

Hey my friends. So we are now at the portion of the training which we are going to be talking about getting clients and more specifically, the client getting machines that we use and our students use as well extremely successfully. Obviously everyone needs clients, every business needs clients. And really ultimately, you know when you launch a lead generation business for the first time, your focus should be on getting clients. That should be one of the main focuses. So we are going to dive into how you get clients and a lot of people dive into this in the wrong way. And what I mean is they don't think about what they're really offering or how their offer is going to be different or even enticing. All they want to know about is, well, how can I get clients, what can I use, what's the different systems, what tactics can I use?

And they don't remember the real fundamentals of marketing and sales, which is the offer. It's the offer, stupid. Okay? Like, seriously, guys, if you don't have a good offer, if you are going out there trying to get clients with a crappy offer, you are literally setting yourself up to fail. Okay? Because before we can even get clients, we need something strong to offer them so that they will happily hand over dollars, monies, cents, bags of cash, deniro for our services. Okay? And you really need an irresistible offer that makes you stand out in this marketplace because you're not the only guy playing the game. There's going to be lots of other people playing the game. Lots of the businesses, whether it's offering lead generation services or social media marketing, content marketing, search engine optimization, whatever it's going to be, magazine ads, radio, you're going against Yelp.

Even Yelp is your competitor. You know, you're going against Yelp. And so you need your offer to standout and an offer that is genuinely unique will really help you a lot because if it's unique enough, especially in that niche, because some offers can be kind of played out in some niches and unique and others. Okay, so really you want to have something that will make it hard for business to say no to you. You need an irresistible offer and I want to show you, and I want even an example of what a strong offer actually looks like.

So here's a strong offer. I guarantee I will deliver you X number of targeted inquiries. So I'll guarantee I'll deliver you a hundred targeted inquiries, leads or customer opportunities every month. And if I don't deliver what I promise, I'll work for free for another 30 days until I make right on my promise. If after all that, I still can't deliver on what I said, I will refund you every single dollar you gave me. You can keep all the leads and I'll personally send you \$500 cash just for wasting your time. Sound fair?

Now that is a strong offer and the reason why it's strong is (1) you're guaranteeing results and (2) if you don't deliver those results, you'll make right on those results. (3) If you still don't make right on those results after trying and doing your best, you will refund them every single money. (4) They get to keep the leads and (5) you will actually personally send them \$500 cash just for wasting their time.

Now, here's the thing guys. You may be thinking like, what the heck? How can I offer that? That's the wrong thing to think. You should be thinking... Well, you should be thinking I can't offer that. I can't think. How can I do that? That's impossible. I can't do that. What you should be asking yourself is how can I offer that? How can I have the skill set to know that I can offer that and have the conviction and courage to offer that? Okay? Because confidence only comes when you're capable and so you're not going to be capable until you actually do it, which is why you need to be courageous enough to follow through even when you're not confident. Okay? A lot of you will wait around and wait for confidence to appear and it never arrives because it never will arrive just sitting there. Confidence comes from actually

doing. I'm confident. I can make this offer with competence because I know I'm capable of delivering on this. But when I first made offers like this, I was not confident, but what I did have was courage.

I made a commitment to actually do that. Okay? So it's very, very important that you focus on these things. And so this is a strong offer. You need to be thinking about how you can be making offers like this. And ultimately it comes from understanding, using proven ad campaigns, proven formulas, proven things that works. You can go in with courage, make it happen, and you can make a strong offer. Okay? Now you could even just do the guaranteed leads. You know, you can even do it that way. You can guarantee that you work for free. You can do things where you haven't got to come as strong, but really offers like this is what is going to make you, separate you from everyone else because not many people are going to be confident enough or courageous enough to offer anything close to this. Which is why I like strong offers.

Okay, so this is David. He's in the program. He made an offer very similar to this and he just send an update, obviously, after following the training. I've delivered over a hundred guaranteed leads and I still have a week left. So we had a week left to generate a hundred leads. I'm super excited. Local boss, amazing. And then he says, my client is happy with the results too. And then this is a client writing to him. Maybe we can see you after three months. Maybe we can expand the air for us and do statewide. Ha ha. So this is a client who is just so happy with the results guys. And this is the really cool thing. Okay? So making your offer is really important.

Another thing, as well, is I do like for people to have a little bit of credibility. If someone wants to see a website or a quote/unquote online business card, you have it. Okay? So before we go and get clients, I do recommend that you have a little one page website. It can be really simple. It can just literally be about the business, about you, and the contact. That's it. It Can be super simple and you can get one built using a website builder. You know if you want to do that.

If you go to localboss.com/wix, you can sign up with Wix. It's fairly inexpensive and I'll actually show you right now, I'll go to the link localboss.com/wix, and if you go to this site here, and basically there's lots of different templates you can actually choose. I'll actually type in Wix templates and you can see some templates here and basically they even have stuff for businesses, marketing agencies. So I click business here. You know you've got different things. Consultant. And if you look on the left here, they even have advertising and marketing. Okay? Should have lots of apps. Social media agency. Here we go. This is a perfect one. You can use this one here. Making connections, delivering results. Perfect. You can use this template.

Really keep it simple. One page is all that's needed, guys. This is it. Look at this. Making connections, our services, who we are, our work. And you can just remove this stuff. Get in touch. You know you don't need fun facts, you don't need our team, you don't need our clients. Don't need our work. All you need is this. Our services, who we are, and then the last one, get in touch. That's it guys. The page is made for you using this here. If you have the localboss.com/wix, you can build a site literally in like less than an hour. Really, if you use this template, really, really easy. You can edit this site. It's free to do. Obviously I recommend you use a domain name. You come up with a domain name. So you can go on a website like namecheap.com. Okay? Use this, come up with a domain name really, really simple. And you know you can do that as well. Okay?

So once you have a website online and once you have a solid offer, now you're ready to go get some clients. And obviously, if you picked your niche as well, okay? Soon you have your niche, you have your offer, we've already covered that, and now you can go and get some clients, right?

So there's four killer ways to get all the clients you'll ever need. Okay? And these ways are my absolute favorite ways, period. So the first method is email. Okay? So actually sending emails to businesses. Okay? Very, very lucrative. In fact, this was the only method I used to land my first 12 clients. Was all email. I used to think the email didn't work, but I'll get to that in a moment.

Ringless voicemail. You're probably wondering what is ringless voicemail? Well, covering this voicemail, essentially, it's when a voicemail gets delivered to someone's voicemail inbox without the phone ringing. Okay?

A third method is LinkedIn. LinkedIn of course is full of businesses. A great way to get the actual business owner and get around the gatekeeper because oftentimes the actual business owner themselves will be on LinkedIn and actually get the messages.

And of course, online advertising, you know if you're going to do it for your clients, you want to do it for yourself as well. And of course Facebook and Instagram are wonderful ways to do online advertising as well.

And so like I said, I thought cold emailing sucked. I thought really cold emailing businesses... I hate getting cold emails and spam emails. People selling Viagra or some kind of garbage. But at the end of the day, if you are offering a service that people actually would want, like a business owner, and you can get them results, and you word it a certain way, you can get tons of business responding to it.

Okay. Now of course this is a numbers game. You want to be sending out hundreds a day. Really, I recommend... I usually start sending out fifty a day. Get to like two, three hundred a day emails being sent out and I'll show you how you can automate that in just a sec. So I thought cold emailing sucked. I was very wrong. These are the kind of responses that I get from them. Yes, Adam, I'd love to talk to you about helping us improve our sales. You can call me on Monday. No kidding. Tell me more. Yes, you've definitely hit a nerve. Adam, do you have time to talk around 2:30 today? Right? Can I call you today? It's like, did I tell you I was wrong? Please call us. We'd like to know more about your services.

Imagine businesses getting back to you with those kinds of messages, literally. And wake you up in the morning to have these kinds of things. You look at Preston here, he is a student in Local Boss program. Woke up to three replies to cold emails. Yes, I'm interested. Please call me. I get a better burst from that than I do my morning coffee. And I said, it's a nice start to the day, and that's true. Literally, guys, imagine waking up in the morning to businesses saying, call me, I'm interested in your services. It beats cold calling, which I've done a lot.

So I want to cover three important factors for successful cold email campaign. It's called D.D.M., Which is data delivery messaging. So, data. Data's really important. Okay? Now the emails need to be sent to the right people. Of course, if you have emails where they're not going to the right person or the emails don't work, then it's not going to make sense. Okay? So you want to get a list of emails that can be verified. A great website is hunter.io. You can actually verify the emails on there. You can also clean the list on there, but another another cleaning list site is neverbounced.com.

But Hunter is excellent. Hunter actually does everything. And so you can use Hunter to get emails. There's lots of different ways to get emails. You can buy emails, you can scrape emails, but essentially Hunter's a great way to do it cause you, in Hunter, you can actually upload a list of websites and Hunter will then find the emails for those websites. That's a cool thing about it. It lets you upload a spreadsheet of websites and you can do it on a mass scale as well, if you do it in a spreadsheet. And you can just upload a bunch of websites. You can find a bunch of websites or business owners. Businesses in a certain niche. Upload it to Hunter and Hunter actually scour the internet for you and bring back some emails.

So Hunter's a great tool to use. There's many different tools, but Hunter is probably one of my favorites. Another one as well, which is called D7 Lead Finder, which is d7leadfinder.com, this is another great tool as well. D7 Lead Finder here, you can use that, and you can use keywords and choose a city. Another great tool to actually find leads as well. So it's very, very cool.

Delivery. Another thing. So D.D.M., data delivery, messaging, delivery. Emails need to be reaching people. Okay? So I recommend not sending from a Gmail account. I recommend sending from your own domain. If you go to Gsuite.com you can buy a domain there, or Namecheap, and then you can actually automate the delivery using software which will actually send out emails for you every single day.

So if you go to localboss.com/woodpecker, I've actually negotiated a special 30 day free trial for you guys. And so you can use Woodpecker there. So go and sign up. I highly recommend it. It's the 30 day free trial and it allows you, then, it integrates with G suite, a domain name like .com, and you can send out emails. A little tip for you. Don't send out emails from a domain that you are actually going to be using for other means. Get a special domain. Buy it especially just for outbound emailing because because you want to keep that separate from the other domain. Just in case you have any issues with it, any kind of spam complaints linked to it.

But if you're careful and you follow the training inside of Woodpecker, which is localboss.com/woodpecker, there's some great training they have there. Their support desk is amazing. You can get emails delivered and if you follow it and do it properly. Okay?

So the third thing is messaging. You must stand out from the noise and again, this all comes down to your offer. Like I said, imagine emailing people saying "Hey, look. I know you get a lot of emails from different people, but at the end of the day no one's going to guarantee results like I am because if I don't get you results, not only will you get to keep any work that I've done, I'll walk away from this. I give you a full refund and I'll give you \$500 for wasting your time." If that's not worth a phone call, then I don't know what is. You know, reach out. So I'm just giving an example here of how different is that of like "Hi. My name is John. I'm calling from this, you know, marketing agency, we can help you." You know what I mean? No one gives a damn about that, right?

You've got to sound different and some offers will work better in other niches and that's why I recommend, you know, you want to focus on one niche eventually. But sometimes you have to play in a few niches to get a bite that you like, a niche that you feel comfortable speaking with, a niche you can become an expert in, which by the way, only really takes about 20 phone calls with a client to really kind of understand the niche, the problems they're facing, what they want, what they've been through. And then that way, you know, if you do that, you can pretty become kind of, like, enough of an expert, I should say, to talk about it. Okay? To actually do your job well. Okay? But it's all about speaking to

businesses. That's the main thing. Okay? You can't do it sitting on your behind and not doing any work. Okay? So these are the three important facts for the email.

And I want to I want to talk about ringless voicemail next because this is like having a team of outbound sales reps on steroids because, instead of cold calling, at the push of a button you can literally get thousands of voicemails dropped into people's voicemail inboxes which gets straight to them. Okay? And so voicemail drops are a total game changer for us. This is David. He just said a new \$15,000 client, Local Boss rocks. He did one voice drop with 97 numbers, only 23 delivered. So, a very small number delivered. And I think you only pay for deliveries, if I remember rightly. One person called him, one boss audit call, one results video sent, one boss planning call, one new client, \$5,000 a month for three months, one very happy Local Boss student, which is awesome. And down there he says "I'm excited. Thanks. Such a great program. You and the man, I just followed your plan."

So this is the exact same system you guys are following. Obviously David is getting more help inside the Local Boss community and he's getting the hands on nuts and bolts stuff. But again, this is the same training guys. This is the same system that he is following, is what I'm showing here. There is no difference. I'm giving you the same system here. Obviously he's just gone into more of a deep dive here. But you can take this training and run with it as is or, if you want to reach out, localboss.com/apply and apply to work with us.

So some tips for ringless voicemail, which is again D.D.M. Data, delivery, messaging applies here too. The data needs to be good. The voice drops need to get delivered and your messaging needs to be on point. Okay, guys? So it's, again, just making sure the data's good and cleaning the actual numbers. The good thing about voicemail drops is you can just... You haven't really got to clean the data, per se. You just obviously... And if it's B2B, then, I'm no lawyer, so don't quote me on this. But if it's B2B then you can kind of do ringless voicemail and the do not call list does not apply as far as I am aware. And so obviously, speak to a lawyer or someone who is specialist in that. But that's just something that I have noticed. It's cool we can make that happen. And so I'll share with you the software I use as well.

But here are the three quick steps to sending ringless voicemail drops. Step one, record a 20 to 30 second audio with an enticing reason for them to call you back that sounds like you just tried calling the business and got the voicemail again. All about the offer, right? All about the offer. Step two, upload the audio and list of phone numbers to voicemail drop software. So localboss.com/voicedrops. And again you can use things like D7 Lead Finder. So I do choose a keyword here. I type in, you know, dentists, cosmetic dentist, San Diego. I clicked show leads, and again I'm not logged in here but when you're logged in, it'll be a little bit different. This is processing your results and again, I'm just showing you how easy it is to get data, guys. So easily to get data. I mean data is, it's everywhere. Data is everywhere. So this is just processing the results right now. And D7 Lead Finder is cool.

Here we go. So this is obviously blurred out but as you can see it's showing all the advanced, all the cosmetic dentistry places in San Diego. Right? Cause I just did that. I just got their email and their phone number. So you can take these, you can basically download these lists into Excel, use Woodpecker, then localboss.com/woodpecker, and then of course you can do it with the phone stuff as well. And this is really, really cool cause then you can use the phone stuff and you can do ringless voicemail as well. And there's just so much data.

Some niches are easier than others for email and voice drops. So you just got to play around. Okay? You got to play around with it. Find a nice niche and, like, this is awesome and there's just so much data. Pages of it. Look at this down here. Page 2. Page 3. I mean how much data do you own guys? This is just San Diego. You can just go to the next city over, the next town over, data, data, data, data, download, download, download. Lots and lots of opportunity. Okay?

So then if you go to localboss.com/voicedrops, that will then show you the software that I recommend. So I'm going to go there right now. localboss.com/voicedrops. This brings you to Stratics networks, which is awesome. A very cool company, which they say they invented the ringless voicemail, which is pretty cool. You know it's very, very cool. You can do ringless voicemail, all one platform, upload everything, hit the button and your voicemail will go out. Like I said, you hit send, watch the call backs flood in with people interested in your services. So ringless voicemail is very cool. It's under utilized. Not many people seem to be doing it and it looks like you actually called them. And so you can like basically leave voicemails on thousands of people's phones at the push of a button.

And as you can see here, this is Jeff who's a Local Boss Student. He said "Just have to postpone my voice drops by a day because I have too many sales calls. If you're not doing voice drops yet, why the heck not?" You know, what a problem to have. Right? And so voice drops is something you should do.

I want to talk next about LinkedIn. It's one of the best ways, like I said, to reach business owners directly. LinkedIn has reportedly 63 million decision makers on the platform. The source of that data was 99firms.com. And they said they'd got it from LinkedIn directly. 63 million decision makers. So a lot of people say, "Oh, how do I get the decision maker? I keep getting blocked by reception. I keep getting..." You know, I mean, yeah, if you're cold calling and getting the businesses that way. But if you can go around the back way, the back door and get to the business owner's actual inbox on LinkedIn. Okay? Then it's a really cool way.

You can use LinkedIn sales navigator. It's at business.linkedin.com/sales-navigator to actually prospect. So LinkedIn has a built in tool which they help you to actually produce sales and opportunities on. LinkedIn actually want you to use that. They make money from it. And so you can prospect on LinkedIn. And you can manually connect the people yourself. Or you know, relatively inexpensively, you can hire a virtual assistant to do it on your behalf. You can go on websites like freelancer.com and I've got guys in the program who have hired virtual assistants from places like the Philippines for \$2.50 an hour to go and do their stuff for them. So very, very inexpensive. And obviously a client can be worth, you know, three, four thousand a month profit to you. And so, you know, highly recommend and worth doing that.

And another thing is what you can do on LinkedIn, you can also do this by email as well, is you can stand out by sending video messages. So unlike just regular text, you can actually record yourself like this and you can do a video message if you, you know, well, if you want to break through and use the camera. Okay? Because a lot of people are afraid of the camera, which is why it's not a necessity. But hey, it's a great lesson for you if you go on there and you get used to the camera because it's a great way to get around people and really be different. Again, be unique. Be different. Have unique messaging. Come across differently. Okay? Messaging is everything.

And so you can use video messages. You can sign up for a free trial at localboss.com/bomb. It's a software called BombBomb. It's very good. I do not get paid a commission for referring this company. And so it's a very good thing. It's not cheap, but it's very good if you want to add video messages to what

you're doing. Okay? And again, it's relatively cheap compared to the ROI of what clients actually bring you. Okay?

And so this is from David. He said "Okay. Signed up for Local Boss on the 18th of last month. I started my LinkedIn campaign and used sales navigator...", Sales nav, like I said. List of 98 cool sculpting providers, combination of different things, and he's got out of that using LinkedIn, using sales navigator. He's gotten two cool sculpting clients, one ultratherapy client, and eight possible he's pitched, which he can possibly do. So look, three clients off LinkedIn there. Okay? Which is very, very cool. Something that I recommend adding to your repertoire. Okay?

So there's nothing quite like an online advertising funnel that actually delivers warm prospects on autopilot. Okay? So one of my favorite methods of course is using advertising to generate clients, which is super cool. And you can actually advertise your business with Facebook and Instagram. And you can target business owners by profession on there. You can target business owners by interest as well. So you know, you can literally target business owners that are dentists, that are chiropractors. You can target them by interest. So business owners that are interested in certain trade journals and trade magazines, things like that. And you can also upload a list of business owners' emails who will answer them specifically if you own the data as well. Okay? So you can do that too.

And so getting targeted clicks is not very hard. But what happens after that is what makes or breaks a campaign. Okay? And your funnel after the click, once they click your ad will determine how well the campaign does.

Okay. So I'm going to show you a funnel which is proven. It works extremely well. And there's 3 Page Website to generate calls on demand. Okay? And so what I say to people a lot, I see a lot of people start off with email, LinkedIn and voice drops and then move on to the advertising stuff. And then you can essentially buy phone calls, which is really cool.

And so there's 3 Page Website to generate calls. Page one is the pre-selling page. Okay? On that page we'll let you just have like an irresistible offer. When I talked about, you know? I guarantee I can get you results. Here's some testimonials. And then click to schedule a call. Okay? So it's, literally, I guarantee I can get you patients. I can go into a dental patients or your money back if we work together. Although not everyone is a fit. So to see if you are a fit, click to schedule a call. And if you have testimonials, of course, put them on there.

Then you have a schedule page. Once they click that to schedule, they booked the date and time, business information and then any qualifying questions like, you know, how much do you spend on advertising, how many staff do you have, how much you want to grow to. You can put some qualifying questions on there as well just to help you when you get them on the phone. And you can obviously schedule people in. You can use scheduling software like Calendly. You know, calendly.com. Or scheduleonce.com. Different websites like that for scheduling. There's loads of scheduling software you can use. Really simple stuff.

And then the thank you page is get ready for the call. You can have some testimonials and any additional information. Really, it's just testimonials and get ready for a call. If you don't have testimonials then it's just going to be get ready for the call and that's the simple funnel to the 3 Page Website. It's not

complicated. You can get this set up. You can use, you know, different software and things like that, which I'll talk about in just a moment.

So software recommend is if you go to localboss.com/clickfunnels, you can use click funnels to set that up and I have a free trial there for you. If you go to localboss.com/clickfunnels, you can sign up for click funnels there. A free trial and you can set up websites like this and they have lots of training inside there as well for things like that. And if you just look at the advertising math here, okay? So, you know, a scheduled call usually costs around 50 bucks. The number of scheduled calls to land a client, if it's 10, these are just estimates here, but the cost to land a client then would be \$500 and their client contract can be \$5,000 a month. Okay?

So the advertising math makes sense. If you look at how much it costs to get a call, then look at how much it costs to land a client. Okay? What is your CPA cost per acquisition? What's your cost to acquire a client? And then if that number is smaller than the costs or the the value of the client, then you're winning, especially the profit off the client as well. So you know, \$5,000 a month client, profit can be anywhere from \$2,500 to \$3,500. Would you pay \$500 to land at \$2,500, you know, to make \$2,500? Yes. How many times did you do that? That's why scaling in advertising is so amazing. You can scale so big and so quickly and grow your agency extremely quickly once you have these automated machines in place, like the one here with this pre-selling page, a scheduled page, and after they scheduled, a thank you page. That's all you need, guys. Just run ads to that and you are in business. Okay. And there's lots of cool targeting you can do.

So what I want to cover as well is the close that I use. Okay? So when you get them on the phone, what do you do? Well, I use a two step consultative sales process. Okay? It's kind of a more modern way to close. It's basically ask questions, find out if you can help them, and then make them an offer that fits their need. It isn't just slamming them down the throat saying that you can help them and just smash and grab. This is really a consultative close. So I do it in a two step call. I do two phone calls.

So, phone call one is what I call the audit call. And I basically lead with the offer to get their interest. Hey, you know, thanks for taking time to speak with me. Obviously we are a digital marketing agency and we guarantee our results and if we don't get results we'll work for free or we'll even, if we still can't get results down, I'll give you 500 bucks for wasting your time. Okay? Why we can do that is because we're specialists in what we do and what I'd love to do right now is find out a little bit about you and ask some questions and just to find out if we can even help you, if that's okay. And then it'll take about five minutes and then if, at the end of this call, I think we can help, then I'll go away. We'll look up the campaign, me and my team or just me, however you want to position it. We'll look at the area, we'll look at what we can do and then we'll, we'll speak again later today or tomorrow. Sound fair enough?

And then you find the gap. You find out where they are now, where they want to be. Okay, so you want to find out, you know, how are you currently getting your customers? Are you doing any advertising right now? How much is a customer worth to you? Okay? How many leads you generating? If you haven't done advertising before in the past, why did it work? Why didn't it work for you? Then you want to find out their goals. You want to find out how many customers, clients or patients can you handle? Okay? That's really important. What's motivating you to potentially grow your business? Do you want to grow your business? Do you want to keep the same? Do you want to work more hours? You want to work less hours?

Really find out about the business. Care about what they're saying. So you can see, one, if you can even help them and if they're a fit. And then you want to ask them how many leads they need to convert a customer. Ask them their conversion rate. Like, if we were to add do advertising, how many leads you think you can convert percentage wise? Do you get businesses coming back? There's all these kinds of questions you can ask to obviously find out about them. And then what I do is I end the call with a cliffhanger to follow up later, same or next day, which is like, I don't know if I can help you yet, but I'm going to go away and see if I can help. And then you can go away and look at their area inside Facebook, see the population, make sure they're not in the middle of nowhere and the sticks, and in a population of three people before you can go back and then come to them.

So then step two is you have a second call and then you break the good news. Hey. Good news. Great news. We can help. In this call I want to share what we can do for you. And then at the end we can decide if we both want to move forward to this. And so you remind them of the gap, which is where they are now, when they want to be. Everything they told you yesterday. So, yesterday you told me that right now you haven't got many leads coming in. You're doing a bit of newspaper ads but it's hit and miss. And you also told me that you want to get way more patients. In fact, you can handle an extra 30 patients a month. And so that was really important to you because you want to make sure that you continue to grow and you want to open up another clinic. Okay?

And so I basically then show them the vehicle to bridge the gap, which is lead generation and working with us. So, okay. So based off that, what you said, I really believe we can help you because I think we can guarantee delivering you a hundred leads a month. Or I believe we can generate lots of leads. So why don't we do a trial to start with? There's lots of different things you can do. Different offers you can offer people. And essentially, you kind of show them the vehicle, tell them what you can do, tell them the offer as well. So again, this is in obviously the other training, but the actual offer of the ad, as well. Okay? What's the offer going to be? And then you can just basically make them an irresistible offer they can't refuse as well. Okay?

So essentially it comes down to then say, okay, well look, here's what we can do, here's what I think we can do, here's the results I expect. I guarantee it or your money back, or let's do a trial, let's do this as a three month commitment, six months, let's do month a month. Lots of different things you can do. And then you make them an offer, and then you take payment and you make it happen. So this is obviously... I can do a whole training on, I can do a whole three day event on this. In fact, I've done events on sales training before, but I wanted to give you kind of a high level overview in a nutshell so you can understand how to approach a call and then make it your own as well. Okay?

So that is a consultative sales process that we are covering here. Obviously we have lots to cover here guys, so I am giving you like a 30,000 foot view to understand the sales process and how it works and how we close a deal. And as you can see here, Blesson here following this process. He just said he just signed up his sixth client and had two phone calls with two prospects as well tomorrow so wish me luck. So I just wanted to show you guys Blesson had never done any of this before, never done online marketing in this capacity before. And just by using the consultative sales process, he made this happen and Blesson is a Local Boss student in the program as well.

So guys, that is the client getting machines. Obviously I've covered a lot there. There's a lot to chew on, a lot to go, but if you go back, you may go back a few times. There's some real nuggets in there that you can actually use right now to get going. The software I use, the real life stuff, and of course the

consultative sales process that can help you to structure your very own script yourself. That's going to allow you to make a bunch of money, I guess. Okay, guys. I'll see you in the next module.