



Jared Yellin

The Art And Science Of Self- Help Marketing

SUMMARY KEYWORDS

marketing, people, business, webinar, marketing plan, jared, build, important, industry, brain, plan, relevancy, tap, writing, run, thinking, spent, website, create, software

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Welcome back to the Optimal Performance Summit. I'm your host, Dr. Patrick Porter. Today I have a very special guest most of you out there, really try to do what our guest is going to share with us today and tell us about but it's difficult. I mean, there's an ever changing world out there used to be, it was very easy. You could hire a firm, they would set you up, they would do your marketing. But now that's all changing. So you need somebody who knows exactly what's happening out there in the community and social media, emails, all of these things that I'm talking about is Jared Yellin, who is the CEO of Synduit, who we work very closely with, we're here at Brain Tap. So I'm going to encourage every doctor who's watching this, get out a notepad, get out a piece of paper, you're gonna learn some things here today, because you probably don't understand what's going on in social media, because nobody really does unless that's your business. So, Jared, welcome to the summit.

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Thank you, my friend, what an honor to be here. Huge fan of you and your work. Brain Tap what it represents in the world, how it's changing the world. And I love the world that's listening to this summit. People that are heart centered entrepreneurs, mission driven, are committed to making a difference. And one of the things I've seen over a decade plus working people just like you is often the gap between where you are and where you want to be, is marketing. And it's just letting people even know that you exist. So Patrick, I'm all yours. My friend asked me

anything and everything that you think will support this wonderful group that is participating in this beautiful summit.

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First, I want to take you back in time a little bit because you started your company like a lot of our doctors, in a lot of our practitioners in a gym, and it's because you had no money, no staff, no, no marketing, no anything but you started a company and now you have a company that literally thrives without you because you have these proven systems. So what was the mindset when you first started and what do you recommend to somebody who's out there is just starting in marketing?

01:56

Yeah, so the story is fun to share, I'm sure for most Do you relate in your own way, but see what's going on nine years at this point. And for the first few years, I had to leverage my skill. Because today sindu It's a full fledged marketing software platform and done for you marketing platform for different 30 different industries. But in the early days, it was it was my skill, which is I can write marketing copy. And I can sell. And that very quickly morphs into into a marketing agency where people like all of you hire us and you become your agency. We do everything for you from building your websites, building out your social media strategies, running your ad budgets, we're building learning management platforms to work with us at that time was anywhere from five to \$10,000 a month with a year commitment. And we're doing great. We had hundreds of clients who were supporting big team big office, but in 2012, I realized for me, this just wasn't the vision. It just kind of felt clunky. Like every new client meant that I had to consider like, possibly hiring somebody. Need to manage that client. And that wasn't the kind of business I wanted to run, I believe in this whole premise called have it all. I've been talking about having it all now for 15 years. And my definition of have it all is not a company that scales because I hire people. My definition of it all, is a company that can operate with not that many people, specifically not me. So I was on a mission to create that. And the agency wasn't that I was the glue that was tying every aspect of that business together. So in 2012, I had this vision and the vision was to build the simplest marketing software in the world, and then to populate the software with all of the content that a business or an industry would need. I had one engineer on my team at that time, I shared the vision. He said he could do it because engineers say yes to everything. And the rest is history. We would have been able to build for our third version of our software at this point. The most recent version launched about three and a half to four years ago and we have over 30,000 active users on the platform. Now one of the things that's very important is what I shared earlier, the whole have it all mentality and have it all for me is to find is more time for my kids. I have a three and a half year old daughter and a one and a half year old son. And I just want the absolute freedom to do whatever I want, whenever I



want and as often as I want with my kids, but often this is could get in the way of that. So I started thinking to myself, how can I have this business grow independently of me. And I started working on processes and systems and hiring the right people that wanted the opportunity to lead within a specific domain. I set up people to become CEOs of tasks or at least CEOs of projects. At a consequence, if I spent 30 minutes a week now, on Synduit, we've never grown faster. And this is not probably not theoretical. It's not like well, Jared, you have some gifts that I don't have. I was very intentional about how I wanted this company to operate. And I only had one plan and that was planning Your freedom. So thank you for asking the questions I just want to share.

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That's great. So now you're you're doing all of these things that you're doing. And I want to just kind of drill down a little bit because one of the things I noticed with our doctors number one is nobody I mean, I would say over 70% of our doctors don't even have a website, no way to do have our Facebook page. No way to have any online presence. How big a mistake is that?

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yet? No, it is it's I've been saying this now for years. I'm having a website without a marketing plan is the epitome of wasted potential Epitome, because the websites importantly, you need a place to direct people to, but how are you going to direct them there if you don't have a marketing? So it's just foundational. Every one of you watching this right now,

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I get you

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like you are in a business, where transforming lives is what you stand to do. And for most of you, it's probably a business of prevention, like preventing the onset of sickness, disease or health challenges for most Maybe not all of you, but for most of you, and one of the things you do is you educate your clients or customers for your patients on the importance of being proactive with their health choices. But what's so fascinating if people like you, Changemaker entrepreneurs, heart centered entrepreneurs, mission driven entrepreneurs are educating your clients, customers and patients on being proactive, but yet in their business, they're reactive. They've no plan. I hear this all the time. We're like, a chiropractor will be like, Oh, yeah, I'm gonna run a Halloween initiative. And they think of it the day before Halloween or two days after, because like, they're just so reactive with their education and their marketing. So with the foundation of everything, the foundation of your website and foundation of your social media strategy at the foundation of building funnels, if you're trying to do that kind of stuff, is having a



12 month, content rich education and relationship based marketing plan. Without that all of your other efforts will be suboptimal

07:00

It's awesome. Now there's a difference because as their as the title of the talk the art and science of self help marketing, I know a lot of people will think they'll see an ad for a ladder or or paint product or something and they think I'm going to do the same thing for myself help business, whether it be chiropractic or DO, everyone has to have some form of marketing to get somebody in the door. If not, they just have a really good word of mouth practice or something, which I don't I haven't heard of that much. But what's the difference in marketing because you're a copywriter? So a lot of times, I don't think people understand the science of writing or how you come up with those headlines and things of that nature.

07:38

Yeah, so here's a fun tactic technique for each of you. So I have written 10s of thousands of things over time. And, and most of the stuff that I write reaches extremely large audiences. And when I'm writing them, though, I'm never thinking about the extremely large audience. I'm thinking about one person within the extremely large Audience so I'm writing to that one person. What am I is that one person? I'm thinking about? Where have they been? Where are they? Where are they going? What are things that might be working for them? And what are things that are not working? Like opportunities for growth? And those are the kind of questions that I answered, as I'm writing that marketing copy. And that's really important because it allows me to think through who I'm actually communicating with, but in the industry that every one of you are in, it is so critically important. And we hear this all the time. And it's kind of become cliché. I've been talking about this for 15 years now. It's so critically important to gain crystal clarity around why you do what you do, because you're not selling ZBrush you're not selling the latter. You're selling a better way of life. It's mission driven. But if you don't know why you're doing it in the first place, there's no choice that the receiver of your message is going to get there's just no way otherwise they're making a decision the same way. The They're gonna make a decision on the paintbrush or on the latter, and you don't want them making. You want to make the decision based on you as a human, what drives you what motivates you why you want to make such a difference in their lives. So it's so critical that you will allow yourself to infuse emotion into your copywriting. And what I tell people to do is actually confuse two things emotion and intellect. I call this an email electrical connection, where you're able to communicate with somebody emotionally so they say, Wow, this feels right. And then intellectually, where they say, Wow, this makes sense. So when somebody is like writing direct response, marketing copy for a paintbrush, they're just communicating intellectual making sense that the price is right. It's not an emotional decision. But in your industry, you know, industry of, of personal transformation



when it comes to health or mindset or stress or mental illness or all the other areas that you touch, must engage people both emotionally and intellectually with everything you do. copied your image choices to the headlines to your website, even down to your marketing plan when you're making decisions on the ingredients that go into your plan, think about how to make something feel right and make sense.

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That's emotional and intellectual stimulation.

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That's great. The next question, a lot of my doctors, they'll say, Oh, I tried social media didn't work, because they put one out there, or they didn't even have what might be called a lead magnet or some way to generate that. How important is it? I mean, people think they just do something onto the go, I email my list, nothing happened. They don't understand. Tell me a little bit about nurturing and why that's important. And how many times does somebody have to see something? Do you have any statistics on that?

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Yeah, let's let's let's like reverse it a bit by Patrick. So your industry and all of you watching this, like you're in an industry of personal transformation, like Has there ever been a time when you're working with a client, customer or patient where you told them until I start drinking more water and the next day they drink Like one cup of water, and there was like no benefit. Water doesn't work. What do you mean water doesn't work? Of course, if you drink one cup of water, like start drinking more water, but that's exactly what you're doing when you're like running one app on any platform, you're like,

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it doesn't work. Of course it works. It just requires consistency requires discipline.

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I look at entrepreneurship and scaling business as a way of life. Marketing, it's a way of life the same way that any of you watching this right now what you're actually selling people is a way of life. It's a new way of making decisions. It's a new way of finding values. That doesn't happen overnight. But it happens when a commitment is made. And then it action backs that commitment. So yes, everything matters. But what I also know to be true, is that what has taken my company send you over a number of companies insinuate from zero to over 40,000 users. I didn't do any of that stuff. didn't run hands. I didn't have tripwire, I didn't do lead that that's not because I don't know how like, I probably know better than 99.99999% of the world. But what I



love doing are things that anyone can do, because I could talk about that. So do as I say, and as I do,

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because I get all technical on

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on things that we're doing with marketing, the likelihood of any of you doing it is like zero. But what I did is I build units, like a unit are groups of like minded people were 30 Industries. So I build units within each industry. And then we what we do is we collaborate, we form strategic alliances, we actually work together to create more, what does that mean for each and every one of you, you build a unit in your town, in your network, whatever that looks like with four other people that are like mine, whether they're like minded philosophically or we're products or service and then you actually work together. You do webinars together, we do workshops together, we do online challenges together. Here's what To be true,

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running a Facebook ad

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probably doesn't come naturally to any of you. Building a meaningful relationship becomes natural to all of you, even if you're introverted, like building a meaningful in depth relationship. So that's what I mean when I say relationship based marketing. Yes, lead magnets are important running Facebook ads, wonderful special. But what I rather see you do is spending energy, even the money, building meaningful relationships with four other people build your unit, and then you can build another unit if you have capacity to but if you build your unit, right,

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there'll be the single greatest way to

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catalyze it and accelerate your business.

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I know when when people think of things, they there's all these apps that might do graphics and designing and they they feel like they can do their own graphics. How much energy from a from a marketing perspective does your team put into doing things in do they always get it right the first time, I mean, a lot of people think I'm gonna put this out there. Just like Little bit about



maybe some maybe testing and all that and how that works from your team does a behind the scenes group of people?

14:07

Great question. So this is really where the unit collaboration partnership delegations are important. The reason I spent 30 minutes a week on a company that's growing very quickly, is because I'd rather have my time to spend in higher producing higher leverage activities. I could implement everything, it's into it, and then I wouldn't be sitting there next week. So for you think about it that way. Like right now you're the one sitting down, writing all your marketing, copy, designing all your images, creating your PowerPoint presentations. If that's not why you do what you do, that's not why you became blank, then don't do it. There's reality because to do it, right, requires love and commitment the same way that you are loved and committed to whatever it is you do in the world. Like for me, like I couldn't invest energy and effort into the love of delivering a chiropractic adjustment couldn't do it alone receiving it, I couldn't do it. But I invest love into writing direct response marketing copy. So that's why it's important to form these strategic alliances. That thing happens make it very easy for the businesses that we support. Because we actually have a team of people that love creative, but they love it. They're passionate about it, they invest energy into it. We produce campaigns, we are testing hundreds of variables within those campaigns

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and literally hundreds of colors, the

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font choices, the word choices, to where links are within emails to the length of emails and the length of social media. Before testing everything.

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We're aggregating our data because we have 10s of thousands of users to create precision and predictability within the context of marketing. Just the creative process alone, regardless of the testing. One campaign could take 80 to 100 hours and that's what it takes to run Marketing copy for emails and develop social media content, beautiful images, and write marketing text messages and develop online registration or workshops or webinars or online challenges or developing posters and press releases and ads for newspapers and magazines, and doing the research that goes into the PowerPoint presentations and scripts that we include every single campaign. So you don't have to do it for yourself. But we do it because we love it. We love it. And if you're doing anything that's drudgery for you, then you must find a way to find someone else who loves your drudgery. I'm always so fascinated with my business manager, because



she's so passionate about the numbers of my business, and I'm not and she gets like giddy when everything balances, and I don't even care. I care, obviously. But I don't care enough to be the one to do it. I've set up my life this way to only do things that I actually love wasn't easy. There was Plenty of time where I wasn't doing it that way. But I was clear on what I wanted my business to provide me with. And I encourage all of you as well, if you are spending time like Sunday nights, or Saturday mornings, or Tuesday evening and like, you're like writing up marketing content, because you feel like you have to, I'm telling you, you don't have to, but set up a process by which you can just focus on your main thing.

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I know with our our Brain Tap doctors, we work with you to put together a plan and we're, it's a it's an evolution, because I've heard it said before, there's no such thing as a permanent marketing plan. You know that or strategy or whatever you want to call it. So tell us a little bit about when like, maybe use Brain Tap as the example you looked at what we had you helped us to fine tune it and get it out to our doctors for a very low price. I mean, our doctors just need to contact you and figure out what that being it's like, phenomenal. I mean, you couldn't even do one thing. You couldn't hire a person to do even one of the things you mentioned for the price for charging It's just phenomenal that what you're doing but just a little bit about the plan you put together because we spent some time with you, you listened you gathered the data. Just tell us a little bit about that process.

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Yeah. So it's there's, there's elements that we look at when it comes to building out a marketing plan. And one of the things that's really important, is relevancy. And this is a great opportunity for all of you to like, take something and like, run with it immediately. What is relevant right now, for the people that you are communicating with. So I don't know when you're watching this, but like, obviously, there's the pandemic and chronic like it's very relative right now, are people either being massively challenged with their mental health because they have been isolated and are isolated. So that's a very relevant topic to discuss, and their immune system, like there's relevancy around that subject right now. So when you build out your marketing plan, thinking about your people or That one person, remember, like, think about that one person, what's relevant to them and then make a decision on the subject matter based on relevancy. So like, as an example, if you want to do something like fun and exciting, like like maybe like in October, like if you're in the states and like, it's Halloween, like that's like a fun time to run like a Halloween type campaign, or if you want to do something to support couples, like maybe February makes sense, because it's Valentine's Day, relevancy, when it comes to your selection is so critical, because people already have a brain tattoo of that subject. It's on their mind that they're thinking about it. So when you now address it within whatever you're doing,



whether you're doing a workshop or webinar, promotion, social media content, news or anything, it increases the likelihood they're going to engage because they're already thinking about it. But what most people do in their market is they have their own agenda. So they have their own agenda, reading the plan, and And they wonder why their marketing falls flat, because there's a great chance that it's not relevant to the receiver of the message. So when it comes to like making decisions, choose relevancy. And this is what our team did with Brain Tap. We talk about the relevancy around Brain Tap and how it can support practitioners Are any of you within the context of your business, that we build campaigns to make it easier for you to share that relevant message with your clients or customers, or your patients, but rather, there's a lot of things we teach, but relevancy around the decision making process for marketing is the easiest thing. It's just thinking about that one person and what's relevant for them and then executing on that.

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That's great. Now, I know you do a lot of different industries set 30 of them. So I'm going to name a few that we have it maybe you can kind of talk to them because they're going to be the ones jumping on so we have chiropractors, we have energy medicine practitioners, where people with decompression systems, we have people Use light therapy, different things like that. Can you speak to the because you have more than, obviously a lot more than Brain Tap. So tell us a little bit about the breadth of what? What's into it can do.

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Yeah, so eventually we we've gone so my Patrick it's like everything we were big in the birth worker industry, doulas and midwives. We have real estate, we have finance, we have veterinarians, we have business owners, we have life of energy workers, yoga instructors, fitness professionals, we have car, practicing practitioners, we have natural paths. There's there is no industry that we haven't touched at this point. It's waited some time to try to find obscure things that need to work on like we just want an answer. And we weren't doing that. But let's let's help landscapers automate their marketing make their marketing easier for them. But here's what's really interesting about what we do, because we're in so many industries. We are learning what's working in other industries that we can then apply to the whole, like, there's like things that we learned like we just like stepped into the space landscaping that is like fascinating that like works and actually could work for chiropractors and you're like, What are you talking about? But like there is like so the fact that we've gone so wide that everybody in my world is like, You're crazy. I just like stick to your niche. I'm like, No, no, we're gonna go, we're gonna go Why? Because we're gonna learn so much that we can bring back to each individual niche. So it's really interesting or able to uncover like new things that work, but not like marketing hacks. Not things are like gimmicky like fundamentals like I'm big fundamentals, like

a lot of people talk about like hacking funnels and things. Yeah, cool, special. I want relationship based marketing. I want you to build your unit up for other people like, like with social distancing as building, meet them for coffee once a week and like plan what you can do together, but let's not happen. Let's just go back to what's always worked. What's always worked is how many stages Can you speak on whether the stage is like you Speaking on a stage, a webinar or a Facebook Live a podcast summit, like how many stages Can you speak on. And now let's build a marketing plan around those stages. Because the more that you have your message, I mean, radiating through your community, in your industry in the world, the better it is for the people that are hearing it and for your business. So it's creating as many access points as possible for your message to reach as many people as possible and then doing it consistently, which means all the time every day and forever and you should want to because you love it as much as you love serving whatever capacity you serve. I have to imagine you also love educating you probably just don't enjoy the process to get to the point of education, which is why we build our software because the process to get to the point of education is very arduous marketing, crappy graphic design, PowerPoint presentations, flyers, banners, reminder, email reminders, text messages, that's very arduous process when it's done for you, now you're just focusing on your main thing or your claim, educate people and then deliver whatever your goods are.

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That's great. Now, you talked about the importance of having an annual marketing plan, because you don't want to get had the Halloween idea on the 30th. You know, so so those things are really important. So tell us, you've also agreed to have a webinar where you actually do this for people so people can go over to the VIP section, register for that webinar, and learn more about it. But tell us a little bit what they what would they learn in a year long marketing seminar? What are the benefits of that?

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Yeah, so um, we actually have had the exact number mapped out from the same 30,000 range on businesses that in our software way beyond this outside of our software, I've been teaching the art and science of building an annual marketing plan for a decade, because it's an area that's irrefutable. I have never met a business in the hundreds of thousands of businesses that I've touched. That ever said having any more reclaiming occurred in my business like I've never met anybody who says that, like, even sarcastically, like, Yeah, I definitely need that. I just don't know where to begin doing it. So we just created a predictable plan that every one of you can follow. And the reason you do that, because there's a point I didn't, when I first got into it going 20 hours a day, like non stop, but the opposite of freedom, like it was so intense, so captive, and there was one night, Patrick, where I got into bed is probably around four in the morning, I would go to four in the morning, wake up at seven or eight and then do it all again, like really



intense dark life stuff. And at the time, I was engaged and married, have two beautiful children. And Lindsey poked me at four in the morning, and she made a comment to me, and she said, Jared, I feel like an inconvenience to you. And it was especially a big moment I think about children. I share the story, because she was now she genuinely felt that way. I was like she did you are because like I want to be with you but I have to build this empire like and I just felt So pulled I'm sure some of you can relate. And I actually started to smile. It was a weirdest response. She's like, Why are you smiling? And I said to the exactly what I needed to hear, and now here, this, everything will change. And I woke up that next morning, after a few hours of sleep, I started really assessing the business. I'm thinking to myself, like, Why do I have to spend 20 hours a day on this? Like, why is this and what it all boil down to? Is that I'm just reactive and marketing. Like everyone was afraid of my team like when Jared showers with a new idea, like that's just what I want but my my shower, my I work out I get out every day was like a different idea. And like, it was fun, I guess like every day was like, What is your typical today, but so unsustainable, so unpredictable? So I'm like, I'm need a plan. And I was asking everybody I know, like, what's your marketing plan look like? And no one had anything like nothing. Like I'm like, there's, there's this constant. Nobody knows what it is. I'm going to create a formula for myself to build a plan, and then the teach as many people as I can. Because when you have a plan, it creates freedom. So that's what I did. I spent about three months like working with my team a few hours each day to figure out like, what are the ingredients of a plan, what goes inside of one, and then we built it. And it's the only marketing plan formula. We then deployed it into our business, it was the single greatest accelerator we've ever experienced, it reduced the amount of time that I was spending like 20 hours a day, like a more reasonable number. Now it's even more reasonable. But that's the kind of thing that is process driven, driven, if you haven't seen the normal TVs, at least driven by process still, so it's so much more efficient for you. And then our software allows businesses to build and implement their plan in less than 60 minutes for the entire year. This is not a plug for our software, but that's just why we built the software was okay once you know what's in your plan. How do you implement it, we build our software to make the most mutation process like dramatically. So yeah, that's really the evolution of the annual marketing plan. I'm excited to share a masterclass with each of you who are interested. It's tactical, it's practical, there's no hype, it's motivating, because you're going to believe you can do it not because I'm trying to motivate you. It's a very direct path to go from a, I had no plan. One month planned to be 12 month plan, straight line, and I guarantee that when you can do that,

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that's awesome. Now, I'm going to encourage everyone, this is a plug for yourself, where to jump on that master class and learn about it. Because if you're not doing it, it's not getting done. And if you're doing it late nights, like what Derek was talking about, it's probably not that good.



You know, so and then you're gonna blame it on the medium instead of the message. So we need to get those two things together for you here and in Jared has put it together for us and I think at least go there. entertain the masterclass, see what it's about. It's hard to explain Jared what everything that's part of your system because it's It's like describing atmosphere, atmosphere to a fish. Like I tell people about Brain Tap. Because when you showed it to us in this, what they'll learn in the class a little bit too Is it, they can select what they want, they can click a button. And by populating those things up front, it automatically populates them. So just, we can't really show them right now. But if you can just kind of explained it to get them to understand that it is truly once you put the information and almost point Click, click and forget, I guess is the way they say it. But again,

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notice how does my

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stepfather's a chiropractor, he's in his 60s now. When I first started seeing me, he was in his late 50s. And I remember thinking to myself, he's got no shot, like to figure out marketing, because it's just it's so many steps like to do a webinar. And I don't know how many of you are every one of you should be doing at least one webinar every month for the rest of your lives and do a webinar with our software is I would say 100 hours, like 200 hours to like, do over Research, right? The content design the content, install the content, like, it's intense. And like it's a lot of clicks. It's confusing. I get it. Like if that's what it takes to the webinar, you're not doing webinars in the one. So we're thinking to myself, like, how can I get my step by who's like literally like every one of you like heart centered mission with an entrepreneur? In chiropractic practice now for over 40 years great practice, loves chiropractic loves educating people, how can they make it so that he can do webinars like he can look like a marketing savant. And it's a funny side story, he actually gets asked me to lead marketing seminars in his community, because like, other businesses are like, Chuck, your amazing marketer, and he's like, No, no, this is my software, I'm gonna teach you like, I just press a button and it's done. For example, if you were to do a webinar or saw, all that you need to do is put in the date and the time of the webinar. And then you hit save, and then everything is replicated, automated and personalized to you and we have hundreds, probably thousands The webinar topics at this point. So here's what's replicated, automated and personalized. It's a beautiful registration page that is set up for you. It's branded to you your BIOS on it. It's written by professional copywriters that we understand growing copy of you spoke about earlier briefly, beautifully designed, you can make as many or as few changes as you want, but you don't need it's done for you. And that's what people will register and they can even pay for the webinar if you want to charge for it as well. There's also three marketing emails that will have been written for you by copywriters, they're



perfect they're coming from you. They're going out to your database, somebody can click on a link in an email, and then they can they can register on the page. Other 10 social media posts, beautifully designed, beautifully written granted to you automatically, and then posting on Facebook, Twitter, Instagram, LinkedIn, etc. All of those posts are directing people to that page to register. There's a marketing text methods that we include that's going to go out to your your phone numbers and invite people to register right on their mobile device. From the webinar, and then as people register, they get four reminder emails from you and to reminder text messages with all of the details for the webinar. So wherever it's happening, whether it's zoom or Facebook Live or Google Hangout, or YouTube Live or Instagram Live, wherever it's happening, all that info is

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in there automatically.

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And then we really believe in offline marketing tip so we can buy posters and flyers and save the date cards, ads for newspapers and magazines, press releases for your local paper, we give you a PowerPoint presentation and a script with all of the research. And it's done in less than 10 seconds, literally, like you just put in the time you can see and it's replicated, automated and personalized. And you can make as many or as few changes as you want. So we always tell people is everything we do is either 100% done for you because you're just going to use it as is or it's like 97% done for you because like you tweak in the Modify,

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but it's not

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zero percent because zero percent That means it's just not going to get done. Like we know that right, like zero percent doesn't happen. But 97% doesn't 100% obviously does. And this is why 10s of thousands of people been able to build and implement an annual marketing plan, or at least a quarterly marketing plan in less than 60 minutes for the entire year, because they're just picking and choosing what they want slight modification here, greenlight go now they'll be the mission driven change maker entrepreneur that you are.

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And I know for our Brain Tappers out there, the doctors that are on board, get involve us into it. We're doing this for our classes, so they can have we already designed 26 classes and we have others. So if you're not creative, or you want to just use the ones we have to work with your



Brain Tap system, those are available. So you want to jump on to some dude and start getting on this into a brain tapping site. What is that site? Jared? Thank

33:55

braintapnmarketing.com go check it out. We actually did amazing training on there. So you Check it out a lot of great resources to its braintapmarketing.com so head there, check it out special offers there as well. So you can try it. I mean, I don't even remember what the price is, but I think it's like a cup of coffee or two, like, literally like we that's one of the things to it, we want to even the playing field with Mark, because what's happening is people like you are like trying to do it for themselves, which is very expensive, because it's your time, or you're going out and trying to like hire somebody to do it. And like they don't really know what they're doing. So like you're like now paying for them not to really know. And it's expensive. It's like an uneven playing field. And like one of the things that I stand to do with every business that I've launched and mine is I want to even the playing field want to give everyone a fighting chance. So within the domain of marketing, this is your fighting chance, like this is like this is the simplest marketing software you'll ever find with the content we loaded into it, which then makes it immediately implementable because there's other tools out there that aren't really simple But they've no content. So even if it were simple, and they have no content, you still have to spend all the time producing the content. And that's not what you should be doing. You should be spending time serving and educating, not sitting down trying to design the perfect post for Facebook and Instagram, like get

35:15

away from that stuff.

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And just step into your flame, which I know he's transforming lives.

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That's great information. And again, I'm going to encourage you as a practitioner of, of wellness out there, that if you have a friend or a family member or a co worker that's in this industry, please send them a link to this video. It's free for the next 24 hours. Remember, they can sign up for the Optimal Performance Summit, they can watch this video for free, they can start learning about it, send them over to the brain tap website, the brain tap marketing comm website, they can learn about it. You can see some of the things there because you we actually had you on a webinar, and you could see what I'm talking about. You'll be amazed This is something that personally I've never seen for this price. And I was one of those people that paid 50 \$60,000 before for my Getting teams to come in with my franchise company, we had an

offer, we had somebody on retainer, we get all the marketing but we still pay them \$10,000 a month. So because they have the insight into the industry, it was a franchise company. So we you know, we the revenue was there. So, if you're looking to do this, you don't have the money, don't worry about this is nothing. I mean when you when you look at what is available for the price, you can't beat this and even the full blown suite that you have, where they get access to everything that you have. You're going to make the money right away if you if you jump in, do one of the marketing in one of the nice things is it is as easy as you said clicking play, clicking forget move on start seeing seeing people and going from there. So before we end the summit talk today Jared which is great sharing the information and getting them involved and getting them over to to learn more in that master class. So those of you that are interested in learning about it, you want to schedule that but what do you want to end your talk with today?

36:59

I just wanted to encourage you guys to take action. One of the things that I talk about often is be a change maker on a change talker. And the only thing that bothers me about the industry that is participating in this summit. So this is my world like I am one with you, like I have supported 10s of thousands of people just like every one of you. There's a lot more talk than there is action a lot more talking about what will be done and the problems that exist. Be a major, be a change maker, take one thing that you learned in today's video and do something with it, whether it's picking a relevant topic and like talking about it tomorrow, whether it's you're doing your first webinar within the next two weeks, but be a change maker, don't talk about change. The world needs people to make change happen. I'm confident that that's you. Patrick my friend. Thank you always an honor to work with you. Your genius is changing, changing the world. I mean Brain Tap is absolutely extraordinary. Many of you that are not involved Brain Tap without question, but just say yes, like you're crazy. Not to be for leisure on person, the various and then it's really like selfish for you just use it because there's like, I don't know, hundreds or thousands of people that you know, that need it as well. So, I mean, say yes. Brain Tap. Appreciate you all. Thank you for this opportunity.

38:15

Well, thank you, Jared for Jared for that. And, of course, we're going to be doing more with you teaching or teaching our practitioners getting them involved. Because even though you think you're in the wellness industry, which you are, you have to first be in the marketing industry. Because if nobody knows you're there, or if you have to even think about it, remember, you have to you can put this in the hands of experts, and let your business grow and flourish while you're helping your patients get those great results in those great outcomes. And whether you're a Reiki practitioner, remember an energy medicine practitioner, or an MD or DC or in



between all of those things. He probably the center network probably has something for you. And if they don't, I'm sure that they'll create a way to make it work for you because the systems are there thinking Help a lawncare company then they can help you. So reach out. The worst thing that can happen is nothing as Jared said. So take action. Let's do that. Let's all appreciate and thank you Jared for your wisdom and your guidance here. If you're waiting for the next speaker is going to be right up. So just stay tuned. The next speaker will be ready and thanks for being part of the Optimum Performance Summit. Thank you

