How To Be The One Guy At The Marketing Seminar Who Actually Sees Amazing Success When He Gets Home:

An Interview With Rapid Sales Coach
Kevin Nations
Dear Student,

I’m Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I’ve interviewed the world’s best business and marketing minds.

And along the way, I’ve created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world’s largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently.

I’ve learned a lot in the last five years, and today I’m going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers.

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let’s get going.

Michael Senoff

Founder & CEO: www.hardtofindseminars.com
How To Be The One Guy At The Marketing Seminar Who Actually Sees Amazing Success When He Gets Home:

An Interview With Rapid Sales Coach Kevin Nations

When Kevin Nations came back from his very first Internet Marketing seminar way back when, he immediately started putting the techniques into practice and immediately started seeing five-figure monthly results. He was thrilled and went back for a second seminar to learn more. That’s when he realized his success wasn’t the norm. In fact, most people (even the ones who were offering more value than Kevin) weren’t seeing much success at all.

So Kevin started analyzing why this was, and in this interview, you’ll hear the success formula he came up with. It pretty much boils down to a lesson we learn as kids, but usually forget as adults. Every little kid knows that when you’re putting a jigsaw puzzle together – you have to prop the box against the wall so you can see how the pieces fit into the big picture.

It’s the same thing with profit puzzles. If you’re not constantly evaluating every piece against your big picture, you won’t be successful. And in this audio, you’ll hear how to do that.

You’ll Also Hear . . .

* The awkward “marry me – please – I’m desperate” approach so many Internet marketers take with their websites, and the one correct way to “date” prospects instead

* Why you might want to think twice before giving away an entire e-book for free – in fact, Kevin says don’t do it unless you can also do this one thing

* The 6 psychological elements in the “lead seduction process” – according to Kevin, you don’t need to coax your prospects down a sales funnel; you need to seduce them into buying, and here’s how

* How to spot an eager $5,000 prospect (and how to seal the deal)
* The real problem Kevin has with the Sales Funnel Approach, why he says you’re setting yourself up for failure – and what works instead

* The one best way to price products/services so that you’re taking into account the costs prospects will incur if they don’t go with you

* The beauty in big ticket items – and why you should never try to establish yourself as the “low cost leader” in any area of your expertise

Kevin says when it comes to business success, the most important step is to just take action and get going on something you’re passionate about. If you love what you’re doing, you’re going to be successful no matter what – and almost unstoppable to your competition. And in this audio, you’ll hear the steps that will take you there.

Hi, I’m Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years I’ve interviewed the world’s best business and marketing minds. Along the way, I’ve created a successful publishing business all from home from my two car garage. Now my challenge is to build the world’s largest free resource for on-line, downloadable, MP3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I’ve learned a lot in the last five years and today I’m going to show you the skills you need to survive.

This is Kristi Sayles reporting for Michael Senoff [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Kevin: The answer to your question directly, how I like to talk about how to get this maximum value and help people raise their value significantly, I’d like to talk about it very much. As matter of fact, that is the one thing that I really hope and beyond hope plan for us to cover comprehensively on the call tonight.

I had an offline service business, and as I sold that business, literally the day that I sold that particular business, I found out about internet marketing. I’ve been reviewing marketing for some while, found out about a seminar or an event that was going on in San Francisco, California. So I bought my ticket to that event, bought my airline ticket to fly to that event, and that very evening actually, I found myself in San Francisco.

The very next morning, I was at a seminar about internet marketing. I went there for three days, came back home and begin to apply, successfully, the things that I had learned and did well over five figures my very first month in business and almost doubled that the next month that I was in business.
Then I went to my second seminar, and found out that you weren’t supposed to have success like that. I had no idea that everyone who went to these educational seminars, multi-speaker seminars if you will, some people have even called them pitch fest. I had no idea that when you went to these particular events that everyone who went either wasn’t just there to celebrate their success or learn the powerful things that they had been taught and came back and had immediate success with those strategies.

It was completely beyond my comprehension. So I began to wonder how was it that I had this quick success that was in the arena of coaching at that time. Had people ask me, “Well, if you’re coaching, you’ve been doing it for a couple of months. Have you gotten your first client yet?” “Yes.” “Well, things will grow, things will get better.”

I was like, “I hope that they will but we’re doing real well.” “How much are you doing in revenues?” I shared with them, it was well into the five figures per month, and there was just this look of dismay and almost disappointment that we were doing so well. So I began to ask myself, why was it that we had this success when a number of people that I had met who had powerful offers, really, really great things to offer, weren’t having the success that we had seen.

And we’re even asking us, “Well how is it that you are having this success when we are having trouble with getting people to pay what we’re worth?” So I began to look at that because I saw the value in the contribution that these people were bringing. And I thought, well how is it that someone who has this contribution that can change lives – at that point I was dealing strictly with coaches and consultants, and how is it that someone is bringing this tremendous value to others in terms of contribution and success, how is it that they are not able to charge the fees that they’ve shared that they are worth?

I began to realize that when it comes to charging value, they stated that they were having a difficult time charging what they were worth. But in my own opinion, I knew, and in my own awareness I knew, that whatever someone is charging and whatever someone is able to charge is truly what they are worth.

So I started to reconcile the difference between those two things. Here is a person who I see a tremendous value in their contribution, and yet they are still not able to reap the rewards of the things that they know. So at
that moment I began to understand that there was another element that someone needed to measure.

I began to understand after that there were really a couple of other things beyond contribution. Contribution was valuable. What it is that you do that changes people’s lives when you begin to share your skill and your strategy. But beyond contribution, that someone’s value is not just a measure of their contribution, but it is a function of their contribution multiplied by the effectiveness of their communication, multiplied by their commitment to taking action.

So it wasn’t just someone’s contribution or ability to create change that contributed to their value. So once I find that out, I was like, how is that someone can develop an end to end communication strategy, that can share with the world and help them understand truly this extreme value that they bring and what they’re worth?

I really understood it but I really struggled with the way they communicated until a few months ago, I happen to be walking past my daughter’s room. I’m a single dad and I have my son and my daughter quite a bit, but I had my daughter by herself that particular weekend, and she had left me the gift of a messy room. She went back home to her mom’s and I looked in and just began to look through some of the things that she had enjoyed playing with that weekend.

I saw on the floor a jigsaw puzzle that was just about finished. She had been working on it for some of the weekend. Propped against the wall was a picture of the box top of that puzzle she was trying to put together. Now any seven, eight, nine, ten year old, as they are putting together a puzzle knows that if they are going to put that puzzle together that it is absolutely critical to put the box top against the wall or somewhere where they can see it.

They start sorting out the pieces. There is a picture of, let’s just say, a sailboat and the water. They start putting the mast up and down in the middle. They start putting the picture of the sky at the top. The beach at the bottom. That palm tree that is in the picture over on the right. They see a picture of a puzzle piece, it looks like a spaceship, they just toss it aside because obviously, even if it is a freshly opened puzzle box, it got put in the wrong box.

It doesn’t belong. The thing that struck me was how at seven, eight, nine, my daughter, and she was actually 12 at the time, but it is the age of
seven, eight, nine, my daughter and everybody who has been at that age putting together jigsaw puzzles knows that in order to be successful, if they really want to be competitive at putting together a jigsaw puzzle, will consistently reference – and won’t even get started until they’ve had the ability to look at what the end product is supposed to look like.

Yet when we become adults somehow our wisdom kind of starts going in reverse, and when we become adults many times in one of the most important puzzles that we put together, that’s our profit puzzle -- how we profit from sharing what we know -- will consistently rather than even looking at what the end product is supposed to look like, we will consistently try to rebuild our puzzle around every new piece that we find.

We find something around copyrighting – oh my goodness. We’ve got to redesign our business around writing copy. If we find something around teleseminars, we’ve got to revisit our business and make sure our business is set up so that it maximizes the benefit of teleseminars. If we find just any piece of our business, we start trying to redefine our business around every new piece of information that we bring in rather than consistently referencing the new pieces of information through the filter of what the finished business is supposed to look like.

And so that’s one of the things I really want to stress this audience tonight is that most importantly, if you’re going to build a business that is intending to derive a profit, before you start putting your action plan in place, and before you start to put your pieces of your puzzle together, it’s literally imperative that you understand what the end product is supposed to look like.

Have you ever thought about, or ever seen a comedy movie, or even thought about a line in a movie, where a guy walks up to a girl and you can see that there is some energy there, see that there is some attraction going on. You can tell this is the first time that they met. The storyline has been built up. They get up there and you’re just wondering what he is going to say, what’s that first open in communication that’s going to begin the spark of attraction that’s going to build this relationship.

Because you can tell that the whole storyline is built around him creating this relationship. So the first thing that comes out of his mouth is, “Hey let’s get married.” Wrong offer. Wrong thing. Can we rewind and start over again? But the interesting thing is that so many people’s websites, especially people who have their own professional services, so many people’s websites do exactly the same thing.
You'll go to their websites and there will be story after story about why you should work with them. The very first thing that you need to develop is a lead collection system. Within that lead collection system you have to find a way to attract people in with a low risk, low commitment offer. In many cases, just something as simple as, “Can I get permission to email you?” At an email address you provide in exchange for this wonderful information.

Just leave it as simple as that. At each step has a really powerful attraction, but each one comes with its corresponding problem. One of the things with not creating any qualification of bringing people on board is you get tons of leads. The downside is if there is no qualification, well there’s no qualification. So you’ve got tons of leads who are only marginally, possibly qualified or interested in what you have to offer.

Everybody wants to go right to the consummation of the relationship, the let’s get married statement, because that’s where people want to find fast forward to and find out about the sale. I would share with you that it is interesting that many sales are made or lost before the person even comes onto a particularly sales call just by the amount of desire that someone is able to build prior to that sales call beginning.

So the next step is to lead the seduction process. This is the part where you start building that desire and building that interest. Now the beautiful thing about doing this in an automated fashion is that there is nothing wrong with courting thousands, or tens of thousands, or even a huge number at the same time, number one.

Once you court tons of people at the same time, you can also find out which of those are responding the most favorable to your lead seduction, or your courtship. So you bring people through this system and you start sharing with them about the outcome of what they can find and provide. So you start bringing people into finding out about what the outcome should be in working with you, working with your service.

You start telling about the outcomes that they can find out.

You’re listening to an interview on Michael Senoff’s HardToFindSeminars.com.

Kevin: There is six psychological elements that goes into this seduction process. Most of all these were made popular by Robert Cialdini who has written a lot about persuasion and he talks about those. One I just mentioned was
social proof. A lot of people will show you how things are working for them, but what they fail to mention is how it’s working across the board for the people putting it into place.

How is this working when someone learns it? How replicable is this? How is it possible for someone who is not the expert to duplicate that without the unique skills and talents that the expert has. So it’s one thing for an expert to be able to walk around and share with someone, “Here is what I’m doing. Here’s what I’m doing.”

It’s another thing entirely for them to share the social proof of case study, after case study, after case study of people are seeing these same results. The next one of these is reciprocation, sharing as much information as possible so that people get to understand the information that you share. Consistency and commitment, breaking down your communication.

If you’ve got an E-book that you’re sending out, stop it. Break it down into small, manageable pieces of information and then share that consistently with people so that they can experience a consistent positive feedback from you. What proper courtship person would send somebody that he is trying to attract 12 dozen roses at the beginning of the year and then never do anything else for them for the rest of year and expect that level of overwhelming interest that was shown one time, to carry through for the year.

What people look for, in any type of courtship even in a business one, is once you’ve established a method of behavior, that want that method of behavior to continue. So if you have all of your value locked up in an E-book, and you overwhelm someone with an E-book when they first hear from you, that sets a precedent that people are looking for that level of sharing on a consistent basis.

And if you fail to live up to that, then you fail to pass the test of consistency and commitment if you can’t share an E-book consistently with them. So if you have one E-book, don’t send it out when people register, don’t promise it, don’t promise something that you can’t deliver on, not only once but consistently. So you don’t need to create new content, just break down what you have so that when you offer something, if you give somebody a two-page great idea from your E-book, then every few days, or every week, or consistently, for quite a bit of time, at least until there is an opportunity for them to decide whether or not they want to take action.
Many self-studies have said that people tend to respond to offers much more favorably that demand peaks at somewhere between seven, eight, or nine touches. So if you have touched someone seven, eight, or nine times – and this can happen in an automated basis – then you sort of earned the right to present an offer to them or have them respond more favorably to an offer than if they just hear about you once.

Transfer that E-book to an E-course. It’s beneficial because that satisfies that law of consistency and commitment where they see this one thing of value, and they’re not going to attribute any greater value to an E-book than they are to a few pages of your E-book if those few pages show an end to end value in the communication.

Matter of fact, sometimes those E-books, a three pager may get read where an E-book will get set aside because, just like 12 dozen roses, just overwhelming. A dozen roses on your table looks wonderful, 12 dozen starts to fill the kitchen and get in the way.

An E-book is exactly the same thing in many cases. If you can’t consistently sustain that level of follow up than break down whatever you’re sharing with them in a manner that you can sustain it and feed them that information. So we talked about reciprocation, sharing and giving, consistency and commitment, likeability. When it comes to big ticket services and when it comes to representing themselves in a marketplace, I think a lot of people really, really, sometimes have challenges.

Because likeability is not about trying to be someone that your clients will like. Because in big ticket services, you find that you get really intimate with your clients. You start sharing things with them in life seminars. You start sharing with them in extended trainings where you’re having a personnel relationship with them now. You’re becoming friends, they are starting to see what you are like.

The key to likeability, in my opinion, is less about trying to be likeable and more about sharing your true authentic self so that you are attracting those people who naturally are going to resonate with your model of doing business over the long term. So if you’re trying to be something that you’re not, at some point there is going to be a disconnect with the way you enjoy doing business, and the way your clients have come to expect you to doing business.
So my opinion, my sharing on likeability is just that you, from the very beginning, establish who you are and how you do business. So that as you continue to do business naturally, if you happen to attract the client, they’re not going to be put off by your consistent follow up with them because they’ve been attracted by whatever your natural way of doing business is.

Just be yourself right from the beginning. The next one is authority. Write what you say in your follow up emails with authority as if they were true. I hold the absolute best way to go out and make a living in a low stress, low complexity world is to offer big ticket services so that you can have huge results. It really is a lot easier, in my opinion, to try and find a strategy to bring ten selves at $2,997 just by learning to create that offer and that value for what someone is doing than it is to try to find 1,000 sales at a $29.97 E-book.

Literally with a 1% conversion that would be sending 100,000 pieces of traffic to a sales letter with a 1% conversion that would create the same type of revenue. So when I speak about that, I speak with authority. When you write things, write with authority. This is a better way. And those who start to buy into that, and it resonates with them, they’ll start responding.

Those who choose not to buy into this particular strategy those will some subscribe, which means back to that likeability thing. You found someone who your offer doesn’t resonate with and it would be better not to work with them in an intimate fashion anyway. We talked a lot about social proof just a moment ago.

And so finally scarcity, just helping people understand that there are a lot of people that are seeing results with whatever you hear. And this doesn’t need to be, guys, money for money offers. People exchange money for anything that they can find a passion around, put value into. So it doesn’t need to be money for money offers. It can be offers to improve their finances.

It can also be offers to improve their relationships. Offers to improve their spiritual connection. An offer that will improve their health. So anything that someone can value, they will invest in if they value it highly enough. So that how you can build up that lead seduction. You get all of these people excited that are on your list. How do you know who is the most excited people on your list? That is the lead selection element.
Once you’ve got all of these people excited, you can do things such as a teleseminar. You send a teleseminar request out to 1,000 people, or 10,000 people, or 20,000 people and just have a few hundred show up so that in of itself starts to qualify who is the most interested at that particular night, in that particular topic.

From that you can make an offer to those people and find out of the people who came to the call, who are even more interested in getting the results that you propose. I used to sell advertising a long, long time ago. We won’t even talk about the number of years. But as we would go into a city, my national sales manager had trained me, when you go into a new city to sell advertising, don’t worry about anybody that you think should be buying advertising, but go in and find those people who are already currently advertising.

Pick up the Yellow Pages, find out who has the largest ads. Go pick up the free newspapers and find out who is putting the ads in those. Look for billboards around town. Look for people who are already advertising because advertisers advertise. That was his statement. When the free CD strategy, one of the things that you can find out is that buyers buy.

So if someone invests shipping and handling in a seven or eight dollar shipping and handling for a CD, one of the things that you find out is that they absolutely are willing to buy from you, and are interested in buying from you and they are willing to pull their credit card out and use it. All be it, it was a very small amount but they have proven that they are a buyer.

Now the only thing you have to do is to show them the value at the higher investment. You can move them much more easily from a $7 investment to a $5,000 investment than moving just from being someone who doesn’t invest at all to an investment of any size.

So you found a buyer, now you’re just building the value.

This is Kristi Sayles, reporting for Michael Senoff, HardToFindSeminars.com.

Kevin: And then finally, taking people directly to a strategy session. And the next step is that powerful conversation, how to create an offer and create a conversation such that in a 30 minute conversation they can propose themselves that their perspective client invest three to $5,000 with them. In such a way that people say yes and that was a pretty cool deal.
My job there in the conversion element, the lead collection, lead seduction, lead selection, getting those most interested people. That then when you bring those most interested people to you, the key is helping them understand, if indeed the cost of remaining where they are is far greater than the cost of a simple investment with you.

And the key there is to just help them understand where they are, and it has nothing to do with convincing. Nothing about the strategy session. It is about convincing people to do something that they are not already committed to doing. It’s just helping them understand the cost of not moving forward, which prepares them to make a decision, either way, to move forward or not.

And once you’ve got this system in place, then you can begin attracting leads because you’ve got a system that not only would not lose leads, it should be sales, but would convert them at fee sometimes as much as 40 times. What I’d like to do is just kind of go over some of the questions I’ve been getting asked lately, coming on to tele-calls, and go over some of those questions.

And some of them may have even been questions that are similar to guys that are on the call tonight, but I want to kind of go over some of those things so people find out maybe what are some of the questions and things I’ve been hearing that I haven’t been able yet to pull into my conversation and presentation. I want to make sure that I get some of those things addressed on our particular call.

What I’d like to is go over some of these things. First is, a gentleman named Robert said, “Well, how do I set the right price?” Great question. Setting the right price is really the key to finding out what it’s costing the client not to do business with you, and then setting a price is not based on your input but based on the outcome that they’re able to achieve so it doesn’t matter anymore what you are doing for that value.

It matters what transformation they are taking away. Steve asked a question, “Hey, how can I find clients willing to pay for high ticket services?” That’s an outstanding question. One of the keys is, it’s not about finding clients that are willing to pay, clients are willing to pay for high ticket services.

The key is, are you solving a paint that is significant enough for them to invest in those particular services? I find this question all the time, how do I learn… How do I make a million dollars a year without investing much
money? The key is, this is an energetic thing guys. You’re not going to learn how to earn much money without investing some money somewhere.

It’s just the law of energy. There is a natural law of energy that says, if you want to learn how to charge high fees, learn how to invest high fees. And when you have energetically done that, you earn a lot more integrity because you’ve seen the value of a really valuable exchange that you’ve been invested in. And you’ve seen it as being a positive exchange on your part.

So if you are consistently looking for the most powerful exchange of value, don’t look for the lowest investment but look for the one that best serves you going forward. That doesn’t mean going for the highest price either but making sure that you are congruent when you’re sharing with people that they should invest in a significant investment with you, that you’re congruent with that.

Building the right funnel of products. I didn’t talk about this in the call, but building the right funnel of products… I don’t teach the funnel concept very much in many of my services, I give tons and tons of free content away, and those who I choose to work with, and who choose to work with me, I move toward teaching them how to charge really significant fees and I work toward that myself.

And so if I don’t find a way to find a value or share of my time, something that is worth sharing my time intimately with someone, then I just give it away for free. In my opinion, I’ve related a lot tonight to the personal market, the personal relationships are not that dissimilar to business relationships.

And I find the funnel system a bit interesting when you make that correlation. People will say, “Well I just want to establish myself with low cost services. So after I’m well established and have a reputation of low cost services, then I can build some high cost services and start building those.”

Well if you establish yourself as a cheap provider, making that transition might be more difficult after you have established yourself than it would have been before. When you think about in the personnel parallel, if you want to build a valuable, meaningful relationship. In a relationship world, you don’t go out and say, “I’m just going to establish myself as the cheap
relationship person with as many cheap relationships as possible. And that’s going to best position me to find that one right relationship.”

So just think about that when you’re developing the funnel concept. Something is wrong if you’ve got something that is part of a system, but I can share with you that, making yourself the leader of low cost services doesn’t prepare you to transfer to high cost services.

Kristi: Can you start this without a list?

Kevin: No. You can’t start it without a list. I mean you have to have somebody to sale to. You can create a list. You can start it without a big list. I sold my first seminar ever, it was 11 seats at $6,000 per seat. At that time, I had a list of 200 people that was less than a month old. I mean, it’s impossible to sale without a list. Even if that list was five people and you called them.

So I guess I took that question a bit literally. It’s impossible to sale without a list. It is possible, and it’s likely sometimes when you have a small list, you can communicate with them intimately and have results that rival what you can sometimes do when you get a big list and you’re not as close and connected with them.

So you can build a small list, build that intimacy up. But if your question is, “Do I need to start building a list of many, many thousands of people, like some of the other marketers have done, to begin doing this?” The answer is absolutely not. You can begin working with a very small list from the beginning and continue to move forward.

That’s one the beauties of bigger ticket sales is that many times, if your income requirements are set, if you’ve got a three to $5,000 product, and your interim requirements initially are five to $10,000 a month or a little less, you can find yourself where in a given month you need to convert between three and four sales a month to make your monthly income requirements, as opposed to three to 400 sales a month.

And so that can be really, really comforting and also leverage you to grow quite a bit as well.

Kristi: [INAUDIBLE 0:26:01]

Kevin: Just take action. One of the biggest things I’ve seen that creates results for people is just a commitment to taking action. So whatever puzzle pieces you find yourself working with over the next week, as the great
philosopher Will Rogers once said, “When you come to a fork in the road, take it.”

And wherever you find yourself, guys take action with abandon and above all, have tremendous fun doing what you do. I read something that a gentleman sent to me just a couple of days ago in a text message, we were going back forth. I think it was on Skype. We were talking about how much I enjoyed what I was doing and he said, “You’re still working?”

I was like, “Man, I’m having fun.” And he sent back this little, I guess it was a quote, if not it was his quote, he said, “If you find yourself competing against a man who can’t wait to wake up in the morning and do what he does for a living, you’re going to find it hard to win.”

So if you guys are out there and living your life with abandon, you’ve already established yourself as a winner. So I salute you in that and I just celebrate that success with you.

For more interviews like this, go to Michael Senoff’s HardToFindSeminars.com.