



Ryan Brazzell - 00:00

I don't know if you've ever been here, but I am in love with the city. It's amazing. It's clean, it's organized, everybody's very friendly. And I am reminded of why, like, so much in the US is messed up, comparatively unbelievable how. How beautiful and. And structured and people work better. Like, I'm a big systems guy and the systems here just work.



Nehal Kazim - 00:26

Let me get some tissue or something. One second. Sorry.



Ryan Brazzell - 00:29

Sure, sure.



Nehal Kazim - 00:30

Just because I have no idea what the hell's going on here. There we go. Goodness, that's cool, man. I. I've heard really good things, but I've never been.



Ryan Brazzell - 00:42

You will have to. You have. You have to check it out with your fam.



Nehal Kazim - 00:46

Let's do it.



Ryan Brazzell - 00:47

I am. I'm not under prepared here, but I. I guess I'm kind of like taking your guidance from what you know. So far. I

don't really have a lot to add to the conversation in terms of, like, what we've done. We sort of implemented some of the changes. I think we should look at the data and like, see what it says. And my mission with our work together is that, like, in the short term, I can make a decision in the next couple of weeks with what to do with the person who currently runs my ads, whether that's me learning. And then now I'm taking it over. I do have the. I do have the meta mcp, which is pretty sweet. So, like, I can just ask, like, I would chatgpt about my data and get anything that I need, which is amazing.

 Nehal Kazim - 01:33

I wanted to ask about that because, like, does it do both data sources in terms of what's happening in meta and what's happening on the back end.

 Ryan Brazzell - 01:42

So I can have it connect to both. I can. Actually, I didn't. That was a good idea. I can have it connect to my CRM and to. I have both of those sources as mcp and I can say, hey, take both of my data sources, compare and pull that. So short term is I need to kind of solve that problem so that we just have a system that's working long term. It's like, I'd like to be able to work with you guys in some way. Like when we can scale. When we scale everything up. And I just, I know that you know your stuff and clearly, you know, what we've been doing has been working and I think at scale, as we layer in the AI product and everything, it's like, I want to. I want to be working with the Best.

 Ryan Brazzell - 02:23

So that's like long term, short term is get it to where we're like, we can properly scale. So, yeah, I think you wanted to talk a little bit about content and that's all I got. That's all I have. That's all I'm aware of going into this.

 Nehal Kazim - 02:41

Yeah, yeah, I, I have plenty on my side, so I'm not like, concerned about that. My main priority is can I see the way you look at data now that there's more data on Meta versus, like what's happening on the back end on booked calls? Because main thing I want to see or understand at least is like, are there way more booked calls that are coming in that meta is not seeing? Do you know?

 Ryan Brazzell - 03:03

I don't think so. I think that I think we fixed the event tracking so that's all now accurate. So let me just pull up, like take a random day and I'll tell you on my end what I see.

 Nehal Kazim - 03:14



Yeah, let's just do last seven days. Okay, so last seven days I see. Yeah, so this is 16th to the 22nd, and I see five schedules scheduled. Sorry.



Ryan Brazzell - 03:26

Okay. And this would be confirmed booked calls. All right, so 16th through the 22nd, you say? Yeah, so 16th we have. So this would be the. So let's do this sort. So sending. So if we do what are.



Nehal Kazim - 03:44

Sorry, what are. What are confirmed book calls versus, like booked call schedule.



Ryan Brazzell - 03:48

Oh, no, this is like an action for my team. Go confirm a booked call. Okay, so on from the 16th onward. I see Brandon Victor. 4, 5. Wait, 1, 2, 3, 4, 5, 6. I see 6. And. But one of these may be not from ads. So let me just see. I'll filter, add, filter where source is not any of. Let's see, which one is it? Which one is it? Web form. Okay, hold on. Let's just. I can probably just see it directly. And I closed.



Nehal Kazim - 04:44

Is there a. Yeah, I just want to make sure there's no, like, filtering that would take people out of that.



Ryan Brazzell - 04:52

You mean. Okay, someone would access the lead magnet and then end up booking some other way.



Nehal Kazim - 04:59

What I'm saying is that if it's. If they have a tag of confirm and then you're already confirmed and now they're no longer in that list.



Ryan Brazzell - 05:09

They have a tag of confirmed or.



Nehal Kazim - 05:12

Confirm the appointment, but then they move beyond that phase, but they're not in that tag anymore. Would that happen or no.



Ryan Brazzell - 05:21

Oh, I see what you're saying. That's a good question. I don't know.



Nehal Kazim - 05:26

Okay, no worries.



Ryan Brazzell - 05:28

I'm gonna go to the source, though, and just like. Yeah, what iclose says about my. How many calls are booked. Just to make sure that data is totally. We checked all the event tracking stuff, so it should be fine.



Nehal Kazim - 05:38

Mm. So much security.



Ryan Brazzell - 05:48

It's. Yeah. So it's a lot. I mean, honestly, it's a lot. But it's also. From what I know about cybersecurity, it's also not enough.



Nehal Kazim - 05:55

Dude. I prefer that. It is painful. If I have an option.



Ryan Brazzell - 05:59

Yeah, we had somebody. I had somebody on my team, like, years ago that tried to wipe out the entire company.



Nehal Kazim - 06:06

Oh, my gosh.



Ryan Brazzell - 06:07

Dude, it was. It was a nightmare scenario. But luckily. And then they. And then they. They went on our webpage and changed everything in there to like, slander stuff. Like, oh, my God, assistant launch hates their people or something like that.



Nehal Kazim - 06:22

That is insane.



Ryan Brazzell - 06:24

Yep.



Nehal Kazim - 06:25

Yeah.



Ryan Brazzell - 06:27

All right. So cool.



Nehal Kazim - 06:34

If not, we can move on from here.



Ryan Brazzell - 06:38

Yeah. If I can't do it in, like, 30 seconds, I'll. Vienna is also home of the, like, world's best Christmas markets. Like, if you're into that. It's unbelievable. They have this, like, dozens of these massive markets that have every food imaginable, and it's like, if you have kids, it would be incredible. Right?



Nehal Kazim - 07:05

It's definitely on the list. I don't know why someone did this, but your best performing ad is off.



Ryan Brazzell - 07:13

Really?



Nehal Kazim - 07:14

Yeah. I don't know why.



Ryan Brazzell - 07:17

Well, this is the stuff that I want to get dialed in because it's. Yeah. Like, I. I can't at any point in time, I can't ever trust that it's, like, properly managed and stuff. So, yeah, we can move on from this. I'm fairly certain that. That those five ads or that those five leads match up and there might be one in here that came from, like, the website or something.



Nehal Kazim - 07:43

So the main thing I just wanted to confirm, essentially, was, like, based off of what we have right now, what do we do next? And. And I wanted to prioritize the ad side because that is, like, the next major lever, especially on conference on qualified leads, because from what I see here, last seven days, you're at about, like, 200. I think that is okay for this period of time. It's not the best, but, man, this is the thing that I was sharing. It's like the ad that got four out of the five conversions is off.



Ryan Brazzell - 08:16

Yeah. I wonder why that would be.



Nehal Kazim - 08:19

Yeah. And so I was like, okay, maybe it is a window of time that was being analyzed. We'll go back in here in a second. But then I looked at last two weeks and it's also the best performing ad. It's like all spend is essentially going to that ad and it got turned off and so I'm not sure.



Ryan Brazzell - 08:38

Turned off. It could be that it was turned off because of the holidays or something. Maybe. I'm not sure. I'm going to. I'm going to literally ask right now though and find out. Just hopefully in the meantime we have answer. Yeah.



Nehal Kazim - 08:54

I'm assuming this is actually not you or like it's your.



Ryan Brazzell - 08:57

No, it's not me.



Nehal Kazim - 08:58

Yeah, yeah. So this got turned off yesterday morning.



Ryan Brazzell - 09:04

Okay, sure. She'll actually give me answer. No worries. Have anything.



Nehal Kazim - 09:12

I. I'll give you the ad id. I think what she did is that she wanted to change something. Changed it. It processed and she's like, you know what, I'm just going to create a new ad and so. Yeah, anyways, that's the ad ID or sorry, ad name.



Ryan Brazzell - 09:30

What is it? Is it in the chat?



Nehal Kazim - 09:31

Yeah, it is Zoom chat here.



Ryan Brazzell - 09:34

New video 721. And would that be a problem or is that.



Nehal Kazim - 09:39

It's suicide. That's the only way I can explain it. Let me turn off the only thing that's working.



Ryan Brazzell - 09:51

Is there any other reason why she might have done that? Like let's say we gave her feedback because the calls we've. I told you this. Like the calls we've been getting a lot of the. Like one of the main things that we want to try to accomplish today is like how do we attract better quality audience. Yeah. So maybe she was doing that for some reason.



Nehal Kazim - 10:10

I don't know. I think she was. I think she was trying to update some copy because it shows that it went into pending process and it got active. Like it was active and then she turned it off and then did get turned off. So all this happened yesterday morning. EST or whatever. So we can like determine that. We'll find out. But what. One thing I'm not clear about. So first of all, the. The document you shared, I've been trying. I don't know if you sent it from a different email just so that I could use the same one overview. So sorry, I found it.



Ryan Brazzell - 10:55

And thank you for making all this happen by the way. Holidays and stuff. I really appreciate it.



Nehal Kazim - 11:01

Oh yeah, dude, I. No worries. I'm. I'm in hustle mode. So like we're go. I'm working on my own front end offer right now. I. I don't think I've shared it with you. I'm still working on a lot of nuances, but it is AI founder ads to create image ads in 30 minutes, essentially. And that was literally one of my.



Ryan Brazzell - 11:24

Questions for today, actually. Like, I. I have the ability to build anything. Like, anything. I mean, as you know, anything. So, yeah, if there's. If there's a workflow that I can develop, and maybe this is like, you know, for a later conversation, but if there's a workflow I can develop where we can just. Because we don't. We're not running any text ads right now. And I found a couple of examples where certain ads, I see them and I click them because I'm like, oh, this is really a simple ad.



Nehal Kazim - 11:54

I click it.



Ryan Brazzell - 11:55

And even some of the ads that we have, like the way that Cammie. Her name is Cammie, she's the one that's like, managing the ads the way that she will. There's certain wording around Lead magnet. She has the ad action, the call to action as. Learn more. And then I sent her. I'll actually just show you really fast. I sent her this example and I said, is there any way that we can replicate this? Because I liked the action of this ad. Let me see if. Can you see my screen?



Nehal Kazim - 12:30

No.



Ryan Brazzell - 12:31

Okay, I'll share real fast. So there's these little decisions that I'm not sure. I'm not sure if there's a valid reason behind it or not. But sometimes I'm like, hey, why did we do it this way? Yeah, so let's just look at. Yeah, here. I said, can we replicate the action of this ad? She said, what exactly do you want to replicate? A graphic with the text? So this is the ad. It's. It's just like text ad. And then in the inside the mobile view, it's just a button right below it that says download Now.



Nehal Kazim - 13:11

Yeah, that's. You could just change that.



Ryan Brazzell - 13:13

Click below and download my VA hiring checklist. I just. I thought it was really simple and easy. So anyway, yeah, I think that's great.



Nehal Kazim - 13:22

I don't. It doesn't really move the needle, so. So I think it's cool. I see his ads library and he has like, download on a bunch of them.



Ryan Brazzell - 13:34

Okay. Yeah. So I guess the original point of me saying all this is it would be once we get into a rhythm, if there's a workflow. If there's a workflow that I can use that will help me create more creative, that we can test, you know, more easily. Because I think right now we're just doing video and we. I've only run like 10 total videos ever. And so if I have the ability to write some, create something, an AI program or whatever that would, you know, use Nano Banana or whatever it is. Yeah, that would be an option for sure.



Nehal Kazim - 14:10

I, I can help you with that. I would say that it is a. Not a good use of time because it won't solve like core issues essentially. So we can get there for sure. I just don't think that I'll. I'll put it here at the bottom. So today is December.



Ryan Brazzell - 14:31

Yeah. I don't know what moves the needle. So when I bring things up, it's like, I don't know if having, you know, constant new image ads is what moves the needle or maybe at another stage.



Nehal Kazim - 14:47

So we're going to discuss that. I think the actual priority right now is avatar development. Copywriting, like copy guide of just like what you want to say. And then there is the offer, like positioning. Okay. And based off of this, you decide what to create. So.



Ryan Brazzell - 15:21

Here, These dictate creative type. Okay.



Nehal Kazim - 15:29

Yeah. So just to confirm people do it the other way around, which is like, let me choose a creative and then let me

put it into an ad type. Like, okay, but why? Right? It's just like an example done already. Yeah. An example is like, I'm going to do a UGC talking head video of me in a video format. Okay. What are you going to do next? It's like, I'm going to do more UGC of talking head. It's like, okay, but you're not creating creative diversity. You're not putting testing different app types and you're essentially doing the same thing over and over again without like any kind of like risks to have a radically different results, good or bad. Right. So it's within the pocket and so the pocket adjusting out of that would be like.

 Nehal Kazim - 16:19

If you look at what he's doing, he has a lot of image ads. Right. I think unless these are really crushing, he's just doing that and he has a couple videos. But I think usually people end up doing this because they're lazy.

 Ryan Brazzell - 16:35

Yeah, yeah. Because they don't want to record videos or test new formats and stuff. Right?

 Nehal Kazim - 16:41

Yeah, exactly. So let me see if I can show you. So we did a lot of their creatives and the overall creative diversity we have. You'll see like different images and jokes and memes, different UGC people, different formats in terms of types of assets too. And if you see an Ad, you're going to see something different later is the point. Right. But that still looks on brand and.

 Ryan Brazzell - 17:12

So gives the feel to the consumer that you're kind of everywhere. Is that like. Yes. Yeah, yeah.

 Nehal Kazim - 17:18

Because each impression ideally is still like a different ad, you know, so you'll see all of these like, they're still like different. So my point here is that if you do the avatar development, the copy, the like, and I would change the order of this like offer based off of the avatar and then the copy, then it goes into how now how do you show it and in what ad type. So that's all.

 Ryan Brazzell - 17:51

I'm pulling up a copywriting guide. Like I have a lot of this stuff. I think what I need is to actually put it together. Like I have, you know, who our audience is and maybe that needs to be refined. I have a lot of like, we've done a ton of copywriting because we wrote, you know, were sending 30,000 emails out a month, 40,000 emails at a month with a super scaled like, you know, dozens and dozens of emails inboxes, like sending emails and stuff like that. So we figured out like how to iterate and write different copy. And so we have like some examples of copy that has worked and stuff like that. So I think in that department we might be able to take some raw material and like come up with something good. So I can pull that up.



Ryan Brazzell - 18:39

We need it. Yeah.



Nehal Kazim - 18:41

If you can send it after we like it. If you can bring it up now, that would be great. Just so that if I need to look at it, what I would say is that we need to adjust it based off of what is working now and what the offer is now. And so that's my concern. So for example.



Ryan Brazzell - 19:06

If you're a founder, you know that all the books and podcasts talk about getting an assistant in your business, but nobody tells you the specific things that your assistant should be owning for your situation or how to actually pull it off. My company has paired over a thousand founders with assistance. So we built this cool tool, shows you the specific daily, weekly and monthly tasks that you've got.



Nehal Kazim - 19:27

Let's. What I've learned is that people want to be communicated to very slowly. Generally. Yeah, like way slower than you and I talk feedback, best perform. So the goal here is based off of what's working from this creative. We're going to go and like redevelop it essentially.



Ryan Brazzell - 19:58

Yeah, yeah. The cadence was fast because I was thinking that we Needed to get to the point fast because. Because we lose people's attention or something. Yeah.



Nehal Kazim - 20:07

But it comes off as anxiety.



Ryan Brazzell - 20:09

Yeah.



Nehal Kazim - 20:14

And they're already anxious.



Ryan Brazzell - 20:16

Yeah. No, you're right. Yeah.



Nehal Kazim - 20:22

So.



Ryan Brazzell - 20:23

And I think if you're a founder, you know that all the books. I think I filmed that like 20 times.



Nehal Kazim - 20:30

It's working. So, you know, I don't want to, like, discount it. I just. The way I look at this is like, what do we do to make it better?



Ryan Brazzell - 20:38

100%. If you're a founder, you know that all the books and podcasts talk about getting an assistant in your business, but nobody tells you the specific things that your assistant should be owning for your situation or how to actually pull it off. My company has paired over a thousand founders with assistants, so we built this cool tool, shows you the specific daily, weekly, and monthly tasks that you've got on your plate in your business and in your personal life, and then which ones should be handed off to your assistant. If you want this, click the link below. We'll send you a custom list and you can start buying back your time and stop feeling like you got a bajillion things on your plate every day. If you're a founder, you know that all.



Ryan Brazzell - 21:14

All the books and podcasts talk about getting things that your assistant should be owning for your situation or how to actually.



Nehal Kazim - 21:20

Like, from a hook standpoint, it is actually I placed over a thousand vas. Did you say VA or ea? And founders don't know what to tell them to do something like that. You know, it's like the.



Ryan Brazzell - 21:51

You.



Nehal Kazim - 21:51

You have a lot of credibility. It's just not at the beginning in. In that example.



Ryan Brazzell - 21:59

By the way, this was the response from my ads. She says, hey, it's being tested in another audience because since December 15, it stopped performing and capturing all the budget while the other ads weren't getting anything. So this. So since this is already low season due to the holidays, I wanted to give it a break and test the other creative suspect, especially your new ones. But it's running in the LAL ad set and already generated two leads.



Nehal Kazim - 22:32

Yeah, but not schedules.

 Ryan Brazzell - 22:34

You know, not schedules.

 Nehal Kazim - 22:39

So she's like a generator. Two leads. It's the wrong metric.

 Ryan Brazzell - 22:46

I'm going to say here. Yeah, two. Two leads or two scheduled appointments.

 Nehal Kazim - 22:56

Yeah, because she has. I think she literally means two leads. Okay, it's all good. Okay, it's all good.

 Ryan Brazzell - 23:06

If you're a founder, you know that all the books and podcasts. And for this, I mean, I have the luxury of having filmed a ton of content. So I could literally put together anything. Would this, would this style be kind of like. Whatever this is, where it's kind of just like from the phone, talking, etc. Or would it be B roll stuff? Or would it be highly polished, sitting in an office kind of thing?

 Nehal Kazim - 23:49

I would keep doing the organic ones before you do different styles. Like the thing is, from a creative type standpoint. Additional notes. There's creative types that you can do that are images. And so there are exaggerated versions of like paperwork flying in the air, alarms, red alert, alarm of fires, business problems. This is where I think AI could help. You know, these are all images and then there's just like the peace side of it because. And I've like surveyed different people too, especially on the AI side, because all the AI sites basically show people relaxing, like they're laid back and all this. And how many of those people actually connect with that? But your market may

connect more with that. And so this is at a beach.



Nehal Kazim - 24:54

Like most entrepreneurs can't even imagine themselves at a beach, you know, or there's like a small break to chill or go to the gym or grab a coffee.



Ryan Brazzell - 25:08

Like, there's not an image that resonates with a lot. I mean, I, I, at least I've had people that have told me this. If you go to our main website and you scroll down to. If you go to assistantlaunch.com and then you scroll down to just look on there, you'll see like an image of a calendar. We built that. Yeah, there you go. We built that to sort of show people we don't use it enough. I don't know if there's a way that we could use it in our ads, but keep scrolling right there. So this is like a very tangible thing of like, on the left is someone who doesn't have an assistant, on the right is someone who does. And maybe there's a better way to watch that.



Nehal Kazim - 25:53

Yeah, I think this is sick. I think it's. Even there's a simpler version of this that I would exaggerate in the sense of like.



Ryan Brazzell - 26:03

Half of it.



Nehal Kazim - 26:04

Yeah, yeah. And just make bigger blocks, essentially.



Ryan Brazzell - 26:08

Yeah. Because I think that one hits. Because it's, if you're trying to scale, you're looking at your calendar pretty regularly. And if you see that your account, you know, if you're like, what? Like, that's, this is actually, I literally did this all in Google Calendar, so that's cool.



Nehal Kazim - 26:31

I think there's also a version where it's like of hourly activity, hourly rate by activity.



Ryan Brazzell - 26:40

Right.



Nehal Kazim - 26:40

So this is thousand dollar an hour activity or 5,000, whatever the person aspires to. And then there is like \$10, \$5, \$8. And so. Yeah, I wonder if there's something. Something there. So they. Let me see if I can do this. This is manychats image. Let's see that.



Ryan Brazzell - 27:12

Yeah, I saw this.



Nehal Kazim - 27:15

So there are people who like it. I. I don't connect with it, but I'm curious if. If that is.



Ryan Brazzell - 27:24

Yeah, I remember you. I think you were the one who asked me about this. When I see it, I. I don't ever really aspire to do that. Yeah, Relaxing to me would be, you know, spending time with my. My fiance or going. Yeah, walk or reading a book or something. But.



Nehal Kazim - 27:43

Right, right. Cool. So we can talk about this a little bit further. I just want to finish this here because part of this is that this is a problem. Like this contact us. Right. I would put sign up or learn more is usually what we normally do. You can.



Ryan Brazzell - 28:09

Is wrong because it's. It's not the. Yeah, it doesn't connect to the call to action. It doesn't connect to the actual call to action. Right.



Nehal Kazim - 28:17

Yeah, exactly. Also, there are also considerations for not putting calls to actions because you just have more space.



Ryan Brazzell - 28:34

So.



Nehal Kazim - 28:40

I don't know if. Let's see a way to remove it for you. But the issue is. It's just that you just get more. Okay, let's just go through the ad one more time.



Ryan Brazzell - 28:56

If you're a founder, you know that all the books and podcasts talk about getting an assistant in your business, but nobody tells you the specific things.



Nehal Kazim - 29:07

Yeah. So I think right now there's a gap between what the landing page is and what this is.

Ryan Brazzell - 29:15



Yeah. So you're saying what. There's a gap between what the video says and what the landing page says.



Nehal Kazim - 29:20

Yeah. So for example.



Ryan Brazzell - 29:27

It. Yeah, no, that's really good. It's like straight to the point. And I can read it.



Nehal Kazim - 30:00

I can.



Ryan Brazzell - 30:00

I can go more slowly. So I could say, you know, I can say I've played. I've placed over a thousand executive assistants, and every founder I talk to doesn't know what to tell them, you know, or whatever. Thousand executives and founders don't know what to tell them to do as well.



Nehal Kazim - 30:17

Or what to give them.



Ryan Brazzell - 30:19

What? Yeah, don't know what to give them, but they know they need help or whatever it is. This is why I created the executive assistant Time Freedom report, where in 30 seconds, I'm going to show you how to buy back over 520 hours of your time and click the link.



Nehal Kazim - 30:43

No, it's like the continuation is like, I helped Jared buyback 100 hours. Whatever. You see what I'm saying?



Ryan Brazzell - 30:52

Yeah, yeah. So we, honestly, we have a ton of. I'll show you. Well, yeah, I'll share my screen really fast. We have, we have a ton of actual, like, not even case studies. We just, we have a lot of wins. We have people that actually succeed with what we do. So if I go here, this, there's ways where we could use this. Like, we get these every day, all day long. Best decision I've made in a long time. Coming on board with you guys. Thank you. I get, I mean, I can go up and down all day long referrals from clients. Love her. Thank you. Let's go. Like, we could just, we could have a ton of these. Yeah.



Nehal Kazim - 31:36

The hard part is like making it tangible. Right? So I think there's like the video testimonials part of it. I think that's cool. Or interviews you can do, etc, but from a. Just like, no, direct. Like, I'm going to show you so much value and blow your mind right now, you know where. Because the issue is like the goal is not to get an opt in. The goal is to get a qualified person who's going to become a client. Right. And so for those people, like, I help jared buy back 100 hours a month of his time. And like, it could just be like, how much did I do in terms of hours? The, the thing I was thinking is like, how do we do it based off of value? So it's like Jared makes \$100 per hour. And I.



Nehal Kazim - 32:35

Let me, let me just remove this one second. The variation of this is my client Jared makes \$100 per hour. And this year we saved, we bought back 1500 hours of this time. Right. And so the version of that would be like, John makes this much and Sally makes this much. Whatever. Right. And so the variables are like, I know my shit. Like, I've done this and I want to show it to you right now. And it's free.



Ryan Brazzell - 33:15

And how does this affect the type of clientele that we have booking? Because, I mean, obviously we could make this as we could. You know, I, I gave a bag of diamonds to Jared. You know, everybody would click the link, right? But like, how do you go from, okay, cool, we've made the net wider to we're only, you know, all the small fish are slipping through the net and the big ones are.

Nehal Kazim - 33:46



It's, it's not the right approach. I think the thing is like what is the net cost per qualified call? Right. So the net becoming wider. You can argue that this is actually making the net narrower because like if they don't want an assistant, like most people like the idea of an assistant, but don't actually want one or don't want to pay for one. And so the concept here from my perspective is like you're telling them my clients make a lot of money or whatever the hourly rate is.



Ryan Brazzell - 34:17

And that's this, that's the signal is the hourly rate thing.



Nehal Kazim - 34:21

Exactly. Your clients don't make \$10 an hour. They couldn't. Because they couldn't afford you.



Ryan Brazzell - 34:25

Right. Yeah. So let's just assume that they personally take home, you know, 300 grand. Right. Divided by 12.



Nehal Kazim - 34:38

It's by 2,000.



Ryan Brazzell - 34:40

Yeah. So \$2,000 an hour. You could, you mean we could probably even do like 500 to. Yeah, 500 to 5,000 is basically. That would be our speed spot.



Nehal Kazim - 34:51

Yeah. So what I'm saying is that you take your annual salary and you divide it by 2000 and so it becomes 100.



Ryan Brazzell - 34:57

300.



Nehal Kazim - 34:58

300,000 becomes 150 an hour.



Ryan Brazzell - 35:02

Got it? Yeah. Okay, that makes sense. That makes sense.



Nehal Kazim - 35:07

So for example, this would be 150 an hour. And so we could put this is 300k, then let's do one for 500k. And so that would be 250.



Ryan Brazzell - 35:20

Yeah. What we're attracting right now are people that their readiness to buy is a different story. It's, it's been a lot of, it's been a couple of people that we've had some no shows. That's been one. Which I mean. Yeah. That can be improved by just by attracting better people and then having our systems even more dialed in. So that's one. But the other thing is when we do get on calls with people, some of these people are just not financially qualified. So the business isn't doing as well as if they can't afford a full time assistant. They can afford a part time assistant.



Nehal Kazim - 35:59

What, what was happening before this change from, for you guys, for when you were book. Like when you had the longer funnel. Okay.

Ryan Brazzell - 36:10



Fewer booked meetings inconsistently. And when we're getting booked meetings, I remember them actually being pretty qualified. I mean we definitely, that's why we decided to keep doing this. So what changed?



Nehal Kazim - 36:29

Because it might just.



Ryan Brazzell - 36:30

I know what changed. I know what changed.



Nehal Kazim - 36:32

Okay.



Ryan Brazzell - 36:33

What Changed is we used to have a Calendly link that had specific qualification questions in there, and I removed that now. So the. If you go to the lead magnet, it takes their information that they fill out through the form and then passes it automatically so that you don't have to do anything but just click the time that you want to book. And it doesn't kick someone out based on a low business revenue. So if you just say test or whatever it is.



Nehal Kazim - 37:11

You're talking about the actual, like, booking page.



Ryan Brazzell - 37:15

So if you scroll down, This is the booking page and then you. This looks good. I like it. Yeah. So now here you don't even have to do anything. You don't have to qualify. You just click it and then it books the call. So that's too easy. Yeah, well, it is really easy. I mean, I wanted to remove as much friction as possible. But basically, yeah, what we're

eliminating is any kind of questions that would filter people out. So I. You asked for the questions that I used to use to filter people. I think I gave them to you on Instagram. That's. That's what we ask people that book from any other source. So it would be. Let me see. Yeah, I don't think you have to. I don't think you have to answer any questions.



Nehal Kazim - 38:26

I see it. It's like, what would you do with 20 hours back, etc.



Ryan Brazzell - 38:35

Yeah. So 20 hours back, that what that does, is it. It lets me know. Well, if they say, oh, I don't really need that much time back. Okay, well, if the problem isn't big enough, then we know. Yeah.



Nehal Kazim - 38:54

This is.



Ryan Brazzell - 38:55

That is the one specific thing that changed. Is it count? We used to have a calendly link in there. We also started using I closed instead of calendly. And I don't think that has any difference. It makes any difference. But that also. We also stopped getting as many booked calls.



Nehal Kazim - 39:21

You stopped getting as many book calls.



Ryan Brazzell - 39:23

Sorry, sorry. They weren't. They weren't as qualified.

Nehal Kazim - 39:26



Got it.



Ryan Brazzell - 39:27

And I think it's because when we switched to I closed, that's when we stopped asking questions.



Nehal Kazim - 39:37

I'm just going to put this here. Got it. But from the data that you shared, it was still essentially like very low cost per bookings. But even with the qualified people, it was still like very low cost for qualified booking. No. Yeah.



Ryan Brazzell - 40:03

I mean, yeah, I. I don't even know what success looks like. So I just give you the data that I have and hope that we're on the right track and.



Nehal Kazim - 40:13

Okay.



Ryan Brazzell - 40:13

As we see as, we see things like, as we see certain indicators improve and you go, hey, cool, you should probably double down on this. I'm going to go, awesome. Let's ramp it up to 10k and then let's ramp it up to 20 and then let's ramp it up To 30. That's the goal.



Nehal Kazim - 40:29

Yeah. The thing is like I, I have a pretty good idea of like what I'm looking for when it comes to the cost per book

call. But it's like cost for qualified book call is the issue. Right. So the way that we go about this is like from the people that are booking. The expectation that we had previously was how many of those people actually buy. And I think this number is like probably not the right number. The 40% it is. And I put 30% here.



Ryan Brazzell - 41:04

I think it's lower than that right now. Right?



Nehal Kazim - 41:06

Yeah.



Ryan Brazzell - 41:07

Enough qualified buyers.



Nehal Kazim - 41:09

Yeah. And I, I put this here as well and I'll add in terms of like it's not that, not enough is that it's not considered in the model qualified scheduled calls booked.



Ryan Brazzell - 41:25

Why wouldn't it, why wouldn't you have considered that?



Nehal Kazim - 41:31

Because it was considered. So I put show up rates not considered. But I think there is like the gap between books calls to purchases and what we discussed on like our very first call was like, oh, these guys are closing at 40%.



Ryan Brazzell - 41:46

Yeah.



Nehal Kazim - 41:47

But I just don't think that's, it's not happening.



Ryan Brazzell - 41:50

The new, with the new paradigm, whether it be the language we're using in the lead magnet, the language you're using in the ad or the video, that's the biggest change is that I'm seeing people that are clicking the lead magnet and they're booking but then when I talk to them it's a grab bag of like not qualified things. Either they're shopping around or they're really price sensitive. And that's like our, the type of founder that we want to work with. They are aware that they have a problem. We are able to easily communicate to them that we have the best solution and that it's going to solve the problem. And you know, it's that it's who we're used to selling to. Maybe that's not the case with ads, but.



Nehal Kazim - 42:44

No, I, I don't think so. I think there's like different ways to still attract those people and I think there is an opportunity in the text description or the ad or the bottom like test description. Start test description and or in the ad and what you say is seven figure CEOs, you know, and executives.



Ryan Brazzell - 43:17

And then you say it really our ICP is if you're, if your business revenue is above 500k maybe what I could also do is eliminate all the options below that in the drop downs as well. Just to sort of people go like self identify when they're filling out the lead magnet. That's one option. But yeah, if they're doing 500k. Let's see what is 3%? 500k, 500,000 divided that way. 3k.



Nehal Kazim - 44:02

6%. Is that what you're looking for?



Ryan Brazzell - 44:04

Yeah, yeah. So that's 6% of their, of the revenue which is like not that egregious. Because I'm getting, I think I'm getting a lot of people that say under 100k. Let me see leads, leads, leads, filter. And we want to see, Here we go.



Nehal Kazim - 44:44

Columns.



Ryan Brazzell - 44:44

I'm just going to show this to you really fast just to see if it stimulates any ideas. All right, so we go to columns. I want to see. Revenue apply. Sort by date created. Sort by date created. Descending. All right, so these are some of the leads that came in and we're seeing 500 to a million to three. James Graham. Three to ten. 500 to a million. A million to three. A million to three. So actually not, it's not too bad.



Nehal Kazim - 45:30

I don't think that's a problem. Yeah, I would still change it if you go back to the document.



Ryan Brazzell - 45:38

I don't actually have it. Oh, I've been looking at yours.



Nehal Kazim - 45:45

I'll put it here in the chat as well. I think we should change it to something like this which is under 500. 500 to a million. Million to five. Five to ten and ten plus. Okay, you have five options right now. What do you think? Or do you want to limit to like 5 million plus?



Ryan Brazzell - 46:11

No, I mean we have clients that are multi hundred.

Nehal Kazim - 46:15



That's the thing. I don't want to like create a situation where it's like oh, you only work with small entrepreneurs, you know, I.



Ryan Brazzell - 46:22

Don't want that either. Yeah, our ideal client, I mean the ones that we do best with they are doing between a million and probably 5 million because beyond 5 million they have enough experience and have worked with enough people where they are maybe too busy to bring an assistant on and maybe they already have an in person team. So they don't, they're not really open to having like a remote satellite person.



Nehal Kazim - 46:55

It's so crazy, man. The amount of friends I have who have businesses over 5 million that don't have an assistant. It's like most of them.



Ryan Brazzell - 47:03

Yeah. It blows my mind. I wouldn't be like, I have. This is why, this is why we have this business. Because like. Yeah, I talk to people all the time. I don't know how, if they knew how much more.



Nehal Kazim - 47:15

Yeah.



Ryan Brazzell - 47:16

How much more they could function and how much more they can get done and how much easier it would be.



Nehal Kazim - 47:20

Yeah, yeah. It's crazy. So I do think that there's an opportunity here. I just. Let me think about this further because there is seven eight figure CEOs, executives. The thing is you're, you don't have to limit. You're, you're not trying to limit yourself to that. You just know that the minimum ideally is that there's like a. 500,000 a month, 500,000 a year in revenue. Minimum. That's why one of the things I was consider. Move this change form to. One of the things I was considering is that the, this part, which is in the ad, in the test text description at the bottom it says minimum \$500,000. You could do. It's a report. So it's like to some people it might be an asshole move. Right. And so we can discuss that also. We have to talk about this page.



Nehal Kazim - 48:33

Let's see if we can get to this.



Ryan Brazzell - 48:39

Because.



Nehal Kazim - 48:42

My concern here is that did it keep the promise.



Ryan Brazzell - 48:49

Okay.



Nehal Kazim - 48:50

Of your opt in. You know, and right now I don't think it did.



Ryan Brazzell - 48:59

Yeah. So the, the report gets sent to the email. So that is part of it. And then the bonuses that are on the page are not there yet.



Nehal Kazim - 49:13

Yeah, yeah. But what I'm saying is like, it's not clear of like, oh, go to your email right now. I feel.



Ryan Brazzell - 49:22

Like you opened a lead magnet and then got, didn't get the thing that you were expecting.



Nehal Kazim - 49:28

Yeah, so I just got your, the email as well. And.



Ryan Brazzell - 49:42

Part of it too is I just wanted to get this up and running like as soon as.



Nehal Kazim - 49:45

Yeah, of course, man, of course. That's, that's why I don't like just what it is. I have ideas for you on the PDF too. Essentially what is the generic version and then here's recommendations for it based off of your website. Because right now you don't know anything about me. And now you pigeonholed me into what I should delegate without knowing who's on my team, what do I do, where do I work, you know, and so I think it's more so of like here are the opportunities. Here are recommendations so we can. We can discuss that. So I'm just going to make a note on and I'll send this to you after the call to. Of PDF level adjustments. Thank you. Page adjustments. Because man, it's like people are not going to book a call because of the current setup.



Nehal Kazim - 50:44

You know, I don't feel like what could we do to actually keep the problem?

Ryan Brazzell - 50:50



So. So if the goal. Okay, yeah, you're right. If the goal is to just destroy them with value. That. The fact that doesn't happen is why there's an incremental loss in booked calls. Yeah.



Nehal Kazim - 51:03

Yes. Yeah. Or at least the wrong people booking the call because you didn't create confidence yet.



Ryan Brazzell - 51:12

Yeah, yeah. I'm leaning into that this year a ton. Just with all of our market like give as much away as we can. Give as much value as we can. I mean this has always been the case.



Nehal Kazim - 51:23

Yeah. And you have so much.



Ryan Brazzell - 51:27

Do you have any examples of what you would like? We've done it all. We probably have more experience in this space than literally anybody. Do you have any ideas as to what you would like to see or what you would find valuable or what the market might.



Nehal Kazim - 51:45

The starting point is just like copy the. That's proven in terms of like Dan Martel stuff. Of like, hey, fill in the blank of this stuff. Don't. You don't want to fill in what your EA should be doing daily. Book a call. The goal.



Ryan Brazzell - 51:59

Lights turned off. Say that again.



Nehal Kazim - 52:01

I just want to make sure it's clear of how I'm thinking about this. The opportunity here, the mindset is educate, overwhelm and book a call.



Ryan Brazzell - 52:17

Okay.



Nehal Kazim - 52:18

All the best CEOs don't do anything actual work. Right. They delegate all of it. And so they just need to feel smart enough to get empowered to do like. Okay, now I understand the model, the lens that you're looking at it, you do it. That's. That's the whole point.



Ryan Brazzell - 52:39

I see. And we're not getting them to that point at this the way that it's at all.



Nehal Kazim - 52:44

Yeah, yeah. So that document, that template, that EA template that Denmartel sends out, like no one fills it out. I think most people don't fill it out, especially if they don't have an assistant because it's like, who the gonna get do that?



Ryan Brazzell - 52:58

Okay, here's something that I have that might be an interesting one. All right. I'll share it with you really fast. So when we onboard a client and we're actually taking this and we have it all baked into an AI workflow and we're building custom models for every client that comes in so our EAs can ask questions. Can I share my screen really fast?

Nehal Kazim - 53:19



Yeah.



Ryan Brazzell - 53:21

So one of the things that we used to do is like when we onboard a client we, we give them a quick like a form that they fill out and it automatically generates a Google Doc with their partnership playbook which is everything about them, everything about like how they fly, yada yada. This could be something, I mean we used, this is, you know, like it's, it would be valuable. It creates a 53 page document that has everything that you could need to know about an assistant. Right. That could be something that we give away and we just say hey, like here's a list of all the buttons and shit that you can do once you access the lead magnet. One of them is like generate your partnership playbook, you know, or whatever. I could, yeah I could.



Ryan Brazzell - 54:08

It's just an automation and stuff that we link together. They have to fill out a form which that takes like 15 minutes.



Nehal Kazim - 54:15

But it's not about that. That's too much value upfront. Personally. That is a client only activity. Create the pain of saying here's the fill in the blanks. Or you could work with us and I'll show you how to automate it. Right now you're not creating enough of a gap. And then this is a perfect lead magnet that gets integrated into your hero lead magnet that we're talking about. Right? Which is when you request your report support. I will also send you this as a bonus. I think you need to create enough pain, enough of a gap of they're just getting even more anxious to go above, over the edge like you. You showing them an ad is not the first time they've considered an ea. Just don't know how. What else do you have? Because I think you have a lot more.



Nehal Kazim - 55:07

Like I just saw your four week EA accelerator guarantee. That's not on the thank you page.



Ryan Brazzell - 55:13

Yeah, that's, I mean that's so the way that we operate as a company is we have three things. We give you the person. That's only 1/3 of the equation, right? The right person. If you go in the open market, nine out of ten of them haven't been trained. They've been trained by other founders who are also super fucking busy. Didn't know

what they were doing. So solve problem number one which is like get the right person. Problem number two is the right system and Process the operating system that you guys use. If I always tell people this on sales calls, I'm like, if I asked you, how long do you think you should be on a call to your assistant Every day, every week? Is it once a day? Is it an hour on Friday, Is it an hour on a Monday?



Ryan Brazzell - 55:52

They'll go, I think we should talk to him like 45 minutes twice a week. I'm like, no, it's every day. 15 minutes. That should be it. More than 15 minutes. So knowing the rhythms and routines is part of it. And then the last part is like we actually provide the support. Support integrating someone through this four week accelerator. And the four week accelerator is week one. We integrate one of the four key pieces that an assistant needs to actually be successful, which is email ownership, calendar and time and energy ownership, personal life ownership, and then recurring processes in the business. So like those are our core four that we call them. And during the four week accelerator we go, are all systems installed? Do both parties understand how to own and manage, how to get the EA to own and manage email? Cool check.



Ryan Brazzell - 56:36

We move on to the next one. Cool check. We go to the next one. So that's how we. It is a guarantee because no one gets to the end of four weeks without being successful. Like we just, we would refund your money and we would know about it before. Yeah, we would know about it and bring it up and be like, hey, this isn't working or something. It doesn't happen. The doesn't happen.



Nehal Kazim - 57:02

Very interesting. So I have, let me show you what I have here. And my zoom's been freaking out all day. Okay, there we go. I think this is crazy that it's not on there. I think there's like, this needs to get restructured. I'm just going to put. Thank you, Paige. Restructure.



Ryan Brazzell - 57:31

Report.



Nehal Kazim - 57:31

Restructure. Yeah.



Ryan Brazzell - 57:38

The guarantee just, it would help a lot.

 Nehal Kazim - 57:44

Yeah, it's a big part of it. And. This is like a guilt based messaging, I think. Yeah, right. It's like to me, I think there's parts like types of entrepreneurs that are like, I'm ready to let go. Like that's, there's usually a big identity crisis of like I only answer my emails, I message respond to my Slack or both meetings or whatever. It's like, no, I'm, I'm beyond that now. And so. But I think the more tangible stuff is like buying back your time, like doing thousand dollar hour activities or whatever, you know, whatever the number is that you think that people connect with. It's like 5,000 or \$10,000 an hour activity. The. The issue right now. And we. This is a different call, but sure. I don't know what to do comes to this post. So we'll go to that.

 Nehal Kazim - 58:43

When it comes to. Just to go back to the creative. Do you have any. You said you have some of these documents.

 Ryan Brazzell - 58:51

Yep.

 Nehal Kazim - 58:52

Okay. So I put copy guide. Do you have. What else do you have? I've got.

 Ryan Brazzell - 58:58

I mean we all. All of the resources that you could need. Common objections. I took all the data from our past 50 sales calls and pulled out all the language that they use.

 Nehal Kazim - 59:11

Awesome. Yeah, that would be awesome. 50 sales calls summary.



Ryan Brazzell - 59:19

Put it into a notebook. LM.



Nehal Kazim - 59:22

Yeah.



Ryan Brazzell - 59:23

Thing so I can query it, you know, whenever I'm creating sales copy. Yeah, it's crazy.



Nehal Kazim - 59:30

Do you have. I would separate this to close deals. I don't know if you've done that.



Ryan Brazzell - 59:38

No.



Nehal Kazim - 59:43

From all the sales calls I do like there's very little nuance or it's very low volume of information. That is the difference between someone that we move forward with or not. Because usually we disqualify them early. Whatever. That might be a little bit different for you guys because it is more volume. Right. But I'd be curious if there's anything different here. So.



Ryan Brazzell - 01:00:08

Yeah, there wasn't before. There wasn't because so much of our lead traffic came from referrals and like validated sources. Now it's. Some of the old tricks didn't really work. Or don't.



Nehal Kazim - 01:00:22

Yeah, exactly. It's supposed to be. It's supposed to be harder to row. Yeah. Yeah. One thing I did want to ask you is I saw people are messaging you. Is that normal from ads?



Ryan Brazzell - 01:00:37

Are they messaging. Messaging me from ads? Let me see.



Nehal Kazim - 01:00:42

Maybe you don't manage that part. So.



Ryan Brazzell - 01:00:45

Yeah, I. I'm trying to think where that happens. People message me because people message me in my DMs because of my organic content. Are you seeing messages coming in as a result of the ads?



Nehal Kazim - 01:01:04

Correct.



Ryan Brazzell - 01:01:05

Okay. Yeah, we might have some ads that say DME EA or something like that.



Nehal Kazim - 01:01:10

No, this is from the best performing ads. Really? Yeah.

 Ryan Brazzell - 01:01:15

Interesting. I think maybe would it count as a conversion if they watch the ad click my name and then message me?

 Nehal Kazim - 01:01:25

Yes. Well, they'll count as a conversation but not a conversion anywhere else.

 Ryan Brazzell - 01:01:30

Yeah, that might be how it is because in my In my profile it says DM me EA to buy back time.

 Nehal Kazim - 01:01:37

Yeah. So that's great. I mean, you know, wherever those people Come from. So it looks like messaging convert. Like there is. There's only three. I thought it was this one too, but it's. This is only messaging.

 Ryan Brazzell - 01:01:53

Yeah.

 Nehal Kazim - 01:01:54

I don't know. I guess these are old people restarting conversations. So that's. That. That includes old people, which is six and new or three. That's not a crazy amount, but it is usually higher indicator, you know.

 Ryan Brazzell - 01:02:06

Yeah, I mean I'm. I'm down to. To do. Because we have the infrastructure on the. The back end to sell to people that just want to message back and forth instead of, you know, going up on a sales call. It would be a good idea at some point to. To do that on the creative side. Like obviously I'm in a bunch of really cool places for the next couple of weeks and it might be interesting to take advantage of that. What would you recommend I do to. There's. There's a. Several things to change here, but. Am I shooting new videos? Am I creating some text ads?



Nehal Kazim - 01:02:45

Yeah.



Ryan Brazzell - 01:02:45

What do you think would be like the next step?



Nehal Kazim - 01:02:48

I just want to make sure. So from the best performers, like I would create this exact ad.



Ryan Brazzell - 01:02:55

Yep.



Nehal Kazim - 01:02:55

I'm just going to move this.



Ryan Brazzell - 01:02:58

I'll literally do that tomorrow.



Nehal Kazim - 01:03:01



Awesome. And I will put this here. Obviously change names and all that stuff, but. Get your. So this is the script. Okay.



Ryan Brazzell - 01:03:31

And there's only one script, is there? Or is there two?



Nehal Kazim - 01:03:34

There's two. Which is one's DM me here is like hourly rate. Right. Here's how many hours I got back. So it's 1500 hours this year. Mm.



Ryan Brazzell - 01:03:55

And would. And would the video have like a pop up of this guy's face or something like that or. Oh, I think I lost you. Is it my connection? Let me see here. Oh no. Oh no. There we go. Can you see me? Earth? Hello. There we go. Yeah, I was. Sorry I lost you for a second, but you were saying you were talking about the script and then it cut out.



Nehal Kazim - 01:04:58

One is based off of hourly rate and time. The other one is based off of just time that I saved him this year.



Ryan Brazzell - 01:05:07

Perfect. And would you. In the actual edit, would you have him like a video of that person. Person playing or a photo pop up of that person? Or am I just saying it and moving on?



Nehal Kazim - 01:05:22

If you have it, I would point at them. I just don't know if like this might trigger them, you know, like how much they make per hour.



Ryan Brazzell - 01:05:33

Yeah. The actual plan.



Nehal Kazim - 01:05:38

Yeah. I. Can you use EA's photos or no?



Ryan Brazzell - 01:05:45

Yeah, probably.



Nehal Kazim - 01:05:54

I would just. I would just call it out because it's very quick and I don't know if we would send me the video as when you record it and can decide, but it was like I helped Jared buy back 1500 hours of his time, you know, or, and if it sounds weird, it's like I help Jared, a IT exec do that. I help John, who runs a coaching business, save this many hours, etc.



Ryan Brazzell - 01:06:18

Yeah, yeah.



Nehal Kazim - 01:06:18

That might make it more real.



Ryan Brazzell - 01:06:20

Yeah, yeah. And I actually could use, I could use the names of some real like again, we have some higher profile or higher like you know, the dudes that run multi hundred million dollar companies and stuff like that. I don't know if I could necessarily call that out, but maybe I'll play around with that.

 Nehal Kazim - 01:06:50

There's one, there's one addition that you could do which is like we have clients who are making fun of 500,000 a year to 500 million a year. Right.

 Ryan Brazzell - 01:06:59

And so that all the time on sales calls.

 Nehal Kazim - 01:07:02

Awesome.

 Ryan Brazzell - 01:07:04

Yeah. So we. Yeah, got it. The problems are the, I always say we have clients that are doing 500k, we have clients that are doing 200 million. Like the problems are all the same across the board. You're trying to buy back your time so you could focus on what's, you know, on what's most important to your personal life and your business.

 Nehal Kazim - 01:07:31

Yeah.

 Ryan Brazzell - 01:07:32

Like the problems are the same at every level. I mean, basically.

 Nehal Kazim - 01:07:35

Yeah, yeah, for sure. Very similar.



Ryan Brazzell - 01:07:39

So next steps wise for me. Take what's in this document. I'll record a new piece of content or several new pieces of content.



Nehal Kazim - 01:07:47

Yeah.



Ryan Brazzell - 01:07:48

Update the landing page kind of based on what you were saying, which was, hey, I need to understand. Number one, it needs to feel like it's a lot of value. Number two, I need to understand that I, when I deliver on that value, like creating a gap where it's like, oh, this is a lot of, there's a lot of things that I need to do and then these people could actually help me and then book the call. Yeah. Add in the language around the accelerator, all that stuff.



Nehal Kazim - 01:08:19

Yeah, Yep. If you can share some of this stuff, that would be cool too. But you know, I, I think, I don't think we, there's like an offer problem right now. It's just like that gap and showing your proof, you know, because most people won't watch these videos, they're just going to scroll through them.



Ryan Brazzell - 01:08:37

Got it. And what proof to you looks like what, what proof? As a, as a savvy founder, what does Proof look like to you thing.



Nehal Kazim - 01:08:50

Is from a spotlight standpoint like these are the wrong takeaways. These are not tangible. These are all subjective

soft stuff.



Ryan Brazzell - 01:08:59

Yep.



Nehal Kazim - 01:09:00

Right. So how many hours like I haven't a flex is like I haven't looked at my email in two weeks or four weeks, whatever, or months, you know, it's like oh, I couldn't even imagine, you know, or I haven't booked a call in months or my assistant does all my note taking, all my admin, all my invoicing and I don't think about that at all. And that was the biggest thing, you know. So I would put like what are the most emotional things that are mentally taxing and put those as a thing that you just solved with a guarantee.



Ryan Brazzell - 01:09:41

Okay, I got some work to do on this. So I'll get started, I'll get a video going and then the whole goal of this is that we're optimizing for you know, the, as we create more pain and as we show more authority that's going to attract a better, more qualified.



Nehal Kazim - 01:10:02

Yeah, yeah. Because here, I want to put this here too which is like the EA doc, the 50 page EA doc. And the purpose of that is just like again the part of the pain of just like the creative template, you know. And so there's a lot of resources you can layer in via email too. Like later could do different stuff for like retargeting as well to like activate them again. But I think the bigger issue right now is solving the core thing of like hey, I said I was going to do this and did I do it?



Ryan Brazzell - 01:10:37

The problem with sharing some of the resources that I've got is that if I share certain resources I'm going to be attracting an audience of people who are do it yourselfers that wouldn't do it anyway. And that's the only, there's nuance to that. So like you know, you get people who just want me to tell, they want me, they want us to tell them the best way to find an assistant and the best way to onboard them and all that stuff.



Nehal Kazim - 01:11:04

So yeah, but I think there's ways to do it. Like for example, I teach all of like the ad stuff, right. And then at the same time there are people just won't want to do it. So there's like a percentage of people who are always like in market or willing to switch the other way to protect yourself if that's a concern. It's just like give partial parts of it. Yeah, right. And so here's one model module out of the 50 page. And so if you want the other eight, book a call.

 Ryan Brazzell - 01:11:28

Yeah, yeah. We've got a lot of resources. We could do that way.

 Nehal Kazim - 01:11:32

I just want to be concerned about that because if people are going to take it, they're not going to do it anyways. They're not going to be like, oh, now I have the structure, now I can do it myself. It's like it won't solve a core issue.

 Ryan Brazzell - 01:11:42

Yeah. All right, well, I'm gonna think more on this. I've got a ton to do and it's several days over the holiday to do it, so.

 Nehal Kazim - 01:11:49

Yeah, yeah, I'm around, man. Message me. Feel free to ask any questions.

 Ryan Brazzell - 01:11:53

You're the man, dude. I really like, I can't tell you how confident I feel going into this next chapter, just knowing that, like, we can build this out together. And very. I'm very coachable in that. I work with somebody, do the thing. I work with somebody, I do the thing and I've.

 Nehal Kazim - 01:12:09

Right.



Ryan Brazzell - 01:12:10

It's a great, It's a great relationship, a great way to do it.



Nehal Kazim - 01:12:12

So I, I agree, man. And I, I think you're. You're implementing fast. I think there's opportunity to go like, faster as, you know, once you're back from the trip too. And I think there's like, we solved a big part of it, which is like the initial, like data and decision making. Now it's like, okay, what's the next block, you know, or what's like the next unlock, essentially, which is right now, just so that we're clear, I put it on the document as well, which is Avatar offer copywriting. Right. And then that will go. I'll just put levers here just so they're super clear. In that sequence.



Ryan Brazzell - 01:12:54

Yeah. I have a buddy of mine who's a really great marketer on the E comm side and he, I spent like two hours with him the other day on just email marketing. And so we're getting that back end.



Nehal Kazim - 01:13:07

So that's cool.



Ryan Brazzell - 01:13:09

How do you sell things on autopilot on the back end? We're getting the whole nurture sequence set up and doing. We're going to run a scholarship thing. A scholarship. Like we're going to give away an assistant for a year and we're going to use that as a attraction mechanism. And then.



Nehal Kazim - 01:13:27

That's pretty crazy.



Ryan Brazzell - 01:13:27

There's a bunch of crazy you can do. He's, he's done it before and it was wild. Like you get your cost per lead is super low. And yeah, I, I don't even remember all the details, but we got a really fun Q1 plant. So.



Nehal Kazim - 01:13:44

Yeah, yeah, send me more about that because like I've seen people do that for Ecom for sure. The only way it works is that the entry is based off of dollars spent, you know, So I think there's something there potentially. But also it is, you know, how you optimize that because you're. If the net cost were booked or a qualified call and that process is still worth it, you know?



Ryan Brazzell - 01:14:09

Well, I mean, imagine if I said to you, hey, do you know any founders that like are so busy and they need an assistant? Like giving away a year. We're giving away a world class assistant for a year. Like give me their. Right, right. They get into a funnel and then for the people that didn't win and we'll have someone that we pick. Yeah, of course, obviously we'll get to the people that don't win. Then they get a discounted off some crazy discounted offer that gets sent their way that is like, hey, your first three months are free or whatever it is.



Nehal Kazim - 01:14:44

Yeah. I would do it so that it is based off of like you and your friend or whoever you refer. Either of you guys could get an employee for a year just because like people who have money, like, I don't know if they're, they would want to do it depending on the person, there's like a status and ego thing of like, oh, I'd rather just pay for. So that's something.



Ryan Brazzell - 01:15:09

Yeah, that's true.



Nehal Kazim - 01:15:10

That's one.



Ryan Brazzell - 01:15:11

I'll keep you focused on it too because like, or I'll keep you as I start to roll it out, I'll tell you how it goes.



Nehal Kazim - 01:15:18

Yeah, sounds good. Let me know. Send it over as you're. As you got it.



Ryan Brazzell - 01:15:21

So cool, man. Thank you so much for your help. Hope you guys enjoy the holidays and all that. I will. I'll let you know over the next couple days as I get this rolled out and I'm stoked. I can't wait. I'm really happy.



Nehal Kazim - 01:15:34

Let's do it, man. I'm excited.



Ryan Brazzell - 01:15:36

Peace out.