we jumped on a call today and they, so we've talked about this before about a list that has been kind of just had offers sent to it like affiliate offers and things like that ...

Travis: Yeah.

Tony: So I kind of remember that whole conversation, he has about a 5,000 person list which is a real small one and that one we could sell like an 8,000 dollar product into but it's the cleanest deal that represents kind of like what we've, what I've been doing. But there's not a lot of like longevity in that list right now, since it's so small there's only so much I'm going to be able to do with it as they're just kind of barely adding to it. But what he did bring to the table was 150,000 person list, there is a couple that has taken over the list that will be kind of the characters, quote unquote, that I would do, that we'll write for.

Travis: Yeah.

Tony: And then the thing is it's going to need some love and some nurturing but apparently they're adding five to six thousand new leads to it a month and then they can even ramp it up more than that.

Travis: Mm-hmm (affirmative).

Tony: So my gut tells me that it's probably a good deal, the only thing that comes up for me and I'm kind of curious of your feedback, is they want to run phone calls, they want to run applications. But it's not necessarily for one particular offer, so one of the things they want to do is like once they get them on the phone they've got like anywhere from a 50 dollar membership to a 15,000 dollar program that they can put them in and I'm like that doesn't really work for me. I'd rather go into it with a single offer and kind of move that and then they can either down sell or whatever on the back end. Would you agree? Like that's probably how it needs to be handled?

Travis: Yeah I totally agree, I'm like how in the hell are you going to write the email?

Tony: Yeah, exactly.

Travis: We don't know the offer we're going to put you in.

Tony: Yeah, exactly.

Travis: If you're having trouble generally in this area let's talk to somebody so we can sell you on something right? It's kind of like ...

Tony: Right right.

Travis: No. Yeah that would be a challenge.

Tony: Yeah because they're talking like there's a 2,500 dollar live thing and there's an 8,000 dollar thing, I'm like guys you just need to fucking, pardon my french, you need to focus on one thing. And just drive that and then on the back end ... So okay, so that kind of answers my question but you probably see the same thing I see unless I'm in the wrong direction, obviously I need to find out what the opens are and all that sort of thing but if they're adding five to six thousand new people to it a month and kind of starting fresh with a lot of those, it's probably not a bad deal to jump into right?

Travis: It doesn't sound like it, no.

Tony: I know there's more details that are necessary but just ...

Travis: Yeah part of this, and I know who this is and so ...

Tony: Mm-hmm (affirmative).

Travis: You have a friendship there, but a lot of this is you need benevolent leadership too. It's like hey I appreciate what you guys are trying to do that, let's look at it from this angle, if we just did the 5,000 dollar offer and you were selling X amount of these every day, do you really care about the other one? What is it you're really trying to do?

Tony: Mm-hmm (affirmative).

Travis: A really good example, I had a call I was doing with a guy that does stuff with hedge funds, and he's wanting to go into the retail market. And I'm like okay so what's your financial goals with this? He's like I want to do 100,000 dollars a month. So I got to their [inaudible 01:03:50] I'm like, you've already got all this assets and everything invested here and the retail side would be completely something new that we'd have to go into, if you could get to the 100k a month and didn't have to mess with all that, would that be an option for you? And he's like yeah that would be an option for me right? So again it's kind of like we're doing on the call today, it's like what's your real goal? What do we want to bring in every month, 50k? 100k? What's your real goal right?

Tony: Right.

Travis: Do you think it would be easier to do that with 5k offers, like if we could do that without all these other little stuff, would you prefer that right?

Tony: Mm-hmm (affirmative).

Travis: And I think most people will say yeah, I [inaudible 01:04:39] prefer like we could just do one 100,000 dollar offer right? I know I'm being a little bit extreme here but ...

Tony: Yeah, sure.

Travis: But yeah, but if they're like no we really want to have the 250 dollar offers in there, I could be like cool, that's awesome, and that's not going to work for me. What do you think we should do?

Tony: Yeah well that's kind of what happened today, I did pull that, I love that line by the way it's probably one of the best lines I've ever learned from you. Because today it was like okay let's transfer moneys let's do all that and I was like whoa, as much as I'd like to, like where we're going, this is too discombobulated to make any sense right now. So what we're going to do is we're going to jump on the phone with him and his other two partners probably next week, and I like the idea of the benevolent leadership, that's a great great way to frame it, yeah.

Travis: Here's another focus for you too, and this happens very often at the start of deals is they want to think three or four or five months or a year into the relationship and we don't want them to do that, so we want to bring them back to the first date concept. Guys let's just do this ...

Tony: I did that.

Travis: Let's pick one thing, let's make you some money, see if you like working with me and I'll say something like if I don't chew with my mouth open at dinner or something like that, then let's discuss the next steps. Because that just makes it easy and almost 95 percent of the time they're like oh that makes a lot of sense, let's just go ahead and do that. And then if I'm talking about the dinner I'd say, I want to take you somewhere I know the staff, I want to take you somewhere I know the food's good, like I don't want a whole lot of question marks there right? So why don't we do something that we're pretty sure that's going to work and then let's have that as a first date and then let's decide what to do there. And that really helps focus them on what's the next step rather than like there's all these different options like which one are we going to do and that typically will drag down a deal.

Tony: Yeah you'd be proud of me, that's exactly what I did, I asked them ...

Travis: Perfect.

Tony: What's the simplest way, what's the cleanest deal that we both can do that we can get a result right now that we can date before we try and jump in bed and have babies right?

Travis: Yeah, I love it, perfect.

Tony: Yeah and that's what brought us to the fact like okay let's slow down, let's talk next week, let's get [inaudible 01:07:08] and figure out what the best thing to do is.

Travis: Perfect.

Tony: Okay cool.

Travis: Perfect.

Tony: All right, sounds good. That's all I got.

Travis: All right man, I talked you down, talked you out. What else we got? Anybody else? All right well awesome, we will get back together at the same time next week and look forward to seeing you all here. If something comes up in the meantime just make a post in the Facebook group and we can get with you there. Talk to you all later.

Speaker 7: The conference is now completed. Goodbye.