

## “What Businesses Are The Biggest Cash Cows?” And Other Frequently Asked Questions For The HMI A System

In this two-part audio, you'll hear David answer specific questions from his students about everything from how to market the workshops to whether or not they should carry a laptop. And like always, you'll get all the intricate details. So if you have a question in mind, chances are, it's covered in this two-hour discussion.

### Part One: Take The Pressure Off Yourself... And Your Prospects

Most likely, you're going to be nervous before your first workshop. It's completely normal and completely expected. But there are ways to alleviate the stress. And in Part One, you'll hear all about them.

David says it helps to just be yourself, have fun with it, and NEVER even think about selling. This takes the pressure off of you and your prospects. And believe it or not, it's the non-threatening, no-sales sales pitch that gets them every time.

#### Questions Covered In Part One:

- What businesses work best for first-time consultants?
- All about the 15-minute free consultation – what to do, what to say and what happens when the 15 minutes are up?
- How does David talk about stuff for 4 hours at a workshop?
- What day and time work best to run workshops?
- What to outsource, where to find the help, and what you can expect to pay
- All about setting up squeeze pages for clients
- How to track affiliate Paypal payments
- How to get on the radio as an expert
- The advantages and disadvantages of paid upfront workshop vs. free ones

### Part Two: Keep It Simple

According to David, business owners are black-and-white people who like things simple. So don't worry. Even newbies will easily be able to blow them away with phrases like “HTML” and “autoresponder series”.

But if you know for sure you're not the type of person who can get up in front of a live audience and perform a workshop, David includes some alternatives to that method at the end of the section.

You'll Also Hear...

- The easiest way to get in with the Small Business Association in your area
- A link to 500 different products to use in your promotions
- All about pricing – David offers a wide range of prices and packages and you'll hear what determines what
- Details about how to put a profitable joint venture together
- Why David never charges a set-up fee and why he suggests you don't either
- How to make sure your outsourced work is high quality and worth it
- How to overcome a lack of credibility
- Tips and tricks for building a list at lightning speed

David says the most important thing is to just get out there, do it, and see what happens. Like with anything else, it's that first step that's usually the hardest to take. But if you set goals and strategies for yourself, you'll be surprised at how easy success can be. And this section will help ease any fears you might still have about taking that initial plunge.

Scott: My name is Scott Million and we decided that we would handle all the Frequently Asked Questions before the webinar because they're so many here. How are you doing David?

David: I'm doing great, cold but great.

Scott: Well, we'll get right to it. Tonight we are going to do a live call with David and we're going to get into some pretty intense information, but first just to save you guys time and give you the most value possible we thought we would do the questions outside of live events, since a lot of these are very specific and everyone will not necessarily enjoy them. So here we go. The first one is from it looks like Bill Pruitt and he says David would it be better to call or visit a business rather than sending a letter?

David: That's a good question. It's actually always better to visit them, you know, if you can because you're your on business card more or less and if you can show up in person without really being a salesperson and take an interest in them that makes a big difference

Scott: Okay.

David: You know letters work this time of year letters are really tough to get to get work direct mail is just simply because you're so crushed with the holiday traffic that it goes in the open later pile instead of in the trashcan but that gets pretty full before it's all over with.

Scott: Now, when you go to these businesses if you go in person do you do like a double visit where you go in, you warm up with them first and then return later or do you try to do everything from warm up to, you know, walking out with a check same day of?

David: That happens occasionally but I kind of let them take the led and what they want to do. I let them do most of the talking they'll probably do at least 70%, 80% of all of the talking while I'm in there because I'm trying to get to know them, you know, because the more I get to know them and their personality and the way their business runs it's much, much easier to figure out solutions.

Scott: Got you. Any recommendations on the opening line when you walk in and meet a business owner for the first time?

David: I basically just tell them I was in the area and I was talking to other business owners about some new systems that have come out, you know, just to help them cut their advertising expense and increase their profits simultaneously and, you know, you've got a business around here so I just thought I'd stop in, you know, and talk to you, and I'm not selling anything.

Scott: Perfect you...

David: And that's works.

Scott: Do you bring a laptop with you?

David: No.

Scott: How do you handle it if the business owner doesn't have the internet?

David: I just normally take a legal pad with me the first time I go in there and that's about it for me.

Scott: Got you.

David: And the reason is if you come in, you know, with anything else or equipment, you know, of any kind even sometimes a business card, they're like ah, it's a salesperson.

Scott: Got you so the least amount of material as possible.

David: Absolutely. Sometimes I don't carry anything in, you know, I'll go in and just talk to them just like it is and sometimes I'll take their business card, you know, at the end and write down a time that's convenient that I can stop back in a different time.

Scott: Perfect. Moving on to the next question from Susan Whitehead she said "I was wondering if during the workshops does David go through these steps on his laptop live by going to Aweber.com online or creating a Web site live at the conference or do you use screenshots and just explain the images? And she's wondering specifically does she need an internet connection to conduct these live demos?"

David: No, actually we've got one of our support guys that's actually creating a screenshot where he's editing it, I've already created it a screenshot that folks will be able to view, you know, just go and download and they can go through it as many times as they want and it's about six or seven minutes long and it shows you exactly step-by-step how to do all that stuff in Aweber, how to get a light box, how to put it on the site, how to do all that stuff. It's fairly straightforward.

Scott: Perfect. I'm sorry is this something that you have that you can provide or is this something that people have to create themselves.

David: That will be going out to the entire list totally free as soon as Rod gets finished editing it I'm going to send it out just kind of like an unannounced bonus.

Scott: Excellent. And Jack Tacket [sic] I believe asked what is better to use a FAS auto responder provider like iContact or Aweber or do you use your own software like Mail Loop or AR Plus?

David: Actually, that's kind of a loaded question because if you're comfortable with whatever service it is then that's the one you want to use.

Scott: Got you.

David: Because...

- Scott: As far as deliverability though probably Get Response or Aweber would be better.
- David: Yeah that's true and both of those have high deliverable rates plus they also have, you know, a lot of built-in tools, spam checker and spam assassin and stuff like that to kind of help you, you know, determine. That's really, really helped me as far as Aweber goes and Get Response got the same thing but it's helped me identify words and things like that that I can get rid of or replace or something and it's dropped at sometimes from a three and a half spam rating to one.
- Scott: Right, to make sure they get through. I ran into the same thing if you push cash and make money online in there they start to throw flags.
- David: Absolutely.
- Scott: The Princess asks I tried this method exactly to the letter last week in the restaurant niche and she only received one phone call. Now, I don't know how many letters she sent out but her question is what niche would work best to start acquiring customers? I think more specifically what types of businesses are best to target?
- Scott: Man, that's a wide open field because there's everything from bait and tackle shop owners all the way up to big retail establishments. But some really good ones to start out with that are almost always open are like local beauty salons, a nail salon sometimes and things like that because they're not doing a whole lot with that and you can do a lot with hair salons and, you know, even makeup places, any place that sells cosmetics, beauty supply places they're normally open, they're normally smaller and you can talk one-on-one with the owners right there and they can see the light pretty much immediately.
- David: Now, do you recommend restaurants?
- Scott: Some restaurants, yeah, they can be really good for that...
- David: But they have to be...
- Scott: I tend to stay away from the...
- David: ...they have to be mom and...

Scott: ...franchises.

David: Right, so mom and pop shop restaurants.

Scott: It will work for franchises but it's a little more work because normally they've got a steadfast set of rules that the owner has to go by. It can be really tough but most of the time we'll put up a little lead capture site, you know, in front of their corporate site and then redirect and capture all their listing, that type stuff before it ever gets to the informational site or the franchisee site and that way it doesn't really interfere with the process.

David: Got you.

Scott: Susan asked a couple of more questions. She said what day of the week and time have you found to be the best for a workshop?

David: Saturday mornings usually work really well. I know it's a pain in the butt and believe or not most of the time Sunday mornings will work really well and, you know, a lot of that just depends on their operating schedule.

Scott: Right.

David: Friday sometimes works as long as you don't hold them past about 12:00 or 1:00.

Scott: Perfect. And how far in advance, you know especially if you're doing advertising and, you know, you want to make sure you pack the house, so how long should you market your workshop before the actual date?

David: A lot of that, of course, depends on how many different methods you're using at the same time. If you can get a good group of outside salespeople you're done. You can fill a workshop probably in about 10 to 12 days fairly easily. Other than that, not unless you're volunteering to go on local radio shows and even church radio shows and stuff like that. You can put the word out about and that gets it out there fairly effectively too.

Scott: So maybe a week or two as long as all your...

David: Yeah, I'll normally give it – you're right – I'll normally give it about two weeks, sometimes three weeks, you know, if I'm just starting out and I want the first one to be really great. But I guess one thing

I got to consider too is the first workshop I ever taught only had about seven or eight people in it total.

Scott: And this is something that people paid or was it free?

David: This one was actually free and I made probably between \$13,000 and \$15,000 grand off of that within the following 30 days so.

Scott: And as far as the marketing for that, what did you do when you first started out on that first – to fill the room, did you use salespeople then or what did you do?

David: Yeah, I used – actually the people that I was working with was a non-profit organization so they actually put the word out to their membership and they didn't have a very long time to do it, I mean we only worked on it for about six or seven days, but we got about one person per day so that worked.

Scott: All you need is a couple of them, right and you got your month's income.

David: Yeah that's it, actually you don't need that many, and I had one guy that called me right before a workshop started before in Tennessee and he was all nervous because there was like nine people there total and I said "Man, that's awesome." I said "Wait and see what happens, you'll see."

Scott: The next question Susan asked was you mentioned these were five figure workshops, what kind of fees do you charge these folks after the workshop? So I guess you have your initial, if you do charge to fill the workshop, you know, you could make several thousand dollars or even in the tens of thousands of depending on how many people you get in there, but also more importantly this is all setup for the backend for the services and I know you have a price list, David. Susan's wondering, you know, what kind of per client you get what's your range of, you know, starting out what's your range of how much you can expect for each sold client.

David: A lot of that honestly depends on the client themselves and that's what I guess sells it more than anything is they sell their self. They're actually asking me, you know, to take the money so that's the difference. And it can be anywhere from, you know, a \$1000 grand up or even \$500 hundred, you know, I've done business for \$500 and I'll do that all day long. So...

Scott: Right.

David: ...you know that doesn't bother me because I know that eventually they're going to turn into, you know, \$10,000 or \$12,000 dollar a year, you know, clients and you just have to get them to that point. And then you got other clients that'll, you know, give you \$5000 grand upfront just to do everything because I've had one of them do that just simply because he was sick and tired of working with the people he was working with at the time.

Scott: Yeah. We'll go – we'll ask them a live webinar Susan if you're listening to this, we'll go into more details on how David charges a \$1000 plus because we know a lot of people are like how are you getting that much when you're only doing \$250 to \$500 per auto responder, so we'll ask that on live call and go into more detail. Now, she also asks can you further explain how the 15 minute free consultation works.

David: Sure. It's basically a – what it says it's a free consultation. The neat thing about the workshops is that you don't have to prove anything to them period. When they call you they already know who you are, they've watched you and they're calling you because they're stuck, you know, or they're ready to just take it to the next level one or the other. So when you go in there it's a fairly laidback conversation and that's basically what it turns out to be. That's the place where I might take in my laptop and, you know, a legal pad to write notes or whatever.

Scott: Okay. And during that 15 minute consultation is that a time that you're really spending just listening to their problems or are you actually going in and there and showing them, you know, how to email customers and what no?

David: I kind of let them take a direction to a degree is I'll talk to them about things we went over in the workshop and how that relates to them and then I just shut-up and let them talk and the more they talk for every solution I can think of I just write it on a legal pad but I don't interrupt them normally. And then when it's all said and done I just turn a legal pad around and go over that with them and pretty much let them decide where they'd like to start.

Scott: Got you. And it looks like they said "Can we get a better idea of David's script they used in this presentation" and this was before we added the OTO material. So those transcripts and Frequently Asked Questions have been sent out and Susan if you didn't get that feel free to email me at [support@scottmillion.com](mailto:support@scottmillion.com). David,



you're also going to be sending out some bonus audios for those who grab the OTO's as well, is that correct?

David: Correct. I'm going to be doing that plus I am going to be providing a separate set of transcripts that I have not announced yet and those will be going out as well. So it would pay to stay on the list.

Scott: Perfect. Michael Mullin asked, what are the most lucrative types of businesses to work with? And I think we're already covered a little – touched on this a little bit – but what have you found to be the biggest cash cows or does it just really depends. I mean is one mom and pop shop in, you know, could be a completely different field and another or is it like, you know, doing restaurants tends to pay more?

David: Well, I'll give you a couple of examples of that that really – and it's both opposite ends of the spectrum but it gives you an idea of what you'll run into if you've been out there long enough is on one end I noticed just in a flyer I got delivered with a newspaper a local chain of grocery stores and I was looking at everything ahead and they had some really good prices and they go by the deal, you know, it's family owned and operated, it's been in the same location for 60 years, you know, it's customer service type stuff which is a great angle and they have a very loyal following. But I also noticed that they got no place on there, you know, that you have to bring the whole flyer with you if you want any of the discounts or coupons or whatever, but there's no place for any lead captures no place for anything. That turned out to be a huge client because they had several different locations and even just starting out at a minimum of \$250 a pop, you know, for auto responder turned out to be pretty lucrative. And on the other side of that I've been in a little mom and pop uniform shop that sold like hospital scrubs and stuff like that and the guy that managed it was the owner's son and the owner actually came to me later and said, you know, he owns a whole bunch of different businesses. So he's basically...

Scott: Did you set it up?

David: ...just the investor, you know, and after the uniform shop got rolling then, you know, you get a call from the guy that really owns it and says he's got, you know, a dozen of other businesses he'd like to talk to you about so.

Scott: Perfect. And what – we already addressed this I think as well – what type of industry are the most eager and easiest to accept working with you? It sounds like nail salons, any small business

where the business owner is in control, it's something that they can make the decision the day of you don't have to go through the later right?

David: Absolutely. And I always try to teach people, you know, to kind of have one or two big consulting contracts on the back burner and work the mom and pops because that's where your money's at, that's your bread and butter. You know if you land one of the bigger ones that's cool, you know, and if you don't it's no big deal anyway.

Scott: Now, let me ask you have you found there's a particular business or industry that you should just absolutely avoid?

David: Wow! Yeah there are actually some of them that I wouldn't say a particular type of business but I would say there are particular types of people that you can avoid is a lot of them network between there selves and they work only with their own nationality and that makes it really tough, you know, for those of us here and there's a lot of different ones like that but the only way you really know is to go in, you know, and help them out and then if you don't hear from them then you pretty much already know that that's what they did was get all the information from you they could and then tend to have their brother's, mother, uncle do it, you know.

Scott: Got you. But it's pretty few and far between where you hit those, right?

David: Yes that's true.

Scott: Okay. Phyllis Breach asks when outsourcing, how do you determine a good rate for different jobs setting up auto responders, copywriting, SEO, etc guessing kind of guide that you use? I think Phyllis is looking for maybe some competitive rates for types of services you'd offer as an ecommerce consultant.

David: Yeah you can actually go to several of the different outsourcing sites, you know, like Elance.com or Guru and just put something out there. And I don't know if they're going to know if you ever accepted a bid on it or whatever but they'll give you a general idea, you know, what you can get it done for.

Scott: Absolutely because you can go on those sites and, you know, you can get 10 or 20 people putting on bids and you can check out and see the quality, feedback rating and kind of get a gauge for a medium price.

David: So that way you know pretty much if you, you know, add the top and bottom together and divide it you've got a pretty much medium number. If it's going to cost you a \$125 then you can easily charge \$250 for it and not do any of it so.

Scott: Exactly. Okay, copywriting I'll say to Phyllis that's something that will really range.

David: Oh, absolutely it's all over the board.

Scott: There's people that will sell it for low and there's people that will sell it for thousands of dollars just for an email, so that's something you definitely have to test on Elance or whatnot but it's very easy, I mean and I use Elance all the time and it works great, just make sure you check back the quality ratings, feedback scores, see what other people have said about them before you go forward and do business. And I usually go actually a little bit on the higher end just to make sure I get that quality because there is ways to get burned on that but you can usually solve that before you award the bid just by checking out, you know, their profile and their feedback.

David: Absolutely.

Scott: And he gives you a compliment, information was invaluable. Jan Rosch I'd like to know from David how he manages to speak about auto responders and direct marketing sites for four hours at the seminar he speaks at? I'm actually curious about this too because I looked through your presentation and I know you can really go on forever, you know, about these things but I guess, you know, how do you do it? Is there a lot of questions that feel that time or are you speaking the entire four hours?

David: I'm not speaking the entire four hours I'm actually only doing about half of that.

Scott: Okay.

David: And that's because if you really go through it the first two or three slides go very quickly they're like, you know, five to seven minutes they're done you're through about the first three slides, but it gets them involved immediately. So, you know, from the first or second slide on they're all interacting and then I'll actually start picking people and picking names and so that works really well.

Scott: So you – would you like call up a business owner and just say, you know, give me the name of your business, you know, ask them what are advertising costs and just actually like use people in the crowd as examples to fuel the presentation?

David: Sometimes it depends on – a lot of times I won't ask them about their business or about what they do. I will say sometimes I'll ask them if it's a service industry or a retail industry and at that point, you know, they'll usually pretty much tell you their life history. You know, and that's fine but that's really the only thing you really need to know, you know, is it a service industry or a retail sales industry.

Scott: Got you. And, you know, when you do these four hour seminars I mean is it more of just kind of like if the value's in it and you, you know, you've explained it and you've gone through the process, I mean it doesn't matter if it's two or six hours it's just, you know, as long as you got all the information in there that you needed to get.

David: Yeah that's true. And then a lot of it, which I really like, is that it's only about three to four hours long about four hours, sometimes four and a half at the most, and a lot of that depends on them. But on the flipside of that too that's not giving up very much of their time away from their business so it works really well. I have had all day workshops we broke for 45 minutes for lunch and came back and about half the audience was there, you know, and the rest of them had taken the business card and booked because it was too much going on, you know, they didn't want to be away from the business for the whole day. And most of that is they don't trust their employees.

Scott: Got you. Now, Jan also asked I don't know if you have this available, but have you ever recorded one of your live seminars from beginning to finish?

David: Yes I have and I use it sometimes...

Scott: Is that...

David: ...for one-on-one coaching or for that type of stuff. And we've actually looked at different ways of trying to do that by remote and that didn't work out too well so.

Scott: Okay. Might be something offered in the future but you do provide some recorded coaching calls that people can access in the members' area. Lackshea [sic] I believe says here's [inaudible 23:34] questions should the pricing in countries like India be

reduced to one fourth to accommodate for the purchasing power parity? I think what she's trying to ask is – sorry not trying...

David: Oh sure.

Scott: ...but I think...

David: I get that it's...

Scott: Okay.

David: I guess that depends on if you live in India because if you have the same standard of living that the business owners do then the pricing is relative.

Scott: Right, okay.

David: You know it might be really tough to cut down, you know, to really, really low pricing if you're living here, you know, or in a different country that, you know, you can't live the same standard of living for what they can.

Scott: Right. Obviously, this is scalable, and yeah, relative to the currency and where you live. So \$250 American dollars wouldn't be the – I mean if it's a fourth lower then that's what you would charge business owners there.

David: Yeah and I guess the good thing about it though is it's your business totally, you know, you can charge whatever you're comfortable with to anybody because that's your business.

Scott: Right. Now, she asks who writes the email and why would customers love to buy after that email? In other words, what would help boost the sells? So I guess this is a good question too when you sell them on writing emails for them, you know, is there a strategy, you know, if you're outsourcing the emails for what things to include to make sure that you're customers are getting, you know, return on their investment when they send out emails they actually see the difference and they're like wow, this really works people are coming in printing off coupons. Is there any kind of a system you follow for that?

David: Yeah there's actually when I write the emails, and I cover this pretty extensively in the workshop too, and it's the old rule where you just make it agonizingly step-by-step, you know, agonizingly detailed to all of the folks in there and that's in the outsourcing section of the

workshop and that's where I break it down to them pretty much to hire you because they're worth \$350 dollars an hour we break all of that down according to the government. And outsourcing rule of thumb is you can do it yourself and you know what you're doing in less time than you can pay somebody else and do it yourself. But when it comes to copywriting you might as well forget that.

Scott: Right.

David: And it's got to go to a flow. I always tell everybody online, offline, it doesn't matter if they're on your list and you can deliver some really good content to them to begin with without actually slapping them in the face with an offer right off the bat let them get to know you and let them get to like you and then maybe even give them some freebie stuff that really does help them out and then when you do offer them something on the fifth or sixth email in the series or whatever then they're ready to abide by that.

Scott: Right, and in some cases it's relevant to the type of business. For instance, if the reason why people are opting in is because on the receipt it says, you know, opt in to get discounts every week then, obviously, you can send them discounts every week, right.

David: Absolutely.

Scott: So it would depend on the type of business and they're types of customers. If they're a retail store are they selling things, you know, discounts probably a viable option. If it's a restaurant, you know, maybe send a two for one, you know, coupon or something on a Tuesday night when they have the least amount of business to pack the house, you know, just all relevant to the business type, right.

David: It really is. And a lot of times situations like that I'll try to make it a dual offer and I'll outsource the emails just about every time. And you can sell them in packages which is the best thing to do, you know, even if you only charge them like \$25, \$50 bucks an email you just have to explain to them that that's a one-time fee, you know, if they get three months worth of emails, you know, a quarterly package then they've got those forever that every new customer's going to get for at least three months so those will keep delivering for years and you've only paid for it once.

Scott: Right, and that's something I think that I still have a lot of questions about that. When you sell these monthly packages of emails you want to make sure that you sell a bulk of, you know, quarterly or

semi-annually or full years so that way you're not dealing with them on a monthly or weekly basis on what this email topic should be it's just all done.

David: Right, and what a lot of folks don't realize, actually until you get in the field and you start dealing with a lot of these owners is that, you know, they all for the most part got public accountants and everything that they have to turn stuff into as well and they normally will do advertising in quarterly budgets. So it makes it very simple, you know, to setup their email campaign for an entire quarter, you know, in two or three days and you're finished but, you know, all the sells go out on time and starts working a customer list on time and you're pretty much done.

Scott: Excellent. The last question was it seems like we already addressed the types of businesses, but I guess the Squeeze page question, so there's a lot of business owners out there who don't have Web sites so when you're following – if you're just following a stupidly simple cash cow that you wrote, you know, it looks like they have to have a Web site but, you know, what about just creating this Squeeze page for them is that something you do if they don't have a Web site?

David: You can do that as well, absolutely. And to be honest with you most businesses, unless they're selling a whole lot of products, you know, right on the page then a lot of business owners actually that's all they need...

Scott: Right.

David: ...is just a little one page Web site that captures their leads and turns them into customers. We have actually a lady that we did that for this whole makeup and she wanted to put more into it than there actually was, you know, than she needed. And we just put up a one page site and let them come in, put their information in and she held a free makeup class and that worked phenomenally well.

Scott: Excellent. There's a – for those wondering, you know, well how much does it cost to outsource a Squeeze page, you know I outsource Squeeze pages. There's a Warrior forum member named Blue Squares is his Warrior ID.

David: Yep.

Scott: And do you use him too, David?

- David: I know of him and I've got limited...
- Scott: You know of him.
- David: ...feedback from that.
- Scott: Yeah, he's a...
- David: And I was going to say that too as far as outsourcing goes the Warrior forum is a great place to go, you know, other than Elance...
- Scott: Right.
- David: ...because those guys normally know what they're doing and they're going to do a good job because you'll get slammed on there if you don't so.
- Scott: Yeah, there's actually a link on the Warrior forum home page that says Warriors-for-Hire for those listening and if you go in there there's all kinds of service providing from copywriting to HTML creating web pages, Squeeze pages. And like I said I use Blue Squares, he charges between \$100 to \$200 dollars but I mean this is for absolutely outstanding work. I mean I'm sure he's going to love me for mentioning his name, but I'm raving about it because he did such a great job for me in the past and very responsive. He's on vacation until January...
- David: Yeah, but you see that's the great thing though is that's the same thing that happens to you when you do the same thing to business owners. The business owners turn around and do the same thing. They tell their friends at the Chamber or whatever they'll say "Man, this guy rocks."
- Scott: Oh yeah, word of mouth, there you go when you over deliver, you know, people speak about your services. But the point is, you know, if you're looking for a price point on this, you know; just realize if you're doing the Squeeze page you should be charging a lot more than just putting on an auto responder. In fact, I mean David can you give some price ranges of what you would do for a Squeeze page/
- David: I'll normally range anywhere from \$1500 hundred, you know, to a full marketing package of \$5000 grand, you know, but the difference is...
- Scott: Okay.



- David: ...it's not just a Squeeze page it includes a marketing system, you know, along with it and that's the difference.
- Scott: It's a sales funnel they're getting the Squeeze page auto responder and their customers are being marketed to on auto pilot.
- David: Correct. So it's a totally hands free, you know, system for them and it just depends on what they want to start at.
- Scott: Excellent. William says "In Lesson 2 you mentioned there's a flyer in the marketing section that's marketing section that's made specifically for a salesperson you choose to market to the seminars. Where can I find this flyer?"
- David: Yeah, that should be in there and if not I'll have to go through that again to make sure, but it should be. I'll go through and ask Rod and Chris and get with those guys and get them to put it out there.
- Scott: Okay, I'll look through it too. It might have been in the web design packet but I'll make sure you guys all get that I'll put it in the members area and you all...
- David: Stuff like that helps though.
- Scott: Yeah. And then he mentions you charge \$150, \$250 dollars a month in maintenance fees, what determines if a client pays \$150 or 4250 per month is the amount of monthly auto responder messages you send per month for a client or is it if you have to create the messages versus the client creating the messages? So I guess he's wondering, what's the difference between charging \$150 or \$250 for auto responders...?
- David: Yeah, and that's a good question. Basically, I got it boiled down to it's how many offers, you know, that they're sending – how many sells they're having/ Normally, most businesses will have two to three sells a month. They're probably better off with the \$150 deal, you know, if they're doing two sells a month because it's going to equate to be about the same thing as what I charge them to broadcast it anyway. Two hundred fifty a month that's if they're doing over two sales event per month because they're actually going to save money by doing it that way because on a \$250 package I'll send out up to four broadcast emails per month at no charge it's included in that price.
- Scott: Okay. So it's all rolled in...

- David: Right and that includes writing, so I'll write the offer and send it out.
- Scott: Okay, so it's sort of that if they only have a discount once a month and they probably go to like the lower end but if they're doing a promotion every single week and they really want to run with it then they can go to the \$250 and do more emails for them with that.
- David: Right.
- Scott: Okay. In Lesson 6 you talk about outsourcing to college students, can you give some examples of how to pay them for example, percentage of a project that you'd pay them/
- David: Yeah, like normally you can pay total outsourcing I try to pay about 70%, 75% total. So you can pretty much pick anything you want and use that formula and a lot of people thought I was crazy because you're giving up, you know, a lot of profit. But to me if I'm not doing it and I'm making money on it I'll take that.
- Scott: Right. And then you get it – like you mentioned – you get to keep all the monthly things after that.
- David: Correct they have absolutely no clue, you know, about anything they're paid per project and it thrills them and they usually do an over the top job because they're just trying to impress you, you know, with their knowledge and what they can do. And they love the money, I mean you can pay a college kid \$250 or \$500 bucks and they're your friend for life.
- Scott: Yeah I wish I had and stuff like that, I mean when I went to school it was \$7.50 an hour is the best you can get. So opportunities like that are definitely in demand. It asks if you have college students that write your auto responder for each client and how many auto responder messages do you have them write enough for a year, two years. We already, you know, went over that it depends on what package you sell them but at the minimum quarterly, right David.
- David: Yeah, it's much, much easier that way. And I have some clients that say "Can you go less" and I say "Well, I can but it won't be from me" and then they look at me really funny. And I'll say well, to be honest with you, you can't just write like one email at a time and send it because you're constantly going to be behind and you're going to lose a large portion of that list.

- Scott: Right.
- David: So, you know, you got to go at least or you got to be committed to this or it's just not going to work period. This is a long term marketing survival deal it's not a one shot thing.
- Scott: Got you. And do you use college students to do your outsource for your emails or do you use both?
- David: I do sometimes, I have a couple of them that do really, really well and they're not from a graphic or computer science department or anything like the others are. These folks are actually writers and authors and, you know, that type thing. And a lot of them are in the marketing department so that they're studying this kind of stuff and studying advertising and campaigns and they can learn something from that they can't learn from the college and I can get something from them in return and by the time they graduate, hopefully, they can be writing for some pretty big companies.
- Scott: Excellent. John Burnett asks "I'd like to know what David found to be the biggest mindset that business owners have to overcome to be able to get down to business. I know in the end it becomes how you can benefit their bottom line but is there some sort of mental hurdle, maybe lack of understanding they have that should be addressed upfront during the initial contact?"
- David: There's a lot of that. It's just total ignorance of how the internet works for their business or, you know, to them is their mindset is there is online business and there is offline business and that's pretty much it.
- Scott: Right.
- David: And that's probably the hardest thing is to get them to see the light, you know, about what their business could be doing and the easiest way to do that is ask them how they're tracking, you know, their advertising. What's the return on investment and if they have an answer for that then you can be in pretty rush shape 99% of everybody you ask that has no clue.
- Scott: Perfect. The Princess "How do you work with salespeople – how do you work out which salesperson has brought in which sales if they're sending them to your web site?" So how do you track that they're the one that sent you that PayPal payment, sent up a different page for each or...?

David: Right. I just basically use, you know, the affiliate's script and it's the same one we're using for this.

Scott: Rapid action profits.

David: Right. And that's an invaluable tool, you know, if you're going to market online you got to have something either like that or very similar to it and that one's worked wonders for me, but it's a neat way, you know, where only the salespeople know where that page is at and they go there and sign up and they get credited for everything they do.

Scott: Right. Something else you can do, Princess, if you don't want to invest in rapid action profits is you can actually setup, you know, if you have a domain yoursite.com you can do forward slash and then have like whatever the salesperson's name is .HTML and actually have that be another web page and when you setup the payment for the item just make sure the item number just put a number in there and match that to your salesperson, that's the way to get around it for free, you know, if you'd like to start investing anything.

David: Yeah, and that's a great tip too because that helps and can get them off on the right foot, it's very easy to track. If a person signed up on that site it doesn't matter if 15 salespeople talked to him first look folks that the guy that him, you know, so he's the one getting paid.

David: Right. And also you can just ask the salespeople to give you the name of the person they signed up and believe me, you know, they'll let you know.

Scott: Oh absolutely they will. Zora says can we also apply this email marketing strategy for Business-to-Business sites? How would the content of the auto responder newsletters and the frequency be different than business to consumer businesses? That's a great question.

David: Yeah. It actually can be applied and yes it would be different and it's all based on, of course, their service industry or exactly what it is they're offering. I like to try to get a newsletter out at least once a week for that type of a business like on Tuesdays is a good day for that.

Scott: Okay, and now...

- David: And that can actually be turned around into different offers, you know, that they could eventually put in the newsletter themselves, you know, along with trending news something similar to that, and by the way.
- Scott: You know I'm not sure if this is something you do David, but I know a lot of businesses do this they create white papers, you essentially create a job for yourself by giving your clients, like if you were a marketing firm and you sent your client a report that showed them 10 ways to advertise their business for free a lot of people are scared like why would I do that, you know, then they're just going to do it on their own but since they don't have time for it they read that report they're like this is awesome information and then they pick up the phone and they call you and they say "How much for you to do this?"
- David: Absolutely, and that works really, really well and that also goes back to the other point where I go across all of that stuff where you can get a business owner to look around in their own place of business or you can think things and write a little report for it and offer it to their listeners and split the profit with them.
- Scott: Right, so sitting at the joint venture so you had a list of electronics store and they didn't have an email going out one week and say "Hey, there's a, you know, sign up as – create a report on, you know, how to get cheap electronics or whatever. And then you talk to the business owner and say "Hey, I wrote this report I think your list would enjoy it and your customers and we'll split the profits and if they go for it you split it 50/50, right.
- David: Yeah, either that or, you know, probably more of what I would do if it was a place that sold stereo equipment, car equipment, stuff like that, car stereos. If they don't have an install department, you know, marry in with one and let those people go through that and split the profit that way.
- Scott: You mean do a joint venture with a stereo install company.
- David: Absolutely.
- Scott: Okay. Zora asks "How can we up sell this service effectively to include business blogs?"
- David: To include business blogs. That's actually fairly simple to do and it goes back to, you know, whether they can do it themselves or they want you to do it for them and you can charge them pretty much

whatever you want. I've even got some students that add that on there as a freebie and then if they want to add content they'll either sign them up for a service and let that automatically add content to their blog that's relevant and charge them for that.

Scott: Got you.

David: You know so it's a fairly easy up sell and it does help them rank and it is after they get to know you, you can show them that. I have a lot of students that do that for free because I mean how hard is it to setup a blog and if you can redirect a little bit of traffic there that opens their eyes to a lot of possibilities.

Scott: Yeah and Zora if you're looking for a cheap way to do that the site just came up called Articlez.com it's a service by Dave Kelley and they charged \$6 dollars for a \$350 well researched post and it's real easy to do it's great, I've used this phenomenal and it's cheap so if this is something that you want to outsource you can go there and get very high quality material for a very low price and you can charge business owners, you know, a lot more than \$6 bucks for that.

David: Absolutely and I agree with you. I've used them before too they work really, really well.

Scott: Excellent. So checkout Articlez.com, that's with a 'Z'. How can we outsource newsletter blog article content for quality service without spending a fortune? There's articles...

David: There you go.

Scott: There you go. Brink says thanks Scott for [inaudible 45:07]. Please David what guarantee do you give the client with your service? So do you give some sort of guarantee on response or, you know, do clients ever say well we'll only pay you if, you know, the money starts rolling in from these emails." Have you experienced that?

David: Yeah, I've had a couple of them say that and for the most part if you let them do most of the talking, especially after a workshop, if you're meeting them after a workshop that very rarely ever comes up because they already know that you know what you're doing and that's the only time that you really ever have a problem with that.

Scott: Perfect. Ben asks I keep hearing you reference different packages for customers, i.e. \$500 dollars versus a \$5000 dollar package. I just wanted examples of what price ones you offer and what you include. Ben we'll answer this on the live call and we'll go into more detail on those services. David also has a pricing list we'll be sending out as a bonus later this week. Also, wondering if it'll be possible to flesh out some of the contents of the seminars. I know it's pretty broad but if you could get perhaps three to five bullets under each heading that you personally use it will be very helpful.

David: Yeah, we'll actually be sending out like I said a lot more content and information on the workshop slides themselves. And then we've got those bonus transcripts in addition that will be going out. And what we're doing is just trying to find the longest, or one of the most profitable, workshops and then just transcribe all of that and send it out as well.

Scott: Yeah, Ben I'm not sure if you saw the OTO offer I know a lot of people missed it and if you did go to [webinar.com/oto1.html](http://webinar.com/oto1.html) and I'll link that up for a few days after this and sent out an email if you want to grab that. But that has David Preston's personal slide presentation that he uses and it's totally customizable, you know, not all of this is just cookie cutter you're more than welcome to add things in there and to take it out, you know, to tailor it more to your audience or, you know, your specific, you know, your voice.

David: Yeah, and it can be a lot of fun you can – it's almost I guess like Dan Kennedy said one time that I can spend two and a half hours teaching somebody how to properly construct a peanut butter and jelly sandwich.

Scott: Right. Yeah, you know, it's important, you know, that you take everything and you have your own personality, you know.

David: Absolutely.

Scott: David Preston sells, you know, you can still do the same selling method of getting them to ask for the sell just by, you know, pretty much overloading them with information, you know, they just don't have the time to do it themselves, but you're not going to be the same, you know, attitude as David Preston, I'm not going to be there, no one can be, so you got to through in your own personality and develop some of these things on your own.

David: Yeah, and the neat thing though to remember, to try to remember, and this is really tough on your first one but this is probably the best

advice that I can give anybody because you're going to be nervous, you know, everybody is. I was nervous, especially since I had no money coming in at the time and I knew that this one was being done for free.

Scott: Right.

David: That was not a good feeling and it was the first time I'd ever done that and I was really, really nervous and it disappeared after about the first three or four minutes, I don't know where it went but I'm glad that it left. But after you start things just have a way of developing on their own and the biggest advice I could give you is to be yourself and have some fun while you're up there. I've actually been in a presentation where we were talking about advertising budgets and I made a really dramatic point that would probably save a lot of them in their thousands of dollars and when I stopped it was dead silence and this guy sneezed in the back of the room and I said "Hey, that's nothing to sneeze at", you know, and that was it the whole room just lost it, but and things were on a totally different note from that point forward, you know...

Scott: Right and...

David: If you can get them to relax and I guess there's an old salesman saying they say if you can get them to laugh you pretty much own them.

Scott: Absolutely.

David: You know they're comfortable enough, you know, to watch you and have some humor with you and that's how they get to like you and if they like you they're going to buy.

Scott: Right. And one of the things I like a lot about your method of selling, David, and this is for people who are going to do these workshops, is that there's really no pressure, like you're only in there to deliver instructional valuable information, you're not trying to – you really shouldn't be thinking about "Oh, how can I get these people to, you know, to buy from me and give my business cards" it just happens naturally. If you just give them this content the clients just come to you naturally, they ask you for the sell. So if you can just think of it that way it will take a lot of pressure off I think on doing these workshops because you're not, you know, trying to get the sell at the end of it you just want to give your business card, you know, and free consultation just be completely non-threatening, you know, would you agree David?



David: Oh absolutely, that is absolutely the key is I'm there to teach them that's the bottom line. If they ask me something I will answer it, if I don't know what it is that's a major opening for me, you know, and sometimes I'll say look "If you want to take one of my cards back there and write down your contact information that's going to take a little bit to go through and we're really kind of pushed for time but I'll be more than happy to give you a ring and go through that with you.

Scott: Exactly, there you go. So there's no hard selling at all involved with this and that's what I love about it, it's not because I did I sold windows and siding and that, believe me that was hard sell.

David: That's tough.

Scott: That's tough talk.

David: That's tough.

Scott: This is a walk in the candy store.

David: Yeah, and it's so great because, you know, you can see them – you can see light bulbs going off around the room you start talking about tracking your marketing and that type stuff. They're probably sitting there at that moment saying "I'm losing half of my advertising money right now."

Scott: Yeah.

David: You know this guy's really good; that's cool.

Scott: Yeah. So it's just a natural progression and, you know, it's just something that you really don't need to be worked up about because you're not selling them anything on these workshops it just happens naturally. I love it. VM Utterback says could you please share some samples of your non-disclosure and non-compete agreement and other agreements for salespeople and workshop speakers? I don't know if you have these that you could provide or maybe a site or something where they can get this information to print out in case they get to a point where they're dealing with, you know, like you mentioned to me you go to businesses sometimes have them fill out a non-disclosure before you give them advice...

David: Correct.

Scott: ...so that you don't go behind your back.

- David: Well, what I had to do on that was we went to our corporate attorney and had him draw them up it cost me about \$400 hundred bucks. There are sites I'm sure online that you can give pretty basic non-disclosure agreements and non compete agreements and you can just do a web search for and I would try for free first, you know, just to see if you can find them. But now our attorney told us specifically that we could do that, however, it would still have to be modified to cover that particular municipality, you know, which makes sense to me.
- Scott: Right.
- David: So you can use generic stuff but, you know, you might want to tailor it or find an attorney to brush it up a little bit for you to, you know, to make it for your state or, you know, your region or whatever, they know the local laws about that stuff and there are stipulations so.
- Scott: And you know I've never...
- David: I would go bi-lateral on those agreements too. I would never go with unilateral because bi-lateral they understand, you know, and that's basically I won't share any of your trade secrets and you don't share any of mine.
- Scott: Okay, perfect. So you really need to get a lawyer involved when you get to that level.
- David: Right because if I sent them something from here, you know, that, you know, specific sentence and that might not be the same as it is for their state.
- Scott: Right. Right, and this is something – I don't want people to be worried about having to pay this money upfront because this is something that you're probably not going to hit until you're pretty well into it because you're going to be starting with mom and pop shops and you're going to have plenty of income to use those agreements because this is something that you do when you start moving up to bigger companies, is that correct/
- David: Correct. And I always tell a lot of the coaching students that it's really, you know, stuff like that is really not necessary at all. You know, like you said working with the little mom and pop stores and that type thing, but if you move up to like that grocery store chain I mentioned earlier those guys are on the verge of being corporate and you always want to document everything when you start

moving to that level because believe me those guys will stab you in the back. The little mom and pop shops I've never, ever had one of those, you know, try to ethically, you know, outrun me or something so to speak, but I've never had them go behind my back, you know, and do stuff.

Scott: Right.

David: But, you know, they don't have time for that and they really don't want to fool with it anyway. But there may be some price checking and they get back to me but that's pretty much about it.

Scott: Okay.

David: Problems in that with the corporate or the chains or that type thing it's a CYA issue for real.

Scott: Alright. Yeah, so you want to...

David: Whoever's looking for a promotion is going to take that and run.

Scott: Right, because I mean these are guys that if you don't sign that sort of thing they're going to go to their bosses if it's their idea because they're going to get a raise for it, you know.

David: Absolutely.

Scott: They don't owe you a dime.

David: No.

Scott: But that, you know, like David is mentioning that's something that you will not encounter until you start going to these greater levels. Like you'll, I mean you would not encounter the situation until you're already pretty well established...

David: Correct.

Scott: ...and, you know, making a sizable income.

David: Yeah.

Scott: So at that point it would be a no brainer decision it would just be like \$400 bucks, you know, that's nothing compared to what you're already making.

- David: Yeah and they normally already got them on file and I just had him put some extra stuff in there for ours and that was why it was so expensive for us but.
- Scott: Perfect. Steve asks what are common objections you've heard and how did you overcome them? Do you get objections when you go into local business owners of why they wouldn't use your service? Do you ever have to get, you know, salesy and start using some closes on them?
- David: Not really. I always tell everybody I use – I sell by education and I'll show these guys exactly what they need to do, you know, and if they want me to sit there and show them how to build this – and see it's all in your verbiage, if I'm looking at you and say "Sure, you know, if you got a really sharp employee I know you don't have time for this." And I'll say "But if you got a really sharp employee I can spend a couple of hours with them and show them how to build their own auto responder and how to setup the database and the list manager" and they're like "Hey." And I've actually had one of them look at me and say "A sharp employee are you kidding me." And that's their mentality, it's unfortunate, but it's true.
- Scott: Now, have you ever had someone take you up on that offer?
- David: I've had somebody start to do that a couple of times actually, and you get into the first five or ten minutes of it and they're like uh-huh. And they keep interrupting to, you know, and that changes it because the employees keep coming to them or somebody keeps coming to them and they're like whew, you know, never mind. How much to do this?
- Scott: Got you. Perfect. I hope that helps Steve, you know, objections are a common thing that comes up when you're in sales but the whole way that David approaches this is you're not asking them for the sell you're not saying you need this, you know...
- David: No.
- Scott: ...I mean you're going through and you're educating them about how this can benefit your business and just kind of going through and finding solutions that tailor to their needs and they're asking you because they're like wow, this is great, you know, I really appreciate your time and how much to do it there's no objections because you're never actually selling them.

- David: Yeah about the only objection you ever get, and it was one of the biggest marketers that I've ever known in history that is what he thought was so brilliant about the system was one of the only objections you ever get was how much.
- Scott: Yeah. So.
- David: I want to do it. How much?
- Scott: So sometimes, though, price does become an issue and then it's, you know, you leave on good terms.
- David: Yeah and that's it, you know, they can either get somebody to do it for them or I can do it, you know, it's their choice.
- Scott: Right. And then you just make sure you leave on a good note because there's always a chance they'll call you up and say Oh, yeah I want you to do it. Right.
- David: Okay, I only heard part of that I'm sorry.
- Scott: Oh, I said just make sure like if they say no and you're leaving, you know, do you just be cordial with them and then, you know, sometimes there's an opportunity...
- David: Oh, absolutely.
- Scott: Will they call you sometimes afterwards and change their mind?
- David: A lot of times.
- Scott: A lot of times.
- David: And a lot of that was simply because there was no pressure.
- Scott: And you're leaving with an attitude of, you know, that's fine I'm busy, you know, I'll go help someone who wants my help and not upset because you didn't make the sell.
- David: Right. And at a lot of times they'll come back to me and I'll offer my help to them even after it I'll say "Look, if you find somebody and, you know, you're not really certain or you have some pricing issues you can get in touch with me, you know, and I'll help you if I can because I'm right here in your backyard so not a problem." And that's the key, you know, if you're there to help them it doesn't matter if it's the first time or the fourth time you've been in there

they're eventually going to get to the point, you know, to if they got a business partner the business partner might even say "Well, why do you keep asking this guy this stuff, why don't you just get him?"

Scott: Right. Perfect. George asks I prefer not to promote workshops at this point due to some issues I'd rather work exclusively over the phone with business owners. Do you have any suggestions for a model or marketing process for this? Is this something that you can do just as easily or fairly easily over the phone?

David: You can do that but it turns it. You can't use the same type of system because it's just not nearly as powerful unless – now, I have done this, I have had like a teleseminar for business owners have been on there and I ask their questions. I've done that with local call-in talk shows too where they can call-in and ask questions and...

Scott: Does that work well?

David: It does work pretty well, especially on the radio because when they do call you then, you know, it's again the credibility issue. You know, they already know who you are and, you know, they don't know that you're not the biggest pro in the entire world if you're on a radio station then you're the king in their mind.

Scott: Exactly. Perfect. So it sounds like George, you know, you could follow – and I think it's in the first or second guide David talks about getting on radio shows, even if it's not a main station, even someone like a local church. I think – I'm not sure in your experience David – I think a local church is a great way to go because, you know, it's they see you as, you know, well whatever religion you are just go to your local, you know, church and monastery whatever and they see you as someone they can trust, you know, because you share that faith. I think that would be a pretty big response that they know that they can trust you instantly just by being on those types of shows.

David: Oh absolutely, that was actually my first radio gig was a large domination church and that worked out extremely well and they were thrilled, you know, that a business consultant would sit down and go over certain things with the congregation that did have a lot of business owners in it.

Scott: Right and it just seems to me, I mean I haven't done this, but it makes sense to me - you already have, I don't want to say a relationship, but you already share something in common, right. If

you go on a church radio show and you already share that you're both Christian or you're both Muslim or you're both, you know, whatever it is and so there's already a trust there that I think...

David: Sure, there's an instant common ground.

Scott: There you go instant common ground. Excellent and...

David: You know and we got a lot of really good questions while we were on. The first time I was on and I was actually asked back several times, you know, over the course of the next year I was on there probably four or five different times and that, of course, led to other things.

Scott: Right you had some invitations to other radio shows after that didn't you?

David: Right. The first invitation I got was from that, that one of his congregation actually owned a radio broadcasting service; he owned his own radio station.

Scott: Perfect. Just get out there and do it, you know, it happens.

David: It happens real quick too.

Scott: Yeah. I mean what would you be – I know you described this in the cash cow workshops, but I mean you know it's fairly easy to get on these, you know, local radio shows that actually a lot of them are in need for, you know, qualified people to speak. Have you noticed that in your experience?

David: Oh absolutely. Believe me they need you more than you need them it's a mutual thing. They would love to have somebody that can be on their and provide really good content, you know, for their listeners and, you know, that grew to the point from that little church deal it grew all the way to the point where I've been on something on an AM all business call-in talk show and we just got slammed for 30 minutes while we were on there the lights – and it was just crazy. They were like we'll just about every light on the panel is lit up right now.

Scott: A lot of power there. George...

David: There really was and you can do a lot of those by phone now.

Scott: So you don't even have to go to the radio station.

- David: Correct.
- Scott: Put on a headset. Excellent. George ask who – this is kind of a similar question – what have you found to be the low hanging fruit when it comes to prospects converting to clients and where there's profile business size type ownership, etc. We've kind of already addressed that but do you have anything else to add to that, David?
- David: Not really. I would say employee size is. I'd probably stick to a dozen or under in the beginning.
- Scott: Okay, keep it small. And then what profile fits the next best group of potential clients. So it looks like he wants the next step so I guess that would be...
- David: Investors will eventually start to show up. I know that sounds really weird but that's what happened with me it's happened with a lot of the students. It happened, you know, where you're helping one business and you find out later that that guy really doesn't own that business and he has to introduce you to an investor that owns his business.
- Scott: Right.
- David: And that's fairly common and that investor owns a bunch of businesses.
- Scott: Perfect. So and lastly looks like he's wondering what the advantage of setting up an auto responder account for your client versus having you manage them. Do you...
- David: If they want to set it up, you know, I'll absolutely show them how to do that. Very rarely have I ever done that, that's one of those where you'll start it and about 10 minutes later they're like alright, man.
- Scott: But you don't tell them the price of the auto responder, right?
- David: Sometimes I do it depends if they're wanting to go in there and do it totally on their own then, yeah, I'll tell them, you know, because eventually they're going to come back to me for email ad copy or campaigns or for newsletters or, you know...
- Scott: Got you.



- David: ...and I can write them and send those to them, but the main deal you have to remember is, you know, I'm there to help them and if that's what they want to do then I'll help them do that.
- Scott: Excellent. Okay, George also ask what advantage and disadvantages have you found in the paid model versus approaching business owners one-on-one over the paid seminar model or doing a 30 minute free workshop through local business organizations such as Kiwanis, Chamber of Commerce, etc. So what have you found to be the best?
- David: The best moneywise I would have to say is the paid upfront workshops because those folks actually have paid, even if it's a nominal amount, to be there for that day, you know, so they're fairly serious about wanting to do what they need to do to start capitalizing on the internet.
- Scott: Right. And would you say there's any disadvantages to going with the paid model.
- David: There are some disadvantages because, of course, it runs into the marketing deal it becomes a sell upfront, you know, instead of on the backend.
- Scott: Right.
- David: And for me it's just much better to have a professional salesperson do that for me, you know, than for me to worry about that. And that's probably the disadvantage is that you got to weed through, you know, a wheat field to get rid of the chaff so...
- Scott: Now, can you just do a...
- David: ...just sometimes a revolving door of hiring, you know, throughout the first couple or three weeks and then you'll going to run through who's going to produce and who's not, you're okay after that.
- Scott: Right. Now, for people starting out can go to the paid model is that – or would you recommend starting off as free waiting for a little buzz to charge them for it.
- David: You could actually do it either way. You could actually setup the first free one if you do a first one like I did I setup the free one just so I could use it for publicity for the sold one, the paid one.

Scott: Got you. So is this something you can do but it's a little bit easier to get the word out first by doing some free ones that are more that will more easily pack the house in the beginning and then you can start doing paid seminars and have some testimonials or, you know, at least business cards of other people that enjoyed your seminar that they can call if they need to, you know, build your credibility. So it's like, you know, I'm actually paying for something and other people have enjoyed them before.

David: Right, you know, and I didn't tell them the first one was free, you know, I just said "Hey, you know, I've already taught at this place and blah, blah, blah, here's the feedback I got from them."

Scott: Exactly. And then Chris ask when the clients want to leave the monthly fee program to manage the auto responders themselves and finds that they have to import the list to their own Aweber account. How do you handle the objections as many who are half way intelligent that are more likely to be upset because they will lose subscribers, any thoughts or buzzards to smooth this area over our clients when this happens? So I guess if they go with you for the \$150 per month at some point they say look, we don't want you to manage our list anymore, you export it and excel, you send it to them. Chris is wondering, you know, is there a way to – I guess have you ever encountered this issue before?

David: Oh yeah. Not very often at all and the reason is simply because they don't want to fool with that stuff.

Scott: Right.

David: And once they see that it starts generating and I've got to do is pick up the phone or shoot an email over to you and it's done that's what they're looking for and they could care less about any of that other stuff they just want the results and hands free and they don't want to fool with it. But in the interim I have had customers, you know, that said whatever so and so they're college ad son at home from college and how they want to start it that was actually the last example was they want to start employing him, you know, so I guess he's going to have to do something, you know, for the money. So we'd like for him to take over that. I was like okay and I explained that to him, you know, that what you're going to have to do is setup your own auto responder, I'll spend some time with him, show you how to do that and you're going to have to transfer the list and there are good sides and bad ties to that but this is how it works.

## HMIA Warrior FAQs Part Two

Scott: Okay, so this Part Two of the Frequently Asked Questions because there's so many we'll go right to Cynthia. Someone else beat me to my question about the outside sales flyer. I bought yours [inaudible 00:18] per two and [inaudible 00:22] won't return her phone calls. What do your flyers and business cards look like if you take out the "Ask me about free SBA workshops" hook?

David: Basically, one of the easiest ways to get in with the SBA now is to go online and look for your local chapter and a lot of times they'll have workshops and events listed right there and you can actually sign-up right there and find out what's going on with those and a lot of times they will get back to you then. Another thing too is if they get the SCORE team involved then they're going to shoot you down instantly because they already know the deal so I always tell everybody kind of stay away from that see if you can talk to the manager there at one of the smaller SBDCs instead of the Resource Center itself that's where all the biggies hang out, there's where everybody heads first and that's usually the problem.

Scott: Got you.

David: But if you can get a, you know, a little two man job, you know, three person staff and an SBDC on a college campus which is where they're almost always at they're way more open to get somebody to come in because they're really struggling anyway.

Scott: It looks like too that Cynthia's been doing it by phone, would you recommend just walking in there?

David: That's how I did it initially I just walked into a small SBDC and spoke with a manager there and there was only one other person on staff besides her so that worked out really well and they weren't really doing a whole lot at a time. And then eventually what happened was the word got around from her, you know, to the other ones and I started getting fairly busy from that. But for me a lot of what you can put on there is, you know, lower your advertising budget, you know, or cut your advertising budget by 50% and increase your profit simultaneously because that usually gets their attention, if it doesn't then it's either not the business owner that saw or you don't want them as a client anyway.

Scott: Hey George, Ian mentioned that you had mentioned the first module working with non-profit organizations that there was an NPO package. Could you please mention what's in it?

- David: Yeah there's actually – and some of that is being modified, you know, which is cool we're going to get that out to everybody too. And what that is, is a specific package for non-profit organizations only and it basically has an email in it and it has some other follow-up direct mail letter. And also kind of a loose bulleted script you can go by if you want to call them but most of those methods work real well and what that does is it basically approaches them as a new fundraising vehicle. So they're pretty attentive to that.
- Scott: Perfect. Eddie Lam in the workshop transcript David says if you want to email me I can send you a link where you can get tons of stuff like that to offer to your list for free FAQ From Room, would that apply to our customers? It's a link I'm going to give you contains over 500 different products so I'm sure you'll find something in there that will apply to your list. Do you have that link David?
- David: Oh absolutely, and they can also get it if they go to – let me think – it's CB like Click Bank. CBooffers.com/FreeTraffic.html and it's a capital F and a capital T. CBooffers.com/FreeTraffic.html and it's also right in the front of that little eBook and it's a free eBook and you can download it and that's got a ton of PLR products and there's MRR stuff in there, all kinds of things that you can use, and as a matter of fact, when you look at the cover on the eBook there that's from that place so.
- Scott: Exactly. Alright, we'll send that link out after the webinar as well.
- David: Yeah and that is totally free.
- Scott: And it's totally free. Eddie asks deals between businesses from the workshop transcript. One of the deals that you setup was between a pharmacist and a jewelry store owner. You mean you put deals together like that now?
- David: Absolutely.
- Scott: Oh wait, I think this is the full Frequently Asked Questions. I actually take a percentage of the profit. In the above David said I can show you how to put that together. Could we have details of how to put a deal like that together?
- David: It's basically all in there and what you do is you just have to get an agreement, you know, that make sure that everybody gets paid the money goes where it needs to be. But that was a prime example of

a pharmacist that was paying in between \$3000 and \$4000 grand a year to send Christmas cards to his entire list to thank them, you know, for being loyal patrons and that type thing, which is a great idea. But when they married him with that jewelry store owner that was almost right across the street from him in the same little town, of course, everybody knew him too and they just cut it so it was a three way split of the profits, and they just put a little flyer in there that said hey, you need to print this flyer out and take it to, you know, so and so jewelry store and give it to him only because it was like a 40% discount for Christmas only. And that was a real way of showing his customers, you know, his appreciation for what they were doing and the jewelry store kept an eye on it and tracked everything and everybody split it. And the neat thing about that is if somebody tries to, you know, hurt somebody else on that deal then it is not an evergreen product anymore and they've raised tons and tons of money. So, you know, it's very easy to figure out that you want that to last every single year.

Scott: Excellent. Lisa Rothstein asks – she's a marketing consultant copywriter and she's looking for a range on prices for emails and emails newsletters as part of an ongoing maintenance campaign. And her question is would it be wise to offer a variety of packages price points examples, list maintenance plus one generic email per month at \$150, which we already covered that it seems to be the basic lowest option, and then list maintenance plus one copy written email per month equals \$225. Maybe she meant plus two there but...

David: Yeah, plus – yeah, and an added newsletter, yeah.

Scott: But the basic idea is, you know, a range of set packages to show the business owner or do you create them kind of on the fly?

David: You can show them some that you've already done that's works really well. You can also give them those packages, it keeps it simpler for the business owner if they can understand that for this package this is what you're going to get exact and they're in that frame of mind. Most business owners are black and white type people they're not grey people and the easier you can make it for them to understand exactly what you're offering the easier it is for you.

Scott: Perfect. So if you have samples, anything like that, it's good to bring those.

David: Absolutely.

- Scott: Okay. And she's also wondering if she should charge an hourly rate for ongoing marketing consultation coming up or promos, ideas, events, etc, in addition to the list management and email campaign.
- David: You can do that I've never really done that, well a couple of times but it was for bigger type projects and most of the time I will figure out a way to benefit from that as well. And if I can put it out there or create something or come up with an idea then I'm going to take part of that profit for setting it up.
- Scott: Right. And one thing is when you start to get to the hourly rate you're creating a job for yourself.
- David: Right.
- Scott: Which kind of goes against, you know, having that freedom of being a, you know, freelance consultant so if you can just sell things in packages for several months at a time, one bang it's done, then you don't have to worry about – for instance, if you charge by hourly then you would be taking up a lot of your bandwidth that you can be using to go get more customers.
- David: Absolutely, and I agree with that 100%. Another great thing about it though is that once you get that out there and you approach them with that idea, you know, if I'm going to do a new project or I think of something that is going to be great for this client, then when I call that client I've got to really good idea of what I'm going to do for them already and they get to the point after awhile, after this happens once or twice over six or eight months that they know whenever you call and they're down field blocker picks up the phone and you say "Hey, is Bob there?" And they say "Yeah this is David Preston", but when they talk to him it doesn't matter who they're on the phone with or what they're doing they're like hey, that person makes me a lot of money. Every time they call I make money.
- Scott: Right. And the last thing is the answer to your question is yes Lisa, for multiple clients you can use one Aweber account and have unlimited list.
- David: Right.
- Scott: Is that for Get Response too, David?

David: Yeah it is. It is for Get Response. Most of them are pretty much the same and I had somebody say “Well, you know, some of those auto responder services will charge you a crazy amount of money if you start moving up and, you know, how many is on your actual list total. And sometimes that’s true but you have to think about it this way too if I have certain clients that have a really large list or it starts growing really, really quick well it becomes more of a hassle, you know, to manage that list and they already know that. You know, so I’m going to charge them the difference, so if I charge one client \$250 a month and that’s going to totally cover everything that’s in the entire database with all the clients.

Scott: Got you, so if someone has a list of they were getting over a certain number of leads would you make that clear before you did business with them or is that something that would come up I said look, I got over a 1000 leads it could mean a lot of emails responses or do you use their – yeah, I guess that’s a good question. If you’re managing a list for a business owner and you send out an email last what’s the reply email address, is it yours or is it the business owner’s?

David: It’s almost always there. If it’s a special promo that I’m involved with them then I will try to take care of the customer service as well because that’s basically introducing that person to me too and that’s what I’m after.

Scott: Got you. And another question on pricing from Daniel, now David I’ve seen it you have a pricing list that goes over services that you currently offer and what you charge for each one.

David: Correct.

Scott: Okay. So we’ll get that out to Daniel after the webinar and – I’m scanning through this real quick it’s based on a flat fee – that’ll all be in the pricing along with this. Each business client is unique and have different needs, how do you accommodate for the variety of services performed from client-to-client and I guess you run into issues with, you know, having a set price list and then showing that to a customer and then realizing that there’s actually a lot more work on your part that you should be charging for and you’re kind of trapped because you’ve already given them a flat rate.

David: Not really because no matter what kind of business they are they all need basically the same thing. If it’s going to be a Web site, you know, and then they’re going to have graphics. And, you know, if it’s going to be logos then they got to have that. There’s enough

built into that top where if you outsourced all of it you're still, you know, going to come away really well.

Scott: Excellent. And the last question he has or he's giving an example, the difference between giving cost of an auto responder with graphics and what not. And I'll let you tackle this but it seems to me that, you know, it's whatever you want it to be, I mean you could do a flat rate or if graphics, you know, you can charge more for that and it's really whatever you want to put the price tag on.

David: It really is, it's totally your business you can put whatever you want. Like I said, you can go to outsourcing places and find what it would cost to do that and if you want to charge them that just tell them.

Scott: Yeah. Sean says can you provide the script you use when you cold call walking into a business as well as one for calling over the phone? So I guess he's looking for, you know, your – do you do any telemarketing to business owners?

David: No.

Scott: So he doesn't do that Sean but as far as the opening line of the business I think we described that a little bit earlier on the FAQs where you walk in you, you just strike up a conversation totally non-threatening just try to get the business owner talking about, you know, their problems and issues, right David.

David: That's pretty much it. And if you listen to them, you know, eventually they're going to start talking to you and you're going to hit out some ideas. And I've actually given them some ideas while I was standing there talking to them that they knew was worth a lot of money. When they thought about it they were like "hey." And at that point a lot of time they'll say "Well, what is it that you do?"

Scott: Got you. Andrew Pearson asks – Andrew you really took advantage of the questionnaire here. He's got some good questions posted and he says – alright, so Andrew looks like you're awfully disappointed with the \$47 dollar up sell. This is also for those of you listening this is before the transcripts were sent out with it which were originally supposed to be with it and we're also coming out with audios, so if any of you aren't satisfied just contact me and get refund but we do have more coming out for that OTO and we've already put all the transcripts and FAQs in there. So, unfortunately, people who bought the OTO within the first couple of days when we launched this did not get the full package and we have resolved that.



David: Yeah and then there's also going to be a ton of other unannounced bonuses going out over about the next week, you know, so there's going to be all kinds of extra stuff included in there.

Scott: Exactly.

David: So that should help a lot.

Scott: Yeah, and some of this for those who purchased the OTO and some will be for everyone who got the \$27 dollar offer looks like he's also interested in legal documents that's something you would have to a lawyer about, fortunately it won't be on live calls...

David: Yeah each individual state it varies greatly.

Scott: Alright, he asks another question flyers – I'm only finding these. The flyers are going to be sending out and in the member section the free customized Web site template it's the fourth link in the member section. In fact I'll go up there right now and show you which one it is. It's the customizable workshop site all the materials are needed in there.

David: Yeah the graphics are in there just make sure that you, and I tell everybody this, make sure that you change your PayPal button in there. I did not put one in there period there's just a big place you cannot miss it, it says payment link here. So I actually had that happen before.

Scott: Yeah make sure you're getting the payments.

David: Yeah I had to call a student and say "Hey, looks like you're getting some good response."

Scott: How do you approach prospects for the PUF Method? Do you advertise in local paper, leaflet, and write to them, telephone?

David: Normally, I'll do that through B2B salespeople, that's the best way because if you're going to charge for something upfront let a pro handle it I'm not dealing with that.

Scott: And in return you give them about 75%.

David: Yeah and if it's a \$297 sell or whatever, you know, I'll give them at least 75% of that because all I really want to do is cover my costs and maybe come away with a few hundred dollars, you know,

pocket change and then the rest of it I'll pay out just to collect the backend because I know it's coming.

Scott: Right. And when approaching MPO schools presumably the idea is they market to business owning parents, in this case, presumably the best plan is to target those schools with affluent parents if not approaching parents who are the schools chasing on our behalf?

David: Yeah and that was why I said, you know, it works really well with like parochial schools or private schools, that type thing because it's more of an affluent, you know, academy type thing and most of the people that send their kids to that are affluent and they do have money, which means they're more than likely business owners.

Scott: Got you. Module 2 you suggested pricing is obviously in US dollars assumes US market, what workshop pricing would you advise for the UK? You know as we mentioned with India it would all be scaled to whatever, you know, your market currently is. So I don't know is the UK still 2:1 one or are they coming down?

David: Yeah it's actually right around there, so you might be better off there...

Scott: Yeah.

David: ...than you are here.

Scott: So you...

David: Actually, I had another marketer ask me if I would join him on a UK tour maybe this coming spring or summer and he said you can charge, you know, pretty much whatever you wanted up there and they'll pay it.

Scott: There you go it's whatever you want to price it at. Do you recommend a broker for placing newspaper and/or magazine advertisements in the UK?

David: In the UK I specifically don't know. I'm sure there're places on the net that you can find out. Yeah there is a broker listed for the US that was in there which is I supposed what he was referring to, but of course since I haven't done that in the UK personally I don't know of one in there, but I'm sure there is some.

Scott: And then he asks, do you target exclusively local businesses or have you tried taking special vertical markets, car repair business

and fast food restaurants and targeting that with less concern about geographical location, if so how well did it work? And perhaps there's a disadvantage that the backend sells require more traveling but can you charge more for the backend consultancy.

David: You can do that but in answer to the first question most of the time if it's a franchise or a franchisee that's going to be one of those deals, you know, that can take literally years to hammer out that's not a joke because I've got to get all legal and they've got to get everybody involved that's going to be involved, which of course is everybody and they've got to make sure that all the franchisee's want it, it can be a real, real long process. But on the flipside of that for like has an example of a brake shop that's a franchisee, it works really well if you want to put the lead capture site in front of their main site and then do a redirect as soon as they capture their information and it goes into their list and they get to see the franchise site and that's really the best way I found to do it. I have had something dragging along with one of those for eight or nine months, you know, before I really ever got any headway with them and never did come to fruition and didn't really waste a whole lot of my time, though, but it just took forever and they would send me a notification every now and then as to where they were at and I was like okay.

Scott: And next she asks in hiring salespeople do you use Craigslist or other Web sites rather than using papers, and if you have does it work or do you advise against it?

David: I don't know I've actually never tried that. I have had other students that said they have used Craigslist and actually did fairly well. But what you have to look at is it shouldn't really matter how many you recruit in an area the performers. You know, the creams always going to come to the top and I tell them that when I talk to them if it's an interview by phone or in person or whatever I said look, I've got a certain quota that I'm going to meet, you know, every two weeks and I don't care if it takes one salesperson or twenty salespeople, you know, I'd rather it be one but if it takes twenty I mean I'm going to hit the quota, you know, so that's totally up to you.

Scott: Got you. Well, it is kind of funny because my sales job with siding and windows I got it through Craigslist so it does work.

David: Hey, that's a great example. Yeah I've had a lot of folks say hey, where do you get them from? And since I've been doing it so long I

mean Craigslist wasn't around, you know, whenever I was doing it which is mainly the reason I went with the local papers.

Scott: Yeah and I will say that there is a lot of spamming on Craigslist for make money offers that don't really lead you anywhere. So just when you – if you're going to go that advertising route I mean what grabbed me into my offer was a guy was very straightforward, this is exactly what it is, he put the payment structure put everything on there, pictures, made me feel very comfortable in meeting with him and he really sold me on working for him. So the more effort you put into your ads definitely the more response you're going to get.

David: Yeah the more qualified individual you'll get on the other end that makes total sense. And see you got more experience on that stuff than I do so that was good thank you for that.

Scott: In bullet Cave Module 3 Outsourcing you quote the figure of \$350 the value for an average small business owner. It seems rather high to me. Do you get a lot of I wish and laughter? If people do not believe this figure is there a risk that your creditability could be affected?

David: Not really, and the main reason for that is because if they really think about it then it's very easy to figure out. Really small businesses are going to do some times I've seen between \$12,000 and \$15,000 a month just in credit card sells. You know, so if you divide that up between everything they're doing it winds up to be around that number. So the government wasn't very far off whenever they put that out there.

Scott: Got you. The next question is another UK specific. What would be the equivalent of \$350 dollars per hour in UK? Is that a comparable figure? And we kind of already addressed that it really depends, you know, on the UK. I know from friends of mine that have gone abroad in the UK they say the price is the same as America except they're in pounds.

David: Right.

Scott: So it sounds like \$350 dollars here would be priced at £350 pounds over there even though it's 2:1. So it sounds like for the UK it's almost a 1:1 as far as the currency doesn't affect the numbers so it would be £350 pounds an hour would be my guess.

David: I would think. Now, there's also got to be some places there you can look up maybe, you know, the Department of Commerce or,

you know, there's got to be some type of small business there, authority there, you know, that could probably answer that question specifically.

Scott: Right.

David: Because they keep up with all that, you know, they've got tons and tons of bean counters, you know, the world over so.

Scott: Exactly. Another thing you can do is look at what business owners are offering for marketing services comparing to the US crisis and get an idea there. The Module 4 Bullet B is the 15 minute free consultation on the telephone, at your office; you drive them to your shop, office to provide it.

David: I actually make it in person, very rarely do they want to do it over the phone and the main reason I want to know what kind of business they're in and I really see their operation because well, a uniform shop that I actually – he wanted to do everything over the phone I finally talked him into doing it in person. And when I got there, I mean, it was a real mess, their fulfillment on the backend as far as tailoring and all that kind of stuff it was just a total wreck. How could you even find anything, you know, in the place? And I was like holy, moly and, you know, we talked about some stuff but that was one of the biggest things that he really needed to resolve immediately because, you know, they provided uniforms to cops all over the entire state and those guys wind up coming back two or three times, you know, so what are the chances of his getting that contract again, you know, the following year.

Scott: Right.

David: You know so they just had to streamline and it was just sloppy paperwork that management didn't really think about it that type stuff but it was terrible customer service.

Scott: Got you. So you really need to be in there atmosphere to really be able to help them.

David: Yeah you actually got to have to get a feel, you know, for what they're doing and a five minute visit to their place of business that's actually going to be worth five hours of time on the phone.

Scott: And in Module 4 Bullet B the question here is do you charge after the 15 Minute free consultation is over? Do you charge per hour?

Is there a point where you, you know, is the 15 minutes free? I mean does it go as long as it needs to be?

David: It's actually a trick I just want to get in the door and I've been in there sometimes for an hour and a half.

Scott: I know that our pitch going in there was the only leads that we had in windows and siding was you're going to get an estimate good for a period of two years.

David: There you go.

Scott: You walk out with a check.

David: Yeah it's only going to take about 15 minutes and, you know, and they lose sight of that and they could care less, you know, after about 10 or 15 minutes you've got them and they understand where you're coming from to a degree and it's just basically getting to know them and I don't care how long it takes, I mean I'm in there for the duration because I already know the longer I'm in there the better the chances are that it's going to be very, very long term relationship and we're going to make a whole lot of money together.

Scott: Perfect. In Module 4 you say as discussed before I charge \$150, \$250 per database but I've not recalled having read this in any of the previous modules I'm astonished that any small owner would pay that around \$2500 hundred and roughly [inaudible 28:58] for the service. Am I misunderstanding the terms small business? Roughly how many employees or what annual turnover are you talking about? How do you sell the figure to them? How do you even calculate that figure yourself? I think we've already addressed pretty much all of this.

David: True.

Scott: I guess a good question here though is do you target an annual income for the business? Do you do any of that when you're knocking on doors?

David: Not really. A lot of it depends because they're showing up at the workshop anyway so if they call me, you know, I'm going to come and talk to them. The neat thing to remember though is that, that becomes a part of the profit very quickly, you know, if you're building their list and everything \$150 a month is nothing, you know, if you can save them a \$3000 dollar ad, you know, as oppose to...

Scott: Exactly.

David: ...sending out an email \$150 a month is squat.

Scott: Right. And they're spending \$2500 per year, you know, using this auto responder. I mean they're spending – I mean in your situation I mean most business owner is spending around \$2500 per month on advertising.

David: Easily.

Scott: Easily.

David: I've ran into some business owners that actually are only doing \$300,000 or \$400,000 thousand a year, which sounds a like a whole lot but it's not, you know, for most small business owners and those guys are spending between \$5000 and \$6000 grand a month, you know, on advertising.

Scott: Right. So this is really, I mean they're really spending about 10 times, you know, \$2500 if not more. I mean my mom ran a business when the only advertising she did was one ad in the Sunday paper every week and that cost her \$60,000 a year so.

David: Yeah it adds up very, very quickly.

Scott: It's not cheap.

David: Well, the last client I talked to had an advertising package for a quarter with a local cable TV station and it was almost \$5700 dollars and that did not include any other form of advertising other than that.

Scott: There you go. So that's the real problem, you know, that this is addressing, you know, is it's more cost effective advertising but it's also way more effective on, you know, marketing your clients as well, having their email address and that's really what, you know, what sells this because that's what business owners are spinning through the roof on advertising. You know this is just a really – its dirt cheap for them I mean isn't it David.

David: It really is and the other thing is, you know, the other advertising that they're doing they can't track, you know, it's very tough to track that without customer involvement and customer involvement is a big no-no to most business owners. So they're taking a shotgun

approach, you know, that's costing them a horrendous amount of money on average and they have absolutely no idea if it's even working or not. And the email once you get your list of buyers built and start moving in that direction which pretty much contract that, you know, statistically when you send this, this is how many you're going to get it's a big, big difference. It can be almost nothing, you know, to send something out to an email list and then you're saving all of the money that you would be spending elsewhere.

Scott: Right. The next question is, do you really leave the client's office with a fat check the day of?

David: I do that quite frequently and that goes back to, is it a free 15 minute consultation and then it's over? No, sometimes I'm here there for an hour and a half and it actually depends on them.

Scott: Right.

David: You know the more comfortable they are with you and the more you can show them what it's going to do, and yeah, that does actually happen quite frequently.

Scott: Excellent. In Module 6 you discuss outsource. You mentioned 20 hours to setup a new client regardless of whether it's outsourced or not that's a lot of work. Do you therefore charge new clients initial setup fee in addition to a monthly maintenance fee or do you simply wrap it all up and hide it in the later, perhaps on the assumption and understanding that they stick with you for a minimum of 12 months?

David: They don't really have to stick with me, you know, a minimum of any time at all for that. If I'm outsourcing at all on say a \$5000 dollar package, I mean, I'm still walking away with over \$3000 grand and, you know, that could stop the following month and the only thing I'm going to miss is a \$150 a month, you know, so.

Scott: There you go.

David: But that's only very, very rare. But I'd have never ever charge them a setup fee because they hear that a lot and they already know what that is and they already know that's pretty much a scam. The setup fee is going straight into your pocket. Business owners are not stupid and I've actually been in a business before when a merchant services salesperson was in there sold a credit card terminals and stuff, and he was trying to get him to switch to his service, which was lower and I fortunately knew about that industry



too. And the owner looked point blank at me, you know, and the guy was standing there and he said "So it's a \$295 dollar setup fee" and he goes "So that's going straight in your pocket because it doesn't cost you but one phone call to switch this right." You know, so I've never charged that.

Scott: Are you there, David?

David: Um-uh.

Scott: In Module 6 in outsourcing to college kids we're always up to the latest and greatest where every project is trying to keep the top prior one. Where does that leave you with your maintenance after the college kid moves on? Is it fairly easy to train a new one or does that take a lot of your time?

David: You get so many applications from that it's absolutely crazy. College kids as you know, you know, cannot keep a secret. So, you know, if they're making \$400 or 4500 hundred dollars a week from outsourcing it doesn't take long, you know, before that gets around "Hey, don't tell anybody this but this is what I'm doing." And then you wind up getting tons of applications before it's over.

Scott: Oh yeah, and their friends know when they're out buying all the beers.

David: Absolutely. Who paid for the last kegger that was Brian? Where's Brian getting the money? I don't know but he's always got it.

Scott: Let's follow him and do you, when you outsource his work, via either college students or via the internet, I mean, do you have an office where people are doing this work for you or do you just do it all over the internet?

David: I personally have an office where I got, you know, the independence that come in on their own terms I never tell them what time to get there or whatever, it's just project outsource, but they can use a lot of the software that I have there and that's the only reason but lately it's just about everybody that's set it up as almost all telecommute. So it's all done, you know, either from his dorm room or from their home or they could be home for the holidays with mom working on a site, you know, so.

Scott: Right and, you know, just for people listening, I'm mean you don't need to have an office to start this.

David: No.

Scott: And the next is what quality gates, especially around the configuration management. Do you have in place to ensure there will be no problems with outsourced Web sites and related solutions?

David: Well, everything pretty much goes through me so any client that I have is got to be approved by me the work's got to be approved by me. The client actually knows absolutely nothing about the person that actually did the work. And it's the same way with us, if we do outsourcing we never, ever contact the client and we don't want to, you know, that's not our turf that's yours.

Scott: Right.

David: You know so that's the best way to handle it that way if you have a problem, you know, you can go right back to the person the business owner has no clue and if necessary you can get someone else to do it.

Scott: Excellent. In Module 7 you describe outsourcing the workshops. Does this not reduce your ability to promote yourself as an expert and thereby reduce your potential for backend sells?

David: It absolutely does. You know if you don't want to get in front of people and don't want to do the workshops that's one of the downsides to it is that it's going to brand that salesperson but, you know, they're not going after the backend they're just doing the workshops. You know it's fairly easy for you to stop by and talk to them afterwards and they're like "Oh, I've already got a Web site." Well, I'm here to talk to you about your Web site. Well, I already got one of those I just put one up everything. And you're like yeah, I know I felt it. You know that makes a big difference. But they're like "Oh you did." And I said yeah that was me. Oh wow, I didn't know you were local. I said yeah I'm right up the street.

Scott: And if you have outsourced the workshops as described in module 7 you still visit the perspective client yourself or do you outsource that too in the former, I guess do you have a sales team, David that goes out and gets clients for you and actually closes the deal using like the cash cow method and then you just give them a percentage?

David: Yeah we've got a team of about five guys that operate in several different counties and they take care of all of that and I just make

mine off of the outsourcing and if they want to go out on their own then I'll be more than happy to show them how to do that too. But for the most part they're like hey, that's an all-in-one deal I don't have a problem with that all.

Scott: Perfect.

David: So just outsource it and I'm done.

Scott: So the last question is, you know, do you hit a cap where you can't be scaled up anymore?

David: Not really. And as big s the internet is growing and as fast as it's growing I don't think that's ever going to be a problem. That would be a great problem to have or to try to tackle anyway.

Scott: Got you. Jill Harrington asks what I need and want most is a more examples of Web sites. It would be great to see a before and after with auto responders added and or more examples of mini sites Web sites. Do you have – I don't know if you're able to release this kind of information – but do you have examples of any Web sites that you've done or is that...?

David: Yeah that's quite a few of them I mean there's some of them in the, you know, in the product where you can hit, you know, one or two Web sites in there. But I actually tried that years ago where I released some client information and that was a major, major mistake and...

Scott: They started pitching the clients, huh.

David: Well, yeah they started hitting it and filling out the auto responder form and they getting in the list and they were getting phone calls and, you know, it's not a good thing when you get a client that calls you back and says "You know, hey why is this person calling me?"

Scott: Right. So, you know, Joe there's a lot of examples out there of auto responders. I mean anything that has an incentive to opt-in I mean you can just put up the auto responder form but you normally add an incentive, David, of why they should opt-in to get, you know, a discount report or something.

David: Absolutely. You know and you can build a little PDF report even if it's only five pages, you know, for that client and we include that in the setups the things like that too in the outsourcing and that works really well. You know like one guy that sold a specific type of

hospital shoe or one that was made for surgeons or doctors or one that was made for surgeons or doctors or that type thing, you know, then we could put a little report in there for the orthopedic benefits of that shoe, you know, so they can read all the report then decide that hey, that's where I want to buy my stuff so.

Scott: Got you. And I've had a sales letter type letter for many years but don't have any experience with non-sales letter type sites or hire someone to do them for my clients but I need examples or templates to show my Web site maker. So well it looks like Jill David can't release his clients personal Web sites, but I know if you go on the Warrior forum and you look at David's thread and you ask there are definitely many students of David and people are actively doing this who I think would be more than happy to share examples.

David: Yeah and there's actually quite a few of them on there that have posted that have built Web sites for clients and I think there was a couple of guys on there that actually removed the private information or the links to it and shared examples on there. I saw a couple of those and they were actually really good.

Scott: Excellent. Next question from Jill I'd like to elaborate on the auto responder fees. What does – okay, it looks like we already addressed the auto responders \$25 for email written seems really low to me you come up with the email content creation or does your client provide the ideas. I think a good question with that is on the meeting, the day you meet them, the day you get the check, do you go over everything that's going to be in the, you know, if you sell them a quarter package or a year package?

David: Right.

Scott: Do you go over everything that you want in those emails?

David: And I kind of want to get personal, you know, not really personal but, you know, I need some personal information from that business owner to build those sites. And if you really think about it to me once you get fairly decent at writing those types of emails I earn about a \$1 a minute, you know, at \$25 bucks a pop I mean let's get real.

Scott: Right.

David: You know, so it might take me 20 minutes, you know, or 25 minutes at the most, you know, to write an email and if I'm selling it to them

in a package then most of the time all I'll do is go back to one that I've had that was in a similar business and modify that some and I'm done twice as fast so.

Scott: Perfect. Next Jill asks when is a light box often more appropriate than having a separate opt-in page.

David: That would be for like franchisees a redirect page it's commonly referred to and we went over that earlier. A lot of those guys you cannot put that on a franchisee page most of the time and the reason is because you don't have access to the site and the business owner doesn't either.

Scott: Is it a light box when it scrolls down over the top of the screen?

David: Actually a light box what it does is when they hit the page it looks totally normal just like there's no opt-in box or anything there and you can time it for whatever you want most of mine are three to five seconds. And after that timeframe they're just starting to check out the site and the site gradually fades out into the background and the opt-in box fades into the center of the screen simultaneously and the only way to get out...

Scott: Oh okay.

David: ...is to either close it, you know, or put their information in.

Scott: Got you. I'm sure there's some other people appreciated that clarification. I've been to those there's ones that like fly into but the light boxing is nice because it blocks out everything and the focus is the opt-in.

David: That's it it's right in the center of a page you can't get away from it, you know, you're either going to have to close out of it or put your information in and it works real well.

Scott: Can you do that through Aweber and Get Response?

David: Yes, you can. With Get Response I'm not that familiar with but I'm sure there's something similar to that in there. In Aweber when you're creating the html or it says get html when you hit that link that's actually four boxes there and the top box is an in-line form and the very bottom box is light box feature.

Scott: Okay. Perfect. Looks like John was just making a comment we will be sending out the flyers John and also with the OTO the people

above who mentioned they were disappointed was just because the full OTO was not sent to them but that all has been sent to them, we're adding bonuses, and we'll provide a link to the members area if you want to grab that after the webinar. Brown says are you going to provide the presentation you do for the four hour workshops. I know you give the template but to see the actual presentation in a PDF would be much more helpful.

David: That's in there.

Scott: Yeah I think he might have missed the opportunity for the other offer, but also in one of the modules David does go over if you want to create your own presentation the types of information you want to put in it.

David: Correct.

Scott: Correct. Cynthia says I outsourced the up sell and was surprised that there wasn't more to it. That same situation we sent all that out.

David: Same thing.

Scott: Hello David. What are the exact steps you follow to select good candidate companies as cash cows? We kind of addressed this already but anything you want to add to that David? Okay, so the next is from Howard. Hi David when you demonstrate the Aweber process at the workshop do you encounter any resistance to quoting them \$500 dollars to set it up?

David: No.

Scott: Because you don't quote them right, you're not doing it there.

David: No. No, I don't sell them there. There's absolutely no selling at the workshop, that's a big, big no-no.

Scott: And do you create an opt-in bribe from the get go or later on.

David: It's always from the get go.

Scott: And details of the 500 to 5000 service package we will be sending that out and try selling products at back of room. Details.

David: Once again, same thing.

Scott: Okay.

David: The only thing I've got back there are legal pens and pads and my card.

Scott: And do you actually create an opt-in page at the workshop or just do PowerPoint?

David: I normally just do PowerPoint. Once in a great while, depending on the audience, I will look at some of their Web sites and do a right click and view source and look at some of their key words. And that usually floors them – they're all sitting there like how did you do that, you know, and it's so simple, you know, but I've had – one of the last workshops I did we picked one guy who ran a place and looked at it and he wasn't getting hardly any traffic at all and it was a real simple fix and it was just because he had a comma between what should have been a long tail keyword and I broke it down into separate individual words.

Scott: Perfect. So most almost always just PowerPoint.

David: Right.

Scott: And we already went over salespeople. Do you do Word Press blogs at all for your clients or are they all just html sites or Squeeze pages?

David: We do get into other things with them. Eventually we'll wind up doing, and that's part of traffic generation, is a Word Press blog sort of blogging in general and we can do that. We can also do, you know, a lot of other things SEO, we do traffic generation, we do all kinds of stuff but it just keeps building into other areas and that's what it's all about, you know, it's just bringing them slowly into the 21st century.

Scott: And as you go along too, David, don't your clients kind of create the business for you or they start to ask you "Hey, we'd like to do this with our Web site" or where they all services that you thought out ahead of time?

David: A lot of it comes from them – you're absolutely right, a lot of it does come from the client themselves and they start actually paying attention to some of the stuff that's going on around them and especially with their competitors because if I'm not working for them then I'm going to be working for their competitor and they pretty much understand that.

Scott: Right. Perfect. And Mark asks when starting a consulting business from scratch how would you just overcome an issue of credibility or lack of?

David: The easiest way to do that is to start with that module in there that includes the branding aspect of that and that works extremely well, you know, is try to brand your own name and there's very little competition for that, you know, unless your name is Smith or Jones or something like that. And an example of that was my name was already taken by a very famous artist and there was no way, you know, I was going to unseat that guy from the top spot on Google I knew that. So instead of competing with him I just simply switched to David Preston Inc and no problem.

Scott: Got you. And I guess too in doing these radio shows or even the cash cow workshops for free those are activities that give you that instant credibility, right.

David: Yeah, and the workshop basically itself makes a huge difference because you've just spent, you know, half the day in front of these guys showing them what you do know. So your credibility is already threw the roof, I mean they're calling you it's not the other way around.

Scott: Right. It's just, you know, I talked to Brian McEnroe on this one I'm like he – it's funny because he said "There's two things you can do" he goes "You can either just say admit that you're an expert and go with it or you can get over it."

David: And that's true.

Scott: But, you know, you are an expert and a lot of people don't realize this in the Warrior forum even brand newbie's know a lot like, you know, information that would just blow the minds of, you know, offline business owners. When you start talking about html or auto responder copy just using those phrases, you know, it's pretty powerful stuff and I just...

David: It really is. They don't – for the most part they have absolutely no clue about how that stuff works and even on that really huge monster thread that's been run forever on there, there's been a lot of references to folks that have gone online, you know, and hunted four businesses in our local area and it's right around where I said it would be it's about 90% of every business you look at doesn't have



a lead capture form and the reason they don't is because they totally do not get it.

Scott: Right. Perfect. So Mark it's not difficult to do you just talk about what David's sharing and you'll be solid. Howard asks he just got the OTO and seems like an hour of content not four. Looks like people are concerned about having enough but we are coming out with audios and David's going to go into much more detail on what to say in those slides. Is that correct David?

David: Correct. And then another thing too is there's a lot of participation, you know, that goes on in there and that helps tremendously. But it's hard sometimes because of the participation not to get totally off track on something else.

Scott: Right. Perfect.

David: And that happens.

Scott: We'll be sending out those audios, just the OTO people. Howard those will really help you out, but also questions for a lot of this. I mean we've been here, we've probably spent almost three or four hours just answering these FAQs so you can imagine what a live workshop would be like. Dave Kay asks how do you establish sufficient credibility upfront to make business owners attend the workshop and deal with you in the first place. Many are skeptical about consultants and consider them no better than snake oil salesmen.

David: Yeah I agree with that. As far as consultants go and – I'll give you a prime example of where he's coming from and how I addressed it and it was really funny. I would never say this to a business owner but I really don't come across as a consultant period when it comes to the business owners, that rarely ever comes up, but I had somebody in my extended family we'll say, that met me for the first time, married into the family and he ran about a \$2.5 to \$3 million dollar business offline installing cable and stuff or fiber optic networks and he looked right at me before and said "So you're a small business consultant" and I said "Yeah you can say that." And he goes "Man, I hate you guys" and I said "Why?" And he goes "Man, you guys just drain me man, you kill me" and he says "You ought to be lined up and shot. And then he said that right in front of the whole family. And I said "Well, you have to look at it this way Ted, if you were actually doing what you were actually doing what you were supposed to be doing you wouldn't have to call us."

Yeah you're right, you're right and I said "I know I'm right, I'm never wrong."

Scott: That's pretty good. Harry...

David: You know if you knew what you were doing you wouldn't have to pay for them.

Scott: Exactly, that's...

David: You would go to school or put up.

Scott: Harry asks how to tell clients about increasing rates as subscriber lists go up similar to what Aweber's doing?

David: I kind of tell them they're approaching a threshold and I put it to them a completely different way and if you're going to write something down write this down. I put it to them a completely different way. I'll call them up and say hey Scott, this is David Preston how are you doing? You're like oh hey man, what's happening? And then I say look man, your list is approaching the size to where you can actually cut down on your other methods of advertising and we can sink a little bit more of that into the online advertising and it's going to pay off extremely well.

Scott: Perfect. So you...

David: And that way they have absolutely no problem saying it's how much more? You're like it's a \$100 a month. Oh well, okay.

Scott: No brainer. The next one is please allow download to document in the module flyer legal document pharmacy spot and David will be sending out those documents after the webinar. A set of letters, huh.

David: Yeah that's correct and like we said "They'll be a whole lot of stuff following that too, so.

Scott: In a set of letters for those of us who are not intending to do this via seminar will be really helpful. If you go to sales page Harry David gives you the exact letter that he can send out for direct mail. Is there anything else you send David?

David: Not really. You could try to come up with postcards or something like that if you want but for me the workshops are absolutely, you

know, the cash cow of the entire business, they just resolve everything all at one time.

Scott: And you don't do direct mail anymore do you?

David: No, I actually did direct mail for, I don't know, probably a month in the beginning and then I came upon the idea of the workshops and that was it for me.

Scott: Got you. So Dave if you want to escape sending direct mail workshops word of mouth takes over radio shows, things like that and you'll have a flood of clients. Sherry Walsh asks brilliant program a couple of questions she works full time Monday through Friday probably can't get an appointment until 4:30 or so during the week. How should I handle the fact that I only meet late afternoon or early evening and weekends? In other words what should I say on the phone when setting up an appointment? Do I tell them I have another job?

David: You can actually do that anyway you want. A lot of times you can tell them, you know, that you're just completely scheduled, you know, until that time that'll be the earliest you can see them and that helps a lot. But also, you know, if you're doing it on the weekend then it's not going to be long, you know, if you're doing a full time job that if you start meeting with clients on the weekend, you know, that's going to be your full time job very quickly.

Scott: There you go. I'm thinking of hiring an answering service virtual office to answer my calls during the day. While I'm at work I can't answer them while I'm at my 8:00 to 4:00 job. Is this a good idea to outsource I guess a Virtual Assistant to handle phone calls or just send them to a message recorder.

David: I wouldn't do that just because of the expense that's involved in it. You know if they're interested if you do a workshop and they call they're fine, you know, until you call them back. I just make sure that I call them back that day, you know, if at all possible. And sometimes I've even gone in really, really early in the morning, you know, to meet the business owner before they even open and to a lot of them that's a great solution.

Scott: And so it's okay to just send them to a messenger recorder if you're not able to answer it.

David: Absolutely.

- Scott:            Alright.
- David:            I just told him, you know, you'll get back to them as soon as you possibly can.
- Scott:            And Sherry if you need another number for this if you use Skype you can actually buy for, I think it's \$1.99 a month you can have your own number and just automatically have them go to voicemail and then you can call them back on your regular phone if you want, but that way you don't have to buy another phone line and you can just have a business message for them.
- David:            Absolutely and that's a great tip.
- Scott:            I mean it's a \$1.99 it's nothing. What days and times of day do you find are best for holding workshops? Sounds like Saturday and Sunday are the best days. Is that right David?
- David:            Yep, anything that doesn't totally interfere with their work schedule and that's what you've got to remember is you got to work around their schedule.
- Scott:            And next we have Nick looks like he's in a bit of debt and is looking for help on a way to earn money online. Well, Nick – David do you want to say anything to Nick?
- David:            Basically, if you can just start taking action on some of that stuff in there it turns around really, really quickly. One or two clients is really all it takes to turn your whole month around.
- Scott:            So, you know, Nick it's just all about going out there and taking action. I read through the cash cow workshops, listen to webinar and, you know, just get out there and start doing this and you will solve that problem. Mott says when you write an email for them how do you know what to write? Do they send you some basic information or how does it work? So.
- David:            Yep.
- Scott:            Go ahead David.
- David:            Yeah we kind of covered that earlier. I do get some personal information from them because I want that customer, you know, to know the business owner, like them, to trust them, you know, to get to know them personally because that's where the loyalty comes in and that's what you're after.

- Scott: Right.
- David: You know so even if somebody has higher prices they're still going to go to Phillip's store because they know him now.
- Scott: Perfect. And what are tips to bill the list at light speed besides the one with the receipt? That's a good question, is there anything else that you use in order to help your customers get opt-ins other than putting the discount on a receipt?
- David: That works extremely well. That works much better and it's really kind of funny because the only people that ever ask that - one of the Warriors that were on there, of course, is the biggest offline guy in Australia and he said that was probably the single most valuable piece of advice that he'd ever gotten was the receipt deal. You can tell the folks that ask that question have never tried it because you can build a list sometimes at 50 to 60 people a day opting into that list from the receipt deal. And another thing that I use is, of course, press release and there's several places that you can do for like \$50 or \$60 bucks that will actually write a press release for the business and get it out there to 50 or 60 different engines. And we've got that in our outsourcing too we use a guy who does nothing but that, you know, for us as articles and press releases and its part of the packages and that delivers some immediate traffic.
- Scott: Awesome. And the last one is you mentioned there're places on the internet that you can get products very inexpensively or totally free that have a really good value for your customers and where are those?
- David: That was actually in the link that we gave out a little earlier where they can actually go to that and it's totally free, there's tons and tons of PLR products articles, books, even master resell right stuff in there. But I always go for the PLR stuff because that way I own it and I can make it a customer's or I can do anything I want with it it's mine.
- Scott: Perfect.
- David: And it is totally free to join you can get it through that link it's supposed to be \$200 annually but I know the guy that owns it so.
- Scott: Perfect.

- David: That kind of makes a difference.
- Scott: Yeah and there's two more questions that were added as we're going through this we'll just grab them right now. They were – Matt says with this much experience you have noted many trends that you see in certain industries which some markets of certain industries benefit the most and they're congruent with your tactics. You want to address that David.
- David: Yeah that's actually several different ones that come to mind a lot of them are any of the food chains or any convenient stores and that type thing because they can build on – most of those are a one shot deal and if you can turn that into a lifetime value customer man, it just opens up a whole door for the people that own that to call everybody that they know to start building in the way that they're building in and a lot of those are owned by the same type of family or it's kind of kept in the family business. So he might have four or five brothers or sisters that all of them, you know, stores just like he does.
- Scott: Perfect. And how many times do you follow-up after the first foot in the door service offering to expand your monthly maintenance of existing clients?
- David: I usually touch base with them about once a month, if possible, and I do that usually by telephone, sometimes if I'm in the area shopping because they're all local anyway. And my wife use to hate that was we'd be out somewhere and she'd be shopping somewhere and turn around and I'm gone because I'm next door because that guy's a client and I'll be talking to him about stuff while I'm in there. But it's usually about a month I'll touch base with them, at least once a month personally and let them know what's going on. And a lot of times when I do call I've already got another idea, you know, for either their list or for, you know, something else that's going to make them money along with me.
- Scott: And is a lot of – I guess a good general question – is most of what you do tailored to specific businesses or can you cookie cutter this for the types of services you can offer, like SEO for instance?
- David: We've got – I don't know if cookie cutter would be the right term but I mean, yeah, there's different packages you can offer for SEO, you know, that will work for pretty much most businesses because all SEO is pretty much the same anyway. But, you know, other than that there's not really a cookie cutter solution, you know, for every single business out there.

- Scott: Right. And then Ken says probably won't be able to attend the live events here's my question. Not all of us are very good at or even want to host live events surely there must be some way to spin this approach after initial offline content to as to revert back to online and/or phone contact. And before you answer that David, actually someone asked me if they thought webinars would be a good way to, you know, host those types of – host the cash cow workshops online and have them attend that way. I don't know if you've done that or could shed some light on that.
- David: Yeah we've actually experienced and are, you know, experimenting, you know, with teleseminars, with webinars, with stuff like that, but for the most part most of the business owners are not going to sit in front of a computer and that's just their view. You know, they're too busy doing stuff and so far that's been our experience so far. We might be approaching it the wrong direction, haven't really figured that out yet, but I've pretty much stuck with the live events because they get to know you personally and that makes a big difference because they can see you, feel you, touch you and that's the credibility.
- Scott: And then even if it wasn't a webinar, let's say you didn't want to, you weren't comfortable doing, you know, live presentation, you know, in front of a group of business owners, is there – I mean other than radio – is there some way you can kind of get around that and still generate some results?
- David: Probably, I mean yeah live radio generates a lot of results because, once again, it all goes back to branding and credibility and if they hear you on a radio show then you're an expert they don't really care about your background.
- Scott: Right.
- David: It's just, you know, part of the American mind or I guess part of the human nature that everybody says well, if this guy is on the radio he's got to be good so.
- Scott: Yeah so I mean it sounds like the best approach if you are, if you're just absolutely not comfortable standing up in front and giving a presentation if you want to just do everything over the phone, I mean it sounds like radio would be the most comfortable way to do that because it's just you with a broadcaster in a room or you can even be in your home and, you know, that sounds to me like the

biggest bang for your buck and it actually doesn't cost you anything.

David: True. Absolutely true.

Scott: Okay. Well, thank you very much David I'm sure everyone appreciates you going through and answering about 50 questions, some with multiple questions and, you know, I just want to thank you for your time and I look forward to being on the webinar this evening and getting into the nitty-gritty.

David: Yeah we'll have a lot of fun I'm sure.

Scott: Alright David thanks a lot.

David: Okay, have a great day.