Alright, next is the T three offer doc. And I'm gonna try and track tackle this as concisely as possible. And the T three offer doc is just something that we'll take some dialing in, but we wanna start out with a minimal amount. So I wanna share with you again, so we've, we've sent out email one, two, or three the call to actions, the code word that's gonna go.

Have people respond to our Gmail account. We're gonna have back and forth conversations. We're gonna actually have a T two conversation to kick it off go into the back and forth. And then the final stage here is to make an offer once we've gotten their commitment. So it's a couple of concepts that I really want dive into here are going to be around the T three, around how we the stance that we come from, the positioning that we take on.

And in step three, here's the T three, it's the offer documents, the anti sales page. And it's really important when thinking about a T three that we perceive it as a invitation. And so when we make an invitation there's gonna be a specific way usually that I would go about doing it. And I think a lot of other people would doing it to where it's.

The most enticing. So if I was to say myself, Frank Kern Travis Sego and Kevin Nations, we're all getting together this Friday night. And what we're gonna do is we're actually gonna meet up at a little place. We're out in Tampa and it's called Sideburns. It's a great little place where we can have, some.

Some wine or some drinks at first, and we're gonna talk about what's going on in the industry. After that, I've already made reservations for Burns Steakhouse, which is world renowned. They have the world's largest private wine cellar. They grow their own livestock and their own meat. They have fresh fish imported daily from, from around some of the best places in the world.

And and then that evening. Of course we're gonna have deep conversation about what's coming up here in 2025 and 2026 and how we're gonna be acclimating our businesses to that. And then we're gonna end off the evening in Burns, world renowned dessert room and it's a really quaint, private upstairs area where you have to have reservations.

And we get to have after dinner drinks there or desserts. And they have these really amazing custom built little igloo type areas where you get to hang out together. And they're made from from wine barrels that that, that have been dismantled to create these amazing little hubs of conversation, right?

So it, you know it here, by the way. It wouldn't be the same without you. I'm not sure if you can make it or not, but if you could it's really cool. If you get RSVP, let me know. We'd love to have you there. It wouldn't be the same without you, see how I painted the picture of what's going to be getting done?

Then I swung around to you and said, Hey, by the way, I'm not sure if you can make it or not, right? This is the same type of concept, same type approach when we're leaning into our T

threes, when we're gonna be creating those t threes, that's the type of stance that we want to come from. And it's an invitation.

It's about what's going to get done, not what we're actually not the deliverables, right? It's not about sales pages, it's not about deliverables. It's about painting that picture. Of what's going to happen, what's going to be getting done with everyone else. And hey, by the way, would you like to join us?

Would you like to be a part of this? And it's a really important stance to come from. It's one that everyone misses. I have literally I've gone through hundreds of t threes of other people's and we, I've made this really easy. Let me share with you here. This is Travis Sega's short T three template.

I start every single T three I do with this template. And just as a kind of mention here, and I've got this we'll be covering this a little bit more here in detail, but the most important thing is that we're not gonna have dates on this. Nine times outta 10, having dates immediately on a T three when it goes out is gonna probably create some tension.

We wanna get people lathered up right? Before we start mentioning anything about dates. A lot of times I'm selling digital products or programs or courses, and that's my specialty. And what happens is that there are no dates. It's like starting immediately, right? So it works out perfectly there.

In these red areas are here as when you bo when you go bowling you have those little kitty bumpers on the side. That's what these are. They're just here for you when you're going to write the copy in here that that you make sure that you're putting in here.

What's important now what I've put here is the is cap, and so this is C, this is a, and this is P, right? So this is child, adult, and then parent. Again, if you remember when we talked about in the when we're writing emails this is, or if you haven't seen that yet. We talk about emails, we talk about using CAP all over the place for bullets.

For the email itself, the structure and within the body copy as well. But that's literally what I start out here is with c, a and P. And matter of fact when you're coming up with this offer angle I'll come back to that here in just a second. One of the tools that you can use to do this once you've used the Rudolph story creator to get the.

The core essence of this, you can pop it into your offer angle creator tool. You don't even have to use the Rudolph story when you're doing this. It could be useful. But you'll come down here and you'll say, who's the perfect customer? What's transformation do they wanna make and what's concrete thing you use to get the job done?

You put those in here and it's gonna shoot you out. The cap formula, it's gonna shoot you a couple of different options that you'll be able to choose from. I believe five will come out there so

you can use this tool to help you to. Get your feet up underneath you. But it also doesn't replace the concept of understanding what a good offer is.

When I'm doing a T three, when I'm coming up with it, it's a very basic version. Sometimes I won't even, I won't even offer the price in here. I'm not gonna do FAQs. I'm not gonna talk about bonuses because in the very beginning of a flood maker campaign. I want to get feedback on whether or not the offer is working or not.

If people are coming back and asking questions, that's a good thing. Hey, I didn't see anything about price in there. That's a good thing. I'm not trying to load it up like you would a sales letter to kill 1001 objections right away, because a lot of times I'm just gonna be assuming what I think the objections are going to be, and I wanna know for sure by getting those first conversations coming in now.

With that all being said before I start any flood maker campaign, the T three is what I complete first. It's the very first thing that I want to do. It's the very first thing that I want to understand. It's the basis of everything that's gonna be going on. And my first RSVP email is going to be this, right?

It's going to be this first area up here. With a call to action because again, I'm wanting to confirm that the offer is somewhere in the vicinity of what I'm looking to do. And if I'm getting a bunch of people that are responding off of just the RSVP email, then I know I'm going in the right direction because this is where my offer's focused on.

If it poops the bed, that's okay. We can go into our T one, which is a hell island, our first T one. That's gonna start to help me to create new angles, start having conversations, which are going to then begin to steer the the overall campaign. So I'm starting out with a cap formula here.

I've given you the child adult parent formula here 'cause that's where I like to be. And again, we want to paint as much. Vivid picture as possible for people. We want to create those mind movies. This one here is very to the point. It's a little dry, but it's also very concise, and that's why Travis is giving this to us as a template because it does get to the point and it tells exactly what's gonna happen.

The unique promise or the plan. This is your plan summarized, right? So remember we've got the before picture and the after picture. We've got the hour and a half TSA line. We've got the 15, or excuse me, the hour and a half line to get on the plane. We've got the 15 minute TSA line. There's that contrast.

So here we're wanting to stick our plan right here and we wanna be able to write it on a kitchen napkin, right? So it's really important that it's concise. We use simple Google Docs and Facebook Messenger and tap in sales from 500 to $40,000, right? So that's the plan. We want to be able, and again, the reason why I like to use this as a model, because it's really concise.

More is is not necessarily better, less is more concise. Brevity is gonna be your best friend when you're doing these. And it does take a little bit of work to get here, but it certainly can happen. Proof statement. We've got here the proof statement and then what's been stopping them. Again, very very key that we know that.

And again, this is gonna come from our offer document that we created originally. So we're gonna get a lot of this from there. As long as that's firmed up after we have conversations, what's been missing and, or what's different now. And it needs to be general. Then we want to go into specific why now.

This will change for a lot of people. So you'll need to customize this of course. And then what I'll do is what do we do now? Now, the one thing that's missing from this document is the risk reversal where I don't have a guarantee in here. I did that on purpose here just because I don't want people copying the same thing because all offers are gonna be different.

What my general guarantee is gonna be, at least for my stuff, is, hey, if you don't at least make. Your money back on your first campaign. I'll work with you until you do, right? That's generally what I'll do on my offers, but that's gonna be different for everyone. So we need to make sure that when we're dealing with our partners, what is the guarantee?

What is the risk reversal that we've got available to them. I also like to make sure, because I do my 10 payments of, that's a sweet spot both for myself and for my partners. And I make sure that we put in here that now this is not a monthly membership. I'm just financing PSM. Make sure anyone who would rather lead than have their ear glued to a phone, right?

The other thing is, now one other thing I don't have in here is the I-V-I-V-Q-I-V-Q. That's investment value qualifier. Again, that's gonna be a little bit different for everyone. But the IVQ statement that is in your offer document the investment of two 90 10 payments of two 90.

Many of, i, I would say something like single payment today of two 90, then just nine more payments of 2 90, 30 days apart. Now, many of the folks who use PSM get their money back within just two or three emails. As long as they have an email list that's got at least. 200 opens or a Facebook group of three of 300 people in it, right?

So that's the investment. Once we tell them the investment, we need to swing their attention back to to off of the price and back onto why they're here. And many of the people who get started with PSM make their money back in the first 20, or in the first two to three emails, right? So I'm swinging their attention back over here.

And then the qualifiers, as long as they have. 200 opens on their email list, or 300 people in a Facebook group, right? So those are the qualifiers. I don't have that in here because again, that's gonna be very different for everybody, but make sure that you have that in there. Now I've got some other things to cover here in the T three.

If you remember from the Rainmaker if you haven't been if you don't have bemer Backend Agency Marketing in Bemer, they have the Rainmaker campaign. Rainmaker Campaign required a G three order form, which had links, checkout carts. I. You had to set it up on its own individual page. It had a lot going on as far as tech goes.

We don't do that. All we use is just a Google Doc that does all the heavy lifting, but it is more personalized and it's something that's very nimble and we can move very quickly with it. And of course we start with that custom intro where we shared. We can set urgency without setting thirsty.

We need to make room reservations. For example, if you're selling a live event, we're not gonna be selling a live event here. Usually. I don't sell live events, but you certainly can do that. Selling live events is certainly something you can use the flood maker for. List what they get, not what they do.

I talked about that earlier. It's like what gets done is way more important than the deliverables. So for an example also it's no sit ups, we don't talk about. You don't have to do setups. We talk about just six pack ab, right? So example bullets. There's a couple of here of how to turn your list into passive income and why most people mess this up.

Flood maker templates that spit out sales while you sip coffee. And then the only email framework I've used to sell 2 million. So these are just examples of bullets. Pricing and payment tips. I only lead with. A payment plan in the Google Doc when we kick off, maybe later on down the road. If I go hybrid with it and it's just converting like crazy and I don't need to do taps anymore I can stick both the pay in full and the payment links inside the T three.

I've done that many times, matter of fact. And I will have a case study that shares that. And then I usually will end those with, just get back to me and lemme know if you're in, out or have a question or two. Follow up. We've talked about this, but we're gonna talk about a little bit more.

When we talk about when we t two people follow up is where the real money is at. You'll find that when you have a tapping conversation with someone and you send them a T three, if you haven't gotten their full commitment, chances are if they don't get back to you right away with, I'm in. Chances are they're and they take their time getting back to you.

There's something that we missed in the tapping process, so we're gonna need to follow up with them. I've got an entire follow up tap process for you in place. These are just a couple of examples of things I might do. Hey, did you put this on the back burner? Not sure what to do with you. Should I close the file?

Those are gonna be a little bit further down the process of follow ups, but those are just examples. They're polite nudges we like to say, and they save deals without making you sound desperate. That's the most important piece. You're not blasting a funnel, you're building trust. That's what happens with the.

Flood maker arc over time. Just because people might in the very beginning they they say, Hey, I'm in. And and then I don't hear from 'em for a day or two. And I follow up with them. I'm not too stressed about it because I've got more emails that are gonna go out that are gonna kill off more objections.

They're gonna kill more sharks. And I've had people come that have told me at the beginning of the campaign that they're in, and then maybe 3, 4, 5 emails down the road. They're like. Okay, I'm in. I've actually had people tell me they were out in the very beginning of the campaign and because of the emails continuing to go out, continuing to kill sharks they've come back to me and say, Hey, I'd like to reconsider.

Can I join? That's when you know the campaign's working really well. You can test offers without building infrastructure. That's super important. That's why campaigns aren't necessarily a terrible thing at all compared to say, a funnel. Funnels are gonna require a lot of big, pieces.

Getting that thing to change directions is like turning a, a bus around in a phone booth, right? But with this, we can do that. We can move in tight spaces. And you get real time market feedback. So we know that's a really good thing. But the thing is the reason why I love a Google Doc is that if it ain't gonna work ugly, it ain't gonna work when it's pretty right.

Nor when you try to involve 47 automations in 16 emails either, right? Your action plan is write your T three first. It's the core, the offer, okay? Craft your T one to feel like a text from a friend. Build a breezy two question T two filter to the crowd. If you can start out with a single binary question that's even better hand off your responses to your team if you need to, or if it's just you, which a lot of times it's just me.

You can run that and it's, I call it the one man millions. You can certainly do that. Follow up with non-payers and ghosts like a pro. I'm gonna make sure you have that in the follow up taps run it, refine it, and repeat. It's just human funnel on autopilot, and so let's go over a couple of other key things here.

I'm gonna include this document for you because it's really important. Keep the, when you first start your T three, you started out brief, three to four pages maximum. I use a 13 font focus on clarity over link. The other thing is too, if you notice let me show you an example here. Notice if I come down here to page set up.

Pages, boom. Now, when I'm writing emails, I like this because it keeps me tight, right? Keeps me within that one page Google Doc. But for like this, for an example, when I'm writing a T three, I like to go down to here to page setup, page list and click okay. And then what that does is you can see I don't have a whole bunch of stuff going on here, so people can scroll through the T three.

Seamlessly. It's nice, it's clean. They don't have a lot of page breaks there. But focus on clarity over link. Like we talked about as I showed you in Travis's example, brevity is your friend. And remember, less is always gonna be better in the beginning. Frame it as an invitation. I don't think I need to repeat that.

Some of these are gonna be really great points here to focus on the initial structure. Basic is keep it simple and straightforward. Focus on core value proposition. You can start to work on that, of course, from the offer angle tool, avoid overwhelming detail and present as a solution to specific problems.

Payment options, I always include the 10 pay payment plan. Initially I exclude the painful option. Make payment terms clear and keep pricing section brief as I showed you in the T three. You want exclude. No FAQs, no bonus section. No extensive deliverable list. No long details, no detailed curriculum.

I wanna know when I first send that, that T three out. If with as little information as possible. If people are coming back to me and asking questions or if they're even telling me they're in, then we definitely know that we're on point. But I'm looking to get feedback. Okay. There is no such thing as failure.

There's only feedback. And if I'm getting feedback from people, if they're taking too long or if they don't get back to me at all, I know I've got a problem. I know there's something wrong with the T three. But if they're getting back to me right away and asking me questions, then I know that I'm on point.

So don't be afraid to use minimal information. Now this is really important. I don't think this is talked about enough, but the evolution through the campaign, there's gonna be the T three, that's the launch version. It's minimal content, core offer only basic payment plan, essential information only, right?

But as we start to get through the campaign, I'm gonna begin to update the document. Okay. I can add proven language from our chat conversations. I can include successful case examples, incorporate common question responses, and add social proof as it develops, right? And in late campaign version, I can add a full pay option if it's performing well I can in and links especially both to the payment plan and the pay in full.

I can include tested objection handlers. Added, validated testimonials and expand on proven benefits. So the T two for an example, is gonna happen like this too. The T two I start out with a lot of times is, may not be the very same T two that I end up with after about three or four emails.

I'm gonna go through iterations of those things. And I think it's important to, based on the feedback you're getting from your T twos or the lack of information you're getting back from your

T twos, it's gonna, or the types of answers you're getting, it's gonna be important to maybe tweak those T twos.

The same thing is gonna be true with the T three is that you're going to go through an iteration. It's not going to be static, it's not going, and that's why you don't wanna start out with everything in the very beginning, trying to slam it full of a ton of stuff that you don't know what works. As you start out minimal, you start having conversations.

People start giving you feedback on the T two people start jumping in and start saying they're in after they've seen the T three. This is how you build this, and it becomes a living organism that eventually. Will convert way better towards the middle and end of the campaign than it will in the beginning.

So realizing you have these multiple stages that you'll go through content development guidelines. You've got your voice and your tone, conversational, natural. Again, use your partner's tone when you're doing this. And again, wanna show you here. If you haven't you can come over here into.

The voice alchemy. And again, you can basically have your T three. You can run that through something like Claude with the writing voice alchemy, once you've done it on your customer's voice, and it'll make that a lot easier. Okay. Solution focused, empathetic to their problems, structure and format.

Clear headings short paragraphs. Again, I treat it like I do a T one in a lot of ways. Bullet points for clarity. And then ample white space. Content priorities, problem identification solution overview, and the basic methodol methodology. Clear. Next steps. These are the key elements to add over time.

So chat validated content, right? Real prospect language, actual problems and descriptions, proven pain points, customer success stories if you have them. Objection handlers, add timer concerns. So once you're moving through it you can begin to add those time, identity, money, energy and reputation factors.

And you can kill those off inside, not only of your emails, but also inside your T three. Social proof, early buyer results. Quick wins, transformation stories if you have them in relevant testimonials, best practices, content management. You can update the document progressively. Keep a master version current.

Track changes that work and remove underperforming elements. And then read out clarity check, read out loud for flow. We do this with our T ones as well as for the T three. If you find yourself stumbling, chances are they're gonna stumble on it, reading in their minds, and it's going to break their focus and you're gonna lose them in that standpoint.

So read for confusion points. You want clarity, specificity, simplicity. Ensure clear next steps and maintain a consistent tone. Track which sections generate questions. Note common hesitations, document successful closes, and identify sticking points. So as you're bringing people on board, pay attention to those conversations that you had with them because there's gonna be gold in there.

Document those successful closes and identify the sticking points that you might've had with those closes that you that you were able to unconstrained through conversation. Common mistakes to avoid overloading initially, again, already said this don't give 'em too much. Poor positioning focuses on deliverables over outcomes.

Outcomes are gonna be the most important focus, emphasizing features over benefits, being too sleazy and using pressure tactics. And then structural issues. Making the document too long, right to begin with. Now, it's not uncommon as you go through the campaign, it gets longer as you build more and more demand.

In the campaign longer is gonna be okay because now you've got people that are reading it and it they're going to consume it. We don't wanna use complex language. Matter of fact, if I can, if I start getting over two syllables we got a problem. So I'm not gonna use big words that have, multiple syllables, like three.

I'm gonna try and keep it at one as much as possible. Don't bury key information. And then unclear call to action. So when we say burying key information we have something where we talk about and copy, like somebody will bury the lead. That's where the really best stuff that's gonna be the most eye catching.

The most appealing is gonna be all the way down at the bottom, buried somewhere where people won't get to it because it's all. Bunch of stuff at the top that is not gonna be interesting to them. So we wanna make sure that we are, not bearing some of the key things that are gonna be important, like the cap formula when we first kick off a T three, there's gonna be those key pieces there.

When to expand the T three timing indicators. So consistent sales are coming in positive feed chat feedback, clear patterns and conversions and strong response rates. When I'm getting this here, this is when I know. That I'm probably getting close also to being able to add the payment links in when this is starting to really happen and starting to really flow.

Content additions, again, proven language from chat, successful close arguments, common. Again, some of these objections that people have are, we could kill off using the critical parent both in our emails and also in the T three. So those are successful close arguments where people might have given you some pushback.

Or had some sort of objections and we were able to move through those. We want to include those in our emails and also in our T three common question responses. Then validate

validated benefits. And then final version elements, complete payment options, full pay, full feature lists, comprehensive comprehensive, FAQ and extended social proof.

We have it. Success metrics document the performance conversion rates. Time to decision. All of these things we have the capacity to do in our and there's a doc in the documents. So I'll have access to our master doc where we track our conversion rates, ba our opens, our T twos, how many sent t threes, how many sent how many payment, all those sort of things.

And we have that document. In the document section of the flood maker and then read through rate response speed. Again, this is really important. How quickly are they getting back to us? That is just as important in the beginning of the campaign, the middle of it, and especially at the end. Question quality and then the commitment level.

We want to, oh, make sure that we're questioning those commitment levels. And a lot of times we do that when someone says that they're in we they confirm they want the payment link, and then we confirm, Hey, are you a hundred percent, one role? We just make sure that we don't send out payment links unless somebody's 100% in they say that they're in, then they're gonna, they're gonna generally pay that.

If they don't give you their 100%, then it gives you an opportunity to check for commitment. It's kinda like a toll booth that you need to make sure you get through. If they don't pay, they don't play right. And then remember, T three documents should grow organically based on real interactions and proven content.

So start minimal. Let the actual customer conversations guide its evolution and you won't be able to go wrong. Okay? With that's it. When you do your T three, of course you can post those in the Meaningful Man School Group. If you wanna get some feedback on those but these will give you proven guidelines on how to go about doing this.

Starting out less is more. And you've got the short T three to begin to kick that off with. And if you have any questions, you can of course post those in the group and I'll see you in the next video. Thanks.