



## PRICING

...the way that we should price. So we just hit these different packages like my regular price 1997, today 497, so just some juxtaposition. Really, when it comes to that, like where did I get that 1997, to me that's just what it's worth value wise, if people have the ability to interpret value which I know most people don't and they really are not able to when it comes to productivity.

Simple 6 figures – 97. It pretty much stays there. Occasionally I'll do a discount of 77. Paid in full discount with Fill Your Stadium is 997. So pricing effectively...

First of all, bottom line is we've got to test. I know we don't like that answer. We want to feel like we're going to get right out of the gate with perfect pricing and we're not going to have to test anything but the minute we price something...boom! It's rock solid in. We don't even have to think about it or worry about it again. That's just not true.

We've got to test prices because we don't know what the return is going to be. We don't know if we're going to be focusing on getting as many sales as possible or as much profit as possible. Those aren't always the same.

A giant toy store did a test awhile back and let me think what these numbers were. I'm trying to pull them from my memory. They had a 9.97, 14.97, and a 24.95 sales point. They sold 120 @ 9.95. They sold 300 @ 14.95, and they sold like 280 @ 24.95, but they made the most money with the lesser sales at 24.95 just because they made it up

in the overall sales profits. So they didn't have as many total sales but they made a lot more money in the process.

We've got to think about that, too. Is our bottom line profit or is our bottom line numbers? Listen, that really is a valid question. Look at Escape that Carrie and I did last month. We did SWAT this month. We had more total sales with Escape but more total money with SWAT, but the numbers for Escape for people to be able to come into that low price point and us introduce some new people to DIY was certainly worth it. It was worth the lower price point to be able to gain more overall, right?

So we've got to think about what the purpose of this particular offer is. Is my purpose to introduce people to me? Is my purpose to get as many people to know me as possible, to get as many buyers as possible so that I know they're willing to spend money even at a lower level and then continue with my offers so that I get to the higher price points where I don't need as many sales but I wouldn't have made some of these sales if I had not had people introduced to me at a lower level.

So you still have to test your pricing and make sure you understand what your goal is and focus on it from there.

### **Pricing Principles**

Number one is audience...understanding your audience. Youth Ministry Zone- youth ministers. We all know they're rich. We all know how much those youth workers make. They're all living in those mansions. They've just got boatloads of money. So we price Youth Ministry Zone at 5 bazillion dollars and there's no way that will work!

We also know our numbers because we've been in business long enough and we know that our average youth worker is over the age (sarcasm alert on the riches in youth ministry) this is part is true....but I will say when I started in youth ministry all those years ago working fulltime I did make a whopping \$14,000 a year. Off the charts. Started in youth ministry fulltime @ \$14,000 a year raking it in. Why did I stop?

So Youth Ministry Zone – They're over 40, bi-vocational (They work a fulltime job.), have an average income of about \$32,000. They just don't have a lot of money. They

are volunteering at their church. They're not paid by their church at all. They don't have a church budget and their average youth group is 10 or less. That's our average audience.

As much as we would love to be able to go, we can't go out there and... *We've got this youth ministry site and it's worth \$100 a month.* We can't charge that. The audience will not allow us to charge it.

Now can we charge higher prices in other areas of youth ministry? Yeah...for another demographic...for youth ministers who have 100 or more students and a big church budget we can offer them something a lot more expensive.

We don't do it real regularly, but from time to time myself and my partner, Al, will offer some coaching. It's always higher priced and we only get the people with the budgets that are the takers on that. And some wealthy people who are able to afford that at that level.

We also do a lot of free coaching just because that's a big part of our heart and we want our folks to be able to access that. This isn't a market that you go into and think: *How can I make the most money?* Even though we've done extremely well, that's a different focus because of the audience that we have.

Now understanding your market is a little bit different. This is Group and they're in the youth ministry market. This is their 4-year curriculum, 144 lessons. This is one of our competitors and it's \$499. Now our lifetime membership to Teen Life is \$300. I use this all the time as ways to sell that lifetime membership. It's still hard because most of our people don't have \$300.

But this market they're going after is the professional youth ministry market. That's who they focus on. We focus on volunteers. They focus on professional youth ministers. When I say professional I mean employed fulltime and has a church budget. They have the money to be able to do that, but I love seeing that because the market can help you understand what your price points are.

I hear people say all the time: *My market doesn't have any money*. How do you really know that? Have you looked in the market to find out what people are spending? Don't assume it. The people with no money are always the people who are the loudest.

You don't hear rich people saying: *I don't have enough money*. They just buy stuff. Somebody that's loud you think: *Oh, that market doesn't have the money*. People are always whining.

I hear people who are working in the Mom's Market will say: *These moms don't have any money*. I know in my neighborhood these moms got money. Right down the street with the Miss Me Jeans...I don't even know what those are...but I guess they're jeans that cost money. Coach Bags. Tanning. Highlights. Starbucks. They're all spending money.

I love this. Carrie's mike isn't own. She might be gone for about 20 minutes on this one. They have money for what they want. There is no doubt about that. That's a big key...understanding where the market is, how much money they spend, how often they spend it. Get some proof.

All you have to do is go to Google and type in Amazon Books that are related to your market. Find out how much they spend on books. Type in your market and say 'coaching'. You'll find out how much they spend for coaching. Type in your market and put 'consulting'. You'll find out how much they spend on consulting. Put in your market and 'seminar' - 'webinar'. You'll find out what people are charging and what people are paying.

I've given this example before but when I started in public speaking I was blown away. There were books for \$5. There were seminars for \$97. There were seminars for \$5,000. There's one day with a speaker coach for \$500...one day! I saw another guy that had 2 days for \$36,000...same broad market different type market. So don't just assume.

I'm going to use Cheryl Cook as an example. Cheryl, raise your hand if I'm okay with using you as an example with your Think Like A Millionaire. Okay. Good.

Cheryl's been in a market – a little bit of an older list. It's had a tougher time getting conversions with them because a lot of them are in kind of that poor mentality. She was doing coaching with a client a couple of weeks ago. When she was writing me an email she said: *The thing was when I was talking with her I said 'You've got a million dollar business but you're acting like it's a \$250,000 business.'*

Right off the bat I thought: *Wow! That is it.* Think of how many people are out there that actually have revenue of a million or more but they are trapped. They are stuck in their business. They don't have the free time. They don't have the luxury to spend their income the way that they want to because they're running their million dollar business like a business that's making \$250,000. They're still doing that kind of work themselves.

So now Cheryl is working with this new market. It's a lot tighter. They've got money and it also allows her to understand exactly what that value is. People who are already making that much money and you say you're treating this like it's a 6-figure business and it's a 7-figure business...man, we all know what that's like.

We know what it's like to make a lot of money but be missing the boat because we're just not treating our business at a high enough level. I'm loving that because she's understanding the market and understanding what that trigger is.

With that type of frame, look at your market, see what people are spending, and use that as part of your pricing.

**Supply and Demand.** We can't always use this in our pricing but we can definitely use deadlines and things of that nature to really pull it in. So I saw this this week. *The first 50 licenses will be sold for a onetime fee of 397. The final 50 will be sold for a onetime fee of 597. Only 100 licenses total will ever be sold.* That gives you the luxury of charging a little bit more.

Let's say Scott decides that he's doing a photography course about it's really hands-on and there's no way he can work with more than 10 people. It's impossible. So if Scott had a course he was charging \$97 for and it was download and go through it yourself

then it's 97 bucks, but with Scott he may say: *You know what? I've got to charge at least 497 to be able to do this over the next 4 weeks with you guys personally.*

So over the next 4 weeks he gets 5 grand as opposed to if he sold 10 at 97 and got the one grand. But why is he able to charge so much more? Because the supply and demand is himself. When we're leveraging our time and our availability that's a big leverage point.

In this case where it's a license – 100 licenses total- there's a number and the leverage point is that number.

When we look at our pricing is there a way for us to do that?

Now if we're selling ebook we probably need to get out of the mindset of 'how do I make this \$17 ebook \$97?' Well, you're going to have to change formats. You're going to have to make it a bigger package...things along those lines.

You're not going to be able to keep it as is, right? You've got to make sure that people are able to see that bigger picture.

With supply and demand you get that internal built in leverage that you can use to make sure that people understand why there is scarcity. Often especially you who are coaches, you know the supply and demand is you...it's your talent and your smarts.

Then your format itself...like I just mentioned with the ebook. You can have the ebook that's there and you're charging 17 bucks or you're charging 29.95 or whatever. That can work, but then once you're framing it inside this format it makes it totally different.

If I tried to sell raw results for 500 bucks on just a text alone based sales page it's not going to work. Then even with the bonuses which I tend not to do...Carrie got me to do this for some of the stuff we're working on right now for SWAT because I'd be too lazy to do it. She's like: *We really need images...images of the audio...images of the report.*

With raw I had my action unleashed report...just made that in the Photoshop. It's not a great image but it's not bad. It's got the chains that are breaking there. It took me maybe

5 minutes to do. Get more done. 27 ways to get more done faster...just a simple little graphic.

Carrie says you can even use iStockphoto. Clipart.com.

Just for an image of an mp3 player generic report, etc. Absolutely you can do that.

You may have noticed on the SWAT page I took a generic mp3 player and then just took the images off the page and shrunk those down. You don't have to do that but I made it a SWAT looking mp3 player. I made it a SWAT looking transcript and a SWAT looking video player just to add a little bit of an element to it.

Yeah, go to iStockphoto, clipart.com. Really helps you change that format and makes that format look viable and allows you to charge more money.

**Quantity.** This is a little bit of a shift in the market. It's ebb and flow. I think you either have to really go big or you can go really small in just the current market. I can shift in 3 months.

The whole big stuff that people have already been on the big stuff buy, it's harder to get them to buy big stuff because they've noticed that they have a habit of not consuming. If they've got a habit of not consuming they're more reluctant to buy the big stuff, but if they're at a strategic point like the first of the year...

Let's say I had Carrie's Fill Your Stadium program and I'm selling it right now in October. I'd probably sell a few, but at the beginning of the year when I say 'Hey, it's time to rock and roll; you're just getting started; let's crank it up'...it would be very easy to sell and that mass quantity would confirm that they are serious about the decision.

In that case the quantity actually validates the decision and it validates the price point. You can see this package is massive. It's 997, but if Carrie just had text without that big image there it would really be tough to sell that same package at that price. She has a video of herself as the top of the page. She has a lot of copy about her accomplishments but they're all done in a very positive, real way that relates to the product and makes it really solid.

So when you're thinking about that and how to produce that think about the quantity overall, but if you're going small don't think that you can't still do something powerful because you could use the opposite effect.

Let's say I had a Fill Your Stadium one hour. I did Pack Your Stadium. It was one hour training. I could say something along the lines of: Listen. There are a lot of courses out there that are going to allow you to spend days if not weeks if not even more than a month trying to digest all of their information. But what I've done is taken out all the fluff, all the filler, and made it 6 solid minutes. So basically the decision is would you like more value, more insight in 60 minutes for \$60 or would you rather spend your life savings on something that you may never digest? That would be a way to frame that when it comes to shrinking something down.

I think about that in a lot of my products – taking just one core element out of it, shrinking it down, and then selling the rest of it on the backend. That's something that would work as well.

So think about your pricing principles in quantity. Everything doesn't have to be huge. I love huge like just seeing this Fill Your Stadium system makes me want it because I love all of that. I love the depth. I love the fantasy/happiness that we talked about earlier. So quantity can play a role in your pricing as well.

**Expertise.** I pulled this off of Carrie's page. You saw it on SWAT page as well. In just 9 months I'd built a list of 24,000 names. I'd created a rapid succession of products some in less than an hour. I built an audience of 100,000 people with their eyes and ears on my business. After one year online I won Internet Marketer of the Year at Yanik Silver's prestigious Underground Conference. I was listed as one of the Top 5 Women in Business by Forbes. I published my first book in 2011 through Thomas Nelson.

Alright, if you're wanting to learn how to fill your stadium from someone isn't this who you want to learn it from? I do. I love all of that. That is so much built in expertise. Now some of us are going to whine and say: I'm not an expert. I can't write any of those things. I'm not saying that this is a pricing principle. I'm not saying it's a pricing essential. I think there are other ways to show our credibility.



We can talk about the number of years that we've done X, Y, Z. We can talk about our failures and now we're a success....the rags to riches. We can talk about people that we've helped and we'll cover that in just a second. We can do all of that but I love how specific this is.

For those of you who have some specifics but you're always a little bit afraid of using them because you feel like it might make you sound like you're bragging, forget that. List it. List your accomplishments. Be proud of what you've attained. Don't hold back because you're afraid somebody might think that you're bragging.

Those of you who feel like 'I don't have this list of accomplishments' I guarantee you that you do you just don't recognize it and value it. If you spent X number of years doing X, Y, Z and that's what you're selling now, that's a huge accomplishment. It's huge evidence of your expertise. I think the word expert sometimes scares us. It really shouldn't. It doesn't mean that you have all the answers. It simply means you have the right to produce value, content, answers, advice for this particular market in this particular segment.

It doesn't mean that you know everything about the market.

**Desperation.** I don't really sell with this too much. I saw this on a sign and I really liked it. Have you ever had a sinus infection that kept you up at night and wouldn't go away no matter what you did? We've all been sick and so desperate we're willing to do anything just to get what we want and get that problem solved.

Some of you have markets that are really desperate. They've got to have it right now or their life is not going to be the same. They're not going to be able to function. They've got to move forward.

Anybody who gets a puppy does not say: *You know what? We think we'll let it wee around the house a couple of weeks. I bet it will learn where to go.* You don't do that. If your cat's clawing up your furniture you don't go: *Isn't that cute? Love that.* That's cool.

What do you do? You get on the Internet first of all and try to find the solution. If it says you need to go out and buy something do I wait on Puppy Training or Amazon to deliver

that? Or FedEx or do I go right now to PetSmart®. Right now I go because of desperation.

Let's say that I could order my potty training thing for my dog and it would get here in 3 days. Everybody may not be on the same wavelength with me on this one, but it will get to me in 3 days. But I can go to PetSmart® and for \$50 more I can get it right now. Right now I can get it.

Well, personally, I'm paying the 50 bucks because I want it right now because I'm desperate. I'm tired of cleaning up the floor. I'm tired of the unique color separations on my carpet. I'm done with it. I've got to have a solution right now.

When we have the right now solution then it allows us to charge a little bit more especially if they're not able to get the same or similar solution just as easily.

This isn't necessarily desperation. I don't have this as a principle but convenience is also a principle. That's really what we use at Teen Life because everybody can get my youth ministry stuff right there in one convenient location. They don't have to go and search the Internet for specific things and try out lessons. They understand the quality. It's predictable and they're able to utilize it. Convenience can tie in with desperation as well.

**Decoy pricing.** Carrie taught about this in our confidential so I'm not going to hit that to the degree that she did because that's unique information that she trains and teaches on. This was kind of interesting. This study was done a few years ago. It was Internet subscription price for a newsletter...\$59 a year and originally they juxtapositioned it against the print subscription for \$125. They had about 60 sales at 59 and the original test and maybe like 20 sales or something for the print subscription.

Then they put this extra one in. Internet and Print subscription 125...the exact same price. They sold like 83 of the 125 Internet/Print subscriptions, 0 of the print subscription alone, and like 17 of the Internet subscription alone. So it increased their numbers, increased their bottom line, and made more money. But it was decoy pricing. They

really didn't want anybody to take the middle price but what happened? It made that final price seem so incredibly valuable. It seemed like that was THE deal.

Now if the Internet subscription price had been 97 and the Internet/Print subscription price had been 125 they probably would've had almost 0 \$97 takers and almost everybody would've gone with the 125.

Profit Matrix. Then we'll take some Q&A on pricing which will probably be some...and then we'll take a break before going into the next section.

Profit Matrix is something I've taught on before but I thought it fit here really well and would help us imagine our pricing a little bit better when we feel like: I don't think I've got a good number on this. I'm not sure if I really understand the value to the market.

The first question in the profit matrix is how long have these people had this issue? How long have they had this problem? Has it been a month, 2 months, 24 hours, 5 years? The longer the problem, the longer the issue, the more leverage we're going to have because if they're finally making up their mind that they're going to do something about this then the longer the period can really help us.

The middle ground is tough. The shorter the period can actually help you as well. That works real well with impulse buyers or people like me who are like immediately absorbers. I'm just going to go out there. I'm interested in this topic now. I'm just going to get everything on it and study it and I'm going to become the best I can be at it.

So somebody who is brand new is a great market. Someone who has had a long issue with this and you can solve it is another great market. Sometimes the in-between doesn't work quite as well.

Next is how deep is the pain? How much does this hurt? Puppy...If you've got concrete floors the pain has probably not been too great. If you've got some kind of expensive exotic carpet or hardwood floors the pain is probably great because you're like 'we've got to solve this – we can't have this going on. We've got company coming over tomorrow.' How deep is this pain or this issue?

We need to be able to visualize that. We need to be able to know that within our market. That's not always easy to measure because everybody is at a little bit different level, right? We can think about it logically and creatively some and say 'Well, in general, I think x, y, and z. I think it is at this level or this magnitude.' That helps to charge a little bit more.

Then how fast can I solve this problem? To me this is a real important component. How fast can I solve this problem for the market? Can I solve it in 24 hours? Can I solve it in 30 days? 90 days? When they show those photos of the shift of the change -wow. You're going: That's possible in 90 days?

Ninety days is pretty quick especially for those of us –hypothetically- who might have bought more than one diet book, who might be challenged time to time to stay out of the cookies that are in my cabinet right now (chocolate chip and also golden and standard Oreos).

For those of us who struggle when somebody promises something fast then that's what we want. That's why overnight works. I want to learn the piano overnight. I don't want 'How to Become a Great Pianist in 5 Years'. I'm not excited about that. I want something quick.

Anytime that we can show how quick we can deliver the product we can charge a little bit more. We're not able to use this matrix for everything that we do, but when we use it it helps us be able to leverage that. Even those of us who are coaches want to be able to keep searching on the Internet and going through 1,000 sites trying to find your answer or you could just AskMe and I'll get back to you in 24 hours. That is a fast component.

So how long have people had this problem? How deep is this problem? How fast can I solve this problem?

I'll bring the Chat Box over...Questions about pricing, thoughts, ideas, concepts. Scott's typing.

Good question, Scott: We found those out actually a little bit later than our start when we did a massive survey. We asked them exactly what their ages were, how many were in their youth ministry. We found out the income basically by talking about some of their vocations. We asked about their vocations and we also asked about their church budget. We asked if they were bivocational, if they were part-time at church, if they got a check from church...all those kinds of things. That gave us a lot of feedback on that.

We had about 500 youth ministers take that survey. All of them were not already customers. A lot were just on our list itself. We wanted to market to those on our list to be able to determine who they were so we could shape our marketing to match what the average market was.

When you're not sure about pricing it's better to start higher. My thinking is you can always drop down but going up may be harder. My experience on that has been that it's been pretty easy to adjust prices all across the board. A lot of people do not pay attention to your prices, do not look at your prices again, and if you've got your list segmented and you've got your buyers list and your non-buyers don't get your other emails, then they don't see your price fluctuations if you're testing other prices.

Then Evelyn, you can also do it on the front end. I don't do much of this because I just don't like the technology of it, but you can split test people who are coming into your site so your site will actually show them a different page.

Let's say you had 3 different pages set up and then you could use a software that would enable you to direct each piece of traffic that comes to your site to a different page so you could test those prices. I really don't do that. I don't make it that complicated.

Would you use the which of these price points do you want or do an upsell after purchase on a relationship market? For example, just get the product versus get the product plus daily email access to me?

I like having it on the original page if it's a simple offer because I think that it allows me as a consumer to say: Okay, I see the difference there. What I sometimes don't like if

it's an upsell if it was something I thought I should have been getting anyway. But get the product plus daily email access to me -coaching- I think that's fine as an upsell.

Coaching you would tend to sell a little bit more on the upsell than you would on the page itself with a product. Here's why. I'm not saying that's true across the board, but a lot of people will talk themselves into 'well, why don't I just try it with the product first and then I can upgrade later if I want to? They tend not do that.

But if you have the upsell: Hey! Thank you so much for getting x, y, z. You can also get access to me...then that can work out really well.

What Carrie did before and I thought it was just genius is that she had her Basic package and then her Platinum package but the Basic package was unattractive compared to the Platinum package. So if you're going to put the same price or 2 offers on the same page, make sure that one of them is really unattractive compared to the other.

So if your upsell is just coaching and listed on the same page side/side comparison, it may not be strong enough to get the uptake that you really want. But if you also added in 4 or 5 bonuses then people may buy the uptake right there on the page for the bonuses and feel like the coaching with you is kind of an extra. Even if they don't use it people love to do this....People love to do this in their mind. Even if I don't use the coaching I still get all these bonuses. They feel really good about that end result.

Other questions on pricing? I've got some typers. I think sometimes Adobe picks up when you guys are typing on your page. Good, Jenny.

I like the idea of doing a lower upfront fee. For example, \$1 per week and then you decide to continue the price goes up to a regular price membership. What's been your experience with this? Evelyn, I've found personally that that works really well. The one dollar trial...I've done in Nicheology a lot of times a \$4.95 trial. I find that that works out really really well.

I think that most of us know that it's not desired and maybe even impossible now to do the free trial, but the old school forced continuity where people said: Hey, just try this for free. People didn't get that they were being charged.

You've got to make sure that you are really clear. This is 7 days and then if you DO NOT cancel you will automatically be charged x, y, and z. So you've got to cover your bases on that. You've got to make sure that you're super clear that they're entering a recurring membership. We even face that challenge a little bit with Teen Life. People see that it's 9.95 a month but they'll say: Oh, I Just thought I was going to pay every month. I didn't know that I signed up for anything. It's really super clear. So we've got to make sure our verbiage is good. Evelyn, I love the one dollar trial and the other price point trials depends on what your ultimate membership price is. It tends to work out pretty well.

I'll give another second as folks are typing. Okay, good.

*How do you feel about offering the upsell later not immediately after purchase but maybe a week later like: Are you still struggling? Do you need help to get to the next level?* I do that every now and then. I find that it doesn't sell as well as an immediate upsell, but you could just say -sometimes I'll frame it like this because this is kind of the way it happens for me if I've not thought about coaching.

Somebody will end up emailing you and saying: Is there any way I can get you to help me personally with this? I'll say in an email: *I had somebody asked me if I'd help them personally. Know what? That's a great idea.* So approaching it like that tends to work out pretty well and gets people to thinking about it as 'oh, okay, yeah.'

It doesn't even sound as much like an offer as an idea or suggestion or an invitation and that tends to work out. Are you still struggling? Do you need help getting to that next level?...almost sounds a little bit like: *Oh, is my product alone not good enough for you? Why can't you do this?*

So instead of saying: *Wow. I didn't know people might want some extra help or want some personal feedback. I'd be more than glad to do that.* I tend to frame it a little bit

more in that type of phrase so it might not say that I believe that they're struggling. At that point after a week if they bought my product, hopefully they're not, right?

I'll put the Chat over and we'll close down this recording. Let's take a break until 10:30. That's about 6 minutes. Go to the restroom if you need to or take some water, coffee, or get a snack. We'll meet back here at 10:30 for Carrie's training. See you then.

## **PROMOTION**

The sound of that is really the truth. If desperation seems harsh for you you have to just say how much longer do you want to keep looking? How much longer do you want to keep wading through information? How much longer do you want to suffer through the pain of this?

You don't have to say desperation out loud, but we all get that way, right? We all have a headache so bad that we leave the house and go find something different to take for it. We're looking for any kind of solution.

We got that way several times with my son when we were trying to diagnose some of his issues. We were desperate for resolution. Desperation is on different levels that's for sure.

Anybody else? Greg's typing. Tell me something good. Tell me something aha. I know I got several things from the first session; I always do when Paul's training, but tell me. We're typing and typing.

We'll start back on the Promotion section and then we'll have Paul do another section and then we'll move into Perpetuity and the last one is Profit Margin.

Okay, so several of you are typing. Tell me something good. I know there's something. The section on pricing is very good. A lot of times people just want to ask us: *How do I*



*price this?* They want us to tell them a formula or something certain but it's not that easy. You really have to do a little more investigation.

What we move into this next section I'm going to talk a little bit about your market. Some of it will overlap what Paul has already said and that's okay because sometimes we need to hear it multiple times.

**Greg said:** Build an actual plan and understanding of the tools that I can implement a new website to kick start my financial planning program. Yea! So you're into financial planning, Greg. You'll really like my last section with the piggy banks. 😊 Couple of you have seen the piggy banks in some of our other training, but it's one of my favorite things and yet in least demand because people don't want to talk about financial planning, but good for you.

**Marsha said:** Look, happiness, fantasy, reality, and choice made me think about things differently. Great. Excellent.

**Lorrea said:** Visuals are important for me so it was very helpful after designing my products by hand. I'm glad to have some resources that can speed up the process. Excellent.

Guys, I've been through Photoshop classes and taken all that training and I still don't design my own graphics because for me it's faster to go to Fiverr and get a basis. I do use another resource that I really like. It's GeteDesigns.com. Wendy Wood is fabulous. She does a really good job. Also Killer Kovers is who did Fill Your Stadium...just FYI.

**Carol says:** *Cover is so important that even the color should be according to your market.* Yeah. As a matter of fact, I'm in a little bit of a fix about that right now, but I've rebranded my site and a lot of my visuals I'm wondering if I need to go back and redesign a lot of my products. Probably what I'll do is go incorporate...for instance, my new sites are mostly red/lime green/white.

I'll probably go back to Fill Your Stadium, tweak the cover a little bit and just make it a little more red instead of burgundy and add in some lime green accents maybe for the

bonus CD...instead of being blue it will be lime green. Just some really subtle things like that will bring it into my branding picture.

**Susan says:** *Love the packaging of several things together with different price points. Was recently asked to create a package for a teleconference and had the hardest time wrapping my head around it.*

Susan, just to be frank, the hardest thing I ever do is put together an offer. An offer is where I spend most of my brainpower. Quite honestly, content is the easiest part of my business. The offer is my challenge and I have to walk through these steps every time.

**Greg says** he has a much better understanding of how to experiment across the full range of client generation, products, and retention.

Great! Excellent. Greg. We might use that as a testimonial for SWAT replays.

**Marsha says:** *Please say the name of the sources you used again.* Marsha, they're in the box above what you're reading right now. I just typed them onto the screen. GeteDesigns and Killer Kover. See those? Let me know if you see those, Marsha. You're welcome. I typed those as I was saying those because I knew I would forget to put them in the notes.

Who is excited? Raise your hand if you're excited about that first section. Yeah? Good. So we could just stop. We could just go home and be done for the day. ☺ We could just stop and you're already got your money's worth. Excellent. That's where I like to start. Nice job, Paul, as always.

What we're going to do now – I hope you've copied these resources. I'll give you a couple more minutes to copy those.

I did want to say, too, Paul talked about Boxshots and Fiverr and those kinds of things. You go to Fiverr and then hire somebody to do a few suggested designs for you that you like. Maybe you're not awed by them but you like them; they're kind of the direction you're going, It's worth 5 or 10 bucks to get that done and then turn it over to somebody like this that designs Killer Kovers.

I like this concept but it's not high end enough. It's not explosive enough or it's just not what I want. How can we use the same colors? Sometimes just go to Fiverr and get the concept if that makes sense.

I am going to turn my webcam off and go strictly to audio. We're going to get started.

So creating the perfect offer we're now going to move into the promotion section. Paul wanted me to talk about and we told you we were going to talk about whiners vs. buyers, money, poor markets, not being pushy, and why aren't they buying? He did cover a little bit of that as far as pricing and how to analyze your market.

I'm going to go through a little of the way that I did last week and SWAT to the feedback on those case studies and with the checklists was so positive. I thought I would give you some prompts and case studies again. I've picked 4 or 5 radically different markets and we're going to move through the pricing analysis, through the perpetuity analysis, and through all these questions together so that you can start training yourself to think in this way. Fair?

Let's move here. Paul already talked about Teen Life Ministries, the youth market. Now you guys know I am a preacher's kid. I married a preacher's kid, and he's also a preacher's grandkid. We grew up in the ministry. You have to take our word for it this is not a money rich market.

For every Joel Osteen that you see there are 10,000 pastors that don't know how they're going to pay their bills. That's the honest truth.

When Paul said he made \$14,000 a year and that was probably close to 20 years ago, I will tell you that I know youth ministers that don't make that much more than that even now 20 years later. So this is not a market that people get into for the money; however, they do still need resources and they're still viable markets.

This one I chose to say there are still some checklists we can run through. Your mom markets, military markets, ministry markets...how about those for 3 M's? Your other cash poor markets that will help you know about pricing and help you know how to approach them without begin offensive. Let's just be clear.

One of the things I hear from you sometimes is: *But my list complains when I try to sell something*. Let's just be honest. Let's look at some real numbers. If you have a list of 400 and you have 1 or 2 people that hit Reply and email you back and fuss it gets in your head. It messes with your mojo.

So you either need to filter those emails to a Do Not Reply, which I don't really like to recommend...or get a VA that filters your email for 5 hours a month or something where it's not getting in your head.

Paul and I have big email lists and we get people that complain, too, but it doesn't shut us down. You've got to know that some people just don't like paying for anything. Some people's first comment is always on the money.

My father-in-law and mother-in-law came to visit last year around Christmas and we went to see a movie either Christmas or New Years. I don't remember. That's not our nature, but we went to see a movie. We thought that would be fun. They don't go very much.

He honestly couldn't really enjoy the movie because he couldn't get over how much admission was. I even paid. He couldn't get over how much we paid to get in. He couldn't get over how much we spent at the concession stand. It really changed the entire experience.

It was a great movie. It was a fun family experience and we can afford it, but some people that really is their first default.

So you have to realize that's not your market. They may always be on your list. They may always be in your circle. They may always hit Reply, but they're not ever going to be your buyer even if you price it at a dollar and even if they buy it at a dollar they're going to refund it.

Sometimes you just need to get those people out of your head.

Moving on. Youth Ministry Zone. This is a cash poor zone for the most part volunteers paying right out of their own pocket...not even out of budget. So we're going to go through the checklist of how to evaluate your pricing, etc.

Here's another one...direct sales. Now I'm not talking about MLM. MLM is actually a pretty good spending market. They have a little bit different mindset as far as their education than the direct sales market.

If you're in this class and you're from direct sales let me just say I'm not insulting your market. I'm saying to you you are the exception.

A lot of direct sellers do not like to pay for training and anything you put a price tag on will be too expensive according to them. Direct sales is a market I've always done really well in because I have experience there. I resonate with those folks and I've been sensitive to the pricing and to the quirks of the market.

This is an old site of mine. I actually sold it and bundled it when I was moving out of that market, but now I'm actually moving back into the market but with a different site. This is just for an example. We are going to run that to the checklist.

Here's another. This is the parenting market. This is SonicDad.com. Sonic Dad is a great launch site. I love what they're doing, but the Dad and Mom market are not the most rich market.

Now if you look at parenting problems, if you look at How to Help My Child Do Better in School, How to Help My Child Do Better in Sports, How to Help My Child Get Ahead...Those are more cash rich markets than just How to Be A Better Dad or Mom...here are things to do with your kids.

However, we've had some luck in this area, too. I met these guys on Twitter and they're doing well with this site and ramping that up. We also have some other kid things I've done with another site, so we're going to run this through the checklist.

One reason I give you guys these sites...I'm going to go ahead and say this for the Kelly's and Lisa's in the room. I don't give these as examples so that you'll run to this URL and copy what they're doing or think that I'm using them as the ideal model.

These case studies I'm using today as a wide variety of markets that supposedly are cash poor... the ones that have so much free information on the Internet that nobody would ever buy anything from or the ones that we get the complaints from. That's the purpose of these case studies today. These are people defying the odds.

Saving Dinner, client of mine, Leanne Ely...if you want recipes all you have to do is go to Pinterest or Google. There are free recipe blogs all over the place and yet Leanne makes a very very nice living and has for a dozen years or so selling recipes in a supposedly cash strapped information deluged market. We're going to talk a lot about her case study and how she makes that work.

Here's another client of mine. I do love to spotlight my rock star clients...Greg Wells. When we started working together all he had was webinar registration page. I know Paul will remember that. He was doing almost mid-six figures just with a webinar registration page not even an official blog like this.

This does really look amazing by the way. He's in the get-found-get-hired market. He's working with unemployed people

Do you think that might be a cash strapped market? Unemployed people are who he is working with. Not only is he working with unemployed people, his whole target is to teach them how to find a job using LinkedIn. That's super small niched down.

These are 5 very different markets. You will notice not one of these markets is How to Make Money unless you put the How to Do Better in Your Direct Sales Business. That would be kind of make money market.

None of these is Internet marketing. None of these is make money marketing. So let's look.

What are the triggers when you're looking at how to get your audience to buy?

Remember we're going back to the ones that are whiners. We're going back to the ones that are cash strapped. We're going back to the ones that say there's no money in this and you don't want to feel pushy, right?

Paul talked a lot about pricing psychology. I'm talking about buying psychology...how to get into their buying psychology. I don't want you to think I'm just repeating what he said. This is just a different filter...a different way to look at it.

What is their pain point? You have to ask yourself this every single time. If they're not buying or they're whining it's because you haven't hit their pain point yet.

What is a good price point? Have you tested several? What's the market getting? I know Paul touched on that.

Pressure point...You have to give them a pressure point.

I like this one and it's one that a lot of you are forgetting about. A lot of us are forgetting about the pickup point. What does this mean? This means if you're single and the only place that you're looking for dates are ladies' night at the bar or on low rent match sites or being hooked up by your friends who you don't appreciate your friend's values....that's the quality of person you're going to meet.

You're going to have very few exceptions to that rule. You're going to meet people that that's their culture, that's their value set. That may not be the longest term relationship. It may not be a good pickup point; however, if you upgrade where you're meeting your clients, if you upgrade where you're meeting your prospective dates more in alignment with your value set and more in alignment with a forever type relationship, you change your prospects, correct?

For instance, one of the brands that Paul and I are working on right now – our We brand, the Wilkerson-Evans brand - our first clarity item was here's where we're going to go pickup people. Here's where we're going to go look at traffic.

Here are the kinds of new people we're going to associate with for lists or lists swaps. So we're looking at Ziglar and Brian Tracy and Anthony Robbins and those higher end spots. We're looking at buying traffic in higher end places and writing articles for higher end things like *Entrepreneur* and *Inc.* and *Forbes* and those blogs on those print magazines.

We are changing the pickup point for that new brand. Now we wouldn't necessarily do that for some of our other brands. It wouldn't necessarily make sense but you have to look at: *Where am I getting my traffic from? Where am I picking people up?*

If you're only getting people from free forums and negative forums and complaining places that's the kind of people you're going to attract. I know we covered Law of Attraction earlier, but it is what it is. Where are you finding people? Where are you buying traffic? Where are you casting your bait?

I'm going to encourage you – I know I say this every week- but since our training stacks I'm going to encourage you to after today's training go back and listen to Training #2 again. Mission 2 again...because now that you have this in mind you'll listen to #2 differently as far as Paid Traffic, SWAT traffic, targeted traffic, social sharing and circulation, etc.

Raise your hand if you know you need to change your pickup point or at least add some pickup points. Good. At least we're aware.

We're going to talk about these triggers and we're going to talk about them in case study format. Today I'm not standing at the front lecturing. Today we're going through case studies together and we're going to evaluate all 5 of these with the checklist in mind.

This is kind of what I did with you last week a little bit and you seemed to like this style of learning. So here we go.

On Teen Life Ministries Paul's Youth Ministry Zone, let's do a checkup. What is the pain point for these folks? As a matter of fact I'm going to move the Chat over, too, in case I miss something when I'm talking through it.



The pain point here is going to be that these are volunteers. They're not theologians. These are people who have fulltime jobs and on Wednesday they say: *Holy smokes. I have to teach tonight and I either don't feel qualified or I don't have time to go find something or I don't have time to make it pretty. I don't have time to create the PowerPoint, right?*

So that's their pain point. He has hit very effectively on the pain point of this market. Earlier he said: *Would that be worth \$100?* Well, absolutely, but the fact of the matter is they just can't do it. So price point....what is a really good forgettable price point? What is something they wouldn't think too much about?

Well, youth ministers let's just say if they have an average income of 40 grand a year because that's their other job they aren't going to think too much about going to Starbucks for coffee and a muffin. They're not going to think too much about picking up the latest CD they want but maybe they're only going to do that once a month. So the CD would be about \$20. The Starbucks and muffin would be about \$10. They could probably do that once or twice a month.

Let's just test \$10 and see how that goes, right? The pressure point ...Now this market has a built in pressure point. They're teaching every Wednesday....every Wednesday. Columbus Day never falls on Wednesday. Thanksgiving never falls on Wednesday. Christmas only falls on Wednesday every 7 years. They don't have holidays. They're not off. Every Wednesday is their pressure point plus their built in pressure point of their time.

He doesn't have to come up with a lot of bonuses. He doesn't have to come up with a lot of urgency...but if he did about once a quarter his non-buyers with urgency I think it would spike memberships even more. I really would love to see them test that.

Then the pickup point. Where are they picking their prospects up? They're doing paid traffic. I think he's told you that before. They did a paid postcard like a mailing to buyers of other materials...not just seekers of other materials.

They are really clear on their pain point, their price point, their pressure points, and their pickup point. Well done. This is why they have 3200 members a month with very low drop off rate because they're so clear on this.

Raise your hand if you see what I just did...how I just ran through that. Raise your hand if that was clear to you. If you have any questions about this specific one pop it into the Chat Room pretty quickly. I am going to move through these other 4 but if you have questions about this one let me know.

Sometimes you only know this by testing this and messing up on this first. If you have a question about that pop into the Chat Room. Type pretty quickly.

Okay, the pain point, Anita, is what are you trying to solve for them? Their pain point is they need lessons every Wednesday. That's a pain point.

A pressure point is how are you getting them to make the decision now.

For instance, with SWAT your pain point is you're afraid of not having the perfect offer or you want to know how to get your list bigger or find the perfect client. Your pain point might be you don't know how to create content or where to start. It might be uncertainty or indecision. You're not sure how to grow your list or you're overwhelmed with all that.

The pressure point is *'Buy by Thursday because of all the bonuses.'* *Buy by Friday because the coupon expires.* *Buy by Saturday because the class starts Monday.'* The pressure point is something you apply.

The pain point is something they come to you with.

Jenny wants to know if he's still buying lists? He is paying for traffic. He is doing a lot what he talked about last week as far as paid traffic, paid ads, etc. He's not still buying bulk lists, Jenny. That was initially to start his seed list.

Good, Anita. Glad we clarified that. Anybody else have questions?

Your pickup point, Jenny, I don't do like he does right now. I use all of my free strategies which is what I taught last week, too. This is why I said last week's going to make even more sense to you now if you go backwards and listen again.

Anybody else have a question about this? Yeah, free is always in my budget. Okay. Going to move the Chat over.

The next case study... Raise your hand if that was helpful...if that case study was helpful. Good.

Moving into the next one...Direct Sales Profits. This is a business model. These are folks that usually have party plans, people who book, sell, recruit, and build their business that way. They usually represent a product.

They're not the same as an MLM who typically makes more money on the residual and the downline. You're not as product focused all the time.

We can debate those points all day long; that's just how I see it. Direct sales you tend to be limited on your payouts on your first 2 lines and when you get out of direct sales your business goes away.

MLM your networks tend to still pay you and you have a sellable spot. You can typically sell your spot. There's that. I just wanted to clarify that for those of you who aren't familiar.

So on direct sales profits the pain point in this market always in this market is *'I'm not booking enough classes. People are cancelling. I can't recruit. I don't know what to say. I'm afraid to pick up the phone. I'm not making enough money.'*

The particular pain point I chose on this one was money. Direct sales profits. Why are you not making money in your direct sales business? Why are you spending all your money on samples and incentives and you don't seem to be making money? That was the entire pain point.

I addressed that in the video. I hit that with cash machine. I call it a business because direct sellers tend to not frame it as a business in their own brain.

I used the dollar sign and I had the money falling, right? I did not use my face on this. Somebody asked earlier about that. I did not use my face on this because I created this to be a sellable asset and I did sell that business. I didn't want it to be too 'me' related.

My next direct sales thing that I'm working on now will be very 'me' related because it will be very tied to the Barefoot Executive. It will not be a sellable asset. It will be tied to the Barefoot.

Let's do the checkup. Pain point. Yes. I hit profitability as the main pain point. Now as I go in I'll talk about how they can increase their profitability with effective coaching and effective recruiting and all those kinds of things but the main pain point was just money here.

The price point. This tends to be a market that has a lot of free training from their up line, from their corporate, and just online...successful people sharing. So their price point in this market always has a pretty low threshold. If you get above a certain threshold with them you tend to see your returns go way through the roof.

I knew from some experience in this market that I needed the price to be low, forgettable, and I wanted to keep my customer service and my returns low. I wanted a low price point. I chose \$10.

The pressure point. After this squeeze page the sales page was next. I had rotating bonuses so this month when you join by this date here was your expiring bonus. That was the incentive to get them in for this month. I actually did have rotating bonuses. I always had a different pressure point when you enroll by this date you get this. That was my pressure point every time.

Otherwise – and we'll talk about this in a minute- people live in a land of indecision. That's where they're comfortable.

There are very few people like me and I'll just go ahead and say this. I'm decisive. I can't stand limbo. I don't like second-guessing. It makes me feel weak. It makes me feel anxious and so I would rather go into the Home Depot and pick out my carpet, my paint,

my blinds, my everything in 10 minutes flat and walk out being really comfortable with my decisions.

I'm not the girl that brings home the paint chips and the fabric samples and hangs everything up and paints the sample strip on the wall and waffles on this and that and 'how does the art look with that'? I just don't.

I can't stand indecision; however, I am not my market. Most people want to think about it and will say: *Oh, I'll do that Friday. Let me see if my class holds Thursday. Let me see what I sell this week and maybe I'll do this Friday.*

I want to help you make a decision. Yes or no is where we're trying to get. I'm okay if you say no...let's just get there quicker. So my pressure point is always time sensitive with this market.

Then my pickup point with this is a little trickier. I could do Facebook ads on those pages where these people hang out. I could do paid ads. I could go to leaders in the industry that are having conference calls and I could do guest training on those conference calls.

A direct sales mailing list is a little harder because there's a high turnover in this business and it's hard to target them. It's hard to find them in direct sales mailers unless you target a business that sells materials and sells trinkets and really only works with this person.

This is a little bit harder market to do your pickup points with. For instance, I just spoke for a Scentsy convention. That's a great pickup point for me, right? They're friends. They tend to know a lot of direct seller people like the Longaberger Group Facebook pages or Mary Kay Facebook pages or LinkedIn...people that list their direct sales company as their profession. I can find them there. So that would be where my pickup point is.

Does that make sense? Raise your hand if this is starting to click as far as your market now. If you can see already how to apply the checkup to your market now.

Paul talked a little bit about pricing within some of the psychology from the other end but I'm just looking at how you keep from being pushy.

You know you're not being pushy if you're addressing their pain point, you're solving the problem, you're pricing something within their market which Paul already helped you drill down to that. You always give them a pressure point. Let's do one more.

Sonic Dad. We talked about the Dad and the Mom market. Not a cash rich market. They're just not. Very few are and the ones that are probably are spending their money in different ways. So Sonic Dad I really heart this guy. I just spent some time on it yesterday and I'm a really involved mom. My husband is a really involved dad. We're doing things with the kids all the time and looking for things to do with the kids.

This site brings all that together. The Dad wants something to do with the kids. He doesn't just want to sit and watch TV with the kids or watch video games. What can we do or what can we create together?

This dad created this site lost one of his young sons at a young age from a rare disorder. So the Who We Are...the For Matthew tab...I'm going to encourage you guys to read later not now, but he provides like monthly projects of simple affordable easy things to do with your kids.

This boomerang thing that they built...things like that. It's very affordable. I want to say it's like \$5 a month. It's a membership site. I love it.

The pain point is partially because every day is priceless. You don't know when you get another day. Your time with your kids is fleeting. Let's make memories together. I think he needs to focus a little more on his pain points. I think some statistics on video game and screen effects on kids or disconnect from their parents or some of the stats on kid crime or broken homes. I think some of that would be really powerful and really hit some more pain points.

He doesn't have enough pain points. It's really overall a very positive site right now and I would work in some more pain points if I were him.

Price points really great. \$5 a month is really good. He even has like a pay in advance option. It's super forgettable pricing. He's really nailed that.

The pressure point is also something he's not doing well right now and that's something and that's something I'll be consulting him on is having more pressure points. What could those be? Those could be 'get this free book when you sign up for Sonic Dad or when you do the year instead of the month-to-month then you also get the How to Be a Man's Man in Today's World or How to Be the Man's Son...' some kind of book, checklist, resource guide of where to get your project materials. He could even do 'get a free kit to go along with this month's project when you sign up by this date.' He needs some pressure points, some urgency.

Those of you who don't think the pressure point is important or that's what scares you the most, we're going to talk a lot about that in just a minute.

Then his pickup point. Right now he's using mostly social media so I'll counsel him to go into some Dad groups and maybe some paid LinkedIn projects, but also to do some swap lists maybe with some Mom bloggers and those kinds of things.

His pickup point he needs to work on is why it's growing so slowly. The reason I used him is not because he's doing all this so awesome but because he would really benefit from running through this checklist. I'll run through that with him.

How many of you know you're missing at least one or two things on the checkup as far as your site or your offer or your product? Raise your hand in the Chat Room if you know you're missing something. Good. I'm not about being warm and fuzzy and telling you that you're doing anything right. If you're doing everything right and you're making the money you need to be making I don't think you would be here. So I'm going to be really honest.

Leanne, a client of mine, and when we started working together she was doing okay but was not doing predictably meaning she was having a hard time forecasting and so a few of the things we immediately did was pain point. One of her comebacks was: *Yeah, but*

*there's so much free stuff now...so much more than when I started online. There are so many free menus. How do I compete with that?*

We went from the pain point of overwhelm and on...You don't have the luxury of sitting around collecting recipes. It's kind of like those youth minister volunteers every Wednesday, every Wednesday, every Wednesday those youth kids need a lesson.

Well, guess what? Every night, every night, every night your family needs to eat. So she goes out then through the pain points of guilt...the moms that are doing too much takeout or fixing crap for their families. (That's her word not mine.)

She goes through the money issue. *You're spending too much on stuff that is not wholesome. You could be spending so much less money if you let me help you.*

The overwhelm of all these recipes are out there and you haven't tested them. They're not tried and true. You can trust me. She's also a nutritionist...the pain point of the family not being healthy or dealing with family obesity, etc.

So we actually implemented instead of just the nice fuzzy idea of bring your family to the dinner table, we implemented pain points. We really started hitting those pain points a little more. Her audience immediately started paying more attention.

Price point was super low because in her head she was competing against all that free material and all those other menu sites. The first thing I made her do as a client was raise all of her prices. *Well, Carrie, that doesn't make any sense. She has so many more competitors she's already not doing as well as she wants to.* Raise her prices. Increase the perceived value. Know what the market will bear and then deliver as such.

We raised all her prices. They didn't even flinch. They didn't even flinch. It was a loyal list she's been building online for awhile. They didn't even flinch.

So what it did do as increase her quality of customer service meaning it kind of got rid of the complainers and whiners and people that complain about \$4.95 a month are really not the people you want to be doing business with in the long term.



We actually found that her market will bear a higher price point. When I tell you that we changed her prices I mean on a lot of things we doubled.

Pressure point. Now this was something interesting too. She really was resisting me on changing her prices but our agreement...when you work with me as a mentor and client our agreement is you're going to do it my way for a little while.

If you're going to pay me we're going to do it my way. If we don't have results then I'll start listening to your way. That sounds harsh but what we did is for the first 6 weeks we started implementing her pricing changes.

One of the pressure points we did was we said the prices are going to go up on this date. The pricing is going to go up on this date. Go into the store and collect what you want now because all the pricing is going to go up. The memberships are all about to go up. So we're going to freeze everybody at current membership if they're already in, and then everybody else is going to have to come in at the new price.

So Anita, if you're asking about what is a pressure point? The price going up is a huge pressure point for current audience. The deadline is huge for that. It's a really great example. She made...this is what's fun...the first 6 weeks (actually maybe the first 3 weeks we worked together) she recouped her investment of working with me for the entire year.

She recruited double within the first 3 weeks of taking my advice on that so you think she was happy about her decision to work with me? Raise your hand. She never questioned me again on anything else. 😊 She just did it. That was a really great pressure point and then that helped us know what the price point would bear.

Now her fear was the day after that new pricing was that her sales would tank that people would stop buying. It just didn't happen. She has more than tripled her revenue since we've been working together. So pressure point.

She's really good about this pressure point, too. Every single Wednesday she does a flash sale. It's like a 24-hour sale on a specific product, something in the Cart or something she's had created...every single Wednesday.

Her audience knows that on Wednesday something goes on sale. My husband does our grocery shopping and our little local grocery store has a Big Deal every week or every 3 or 4 days. I try to avoid the grocery store so I don't know. He'll get in there and it will be like ....The other day it was like if you bought this certain thing of brisket for a regular price you got all this other stuff along with it like macaroni, rolls, vegetable, and something else like a whole big meal. It's a meal deal or something.

We know that's going to happen every time we go in. We're not offended. We don't think the grocery store is pushy. It's just there.

Her list knows every single Wednesday there's a sale 24 hours on one of her things or on something that may be a limited offer but every single Wednesday.

That's also a pressure point. Another pressure point might be –I've done this recently. When we moved I found an overrun of Fill Your Stadiums. I like those to be shipped directly from the production facility but for whatever reason (I think because I went and did a Live event.) I had 11-12 here at the house. I don't like to keep it here. I really like for it to be there so I did a sale just on those 11 and I did a little bit of a discount and I also did a payment plan but it was only for those first 11. After that it was just going to be gone. Those are also pressure points.

Back to Saving Dinner...We started highlighting the pain points. We upped the price point to see what it would bear. We implemented different pressure points. We also implemented what Frank Kern calls The 4-Day Cash Machine. That's a 4-day sale or push when you're doing a bundle or something to thank new subscribers. She does a pressure point. Works really well for her.

Pickup point. This is also something we changed. She was kind of focused on incoming traffic like SEO traffic, Facebook traffic. She does really good with those; however, we looked at her partnering with Groupon. She had a really great Groupon.

I think she's partnering now for traffic with Cozi. I think it's like a calendaring app where her ad can get in through the calendar and app on moms' Smartphones. She's doing joint webinars with some other nutritionists and other people with lists that work.

She also is the one I mentioned last week that writes for 200+ newspapers a week. She'll write 4 articles a month. She sends the same article to all those newspapers. So she has offline traffic, too. So her pickup points are various, too.

So raise your hand if this was helpful case study. I think what we focused on most different here was for different pressure points and the increase in price points. Good!

I can teach from static slides all day long but I think these case studies just help you frame it differently. I'm trying to train you to think differently.

So with Greg – he is in the broke people market. He's in the 'Hey, I'm without a job market.' His is going to be a little different. A lot of us would say: *Maybe you need a different market. These are people who don't have discretionary income. We get stuck with that stuff in our head, right? Or if your job is to help them find a job then aren't you working yourself out of a job?*

Well, there are always going to be unemployed people always. No matter who is President there are always going to be unemployed people. So he's leveraging his skills on this one social network which is LinkedIn and telling people how to find jobs. H

His background was recruiting. He was a corporate recruiter and now he's kind of translating that into what he does here. WordPress blog site really like it.

What's their pain point? Clearly their pain point is they want a job. They don't feel like they know enough people. We always hear: It doesn't matter what you know; it matters who you know. Right? So people's pain point is they don't have a good enough network. They don't know how to use this new technology.

I haven't had to look for a job in years and years and years. I don't know the new way of doing things. These are very valid pain points. My husband can tell you this. He's been out of the market for 10 years working here with me. He's started looking at a couple of things lately that interest him and it's a different world finding a job right now.

So pain point is they're frustrated. They don't feel like anybody is reading their resumes. They don't know how to do their resumes. They can't afford a recruiter, etc. He's really

hitting their pain points. I like this: *Sign up today to get hired fast. Over here....be found. Be hunted. Be hired. Get hired fast. End the frustration.* Look at those good pain points he's hitting. I love that.

For those of you who say you hate writing sales copy I mean, good grief, that's 3 bullet points right there. Price point is kind of interesting. What he does is a free webinar every week. Every week he does a webinar training people how to use LinkedIn to find their job. This is a little different model so hang with me.

He's training them for free on how to use LinkedIn to find him a job. At the end of that he says: If you're frustrated with the technology or if you're frustrated with the technology or just want us to handle it, we'll do it for you. We'll set up your profile. We'll optimize your keywords. We'll help you get set up. We'll upload your pictures, etc.

So he trains them how to do it for free or he offers to do it for him if they pay. Another one of their pain points is they don't have time. They don't understand the technology. They just want it done because it's going to take me 2 weeks to figure it out. I'd rather have interviews in that period of time. So he hits all those pain points.

His price point for information would probably be 97. I do think that's one of his down sells. If they reject the offer of his company doing it for them, they can get the tutorial videos and the walkers. I think it's 97. We've added that in that price point but his regular price point for doing it for them is something like \$497. I have to tell you I would've thought that this market would not bear it.

I would've thought that was too high, but the fact of the matter is, he's doubling his business every year because they just want it done. They want it handled. They want to keep looking for their job so he tested his price point on several different offers. He's tested it in follow ups and \$497 for somebody just to take it over for them even in an unemployed market is still working.

Interestingly enough there's a big gap. He probably could not sell a home study course for \$197 or 297 because then they're going to say: *Well, but for \$497 you would just do it for me, right?* So that might be that unattractive offer Paul talked about earlier, but if

he's going to sell a lot of those tutorial videos and things \$97 does seem to be a really good sweet spot for him.

What's the pressure point? His pressure point is always 'I'm only taking 50 slots this week.' He has a staff. They have to be able to fit you in. So his thing every week is 'I only have 50 slots. I only have 50 slots.' He doesn't change his price. He doesn't do coupons. It always is just the 50 slots. He sells out every week because of that pressure point. He can't take more people until he scales up a little bit which is why we've implemented now the tutorials and the information product just so he can add some profit margin without having to optimize every single person's thing.

The price point is not always what you think it is...FYI.

The pressure point...his always is scarcity...which is numbers.

His pickup point...I love what he does here. He's not finding people on LinkedIn for the most part because those are already people that know how to use LinkedIn. He goes to job search sites and takes out ads or forms a partnership with the owner of the site. He'll do a list swap with a recruiter or with a resume writer or with somebody that teaches interviewing skills.

Do you see those really nice overlaps on who the market is? He could also and may also be doing (I haven't talked to him about this.) press releases about unemployment, about the campaign, etc., and drive people back to this for employment studies, etc. Lots of different pickup places for the unemployed job seeker.

Now what we have worked on a little bit since he's been my client is upgrading those pickup points instead of just random job seekers...job seekers that are looking for 6-figure and above opportunities so that these are people who are used to more income, are looking at a little bit higher job and who \$497 doesn't scare the tar out of them.

Working with somebody who is looking for a \$20,000-30,000 job, \$497 is just huge in their scope of thinking. Anyway, his pickup points have changed and he's had really great results from that. When we started working together he was in low 6 figures and this year he is probably going to hit close to 2 million from the new products we've

added and the new traffic sources and tweaking his numbers. I know those are big numbers but those are big numbers just based on the unemployment market in LinkedIn.

If that doesn't blow your frame of thinking out of the water I don't know what would. I would never have thought you could build a multiple 7-figure business off of this until we really got in there and started testing and tweaking some things.

So let's pull the Chat over again. Does anybody have any questions about any of these case studies? Just type those in if you have any questions on these case studies. I'm going to take a drink while you type.

I know I can't promise you that you will automatically be doing multiple 7 figures if you hire me. I can't promise you that. Sorry. Some people I can promise but some people I can't. 😊 Is Paul laughing in the background?

You really helped define the pressure more as urgency or scarcity. Yeah, we're going to talk about that a little more in a minute, too, Jenny. That's my next couple of things.

Paul, do you have any ahas or questions on that?

Paul: I just love all of that. I really appreciate your doing it for Teen Life. A lot of that stuff is easy, guys, to be disconnected to and not really pay any attention to, but I loved seeing all the different markets. That's really going to help me in my markets.

I think that's an easy checkup but what I really love is the pain point and the pressure point. Both of those are really big connections for me and I tend to overlook them. It's crazy.

Carrie: While everybody is typing we did some copy evaluation I think it was for Jenny on the Q&A call the other night. If you haven't listened to that Q&A call while you're looking at her pages I want you to.

Jenny, your pain points were not big enough on your copy. We talked about that a little bit. Your pain points were not big enough. I told you to rip

the band-aid off, remember? Let's highlight the pain. Remind them while they're there.

When we move away from the problem. So while I'm searching for migraine relief and I know this because I have migraines sometimes. So when I'm searching I will literally be racking the cabinet and pulling bottles out of the cabinet searching through drawers looking for something, anything to help my head.

I will drive to the store or send my husband to the store. I will literally be desperate for that solution. Now after my headache is better a couple of days later I'll forget to Google the cause or the triggers. I'll forget to go look at that other store for that other thing that might work better next time.

The further they get away from that moment of pain, that moment of searching, the less open they are to anything else. You do have to kind of ...Kevin Nations said one time: *You have to not only rip off the band-aid but you need to poke at the open wound.* That's not exploiting them it's just saying you have to remember how this hurts so that we can help you find the solution.

Then the pressure point is just to help them make the decision now. Period. Otherwise they're just going to keep putting it off.

Carol, glad you like that case study. You know what? This might be my new favorite way of teaching. Paul will tell you he's not seen me use a lot of case studies until this last couple of times and it's helping me crystallize so much the things that I've been teaching that I'm now going: Good grief. It just makes so much sense.

You guys will get in your head and say: Of course that works for her market and his market because they're already making it work...markets that will help you apply better.

Good, Jenny. Glad that was super helpful.

Anita says: Using the only 50 slots left on a weekly basis – can't that seem like it's more like a gimmick?

Anita, he only has so much staff. They can only do 50 slots in one week period. End of story. That's true. It used to be 20 but he's scaled up his staff.

The fact is when I had my newsletter company I could only work with 200 personal clients and my team that worked with me pretty much maxed out at 100 because their efficiency was different than mine. I knew how much my staff could handle at any given time.

With my Fill Your Stadium I had 11 copies. With coaching slots there are only so many and so much time. You do have to be careful when you use that but as long as it's valid it's not gimmicky. Macy's only buys 10 of this particular coat or 5 of those particular candles. It's a very real thing. It's not gimmicky.

Sometimes we have to shed our own cynicism because we're giving our audience way too much credit for cynicism.

Right, Jenny. Actually my husband and I talked about your site and your stuff last night. He's not a marketer in his head but I was just kind of telling him about the site and some of that and he wasn't real clear either. So it helped that it wasn't just me over-thinking it.

Lorrea is typing something. After this we are going to stop this recording and then...No, we're not. I have a couple more points on this. Sorry.

Lorrea says: I think you have to be clear about why it's real. Your clients will see it for what it is.

Right. When I had the picture of 11 copies of Fill Your Stadium that was super honest. I did oversell. I had 13 people buy because several people waited until the urgency was at the end. I told them: *Okay, I'm going to*



*send you yours from the plant. I'm going to have to order these from the plant because I really am literally out.*

As long as it's real. As long as you're not saying: oh, I'm only releasing 98 copies of this digital thing...For instance, Paul shows you something that was 397 for the first 50 licenses and then 597 for the second 50. That was just because he was trying to encourage people to act fast. That was Jimmy. He was trying to encourage people to act fast on those first 50.

Now he only sells 100 licenses total because he doesn't want the market saturated. It's digital. He could sell 500 if he wanted to, but he doesn't want the market saturated and that works in my benefit because I don't want everybody else having that same thing to offer to their audience either.

Good stuff. Glad you guys like that. So let's move into this next part because this is probably my most commented on blog post. It's my most referred back to. I refer back to it a lot because we like to read it and go: Oh, this is helpful. But then we quit applying this. It's just like Paul said a minute ago. He forgets these things. He ignores these things. We all do.

If you've done the checkup and you still aren't selling to your list or paid traffic, I believe your offer probably lacks one or all of the following. I did just copy and paste this from my blog post. This is not something new I'm teaching. This is something I'm ripping your band-aid off and poking at.

You're not selling more because of this. I'm just going to read this to you.

### *Urgency*

*As humans we are wired to want to make the right decision. Translation: We have a fear of making the wrong decision which means quite simply we will put off the decision as long as possible in the hopes that we don't have to make it at all.*

(Let me just sidebar right here, to use Paul's words. If you have a lot of emails that tend to sit in your box waiting for you to take action on them it's typically because you're putting off those decisions as long as possible. *Yes, I'll do that interview. No, I won't go to that event. Yes, I'm going to buy that product. No, I'm going to read that blog article. Yes, I want to go to so and so's birthday party. Yes, I'm going to that wedding. No, I'm not going to that shower.* These are decisions you're putting off. I have a relatively clear Inbox. Do you know why? Because I'm not afraid of making those decisions. One, my mode of matrix in my business helps me filter through those super fast. Two, I'm really not afraid to make a wrong decision.

I have passed up some amazing clothes, shoes, deals, steals, offers in the past because of a quick decision. Then I can look back and go: Wow. I should have done that but that's okay. I forgive myself and move on. Wow. I should have worked with so and so when I had the opportunity or I made a hasty decision in working with so and so and maybe that wasn't my best idea ever. It's okay.)

Just make the decision. Your audience you have to know they're doing the same thing. So deadlines on offers....girls/guys...these are pressure points. Deadlines on offers, expiring bonuses, payment plans that lapse, and pricing that escalates are all ways to communicate urgency. To communicate make the decision now.

Why do they need to make a decision? Why? The truth is I just want a yes or a no, really. I'm good with that. I'm good with the subscribe and the unsubscribe. I'm good with them unsubscribing if they get tired of me. I'm okay with that because to buy or not to buy - that is the question.

The death of your offer, the death of your business, the death of your bottom line, the death of your paycheck, the death of your income, the

death of many relationships in your life is the non-decision...the 'I'll think about it later factor.'

Recheck your offer. Make sure you have some type of urgency. So let's go back to that Teen Life case study. Paul, I would implement some new urgency every month for your non-buyers...some kind of rotating bonus...some kind of something you're going to mail them. Every month I would totally steal the WishList member model where Stu does something every month to get new people in there.

Paul: Yeah. I love that.

Carrie: I absolutely would. I've always thought that. You don't have urgency. Your 3200 people could be 4,000 quick, I think. A lot of those people it's a non-decision. Some of your people every week get that email and they say: Huh. I probably should do that. I think I'm going to do that. Wow. I think next time I see that I'm going to do that.

Before I started being so decisive and using my motive matrix I literally did have emails in my Inbox that were waiting on decisions that were 4-5-6 months old because I just kept putting it off...not because I was scared of the decision but I just didn't have any reason to make the decision now.

Here's how urgency motivated I am now. When people asked me for an article or an audio or an interview or something my first question my assistant asks them is this (because I trained her this way): *When do you need to know? When do you need this article?* If they say: *Just whenever.* She doesn't let them answer that way. She says: *I need a firm deadline or Carrie won't make the decision.*

So the 'I'll think about it later factor' is killing you. Recheck your offer and make sure you have some kind of urgency. Paul is going to put that on his list. He's going to tell us next month if that made a difference.

Okay scarcity. Do you have limited space in the room? Are there limited lines on the call? Is the webinar access limited? Do you have bandwidth to just coach however many clients? Do you have a physical bonus and only so many copies?

If I were to do an autographed copy of my book I would have to limit it to what I have on hand or what I was willing to order and have here. It's just scarcity. There's only so much space. There's only so much physical this or that. Make it real.

This is important. As humans we're often more motivated by what we're afraid we'll miss out on than the really cool thing we're going to get. So they might have gotten Fill Your Stadium because they didn't want to miss out on whatever bonuses there were or for SWAT you didn't want to miss out on the email coaching or whatever bonus offers. Sometimes you're more motivated by what's going to be taken away than by what you're going to get.

When I did do Mary Kay in direct sales one of my best pressure points was having enough inventory to create the Deluxe sets for everybody that was going to be at a show. If I had 6 people at a show I had a Deluxe set like totally tricked out in a fancy bag for everybody so that at the end I handed everybody one so that they could see what was in it, touch it, smell it, feel it, pet it...whatever they wanted to do.

I talked to them about the Deluxe set...I deserve it all. I let them hold it and then as I went down in my 3 offers I would start taking stuff away out of the set. Now take this out of pocket #1, pocket #2 and set that on the table. That does not come with it. I started physically taking away from them.

I tell you what, they had a hard time giving me anything back. They wanted the bag. Once it was in their possession they wanted the bag. They didn't want to miss out on this other thing even if it wouldn't have

been something they pulled off the shelf; they didn't want you taking it out of their bag. We're more motivated by what we're afraid we're missing out on.

How can you add scarcity? We're not manipulating them. We're giving them reasons to make a yes or no decision and just like you pointed out in the Chat Room, make sure it's real. Make sure it's valid. Make sure it makes sense.

Awareness is the last biggie of the 3...why they're not buying from you. So you put up a sales page. You blogged. You tweeted. You emailed your list. So what? How many messages and incomings and tweets and Facebooks are you getting per day? Is your Inbox noisy like mine? Is your Facebook and Twitter noisy like mine?

Do you even pay attention to every sales message? Do you pay attention to everything or are you deleting it, purging it, getting overwhelmed, or saving it for later?

This blue statement is the most important thing you need to know for your business growth no matter what your model. It's not their job to remember you're in business. It's not their job to remember what you do, what you offer, or who you serve. It's your job to remind them...your job to make them aware.

Why do we see a McDonald's commercial or hear a McDonald's commercial or see a McDonald's billboard or see a golden arches every time we turn around? Because it's their job to remind us that they exist.

I know when you see a brand in a store or you see a candy or you see something somebody is wearing you say: *Wow. I didn't even know they were still in business. Or...Wow. I didn't even realize that's what you do. Or...I didn't know you had a landscaping company. Does your daughter babysit?*

It is not their job to remember. It's your job to remind them. Stop being ashamed or embarrassed or shy about your business. That is not serving you well. It's your task to keep them aware of not only your business but the scarcity, the urgency, and you.

So email them again with new content or a reminder. Make your Subject line super clear. I am more aggressive with my Subject lines than Paul is. Maybe because I'm just so much more conscious of the noise in the Inbox. I want you to remember it expires today. One day left. One hour left.

What I've seen lately is that is today Subject lines aren't even pulling as well as the hour Subject lines meaning expires today doesn't get opened as much as 'one hour left'. Why is that? You check your emails so many times a day they think: *Oh, I'll read that later*. Some of you nodding your head and laughing because you've done this. Your audience is doing this, too.

So the tweet lasts about an hour or so. Your Facebook status scrolls every few hours or so. Those of you who say: *Well, I tweeted about that offer. Nobody claimed on it. I tweeted that article and nobody is paying attention.*

You've got to remind them. You've got to show up consistently and persistently. You have to. I'm very passionate about this.

One of my favorite things I'm going to train about is urgency, scarcity, and awareness. I'm going to pull the Chat Room back over before we wrap this up. Anybody have any aha moments? Anybody see anything they're going to change immediately? We already know Paul's going to change his urgency and his Teen Life offer. Who else?

What was good? What was an aha? What are you excited about? What's now more clear to you? What was an epiphany? What are you already writing down in your notes that you're going to do?

Yep, Jenny. You need scarcity. You need pain points and scarcity. Those are 2 big take-aways for you from SWAT. That will pay your entire tuition right there.

Triggers. Yeah. We all respond to them, right? I can tell my kids 5 different reasons why they need to go clean their room but until I add some triggers it's not going to happen.

Sue says I need to get offers out more and triggers for sure. Yep.

You're welcome, Jenny. Awareness is what we tend to think of as pushy but it really is just awareness. Sometimes I'll preface that in my email: I wasn't sure you were aware...I'm not sure if you're paying attention. Not sure if you read this yesterday or if maybe you're just busy like I've been. Just let him know as a courtesy I'm just making you aware.

Anita says she's excited about going back to markets she had written off by using the checkpoint.

Cheryl says to remind them that you exist. Exactly.

Even though my market doesn't have a lot of money I can still provide ways to help them. Carol, even though the youth ministry market doesn't have a lot of money, Paul has 3200 members at \$10 a month. So volume is good.

*Also the what I'm going to miss rather than what I get is so true.* Yep. It really is.

Exactly. Here's another example. Lorrea says: *Reminders are critical. I don't know a business that's not continually reminding you they're in business.*

I do. Let me give you a good example. I should have put them in my slideshow but you just reminded me of them.

I do digital scrapbooking. When I say I do it that means I send my digital pictures to a girl that actually designs the pages. I don't actually do it myself anymore, but with the digital scrapbooking there are several companies that will print those books. Shutterfly is one of my favorite but I have also used My Publisher. I'm on both of their email lists. I'm on both of their customer lists. I've done a volume of business with both of them.

My publisher emails me about once a year. Shutterfly emails me almost every single day. It doesn't irritate me or annoy me. I just delete it when it's not top of mind. They do get my attention with their Subject lines so I have one in my Inbox right now reminding me about a coupon. So I need to upload some pictures.

My publisher emailed me an offer for a free book about 2 weeks ago and I deleted it. Why? I haven't heard from them in about a year and I've kind of forgotten how to use their system because I've forgotten they exist. I've forgotten they're even there.

Shutterfly gets the majority of my business because they keep me aware. Shutterfly is more expensive than this other company that I used for this other formal, but they keep me aware and they communicate urgency to me. So there's one example for you right there.

Anita says it's not your prospects job to remember that you're in business.

Yep. You're not bugging them. Well, Shutterfly emails me practically every day and most people will tell you I hate emails. They don't bug me but they're just reminding me that: *Hey! We're over here if you need something. Don't forget we're over here!*

I just delete. It's not that big of a deal. Okay, I'm going to clear the Chat and I'm going to actually stop the recoding. Paul, tell us what we're going to cover when we come back.



Paul: When we come back I'm going to actually shift the copy stuff because I don't think it's going to be a good tie-in right now and we're already at 11:37. I'm going to record that separately. You guys also get the video sales letter...5 modules...so you're going to have plenty on copy.

Next we're going to hit perpetuity and profit margins. I don't know if we need a 5 minute break, Carrie? What do you think or are you ready?

Carrie: Let's just do 2 minutes.

Paul: Okay. Cool.

### **Perpetuity**

...of your business or your action or your momentum being in perpetual motion. I'm not much of a Science girl. It wasn't my favorite thing in school. I was more towards Literature and Music and those things rather than Math and Science, but I do love the thought of perpetual motion and the perpetual motion machine.

My goal in creating my business (and honestly I could do better, and that's my focus from now until the end of the year) but my focus and my intent is to create a business that keeps on going.

I have the little thought (and I've been called this) the Energizer Bunny, but I would love for my business to be the Energizer Bunny. You guys know that little silly bunny that beats the drum that keeps going and going and going. What if you could literally hear in your subconscious the cash register that keeps chinging over and over again, or you just know people are constantly coming into the funnel, going through the sales funnel you created, upselling/down selling, and then going into perpetuity? I think we could all get super excited about that.

It's not about launching over and over again. It's not about having to create new products and offers all the time. It's about creating the machine that just keeps perpetual profits. I know that I'm not the only one in the room that's excited about that. I think you guys are, too.

This is not by any means, way, shape, or form a complete section on membership sites or on creating recurring income. We do have a DIY that's Stand Alone on that. It's Stand Alone Membership and Continuity, but this goes so well with what we've been talking about I didn't feel like we could leave it out.

I do think the perfect offer, the ideal offer, would have some kind of recurring behind it. You say: *Yeah, but Carrie, DIY doesn't.* DIY kind of does. I mean, we do our workshop every month. SWAT doesn't; however, we are creating DIY Report that we talk a little bit about which will be our perpetual offer on the backend for ongoing marketing advice. We'll talk a little bit about that later.

So we've done the checklists for the pricing, etc. Now let's do Perpetuity. We're going to go a step further with those same case studies. I think you're going to love how we're doing this. I'm keeping those same 5 businesses and we're going to run through the Perpetuity checklist. (Now I'm just going to say that over and over again because I know it makes Paul laugh every time I say it.)

So, does it have a recurring need or is it a micro need? What I mean by that is – the youth ministry site has a recurring need. They're never NOT going to need that as long as we have Wednesdays...they're going to need that.

A micro need would be something like my Social Media Made Simple which is 'get up to date, get set up, and get on target with your social media'. I probably could make that an ongoing need, but it's a micro continuity. It's something that they could get up to speed on. Our friend, Perry, used to say: *Is it a recurring need or do you get them up to speed?*

If it's a Sales Copy workshop or Magnetic List Building workshop...all those smaller things, those are micro needs. You can get somebody up to speed on that and then let them go from there. The recurring need means they're always going to need it.

This is what's so funny. I quoted that no less than a dozen times over the past 3 years and every time I do Paul says: *I just love that. It's so catchy.* So there you go. Thank you for being predictable, Mr. Paul.

*Is it automatic continuity meaning do they sign up once and then they get it every month? That would be the way Teen Life is. Or is it something to have to opt in for? So Fill Your Stadium...I've been saying for a year the back of Fill Your Stadium is going to be an ongoing-keep-you-funnel-full membership that is real low cost but they would need to opt in for that. It wouldn't be automatic. Yeah, I do! I want to keep up with that.*

Then the forgettable price would be depending on your market. We have friends that trade the markets that their forgettable price might be \$97 a month because that's a spending market. That's a high price point market. That just might be a dismissible price for them; whereas, if we do \$97 a month the market tends to question it a little more and the youth ministry market absolutely would not bear that at all.

So what is the forgettable price for your market? We've talked about that a little bit.

So here we go back to our 5 Friendly Case Studies! Yea! Okay, with Youth Ministry Zone does it have a recurring need? Yes, yes, and yes. Every Wednesday, every Wednesday, every Wednesday.

Another idea I just had, Paul, if you're taking notes, is I would even release a special package a couple of times a year maybe a youth retreat weekend or a games package...something that would supplement what they're doing with their Bible studies like a little bundle. Release it on the 4-day cash machine to your buyers list.

The recurring need...they've hit that. Theirs is not a micro need unless they do launch a micro need a couple of times a year. That's fine. I know some kids in my community that are dealing with the special pressures of inappropriate texting...sexting...those kinds of things, those sexual pressures. It may be that a couple of times a year they offer some package about a special topic. That would be a micro need – How to deal with teen moms and leadership in your youth group. How to deal with the special temptations that kids are facing...something aside from their normal Wednesday thing. That might be something they could serve on a micro need. How to handle social media bullying in your youth group.

I think you're seeing what I'm talking about versus the recurring need would be the Bible studies; the micro need would be something they could get up to speed on. How to Connect More with Your Team...that might be something they offer to the parents or the volunteers are offering a special workshop.

*Is it automatic or opt in?* Well, this is the only product they pretty much offer so theirs is automatic. They don't have to resign up. It's not a bonus on the backend of anything. Theirs is automatic and we already established it's a good forgettable price.

Again, they're hitting this on every level. The only thing I would suggest would be back to the urgency. They need to have a new reason for people to make that decision now and to not even have to look for another resource.

Let's go to direct sales profit. Let's do the checkup. Recurring need. Yeah, these are people who get unmotivated. These are people who need new tactics all the time because they lose their focus. They need to know how to use social media in their business. They need to know how to collect leads. They need to know how to follow-up. It's a recurring lead.

Now a micro need might be how to set up a blog independent of your company website...seasonal marketing, which is a product that I offer. Seasonal Marketing...How to leverage the holidays. A micro need might be how to start building your team -or motivate your team -for the people who are focused mainly on product sales.

Automatic or opt in? Again, this is set up like Teen Life Ministries. It was really the only thing I offered at that site so it was automatic and it was at a forgettable price. So, again, hitting it on all those two.

Let's do a checkup on Sonic Dad. (Poor Sonic Dad. I should have invited him to this session. Maybe I'll give him the recording.) Checkup...recurring need. Kind of...yes. Now, need is in the eye of the beholder, but as long as you've kids that are at home, as long as you need to be spending time with your kids, is this a recurring need – yes or no? Is Boy Scouts a recurring need? Yes or no? Is sports teams a recurring need?

I would say he needs to communicate the recurring need more for this. Why do they want to join the membership on this? Because even if your kids are getting bigger what about mentoring a kid on the block or what about your nephew or whatever?

So recurring need or just a micro need? Maybe just a summer's worth of projects. He could do a summer's worth or he could do...The pine derby would be the micro need project, etc. Same thing as Teen Life a little bit.

Automatic or opt in? Again, it's the only product he offers so it's automatic. Forgettable pricing? Yes. Absolutely. \$5 a month forgettable pricing. Good.

Is this making sense? Raise your hands if you're seeing how this applies. Are we still conscious? They're ready for lunch.

Whoops! My slide didn't translate here so let's run through it. Recurring need...yes, they always need to feed their family. She only gives them enough menus to last for the month so they're going to be out and they need to start over. Yes, there is a recurring need.

Now micro need...she also has a line for micro need. She has the gluten free...the Crock Pot...the Frozen Chosen – how to stock your freezer- and the Kids Club. So she does have micro needs also in addition to her main product line.

The memberships are automatic. When you sign up for the first one it's very clear that it's automatic. She does do a bundle like the whole enchilada bundle which is like everything she's offered in the past whatever months. She offers it in a bundle and reduces the price.

On the back of that there is like a \$1 trial that they could then test drive the membership. So that's what I mean by the opt in. Do they need to say 'yes, I want the membership' at the end of a product or is it an automatic?

Hers are all the forgettable pricing . She doesn't have anything more than \$10 a month which is awesome. So again, she hits that.

Let's talk about Greg's because his is a little different. His is a 497 price point or he has the \$97 tutorials. He also has a monthly like - How to Stay Sharp, How to Stay Marketable, How to Review Your Resume. He has some that are micro needs like the resume polish up or the interviewing skills polish up. Those he tends to focus on with affiliates.

His recurring need he's working on a super low priced Stay Sharp, Stay Marketable, Be Promotable-type product on the backend of that. His are they have to opt in for those. His is not an automatic membership but the other stuff he offers he doesn't have as much control over the pricing because some of those are affiliates.

So his model does defy all this a little more. We haven't hit the magic as far as his recurring need yet, but we are testing and working on that.

Those are the perpetuity. Here are some other ideas. Newsletters – physical or digital. Ongoing video series. Patterns. I know embroidery sites, quilter sites, etc., that they do patterns every month. We know scrapbook people that offer layouts. I have a girlfriend I graduated with that does monthly layouts that she sells. She just does the design and people copy them.

Up-to-date what? Are we looking at up-to-date social media strategies? Kate Buck does really well with that. Laura Roeder same thing.

Back to patterns and layouts. We know a girl that's doing really well with digital stamping patterns. She doesn't do anything physical. They're digital stamping patterns. I don't even know how that works.

Done for you what? A graphic a month? An info product a month? PLR a month? Is it a retainer? My VAs are all on retainers no matter how much I use them per month.

Kits. I have belonged to several of these. I have several nieces and nephews that I adore and want to hear from me every month whether I go to the store or not. So I've done a Book of the Month Club. I've done a Craft Kit of the Month Club and a Super Hero of the Month Kit. Those kinds of things are valid.

Variations like a Scent of the Month, Wine of the Month, Coffee of the Month, Fruit of the Month. You have seen this. These are all just idea prompters to give you thoughts on what you could do on a monthly basis. Checkins, checkups, evaluations...Every month we're going to come back you up and hack proof your site every month. We're going to do a marketing checkup for you every month. We're going to look at your materials. We're going to do a copy evaluation. Whatever it is, these are all ideas for perpetuity.

This is a super fast section but I wanted to build that based on those same exact case studies. So what questions do you have on perpetuity or just any idea that pops up? Paul, do you want to pop in, too?

Paul: Yo.

Carrie: Yo. What do you think about that?

Paul: I'm for Bacon of the Month Club.

Carrie: Yum.

Paul: There is one actually.

Carrie: I'm not surprised.

Paul: I ought to do a video series for Teen Life. I could a youth ministry coaching video series. \$5 a month.

Carrie: Yeah, do you know what else you could do? You could create Done for You videos where they actually play you in their room where you could teach some of those sensitive topics that they are maybe afraid to touch o themselves.

Paul: Yep.

Carrie: **Cheryl says:** *Done for You in kits?* Kits would be something like a Craft of the Month Club where it comes to me and it's popsicle sticks and felt and glue. That's a kit. It's something I have to put together. Done for You means you're going to send out for

them a gift of the month and it's that craft already assembled for something or Done for You might be Private Label Rights that's ghost written content for you or a graphic of the month.

I know graphics companies that will say: *Every month we're going to send you a graphic you can use for your website.* It's already done. Done for You is also like iStockphoto and Clip Art...those things that are already created.

**Sue says:** A what club? I don't know what you're referencing, Sue. Sorry. Need more information. Oh, he said he might do a video training club.

**Carol says** she's not quite clear about the difference between auto and opt in because wouldn't everyone have to opt in at one point? Carol, that's a difference between are they buying into the membership, are they buying a product that has a bonus membership on the backend or an optional membership on the backend?

Anita says the same thing.

**Greg says** there are so many ways to maintain perpetuity. *Do we try them all like a shotgun approach or do we try to check results to avoid overwhelm?*

Greg, give me an example of what you're thinking about and we can talk a little bit about how to maintain it. Again, there are tons and tons of information on this in the Membership DIY that we did, but I can skim some . You can do a membership platform site. You can it strictly on auto responder.

Paul, if he did that, would have to create a new AWeber list just for the people who wanted the video training and he would just send them a broadcast when it was ready.

**Jenny says:** *I know see how to use all this in your market – recurring, micro opt in, etc. Waiting for the trainings to come up with an unforgettable price.*

Good stuff. Paul, do you have anything else on this or are you taking notes on stuff you're about to launch?



Paul: You know I'm always taking notes.

Carrie: I know \_\_\_\_\_ (16:34). Greg's typing. He's going to give me an example. Who's loving the training today? Let me see some applause in the Chat Room. I need some applause today. Yea! I'm going to pretend like you're all standing, too.

So, Greg, retainer would be more for service or things that you're providing...so advice, coaching, and consulting in the financial services market ...is actually not that difficult to sell.

(Mom, when you're transcribing this make a note that there was a standing ovation in the room.) I have been doing enough side notes to Mom while she's typing, have I?

Kelly and Laurie are typing and then we're going to move to the next one. I know it's noon.

**Laurie said:** *I would like to set up a membership setup but no content yet and I like these ideas.*

This is how you create content as you go. Membership just means you're billing them every month but you could release a newsletter or a video a month. You don't have to create all of it in advance.

Kelly, you're going to be the last one and then I'm going to move to Profit Margins. It's super fast. Yea! **Kelly says:** *Jumping up and down applause.* Last section was huge for her. I'm so glad.

Paul, how do you like those stacking case studies? What do you think about that?

Paul: I love them, especially if there's one that's going to help me. You know I love that.

Carrie: Of course. Now I'm going to shut down this recording and we're going to start Margins.

### **Profit Margins**

I have been in debt multiple times of my own fault not his. You know you're in a lot of debt and your marriage might have some issues if you can only tell your husband about your debt 30 grand at a time.

At the point that I was in debt over 6-figures because of mismanagement of my own personal business funds in another business...robbing Peter to pay Paul, not paying attention to restocking inventory, over estimating what I was making, underestimating my expenses...those kinds of things. Innocent stuff. Not living on brands. Not having a real expensive car. It really was just a dumb decision one at a time. It just stacks up and becomes viral. It's crazy.

Once you have compounding interest and late fees and all those kinds of things it's ridiculous. So I became a student of money...not because I love numbers or because I'm good at this, but because I felt like I couldn't rely on just him to do it.

Your next question is: *How'd you get in such a mess if he is who he is?* Well, I wasn't letting him handle any of that business. I wanted to do it myself. I was being independent.

Sometimes we say that, too, because we just don't want to be accountable for those numbers. We don't want to be accountable for what we're not making or not doing. I just really wanted to handle it myself and prove I could do it. Too, I wanted to gloss it over a little bit.

Now he does all my books. (We have help with the taxes.) I'm very open book on every dime that comes in and out because it helps me become accountable. As an artist the numbers tend to blur so I have to be really segmented, and this system I came up with

was the 5 Little Pigs. Now you can do buckets. When I usually train on these I used to do buckets and the fact is I like the idea of the little piggy banks, too.

What's really important for you to know is this is not going to be a long section. I don't have an MBA. I don't have any kind of financial degree. What I know is just from the school of life. This is what makes sense to me.

My husband is the one with the drill down spreadsheets and pie charts. I have Higgs and this is how I do it. The key is in your percents.

My budget looks like this...I don't deal with the family budget. He does that. I just do the overview, but in my business here is how I do things. It's based on percents.

Every month a certain percentage goes towards each of the 5 major categories. I keep up with 5 major categories and don't say the green pig is \$1,000 and the pink pig is \$2,000. I do it based on percents because as business owners our income tends to fluctuate. So we do percentages.

Here are my 5 categories. Shareholders is my first category. If you have trained with me for any length of time you know what I mean by shareholders. You're not in business by yourself. You have a family. You have people who depend on you whether it's parents or kids or animals or whoever it is that you take time away from your life to build your business. You take attention away from them. You take income out of the family income to do this. They are your shareholders. They deserve a percentage.

What does that mean when you're categorizing your income? I didn't even set this up the way I should have. I should have said: *When you make \$10,000 or \$100,000 it's not really \$100,000. It's \$100,000 broken into those percentages. It's not all your money.* This is the big lie in online marketing. People say: *That was a \$2 million launch. Our business did \$12 million last year.*

I'm masterminding with a \$12 million guy and by the time it was all said and done \$12 million was down to \$2 million split between he and his partner. After taxes that's not a heck of a lot. You say: *Well, I could do a heck of a lot with that.* It's not a heck of a lot compared to the work, staff, grief, reputation, etc. related to \$12 million.

I cleared more than he did last year and my company didn't do near that amount. I made the same amount of money in my pocket. I chock it up to my percentages and my pigs.

So Shareholders. What do you need to do? Budget. That's your family budget. Don't try to mix your family budget and your business budget. It's not going to work. Have your family budget separate. What do you really live on? What do you really spend? What are the family expenses?

What rewards do you have? Yes, that says rewards. My kids, my family has rewards when we hit certain benchmarks. What incentives do we have? One year I bought Eddie a boat. It wasn't a brand new boat, it was an old boat, but he wanted a boat and never would've done that for himself. So when I hit a certain benchmark we had incentives and one of those was a boat.

You have to have your Shareholders percentage. Now this tends to be the biggest percent because it covers your family budget, your paycheck, etc. Even if you have other income coming into the house this tends to be the biggest.

I just want you to start thinking in categories. This isn't so much training as just a disclosure of how I'm framing things.

Your second big category is Uncle Sam. Now here's a big shift. You go from working for somebody else where they take your taxes out and send you a little thing at the end of the year or you work for yourself where when you charge \$1,000 you get \$1,000 and then you think you can spend \$1,000. That's where you get into trouble.

You can talk to business owner after business owner who is in tax trouble. My brother is almost perpetually in tax trouble because he doesn't escrow out his taxes up front. You have to take it out up front even if you could use it for other things. So you have to know what you typically have to pay in income tax. Do you have to pay sales tax? Do you need to be filing quarterly? What do I need to be filing monthly? It's a pain but it's necessary.

Go pay for a one time meeting with somebody like Greg or a CPA or somebody who can tell you what is necessary for you to be onboard with your taxes every month. (I'm telling you not to go to H&R Block.)

I know that when I get a check that comes into my hands and it's \$500, 10% off the top goes into our IRS savings account. I never see it. Ten percent off the top goes into my charity account...X amount off the top. I'll share with you some of those percentages in a minute.

I know it comes off the top. Otherwise I get to the end of the quarter and have to file and it's 30 grand and I don't have it. You have to be thinking in terms of these categories. (Just FYI I think my percentages are backwards. Here we go.)

I'm going to tell you just off the top what mine are. Let's say the green pig is going to be my **IRS** one. We save 10% off the top in a savings account for all IRS expenses. It's not always enough but it's a great start.

Three percent is what I call the **Success** pig. I'll explain that in a little bit. Now I'm not saying these have to be your formulas. Don't write this down and say: *Carrie said these have to be the formulas*. But it is for me.

Ten percent would be the **Sharing** pig. Sixty-seven percent is my **Shareholder** pig. Then the other 10% is my **Support** pig, I think. I'm pretty sure that's it.

Colors don't mean anything. The size of the pig doesn't matter. This is a graphical representation of my brain...just getting that out there.

Okay, Uncle Sam. You have to set this aside. Period. End of story.

Also, make sure you know when you do courses like this or if you do Live courses talk to your accountant about what's deductible as a business expense, etc. That will help.

Support. What comes out of support pig. That's 10%. What do I use that for?

Delegation? Hardware? Software? Plugins? Assistance? Fiverr? Elance? Those of you who say 'I can't afford help'...it's because you don't have a Support pig. Ten percent of

that \$500 you just charged should go into Support. Again, 10% is a random number. Yours might be 20. Paul's might be less. He doesn't do a lot of this.

Hardware. When I needed a new computer I was able to go into the Support pig and pay cash. When I want a new software it comes out of the Support pig. We don't function in a level of debt or just irrational spending. We go to the pigs.

Is anybody laughing? Raise your hands if you're laughing because of the pigs.

It helps me. It really helps me know. It helps me curb my spending.

Good. At least a few of you are laughing. Greg, the financial guy is laughing. That's okay, Greg. It works for me.

The Sharing pig actually for me is more than 10% now that I think about it. The Sharing pig is also my giving pig. So 10% off of all money that comes in goes towards orphans or to a charity project I'm excited about. 10% end of story goes toward sharing like that.

Also, I probably should have put this over on Support maybe, but affiliates prizes, those kinds of things...you have to take that out as it comes in. One of the #1 reasons I don't promote some of my friends that are affiliates is because they mismanage their money and don't have the money to pay their affiliates on time. You have to chase down your money and it's because they're not putting it in the pig.

Prizes for affiliate launch contests. I've had to wait 4 months for prizes before. Why is that? Because I know they had a huge launch...why is that? They spent that money. They didn't escrow the prize money.

Any time you have a sharing project ...so if it's a non-profit you support, something you're passionate about, whatever the why is but also makes sure you're taking off the top your affiliate stuff...your prizes and stuff. This is support important.

Affiliates are always shocked at how fast Paul and I pay them. Sometimes I even ere on the side of generosity even before a refund period has happened. Why can I do that? It's really because of the pig. It's because we've set it aside and we don't touch it.

When Eddie shows me a report and shows us our numbers for our profits he's taken out the pig amounts. He's taken out the taxes. He's already taken out the other percentages just so we know.

The Success pig. What do you think is in here? This is the smallest one so this for me tends to go between 3-5 %. The Success pig is education, Amazon Books, coaching, mentoring, Live events that I go to. If you know it's 3 or 5% of your budget and you made \$50,000 last year you don't have to say to me: *What event should I go to?* You can say to me: *I have \$5,000 for events, coaching, education, etc. Help me know where to spend that.*

I had a client that has spent almost \$200,000 in the last couple of years on events, coaching, masterminding, products, etc., and still has not turned positive profit in his business. You can't keep doing that. You have to rein it in.

This is how you evaluate if you're making money or not. This is how you evaluate if you're being fair to your family or not. This is how I know if I can host a Live event or if I can go to a Live event or what I can spend on my coaching, etc. It's important. If I want to do more I have to make more. If I want to have a launch contest I have to know my numbers ahead of time. What's the launch going to net? What is my budget for that?

If I want to give more to orphans I need to make more. If I want to hire support I don't just say: *When I'm making enough I will have help.*

What is enough? I'm going to say: *I can allocate up to 10% of my revenue for delegation, hardware upgrades, software maintenance and purchases, plugins, Fiverr, contracting, etc.*

I know this is a foreign concept for a lot of you guys. It's not my business how you run your business except you come to me and you say: *I'm not making any money or I can't afford to do that. Sure, Carrie, you can afford to do that. You make money.* No. I can afford to do that because of my percents.

You've got to have sense about your dollars, guys. You've got to. (Yes, that play on words is intentional.)

You can't just bank on your deductions either. You can't say: *Well, I'm not making any money so my deductions will wash it all out.* Don't do that. Go ahead and garnish those now. Use something like Ing.com to segment your money...or set up separate accounts at your bank, but be vigilant about it.

If you were managing somebody else's legitimate business books the same way you are managing your business books would you still be in business or would you be in jail? You're embezzlers. Stop it.

I told you that was going to be super fast...but this is important. This is something nobody is teaching. Nobody is teaching money management within this sector because everybody just wants to glorify the launch money, the cash cow, the create-money-to – put-in-your-pocket.

Here's the deal...you've got to manage the percents or you're going to get yourself in a world of trouble.

Paul and I know a lot of people who have created a lot of income who are broke or bankrupt. Period. End of story. I will tell you that perpetuity will help you predict some of these numbers better. We do like to base our budget just off our continuity and then launch money tends to be project money. That's just fun where we get to throw money at bigger projects, but if you're missing perpetuity right now or even if you have a good established business this is super helpful.

This might even be helpful for your family budget. I know some of you are trying to function without one of those, too. I didn't mean it to be a downer and wrap us up with money stuff today, but I do think this is key. Paul and I have agreed we are going to teach you with integrity and transparency and I have to say you have to run it like a business.

You have to know coming into business you have a marketable product, service, or solution that you're offering in exchange for economy. Then you have to be wise with your economy.



I would like to sit down with some politicians and just talk about percentages and the importance of a budget. I think that would be super helpful, but you can't just hope it will get better by ignoring it. You can just say: *Oh, once I hit multiple 5 figures that's when I'm going to start with the principles of business.* You'll never get there if that's how you think about that.

Paul, why don't you pop back in with your mike and see if anybody has any questions about that? I know that is over-simplified. We actually added that just kind of as a bonus on there just because. It's nothing that is ever going to sell for me. Nobody is ever going to buy financial training. I could go really deep on that but the fact is you just have to start somewhere and just even have it mentally segmented in your mind.

Let me hear your feedback on that and see if there are any questions on that. Paul, if you'll pop your mike back on.

Paul: I'm on.

Carrie: I know you don't have to address any of this if you don't want to.

Paul: (laughs) It's just hard. I'm the 'don't think about it, don't frame it, just now getting separate accounts set up...that kind of thing. I'm real bad about saying 'okay, here's the money need and boom.'

One of the big launches you and I did the minute the check came in it all went straight out for taxes because I had not saved for it. That wasn't as much fun but I was certainly thankful I had it.

Carrie: Well, and another thing is I've always got this voice in my head because Eddie's in the house with me. I'll say: *Wahoo! We made this on that!* He'll say: *No, you didn't. Once we've paid this and paid that and once we did the other, here's really what your split on that is going to be.* HmMMM.

Paul: Wow.

Carrie: The truth is that's not always fun to hear that but I'll tell you what is fun is not being in tax trouble. What is fun is that I'll text Paul and say: *I have*

*\$5,000 for orphans where do you want it? What kind of project do the workers need that for?*

So that is the fun part of it once you embrace those numbers. Some other numbers....then once you start managing percents you can start back looking at some of your numbers and tracking.

Paul, here's a number that jumped off one of those spreadsheets Eddie did for us the other day that on SWAT it was almost 50/50 on who used PayPal and who used Authorized.net. Now I know we've tested that on lower price points before. That's always been true of 97 and under, but on a 197 I was really surprised by that.

Once you get your money under control you can start looking at some other statistics that it won't overwhelm you as much. I never would've said on 197 that PayPal would've been half.

**Laurie** says: *Great idea. I have a golden goose pig which is long term savings.* Okay, so I didn't mention savings in here because my savings is in my family budget which is my Shareholder pig.

Look at the blue pig. That encompasses my family budget. With the family budget we do have like the travel, savings, retirement, college, all those things.

**Jenny** says: *I'm starting my business but I have to budget my time the same way taking time away from family to build the business. You can't be a work-aholic, right?* It's true. That's why you need to have this Shareholder pig, too. You can't just take time and money away.

Time invested in one area is time away from another. Money from one area is money from someplace else. So there are limited resources. That goes back to that scarcity. There's scarcity of you, too, Jenny.

**Greg** says: *Great topic. We all need a certain level of discipline. Most people fail to forecast and manage their cash flow. Exactly. So true. Greg, the way Paul and I tend to set our goals for things is we'll set our goals based on one of these percentages. We'll say: Okay, *what's a conference or event or something we want to go to* and then we'll back it up. *So how much do we need to make?**

A lot of people will say: *I need to make \$5,000 because I want to go to that conference.* That's not true. You can't make \$5,000 to spend \$5,000.

Paul: Right.

Carrie: A penny saved is a penny earned is not true. A penny saved is 5 pennies you don't have to earn again. You have to look at your numbers realistically. If we want to spend \$5,000 on a conference we need to make \$20,000-35,000 depending on how the pigs are set up or how everything else looks right there.

Again, not a super sexy topic until you really start to embrace it in your business and then you can get excited about how fat the pigs are or the pigs are paying cash for travel or excited about those kinds of things.

Couple more things you are typing in...

**Greg** says: *A future topic might include taking case studies and showing how it was funded and profited.* Good idea because I tend to fund things on a super shoestring.

I'm not somebody to put a big boatload on the credit card and then speculate it will be profitable. I really do like building things for free when possible.

**Kelly** says she heard this first at BOSS. Yeah, this is only the second time I've trained on it. BOSS was the first time. Good.

I'm going to move this over. I am going to recommend and challenge you today. I'm going to give you a little bit of homework that's not going to be based on offers or pricing. I'm going to recommend that you set up your pigs today...not physical pigs.

I don't have pigs in my office, but I would recommend that you just create 5 buckets on a piece of paper and just really think about your business right there.

Again, don't get drilled down into family budget. That goes into Shareholder pig, but I'm really going to suggest you set some percentages and set some numbers on things.

This also follows pretty closely along with Escape if you think about it. The Success pig goes along with your E for Education. The systems goes along with your Support pig for delegation, etc. There are a lot of ways that this parallels and stacks on different training that we've done.

Paul, do you want to recap for us and close up today or do you have something else you're covering? What's up?

Paul: No, that's it. In fact, the replays will be up in about 30 seconds from the time we close out so you can review anything. We've had an awesome series just overall. I've loved this.

We've talked about EPIC Content and Enlisting Paying Clients and now today Creating the Perfect Offer. We hit packaging, pricing, promotion, perpetuity, and profit margins all of which we can just become better and better on.

When it comes to the perfect offer it was not about saying: *Here's the ideal formula that works in any given situation...*but tools and resources. Carrie does this especially well. (I try to do this as well.) She teaches us how to think and how to process because our markets are different and when we learn how to predict the market, understand what's going on emotionally

there, pick our prices based on what the market is already justified, then at times really being able to elevate it because it matches our value system so well, then we end up having an incredibly strong business.

This SWAT approach, these 3 missions combined are really going to help all of us generate more and better business and certainly more long term and predictable business.

As always, we love being with you guys. We love training with Carrie. We love our time together with you and we appreciate everything you do. Don't forget that this week our call is coming on Tuesday. I'm probably going to be handling that alone. Carrie is going to be in a meeting out of town. That will be our final Q&A call for this series.

Anything else, sister?

Carrie: I think that's it. I will be at a mastermind getting some new Ninja tactics. It is a Success day for me. Wahoo!

Paul: Alright. Well, you guys be blessed. Bye.

Carrie: Bye.