

# **THE EXPERT'S HANDBOOK**

**Your Direct Path To Making More While Doing Less  
In The Digital Economy**

**James Klobasa**

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## **OVERVIEW**

This is not an encyclopaedia of Internet marketing tactics. It is not a get rich quick guide. And it is not a time wasting collection of “content”... It is a concise and powerful handbook giving you the clear and simple steps to take, in order to utilise the power of the online medium to create the business and life you truly desire. It is all about simplicity, choice and action. Read on...

## TESTIMONIALS

James has written what I believe to be one of the best books I've ever read on how a true expert can leverage their knowledge and skills for massive impact and huge financial reward."

*Dr Nic Lucas - NicLucas.com*

"This book is a classic that deserves a spot on every consultant or coach's book shelf."

*Nancy Marmolejo - TalentAndGenius.com*

"This book is worth a read for any entrepreneur ready to start up leveling in their life in a new innovative way and reaching out beyond their local community and engaging a worldwide presence."

*Dr. Asha M. Prasad Creator of The Prasad Method™*

"No filler, no confusion for the sake of looking smart, no up-sell, just actionable content."

*Jason Roy - JasonRoy.biz*

"I have NEVER read a book that contains so much precise, easy to implement information. If you are a new, existing or experienced coach, consultant or service based business you should absolutely devour and implement everything James teaches in this book."

*John Blake - John-Blake.com.au*

“James has an amazing talent for taking the complex and reducing it down to the simplest and most basic elements.”

*Mark Coudray - Catalystplan.com*

Today, you need to be the “go-to trusted Expert and Authority” in your field or industry... This book is a MUST READ for anyone serious about making a dent in the Universe. Love it!”

*Joe Williams - Joewilliamsonline.com*

“If you genuinely want to build your business and cashflow, fast, then I highly recommend James Klobasa, and this book ... Read it, put it into practice, and well, just hire the guy!”

*Jennie Brown - Spendingplannersinstitute.com*

“James takes what is marketed and touted as a “complicated business” and presents it as a simple-to-build process, with step-by-step instructions.”

*Alex Changho - AlexChangho.com*

“Success leaves crumbs yet James has put the whole loaf in this manual. I’ve never seen anyone provide such clear and precise value in one place.”

*Declan Barnett – Declanbarnett.com*

“No get rich quick BS, no crazy tech wizardry, just a straightforward, proven roadmap to creating a business and life that works.”

*Barry Moore - TheActiveMarketer.com*

“It is more than a book about successful business, but encompasses all aspects to living a successful life, which is really what we are all chasing. You could have wrote this 10 years ago and saved me a lot of stress.”

*Tom Galeski, Automation Crew, Founder*

“It is refreshing to find a book that provides steps and templates so you can action what you have learned along the way.”

*Kate Zarboch - Escargot Kids*

“Many of us are experts at something in our lives, and this book will help you mold that expertise into a business that brings you the freedom we’re all searching for.”

*Marshall Wayne - MarshallWayne.com*

“What makes this book unique and valuable is it lays out in great detail all the inner and outer steps to create a successful enterprise thats sourced from your own authenticity and gifts.”

*Satyen Raja - Founder - WarriorSage.com*

“There are a so many miserable people “hustling” their way to millions of dollars a year and early graves. Read James book - most important apply what you learn. This is your chance to leave the hustle and enjoy the things you started the hustle for in the first place.”

*Brandon Fredrickson*

“James gives the blueprint to build a business that is meaningful, successful and sustainable, based on real world perspective and his deep understanding of the challenges and problems experts face today.”

*Virpi Tervonen Ph.D., Entrepreneur & Business Consultant*

“All I can say is wow! You managed to clearly lay out every detailed step in the process of becoming a high paid expert in the simplest, most straight forward and clear way, but without a single extra word.”

*Jason S Moore – Founder - Awaken The Hero*

The profound impact he has had on others is apparent in the stories he shares within these pages. James’ book is a truly inspirational read and I highly recommend it to anyone who is dedicated to fulfilling their greatest visions.”

*Neroli Makim – Writer, Freediver into the Unknown*

“You have the opportunity here to step outside of the box and into your ocean of unlimited potential and possibility.”

*Michela F. D’Addario*

“I’d encourage anyone to grab this book, whatever the cost involved, read it from start to finish and implement the information immediately. It’s that good!”

*David Cavanagh, Internet Marketing Coach and Mentor*

“A rare gem, from the real world...”

*Darren Casey - Coachdarrencasey.com*

“This book helps the expert-entrepreneur navigate the waters of creating a profitable enterprise while finding fulfillment doing what they love.”

*Matthew J Peters - Authority Marketing Films & Triveca Media*

## FOREWORD

**S**UCCESS IN LIFE IS DEFINED MUCH MORE BY OUR ACTIONS THAN OUR conversations. The constant input of knowledge available in today's market can be the source of a powerful flowing river or just a destructive overflowing pond or lake.

The question is, what outlet have we designed for all of the information we are seeking to acquire?

One of the most difficult lessons that I teach is that community in no way equals commonality. Within a community, despite incessant efforts to manage that community toward commonality, diversity inevitably emerges and grows. Even while remaining close, the longer one observes a community, the more the success of that community drifts further and further apart.

The business community, most notably the Expert community that this book addresses is no exception. With the same access to information, the same tools at their fingertips, the same mentors available to them - many within the community will drift into obscurity. Others will find a happy place that feels comfortable and safe. Yet others will continue to rise to the top.

The challenge with this fact is that we are all still community. Just as community does not equal commonality, the growth of diversity does not erase the community. Even as success rates continue to diverge, the personal connections within our community grow closer than ever.

Which brings the unavoidable question. Why not choose to rise to the top?

The answers to that question would fill an entire library of books.

In this book that you are about to embark on, James Klobasa skillfully navigates our thinking from consumption to committed action. His commitment to demonstrating the skills he teaches and drawing them out from his own clients as well have been poured into every page.

I challenge you not only to read every page, but to quickly and diligently put every step that resonates with you into action. And create that rise to the top of your own community that you feel you deserve.

Design and create the life you deserve - because you absolutely deserve exactly the life you've designed and created!

*Kevin Nations*

## INTRODUCTION

# THE EXPERT'S OPPORTUNITY

**B**EFORE WE DIVE INTO THIS HANDBOOK... I WANT TO DEFINE EXACTLY what I mean by “Expert”...

An *Expert* is someone with mastery over a particular skill or field of knowledge, and I'm guessing that's what attracted you to this book. But more than that, an Expert has mastery over their entire life. An Expert works smart, not hard. An expert is not only wealthy, but also abundant; in thinking, generosity, compassion, understanding, cooperation and wisdom. An Expert is able to manifest dreams. Most importantly an Expert is here to serve.

In creating a handbook for Experts online, I wanted to give you the best possible chance at true success by removing all the non-essential along this particular path.

Experts are busy people and simply adding knowledge for the sake of it isn't of much value, particularly as the online world expands and knowledge of all descriptions is readily available.

True value is now found in 'transformation', specifically, creating results for the people you serve.

This handbook follows a direct path made up of simple choices and

my aim is for you to experience your own transformation before the end of this book.

If you follow along and take action, transformation will occur in front of your own eyes in real time...and you'll be amazed by the results.

### **THE EXPERT'S DILEMMA...**

Have you been snowed under within your own expertise, unable to stay abreast of what's been happening online...?

No doubt you hear and watch as Experts around you rise to fame and fortune online, some seemingly overnight. It's happening more and more often, yet for most, becoming harder and harder.

Many of the experts that come to me are caught in the trap of complete overwhelm, unsure of what to do, when to do it or in what order. The thousands of so-called 'gurus' online bombard us, preaching that 'their' specific knowledge is a must for success. I got caught there too and spent tens of thousands of dollars before realizing tactics don't create true success.

All the 'noise' and options create the illusion that it's difficult and that there are hundreds of things that need to be done, when in actual fact, there are really only a handful of clear and simple steps that need to take place.

### **THE GRAND PLAN...**

We choose many different paths in our lives, but the one most requested by the Experts I serve is *Freedom*.

For some freedom is endless travel, for others life on an island, and for some it's a simple life without the common stress experienced by many.

For my clients, this freedom has come through many millions of dollars of results – but that's just the tip of the iceberg when it comes to creating an Expert's Life.

The Experts Handbook is a practical guide to creating your own grand plan...one that has been proven time and again, in a wide range of markets. A path that allows you to simplify the creation of your own online success.

As we progress, I'll explain rules to work by and simple exercises for you to complete that reveal the exact formula I teach my clients... including all the numbers, layouts and specifics of making it happen.

We'll start with getting clear on your Kid Vision – your own powerful purpose and driving force. As we progress, we'll go into more detail, drilling down to the details, bringing all into reality on a daily basis.

Section One of this handbook is the equivalent of the strategising days I take my Premium Mentoring clients through. We brainstorm, I ask questions, and we end up with lists, diagrams and blueprints for the practical side of getting your Expert's Life cooking. Without a clear vision of the future, no action takes place.

In Section Two, we'll go through what assets you have right now, take a look at your target market and the marketing language you need for that group. We'll also go over your product and how you can be strategic in your delivery of that to create even better results for your clients.

Then we move on to the sales conversation... A big part of this will be you getting clear on what you're really worth – a massively transformational section.

Delivery timelines conclude this section of this handbook before we move onto Section Three: Scaling – Building a Dream. Once you have your foundations laid, money in the bank and systems ticking along, you can take a bird's eye view into the future and what's REALLY possible.

In order to scale things up we'll be taking a look at your character – who are you as the face of your business and how you connect to your tribe?

Then comes content creation. We'll drill right down into this... But don't worry, it's going to be fun. I'll break all the pieces down for you, so you can see how Experts create great content over a number of platforms easily using a proven strategy.

After content I'll go on to talk about websites (flow, authority, layout and positioning) and then give you three powerful million-dollar frameworks to implement in your business.

This will be an exciting section, but don't feel tempted to skip through without first going through the preceding chapters... For true success you need to get all your ducks in a row. No short cuts, no phony get rich quick schemes...just strategic, simple steps to creating lasting success.

The book will conclude by bringing all the pieces together, giving you one clear path forward.

Each chapter will contain information, anecdotes and most importantly: an exercise for you to complete. Make sure you take the time to do the exercises because they are what will lead to your transformation. If you want the results, you have to be prepared to take different action.

Stay calm though...This won't be an overwhelming data filled monstrosity.

My gift to you is simplicity; giving you clear choices to create results.

I call it living "The Experts Way".



# SECTION ONE

## **A VISION**

## CHAPTER 1

# THE BEGINNING

**T**HE YEAR WAS 1998. IT WAS MY LARGEST STRAIGHT OUT CASH investment ever...as the heavy cardboard lid came off revealing the shiny black plastic and the deep red 'Compaq' brand name, I smiled broadly.

I knew this little black box would become a constant in my life from here on.

I could see the growth, I could see the potential, but most of all, I could see the simplicity. Something that complex must be used to create more simplicity in our lives, otherwise why would it exist?

Simplicity has always been my goal, and the driving force behind anything I've taken on as a challenge.... And what I've learned from my mentors over the years is that successful people make things simpler.

Mastery is about simplifying, not just knowing and using.

Fast forward 18 years and I was right, that little black box was the gateway to more potential than I'd ever dreamed. It allowed me to create the life I'd first visualised as an eight year old. And the best part – it gave me the tools and knowledge to help my clients (and you too if you're an action taker) create the lives of their dreams.

I know that might all sound like pie in the sky hocus-pocus, so let me give you a brief bit of my story so that you can see that it's nothing special, and very achievable.

## **MRS SHELLEY'S CREATIVE WRITING CLASS**

I was eight years old and in the fourth grade creative writing class. Mrs Shelley had just given us all a large sheet of cardboard, a cup of coloured pencils and one very important assignment, one that would determine the course of my life.

She spoke in her soft caring voice...“Please use the cardboard and pencils to draw pictures and write a story that tells us all what you would like to do for the rest of your life.”

The instant I heard the question, instinct took over...

I drew wave after wave across the page, all set out in neatly drawn boxes. The sun shining, ocean turquoise, sky brilliant blue, sand the colour of tanned skin, tall palm trees with hammocks below, a little beach hut and broad smiles on our faces as we surfed the waves and played in the sand.

I still remember that day like it was yesterday. The sun poured in through the schoolroom window, not a drop of wind, I sat upright, gazing up at the blue sky, the warmth on my face, the white clouds rolling by in slow motion. I was mesmerized by my creation, drifting in and out of awareness to where I was in that moment and the vision I'd just seen for myself.

This visualisation (which I call my Kid Vision) has been my constant measure of success to this day, and *simplicity* and *choice* have been the two key ingredients in making it a reality.

## **SIMPLICITY & CHOICE**

You'll encounter these two words many times in this book... Why? Because they are two of the most essential ingredients required in bringing your dreams into reality.

Let me give you an example...

I was in my early 20s, working what you'd call a *job*, and saving every extra cent I could to live my Kid Vision on the weekends.

The choices I'd made up until that point had all seemed incredibly easy; everything just flowed. I never came up against any real obstacles and had reached a nice, comfortable level of what I thought was success.

I excelled at the job, climbed the ranks quickly, had a company car, all my expenses paid, a great salary, and freedom to do pretty much anything I wanted within the work environment.

Sounds pretty good right?

I thought so too, until one day when my best buddy called. We spoke often, but today was different. Just as I was about to launch into our usual banter, he asked me...

“What are you doing?”

I responded automatically... It was Friday and I was just about to leave for the day. I told him I was looking forward to catching up with him the next morning...

What I thought was 'living my Kid Vision' at that time, entailed driving six hours each Friday afternoon to spend the weekend water skiing with friends. I'd then turn around and drive the same six long hours home again every Sunday night, to be back in time for work on Monday. I'd been doing this every weekend for five months...until that call.

He asked the question again...

“No...what are you *doing?*”

In that moment, the world seemed to slow down, everything became very still, I couldn't hear any sound, my mind was completely silent... Just like that day in the schoolroom... I felt the clarity pour in.

It was one of those moments in life when a tough choice had to be made. I could either choose to keep my comfortable, easy life, or I could choose to let go of it all and go after my true Kid Vision.

I chose the second option, and spent the next eight years as a professional water-skier living my Kid Vision everyday. We travelled all over the world – North America, Japan, South Africa and Europe. I had thirteen straight summers in a row. Life was all board-shorts, boats, and girls in bikinis!

That tough choice turned out to be the best one I'd made up until that point.

Living in *flow* isn't about *going with the flow*, letting others around you make decisions for you, or following the herd. It's about knowing what you want and making the necessary choices to stay on that path.

## **CONSTANT COURSE CORRECTION**

You know you're still on the right path when there is a sense of peace and joy in all you do. Interactions, work, play, relationships, nothing affects you, it all works with, and for you.

But life is not stagnant. It is dynamic and ever changing. So staying on your path will require periodic adjustments, as it did for me.

I'd had an amazing few years, but I'd come to a point where it wasn't enough. I started to look for the next opportunity...the next thing that would give me that feeling of success and satisfaction.

And that's when the little black box came into my life.

It didn't take long before I'd found the forums...making money, marketing online and I even connected with some of the now greats of the online world. I was actively searching out how people were using these 'little black boxes' to create freedom for themselves and I planned to do the same.

It wasn't so much that I wanted to know how the computer worked; it was that I wanted to know how the computer would work for me.

In those first few weeks, I'd joined an email service, reached out to people on the other side of the world, talked to complete strangers and read about topics I'd never heard of before...for me, this black box was like a portal to the unknown universe.

Fast forward a few years and I was deep down the rabbit hole. Direct marketing, copywriting and html consumed all my spare time.

I created a couple of online businesses in those early days...

One in the surf industry, around an invention a couple of friends and I had, that didn't go anywhere but taught me a lot about the technical side of the web...including shopping carts and the early days of video online...which were more like cartoons than movies; this was long before YouTube.

The second was a website called OBTips.com, which stood for Online Business Tips. I began consulting with people on how to set up small websites using direct marketing tactics.

I was learning about the Internet and then teaching my clients the latest strategies and I absolutely loved it.

Since those early years of learning about the Internet and teaching tactics to my clients I've invested heavily in educating myself. As you

know, the online world moves quickly and to take advantage of the opportunities it presents, you have to be willing to be constantly growing and expanding (and I'm not talking about your belt size!)

I've had a bunch of mentors, travelled the world and met some amazing people in the process. It has allowed me to live my Kid Vision more vividly and deeply than ever before, but best of all it allows me to serve at the highest level.

In the last few years, I've strategically planned and guided my clients to build multiple six and seven figure businesses; equating to millions of dollars collectively. But more importantly, these go-getters have built lives that have them excited and fulfilled, living with lightness and joy.

This is the opportunity that you have in the pages of this handbook.

I want to share with you the words one of my mentors spoke as I entered the training room after flying to the other side of the world and making a leap of faith investment...

*“The doors have now shut behind you... The world out there can be forgotten. Suspend disbelief while you're here and forget all that you think you know. Your world is about to change in a gigantic way, if you allow it. You now have your biggest opportunity right in front of you.”*

## >EXERCISE – CREATE YOUR KID VISION

You may not have clearly visualised your future as a young child like I did... But when you stop and get quiet, remove the ‘shoulds’ and ‘have-tos’ from your mind, you will gain access to the innocent, wondrous, adventurous mind we all have as children.

With the statement **“Anything is possible if you put your mind to it...”**, go into your mind, go back to your childhood memories (or if you’d rather create new ones right now, you can do that too) and simply jot down notes about the special feelings or experiences you want to recreate and multiply in the future.

Don’t think about the ‘how’s’ and the ‘why’s’. Let your instinct take over.

\*Use feelings and experiences rather than complicated descriptions. Use as few words as possible, use the most simplistic versions of your answers. Use your instinctive brain, not your adult / logical brain.

e.g.: playing in the ocean... palm trees... relaxing... laughter... happy people... barefoot... suntan... zinc... slow days... board-shorts... happy... adventure... love...

Remember, keep this simple, it’s not ‘homework’; it’s a journey into what’s really possible. And if you play along, you’ll be watching it unfold before your very eyes, even before we get to the last chapter.

Go now, find somewhere quiet and peaceful to access your Kid Vision... It will become the gateway to your Experts Life.

As a companion to this Handbook, you can download the Game Plan Exercise Templates: <http://www.TheExpertsHandbook.com/gameplan>

It contains templates you can use for all the exercises in this book.



## CHAPTER 2

# YOUR PERFECT DAY

I'M SURE YOU'LL AGREE THAT 'MAKING MORE WHILE DOING LESS' IS WHAT most of the world wants. But why do we want it? Why do *you* want it? And are you willing to do what it takes to create it?

These are possibly the most important two questions I will ask you in this book. They're the most important questions I ask my clients, because they're at the core of living *The Experts Way*.

An expert doesn't make money for the sake of making money. An expert becomes masterful in every area of life. An expert creates life the way they want it.

In order to do this, you need to get clear on what it is you actually do want. I'm not just talking sales figures or dollars in the bank. I'm talking about every detail and area of your life... And the bits that need editing out, in order to create your opus.

If you truly want to make more while doing less... You need to know specifically *why*.

Your opportunity as an expert is to create your day, week, year and life – exactly how you want it. And with this clarity you will have the drive and determination to succeed.

In this chapter you'll take your core visualisation (Kid Vision) and turn it into a daily reality by getting specific about your *Perfect Day*.

You'll get clear on what your perfect day consists of and accurately describe the intimate details of your *Expert's Life*.

In the next chapter you'll clarify what changes you need to make in order to bring your perfect day into reality.

These two exercises are profound. They create the foundations as you work your way through the rest of this book. Before we get started, I want to share a quote with you. One that I want you to keep in mind as you go through the process of detailing your Expert's Life:

*“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”*

**Marianne Williamson**

## **FIRST, YOU GET TO DREAM...**

The idea of creating your 'perfect day' isn't a new one, I learned this process around eight years ago, and I'm sure there are numerous versions going around, some of which you may have already tried... I too have tried many versions, yet have found this the most powerful

and easy to implement when it comes to total transformation of daily actions, happiness and productivity.

## **WHAT MAKES PERFECT?**

Here's where the words you wrote down from your Kid Vision become important...

The basis of this exercise is to write out your perfect day, from start to finish. A day that you could live every day, one that would leave you feeling fulfilled, energized, joyous, happy...whatever you actually want to experience on a daily basis.

In writing out your Perfect Day, don't be held back by your current experience of life, let go of the now and dream fully, but also, don't just dream of the materialistic, go beyond money and objects, to the intimate sensory details of your Expert's Life.

The first time I heard about this exercise, I was going through a really rough patch. I'd fallen out of alignment with my Kid Vision and was stuck pushing against life instead of swimming with the flow.

Completing this exercise for myself proved to be the turnaround. After spending months and months pushing hard to change anything I could, this began a shift of monumental proportions.

Now it's your turn. Are you ready to begin the process of rapid change and realignment?

Remember, this is a profound process. You may feel tempted to skip to the business tools and strategies coming up further on. But honestly... If you don't get clear on this, the rest of the book will have a hollow effect on you creating the life you truly want... and deserve.

Simply write with your most intimate experiences in mind... Go ahead, take the time now to complete this task fully... Enjoy it.

I will give you an abbreviated example of my Perfect Day, but first I want you to write your own. Everybody is different and you don't need my ideas to cloud your own.

**> EXERCISE: WRITE YOUR PERFECT DAY**

I want you to take this very seriously from the point of view that, if you write something down, it's likely it will happen really quickly, so don't be flippant or joke about this.

Take 3-5 hours out of your day... Pick a time where you won't be disturbed and make sure you're out of your normal surroundings. Go to a café, a park bench a forest... Somewhere you can dream freely.

Have your Kid Vision words in mind when you're writing. Incorporate them into your day, or at least the feelings they evoke.

Begin writing as if you're describing every single moment of your day, from the instant you awake until closing your eyes at night.

Write every intimate detail, from the temperature to the thoughts you're thinking over lunch, the topics of conversation, the food you eat, how much you laugh or cry, play or work, who you're with, exactly what you do and why.

Give as much detail about every moment as possible.

Yes, this will take many pages...Mine took 11 the first time around, and over four hours to complete, as I left nothing out. I wrote about the temperature of the ocean as I took my sunrise swim and my last thoughts before I fell asleep.

Leave nothing to chance, be intentional about what you write, as if it was going to happen and couldn't be changed.

Design your own Perfect Day.

Download the Game Plan Exercise Templates to support you now: <http://www.TheExpertsHandbook.com/gameplan>

I said I'd show you an example, but first I want to make sure you've completed yours...

How did it make you feel...? Was it inspiring...? Did it make you feel warm and fuzzy inside...?

Everyone will have a different experience of this exercise... For me it was like I'd 'come home'.

As mentioned, I wrote pages and pages... So fast it was hard to keep it legible. Once I'd focused in on my Kid Vision words, it simply poured out of me...

When I stopped, I was shocked. I sat back and re-read what I'd written and it was like slow motion. Every single detail was there...

It's actually hard to describe the amount of comfort and warmth it gave me.

### **THE WEIRD PART...**

I set the writing aside that afternoon. I tucked it away in a cupboard and it wasn't until around six months later that I thought of it again one afternoon.

I dug through the cupboard wondering if I'd mistakenly thrown it out, but managed to find it in a journal from that time...

I re-read it with absolute amazement. Every single thing on that piece of paper was now a part of my day, except one thing. I hadn't received my ocean view from my bedroom.

Now, given the fact that every single morning I was driving to the beach, running and then swimming at sunrise, I figured that a mere six months on, my perfect day was alive and well.

As I said, be careful what you wish for in this exercise...

I've had countless friends and clients do this exercise with similar results, all contacting me 4-6 months later with great news of massive changes in their lives.

Once everything came to life for me, I decided to write an abbreviated version every three months.

Here is my latest version... You'll see that it's not about money and things, it's about the feelings that drive you to create a fantastic life...

### **JAMES' ABBREVIATED PERFECT DAY EXAMPLE**

*"I'm woken by the sound of the ocean... I see and smell the ocean in that instant... The feeling of love, gratitude and calm is all around... The moments are slow - joy and harmony are in every one.*

*Swimming, running, surfing, being outdoors is our fun, shared with family or friends... It's how I start my day... Pushing my physical body, keeping it active, fit and healthy so it supports me throughout the day ahead. Thoughts are present in gratitude, opportunities and amazing outcomes.*

*Showered, and enjoying a healthy breakfast, water, juices and smoothies kick-start and cleanse me...*

*Feeling invigorated, refreshed and energized... Relaxed, smiling, content and happy... I prepare for my day ahead by taking time to focus in on my vision and intentions...*

*Moving into my workspace - It has an amazing view over the ocean, filled with reminders of my passions, success and the future... It inspires*

*me into action. Fun and exciting tasks in line with my dreams, turn them into realities... This occupies the next few hours...*

*I take on challenges worthy of my life - and mentor people via email and calls...*

*Being active and focused on the musts while being positive in their achievement provides everything needed to live the lifestyle I desire and much, much more...*

*My clients are co-operative, positive, like-minded and passionate; they add enthusiasm, knowledge and dedication. Together, we create rewarding, profitable relationships; achieve empowering results, growing networks and creating greater opportunities for each other and the globe, whilst enjoying abundant incomes-through online business models and strategies...*

*Relaxed and professional, board shorts and brainwaves are enough to add massive value. My clients relate to, trust in and are confident of my strategic guidance. Most importantly, we have fun!*

*Fresh healthy foods and drinks are available and breaks are often with loved ones, family, friends and associates, at home or out, the conversation is light, full of smiles & laughter...we discuss and celebrate the amazing moments in days now and for plans into the future...*

*Frequent outings and travel for business are typical.*

*Afternoon and evenings bring outings, exercise, surfing, swimming and even more health, happiness and life in a fabulous day.*

*Catching up with friends and family for dinner. Relaxing and great music lightens the day...*

*Later in the evening... I take time to shower, relax and be still... The day ends with celebration of the day's successes, and planning towards the new day ahead. I focus on creating clarity, being aware and pushing for*

*outstanding results in all areas of my life... For Happiness, Health, Wealth and Wisdom.*

*I take time to centre my thoughts upon the principles I live by and on my life's focus...*

*The key to my long, happy & healthy life is based on my commitment and belief that I am living my dreams now in each moment. I remind myself often, that time must be taken for me first, so that I live in abundance and I am able to give to others at the highest level...*

*I relax into my comfortable bed, giving 'thanks', in total gratitude of the amazing day past and visualizing the fantastic day that lays ahead."*

I still live this way, it's now a constant, yes, I've made some minor adjustments, but what I've found is that you never really have to make major adjustments to your perfect day.

It becomes about refinement rather than re-invention when done well.

In the next chapter I'll give you a very practical exercise that will show you exactly how to get from where you are now, to where you want to be... Your Perfect Day.

So now, if you haven't already, go and write your Perfect Day, either in your notebook, or in the template provided in the Game Plan Workbook.

Download it now: <http://www.TheExpertsHandbook.com/gameplan>



## CHAPTER 3

# GETTING FROM HERE TO THERE

**O**KAY... NOW THAT YOU'VE VISUALISED EXACTLY HOW YOU DO WANT your day, now it's time to work out how to get there.

This next exercise will allow you to get clear on the daily actions and details that are holding you back from creating your Experts Life.

You'll be amazed by how making simple, strategic improvements to your day can rapidly take you from where you are now to where you truly want to be.

The integral key to bringing your Perfect Day to life is to understand where you are right now and make the tweaks...

### **BUT MY CURRENT LIFE IS "FINE"...**

I hear this a lot. Hell, I've even said it myself. But I know from my personal experience, and the transformational journeys of my clients that this word is actually saying you're too scared to go after what you truly want and exactly how you want life.

Remember that Marianne Williamson quote I began this chapter with? This is where you get to visualise all that you can be. Your full

potential. Life like you've never experienced it before... A fantastic, adventurous, exciting, inspiring and impactful life.

There's nothing *fine* about an Experts Life!

### **PUTTING YOUR NOW UNDER THE MICROSCOPE...**

To make improvements to anything we do, we first need to take stock of where we're at now. I want you to get razor focused. I want you to pull apart your current reality, flip it upside down and re-invent it from scratch. Don't worry, the exercise coming up will help you to do all this simply.

The power in going over everything with a fine-tooth comb and combining the exercise I'll be showing you is two-fold: First, you'll forget about how *fine* your life is, and second; you'll look at life from a totally different angle.

The exercise I'll give you may push your buttons. It's not 'hard' in the big scheme of things, but it does require consistency, focus and honesty.

So how did this come about...?

### **THE TAX DEPARTMENT TEST...**

Early on, I'd strayed from my Kid Vision path and thought more money was what I needed... So I swapped the board-shorts for a suit and tie, and joined the Tax Department.

There was nothing about my experience of working at the Tax Department that was in my Kid Vision, but I have to say, it was all worthwhile for this one lesson alone...

I began at the Tax Department as the GST (Goods and Services Tax) was being rolled out in Australia. Knowing how to add up and divide by

eleven came in handy but working there was more about handling the office politics and following the leader.

After a few short months, I was recruited to a team designated to solve business issues. A taskforce of sorts that had direct communication with business owners turning over \$1M+ that were struggling to come to terms with the new tax.

Our job was training and customer service. It was all about getting feedback so new training and regulations could be streamlined. Our day was a fairly boring one, by my standards anyway, coming from years of hanging out in boats, travelling the globe and chasing the sunshine. Staying busy until the next break wore me down.

The joys of speaking with irate business owners, confused and angry about having to track and pay 10% tax on what they made kept the phone lines running hot. With most calls lasting around 45 mins, you could only imagine the amount of data that was being lost in the thousands of conversations each day across the country.

...Until one day when we were all called into the meeting room for new instructions.

*“From now on, from the time you arrive in the morning until you leave in the afternoon, you are all to record what you have done, who you’ve been speaking to, what the discussions consisted of and any ideas for improvement you have...”*

*EVERY 15 MINUTES.”*

The room went silent for a moment, then the groans and sighs began and everybody shuffled out the door...

My prediction from the reaction... The Australian Tax department productivity levels were just about to hit new record lows!

Can you imagine? In an environment where people barely achieved anything at all during the day, due to the amount of red-tape and bureaucracy, and then this..

For the first week or two, it was hilarious... All the discussions were based around asking what you'd just been doing and everyone would say, "Filling in the damn form about what I've just been doing.." It was like the whole building was functioning in reverse.

It wasn't until years later that the process actually came in handy, for me anyway..

I'm not sure how the Tax Department coped with the endless amounts of useless, "I've just been to the toilet, I've just been up for a cigarette break, I've just been sharpening my pencils"...data, as I left soon after that was implemented, but I did keep the lesson. I've never been able to deal with such blatant waste and un-productivity...but that one lesson has created massive change for my clients and me.

### **So... What did you just do...?**

#### **> EXERCISE: 15-MINUTE TAX TEST**

I want you to pick four straight days, best to make these work days, maybe add in one non-work day if you think it will help, and from the time you wake up until the time you go to bed, record everything you do in 15 minute increments...

If you were at the gym for 45 minutes, write down what you did, and what you were thinking about...

If you were sunbathing in your backyard, write down what book you were reading or if you were asleep...

During work time, write down if you were actually working and what you

were doing or if you were on Facebook watching silly cat videos...

Keep an exact record of what you were doing, be it work, play, admin, or other and also keep a record of your thoughts and your feelings at the time.

This exercise is a challenge of consistency, focus and honesty... When completed with detail and feelings, after the four days you'll have an intimate snapshot of where you're at right now, as a comparison to where you want to be... Living your Perfect Day.

You'll know what tasks you loath, what you love, what energizes you, what drains you, what you can delete, what you can outsource, what gives you joy and ease, and what brings you frustration and anger.

This will create a powerful list of steps to transform you from where you're at now, to where you really want to be.

Simply delete, shift, delegate, do more of, do less of in order to align all of your actions to your description of your Perfect Day.

Remember... Simplicity and Choice = Results.

Choose change and experience the difference.

I like to do this exercise every three months... This causes massive aha-moments and even greater shifts of action. As you know, only your actions determine your results, and being hyper focused on the right actions, those that take you towards your Perfect Day, cause amazing results.

Use the template included in the Game Plan Workbook, which you can download at:- <http://www.TheExpertsHandbook.com/gameplan>

“So where is all this heading?” I hear you ask.

Well if you've completed the last three exercises you now have plenty of specific information on how you want your days to roll, and what you need

to change in order to get there.

Now we move on to the next section of this handbook...

How to 'get paid' living your perfect day.



# SECTION TWO

## **GETTING PAID**

## CHAPTER 4

# YOUR IDEAL CLIENT

**I**F THIS BOOK WERE A MOVIE, THIS WOULD BE THE PART WHERE THE action heats up after the initial story is laid out and the ride really begins. But in exactly the same way, without the initial groundwork, without a beginning, a vision, a mission, a narrative... All you have is aimless action sequences.

It's the same with life and business... Without knowing what you really want and where you truly want to be heading, you're just going through the motions.

The Kid Vision you wrote down at the beginning of this handbook is like the movie trailer of your life...and the Perfect Day exercises were your storyboarding... Now you get down to the nuts, bolts and mechanics of making this a blockbuster.

Everybody wants the results. No one wants to be a cheesy B-grade, straight to TV type... We all want to be the Oscar winner... Maybe it's not the fame for you, but I'll bet it's the freedom to do what you want, when you want; to give your family an amazing life; feel accomplished in what you do... To make a positive difference to the world. But very few are prepared to do the work.

Success is about mindset absolutely. Positive energy attracts its like. Visualising manifests what you want in your life... But when you strip all this back, there are no two ways about it. If you want to create your dreams, you need to be willing to do the work.

But don't for a minute make the mistake of believing that doing the work is drudgery. It's the exact opposite. It's the act of rolling up your sleeves and diving headlong into creation. And no you don't need to know how you're going to achieve your crazy big-arse Kid Vision dreams...

*“Stay Stupid... The three dumbest guys I can think of: Charles Lindbergh, Steve Jobs, Winston Churchill. Why? Because any smart person who understood how impossibly arduous were the tasks they had set themselves would have pulled the plug before he even began. Ignorance and arrogance are the artist and entrepreneur's indispensable allies. She must be clueless enough to have no idea how difficult her enterprise is going to be—and cocky enough to believe she can pull it off anyway. How do we achieve this state of mind? By staying stupid. By not allowing ourselves to think. A child has no trouble believing the unbelievable, nor does the genius or the madman. It's only you and I, with our big brains and our tiny hearts, who doubt and overthink and hesitate. Don't think. Act.”*

**Steven Pressfield, *Do the Work***

Action is the number one ingredient to success. So let's get started...

In this section I'm going to take you through some strategic steps in creating/supercharging a business that pays you what you're worth. (Hint: It's more than you're currently getting paid, but we'll get to that later.)

**IN THIS CHAPTER WE'LL EXPLORE THREE KEY QUESTIONS:**

1. What assets do you currently have?

2. Who is your ideal client & what do they want?

3. How do you attract them?

I go through these questions during the strategizing day with all my clients, and something I hear a lot is:

*“We just want the results... How do we get the results?”*

Answering these questions is THE MOST profitable work at the foundational level that you can do.

## **ASSETS**

When I talk ‘assets’ I’m talking within the context of the digital economy, not so much in a conventional accounting sense of the word...

For this foundational stage of planning, we’ll be looking specifically at the ‘*content*’ assets you can use to attract new prospects and clients.

For example... E-books, newsletters, videos, audios, free reports, books, articles and TV Segments...

All of these are perfect giveaways and teasers to encourage prospects to take action.

It doesn’t matter whether these pieces are old or new, it just matters that you list them all out...

The best thing to do here is just start, you don’t need a hundred things, just a handful is fine if that’s all you have, but list them all out here, they’ll come in handy later as we move on.

Go ahead now and make a list of all the content pieces you have... whitepapers, free reports, experiments, anything you have that you feel may be interesting, exciting, curious or just plain valuable to your target market.

## **WHO IS YOUR IDEAL CLIENT?**

Knowing your ideal client / target market intimately is key to knowing where to go looking, where to advertise, what style of message and materials to use, what colours and images will work, and whether it has to be audio, video or print material that will resonate with them.

Essentially, knowing your target gives you fast and precise access to the mind and heart. This saves you time, money and will deliver the greatest results.

Many people get really fancy with this part of the equation, but in the early stages you just want an outline to build upon. It's a process, and starting somewhere is better than not starting at all.

It's different if you've been online for five years. By that stage you should have a detailed description of your ideal client, knowing where they shop, what they read, how they spend, amounts they spend in your market and other related markets for example.

But for now, let's start with the basics...

Below is a list of questions that will help you uncover detail about your ideal client/customer profile.

To make it easy, feel free to use your current clients to create your customer profile, pick averages or common characteristics. Go as deeply as you can on each of the questions, as this will make everything easier as you progress through this handbook.

You may have multiple profiles according to your specific services or products, but remember to work with your 'ideal client' in front of mind first. You can go back and create additional profiles once you get the first one complete...

Name (Yes, make up a name for them)?

Gender?

Age?

Work Status?

Marital Status?

Financial Situation?

Where do they live?

What are they already consuming? (*magazines/products/memberships/education*)?

Where do they spend their spare time?

Who do they admire?

What are their deeper needs?

What are their regrets?

What are their wants?

What would their future self look like?

How would they spend their day?

Who would they spend time with?

What would they do first thing in the morning?

How would they spend their spare time?

## **MARKETING LANGUAGE: ATTRACTING YOUR IDEAL CLIENT**

You now know *who* your ideal client is and *what* they want. The next and most important piece of the puzzle is the language they are using...

This has been a short and to the point section with a lot of thinking

work to be done, but doing this quickly is also part of the key.

Brain dumping all of this in quick fashion removes the big hurdles that stop most people online. Most are caught in overwhelm and never begin this process.

You'd be amazed at the amount of people that come to me, after years online, with no clue about any of the answers to these questions...

If you've finished or even started listing your assets and detailing your ideal client profile, you're ahead of around 60% of people online.

Now for the language...we have to think a little deeper, but of course, as an Expert, you will have had many conversations with your ideal clients and prospects...

## **YOU WILL KNOW THEIR PROBLEMS, THEIR ASPIRATIONS AND THEIR OBJECTIONS...**

Let's start at their problems... Ask yourself..

What are their common complaints...about work, relationships, health or finances?

Look across all areas of their lives and dig a little deeper to find out how all of these complaints are 'really' affecting their lives. When I talk with my clients, the common topics that come up initially are based around money and business growth. I always like to take that deeper and ask a few harder hitting questions around life in general, how their lack of money is affecting their life, their loved one's, their health? This all becomes the bigger conversation that will reveal the 'true' problems they are having.

This deeper conversation may be different for you, in your field, but again, the deeper problems are what you need to uncover. They will be your leverage points and using the language they use to you, will give you

the inside scoop in marketing and communicating your Expert abilities.

I call them the Happiness, Health, Wealth & Wisdom complaints.

Keep an ear out for all of these...and make notes. But don't just jot down what you hear in your words, use the 'actual' language they are using and make sure you're as detailed as possible...

The easiest way to do this is talk to your prospects and clients. They will tell you what they're feeling in their own words. You may like to jump on the phone or simply reflect on the conversations you've had in the past that stick in your mind. The language they use will stand out, when you're listening for it.

Once you understand how they language their challenges, you can speak directly to them, which will make your prospects and clients feel understood.

If you're able to express their problems/complaints/issues back to them in a way that brings them clarity, they will trust and believe that YOU are the answer/solution to their problems.

Here are some examples of the problems/aspirations experienced by the prospects of one of my clients who has a program that teaches finance brokers how to run their businesses more effectively.

### **PROBLEMS:**

We don't have any consistency of deal flow. I don't have any systems in place. I win one month and then I lose the next. I don't have any time to build systems. I feel like I'm always scrambling. I don't have the time to plan anything out – I'm trying to pay my bills, my partner is giving me hell, it seems like I'm always busy but there aren't any real results. I don't want the stress of a team. I don't have any time for family as it is. All this work has turned me into a couch potato – I don't even have time

to work out, it's all my boss's fault, my clients never commit, I can't get any referrals, If only 'xxxx' – then I'd be successful, I wish I'd started six months ago – the market has turned, I don't know how to network, I feel trapped in this, I don't need to do that – that's the admin's job.

### **SOME OF THE ASPIRATIONS THEY HAD:**

I'd love more time with the kids and family. I just want my life back. I'd love to do more travelling. I really want to get my husband back – if I can add a little more then he won't have to work as hard. I just want to cover the bills. I want that new car. I'd like to spoil the kids...

And the list goes on... Freedom, connection, peace of mind and money are always big drivers.

As you can see, there are a lot of emotional words and feeling in the above and 'that language' is key in shifting people's minds...you must know what buttons to push, you must speak their language.

Once you have your list, use it. You'll be amazed at how using a prospect/client's language back to them draws them closer to you. They will listen even more intently every time you speak... Waiting and expecting you to provide them with the solution.

I'll show you how to tie all this information together in a later chapter. For now, make sure you build a nice list of the common terms and desires.

And if you want to take this process a step deeper...

What I find works really well is once you know all this information, write a 'day in the life of' journal entry. So this would be you pretending to be your ideal client and explaining a normal day in their words.

This is something that causes you to create an empathetic bond with the prospect and gives you true insights into their world, their feelings,

challenges, hopes and dreams.

This information becomes indispensable when it comes to writing your content or promotional material. This is what attracts your ideal client to you.

Go ahead now and create a profile of your ideal client.

You can use the templates included in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>



## CHAPTER 5

# PRODUCT CREATION – BAKING THE PERFECT CAKE

**P**RODUCT CREATION IS WHERE EXPERTS MAKE THE BIGGEST MISTAKES. More money is lost in this phase of business than in any other.

Why? Ego.

Hands down, this little monster is the culprit. Ego is what drives Experts to put out product after product without taking the customer into consideration at any level, other than... “Of course they’ll buy it”.

Customers want what they want, not what you want to sell them. Hence why marketers have become experts at market research and ‘pre-selling’. Market research has long been a standard operation in the product creation phase, but it’s the new kid on the block – ‘pre-selling’, that is really proving its worth.

Pre-selling is a commonly used term for testing sales on products even before product creation has begun.

Just look at *Kick-Starter* – one of a number of crowd-funding platforms that allow campaigns to receive literally thousands of orders for products in the ‘pre-sell’ phase. These new platforms are where new

ideas are sold long before prototypes or models are ever made. In some cases millions of dollars are raised, with the help of fancy animation, copywriting and marketing prowess, without a single dollar being spent on actual physical creation.

Now it's a great idea and very profitable, although not always practical when it comes to real life Experts jumping online for the first time with teachings, knowledge and wisdom to sell...like you. Systems need to be solid, production needs to be dialled in and if you're looking to scale in that way, you'd better have delivery down pat.

With Experts like yourself, the teachings are more likely to begin in small groups or 1:1 services; as thousands of clients aren't needed straight away.

Now, don't get me wrong, I'm not saying don't use one of the many crowd-funding options to launch your ideas, I'm just saying you have to be ready. Options like Kick-Starter and the hoards of others, will become more valuable to you once the foundations are laid and I've show you the 2<sup>nd</sup> of my Million Dollar Frameworks, that's coming soon.

But for now, here's how we go about creating a product/training/service that your ideal customer can't get enough of:

## **WHAT DO THEY ACTUALLY WANT?**

One word...

Results. Yes, good old results. (AKA the problem - solution equation.)

In the previous chapter we got clear on WHO your ideal client is. Once you know this, you can begin to discover what it is they actually WANT. What are their problems? What do they need solutions for? What results are they after? And most importantly, where do they want transformation to happen?

Once you know all this, you'll be clear on which parts of your idea, service or product deliver those results. This is key in creating, delivering and eventually selling a product or service that your market actually wants.

*“India may be a land of over a 100 problems, but it is also a place for a billion solutions.”*

***Kailash Satyarthi***

This may sound obvious, but few do it. So many businesses are trying to push the proverbial uphill and wondering why their time, effort and expense are netting anaemic results.

Those that take the vital step of bothering to find out what their people want, become leaders.

**Most products, trainings, events and services (I'll refer to them all as 'products' in this chapter) are made up of multiple elements. Identifying the value of each, and the importance they play in creating results for clients is essential.**

I have my clients develop 'products' (remember, this can be any form of training/product or service for the purpose of this discussion) in a way that allows what I call the *Three Stage Success Process*. This is also the format for delivery, which I will expand on in a later chapter.

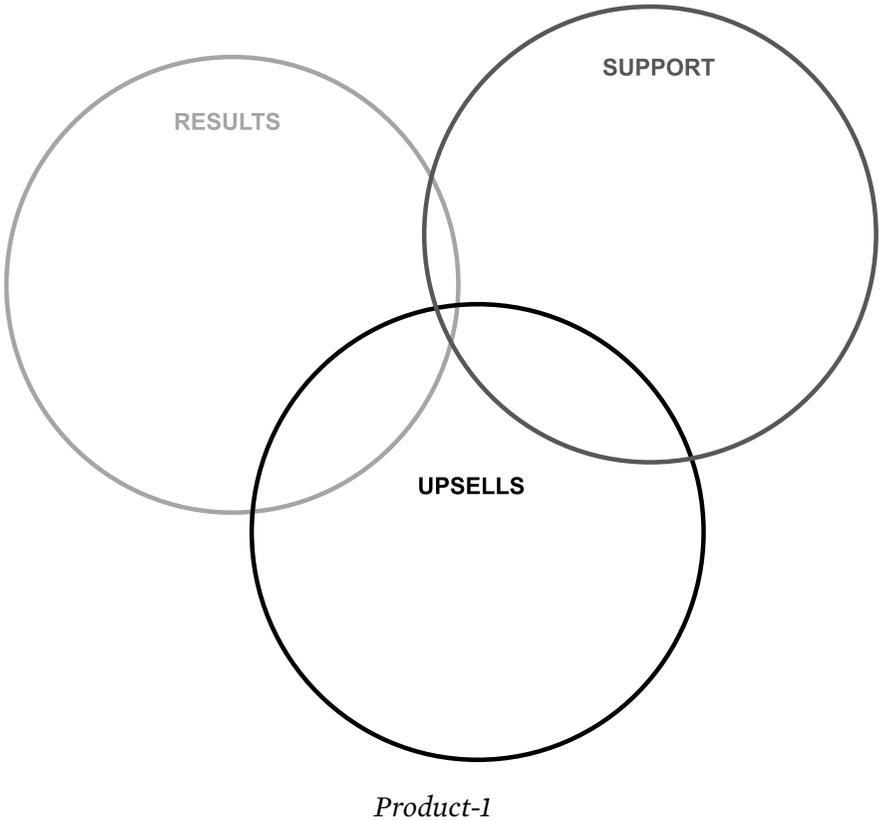
### **THREE STAGE SUCCESS PROCESS**

The first stage creates the massive 'I've got it' aha moments for the user and delivers almost immediate results, the second gives the user the feeling of ongoing learning and intimate support, while the third creates opportunities for future growth, both with 'other' products and further opportunities outside the original purchase.

**Stage One** - Result Producing Elements

**Stage Two** - Support & Ongoing Teachings

**Stage Three** - Upsells / Future Products



Stage One – Result Producing Elements

Stage Two – Support & Ongoing Teachings

Stage Three – Opportunities That Exist Outside Original Purchase (Upsells)

The overall effect being a more satisfied user experience that has them expand and grow after the teaching is complete.

You must navigate your client through your product experience in a logical, sequential order so that one learning builds on top of another.

No one product will ever fill the need of a well laid out opportunity and this is why having multiple stages is so key, your product should fill one need and open another opportunity to expand further in that direction. You must produce the results to have them believe in you, you must support them to have them tell their friends about you, and you must give them further opportunities to grow.

This is what I call a complete product.

### **LET'S BUILD IT...**

To create this, I have my clients list out all of the critical pieces of any product. In nearly all cases, this is between 5-8 'must-haves'. These are all the 'chunks' of the product and make up the first two stages.

Among those 'must-haves' lie the key elements. I then have my clients split those 5-8 pieces into two categories, which become the first two steps of this process.

1. The top three items that deliver the result - Result Producing Elements
2. The five that become supporting pieces - Support & Ongoing Teachings

I then have them drill down even further by brainstorming ancillary products for future sales. These may be events, done for you services, 1:1 training or other.

**To illustrate the steps I take my clients through let's use a software and training company I recently worked with as a case study example:**

They planned to deliver a three-day training event, which they wanted to improve in order to create greater results for their clients.

We started by listing the main elements of the product training:

1. Running Your Business
2. The 7-Week Quick-Start Guide
3. Trouble Shooting
4. Networking
5. Partners & Referrals
6. Sales
7. Software & Customers

After listing out the main pieces, we dug a little deeper into which of these ‘actually’ delivered the results for the clients.

The top three in order were:

1. Sales
2. Software & Customers
3. The 7-Week Quick-Start Guide

These become the critical frameworks in the sales conversation also, which I will go into in the following chapter.

The remaining elements become the supporting pieces from which ongoing trainings are formed and a tighter bond with the client is created.

Supporting pieces in order...

4. Running Your Business
5. Partners & Referrals

## 6. Networking

## 7. Troubleshooting

As the client comes into the training now, they are taught the first three, Key ‘RESULT CREATING’ pieces, then given ongoing support in the four supporting areas of the product.

Not only does this allow their clients to feel they have been delivered a comprehensive training that brings results, they also feel supported in growing their new venture into the future.

So what’s the third stage?

Ancillary ideas...

1. 1:1 Private Training Days
2. Annual Conference Events
3. Refresher Training Events
4. Done For You Setup Classes

Along with the initial product, having ancillary products and offerings allows the clients to ‘go deeper’, improving their knowledge and expertise, again enhancing the results they gain from your product.

These individual events, private days and classes can also be broken down on results by going though the *Three Stage Success Process* on each, building them out to create even more client success or income.

This process of product creation and delivery confirms demand, in a much more direct manner than market research alone, and also creates raving fans. What you’ve done is sequentially, logically and powerfully solved their problem. I.e. created big RESULTS in their world. Not only does this increase their success, it also contributes to yours as they refer you on to others and talk about the rewarding experience they had.

## **> EXERCISE: BUILDING YOUR GOLDEN GOOSE**

Go ahead now and list out the key pieces to your product/service or training. It doesn't matter about order at this stage.

You may find that you have more than eight pieces, keep working on the list until you can group the individual items into the 5-8 main pieces. There will always be multiple pieces, yet grouping them allows you to come up with 'marketing language' (which we'll dive into further on) that will better identify the main items for your prospect.

Once you have your key pieces, identify which deliver an actual result for the client (step one), and then number these in order of importance and results. Biggest result = number 1, etc.

This also comes in handy for the sales conversation I'll get into in our next chapter.

After that come the supporting pieces (step two). Make sure you list these out in order of importance too. And remember to think logically, you want to step your client through the training, so it's no good having 'Troubleshooting' first if they don't know all the pieces.

Along with teaching them logically, you also need to overcome their objections and answer questions they're likely to have along the way.

Go back to your ideal client profile and imagine what objections and questions that person would have.

Once you have the key pieces and supporting pieces, then brainstorm a list of 'other' products/trainings/services (step three) you would be able to offer as ancillary items for up-skilling.

At this stage, these can be just ideas, but as you progress, you'll understand the power of being able to offer these and the difference they can make to your income and your clients' progress.

Go now, make your lists and place them in the Three Stage Success groupings.

Use the template included in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>

In chapter six we'll move into the Sales Conversation where I'll show you the real importance of discovering how your product should be sequenced and how that will help you sell it more easily.

But first, let's take a look at the most important element to sales: how to identify your true worth, increase it, and sell without competing on price ever again.



## CHAPTER 6

# WHAT YOU'RE WORTH

### **Y**OU'RE BEGINNING TO GET EDGY RIGHT?

Wondering when reading this book is going to start paying off, when am I going to get to the good bits that will have you sit back and retire rich, right?

Well...it's a process, Experts don't become Experts overnight, they mature...but luckily, this book is your own 'rapid maturing agent'.

You now know the experiences that drive you, you know what really gets you excited and you know how you'd like to live your perfect day... you also know what you should and shouldn't be doing on a daily basis.

But what's it going to take for you to fund this newfound life?

Well, firstly, it's not what you think. Making more while doing less isn't all about sexy sales funnels, Facebook ads and email marketing. Yes, they have their place, but all of these 'tactics' become a complete waste unless you have strategy backing them up.

Part of your strategy is knowing what you're REALLY worth, and if that's not enough, knowing how to INCREASE it, is.

This is a topic most people online have no clue on, I regularly get

asked the question... “What should I charge for my product/service...?”

Most clients come to me with the view that they are competing, only working on price, their game is to undercut others they feel ‘equal or lesser’ too. Others come demanding top dollar, but haven’t positioned themselves or haven’t the credentials or results to actually command what they desire.

### **YOUR CURRENT VALUE...**

The biggest mistake I see people make when it comes to valuing themselves is *justifying* instead of *positioning*.

You may be delivering your service via consulting or some kind of online education, maybe through a members’ area, or a delivered physical product of sorts... CDs, DVDs, workbooks and the like.

This is all perfectly fine and it’s great to know your customer well enough that you are delivering what they desire, in the format they desire, although a lot of people get caught determining their pricing *based* on these items and the *amount* of content.

Whether it’s 15 CDs, 5 workbooks, 24 videos, 5 consultations or 7 hours in person, chances are, if you’re selling based on these facts, you aren’t being paid what you’re worth, and by trying to sell the amount of content you have in your product/service rather than the value it delivers, you’re undervaluing yourself.

By selling this way, and in the eyes of your prospects, you’re essentially justifying the price, not positioning the value.

Now, lots of marketers speak about this so I’m not going to go into huge detail about the ins and outs of talking up your offer via benefit selling. What I want to get across to you is your deeper value – beyond benefits, CDs and workbooks.

## **THE NEW 'BLACK'...**

I spoke earlier about *Transformation/Results*, this is the new 'black'... and it's time you made it yours.

Many business owners are still stuck in the 'grey' area - benefits selling. Sure it is one way, but it's *not* The Experts Way.

As an Expert, *transformation* (real world results) is where you must move to so you can be paid 'what you're REALLY worth'.

**In delivering transformation over benefits, your value skyrockets, whilst your workload, and content decrease dramatically.**

This is key learning for you to start living on a daily basis.

## **WHAT'S YOUR VALUE...**

It was the start of 2013 and I'd just received an email from a colleague. He was referring me to one of his clients who needed fast strategic help. The client (let's call him Sam) had achieved some success the year before with a promotion, but since then, even with multiple products, he had come to a standstill on the sales front.

It was now five months on and they were spending money faster than they were making it, and the fact was, they didn't have a strategy in place... Spending \$7k/month and making \$2k meant they were bleeding out, and at a hefty rate for an entrepreneur with a small team.

Sam told me early on that he'd been very successful in the area of expertise that he was teaching, and that his team was small but committed to a big vision.

As he spoke about the products they had, all the wonderful plans they wanted to try and that they aimed to roll out multiple launches, with multiple products, delivering dozens of teachings, CDs and seminars

and much more, I began to feel overwhelmed... I could hear the word 'transformation' tumbling through my brain.

It's a common feeling when I begin with clients...

Although Sam was a little stuck with the 'more content is best' selling language of old, he knew their company had great products. We spent a little longer on the phone and I dug a bit deeper. After cutting through all the 'ideas' and dozens of 'other' products, he went on to speak about one product in particular that was delivering real results to its users.

It turned out that this product they were delivering, also delivered on its promise, it was achieving great customer results, but Sam didn't know its TRUE TRANSFORMATIONAL value, and therefore couldn't see the way forward with it...

When he spoke about this product, he talked it down as being too expensive, out of reach for his ideal customer, and difficult to deliver in large numbers due to the long process and amount of moving parts.

Although he saw it as a great product (results wise), he was fighting me on dumping everything else to focus on just this one alone. Because he was still thinking in terms of the old school 'benefits' language, he believed having to list out all the items included and price overwhelmed, then would scare people away.

At least he was right on that.

I understood that Sam simply couldn't see the true value of it to the end user.

What I had him realize was that if the product was positioned correctly, he could raise the price of it, remove all the 'language' issues and take care of all its delivery problems.

When you are paid what you're worth, problems dissolve.

## **AMATEURS ARE STUBBORN; EXPERTS LISTEN...**

Sam gagged at raising the price. The problem was, he didn't believe it was possible. This came from old thinking.

He believed that selling a high volume of low priced products was going to be the saviour of his company, or his easy-ticket.

The company had many great products...but at \$27 through to \$297, he'd need to be selling a damn lot to pay a team and grow a business. The 'go-low with large volume' approach simply doesn't work when the chips are down and money is needed fast.

## **WHAT'S ALL THIS GOT TO DO WITH WORTH?**

Everything... Not only did he see his main, results producing product as not worth what he was asking, he also saw himself as not worth what he was asking. He saw himself as a 'battler' in this business.

Even though he was an expert in his field of teaching, an accomplished millionaire, within his training business he wanted to sell everything cheaply and do what he thought was 'play it safe' by competing on price in tough times.

This is no way to build a solid company as an Expert.

We went back and forth on the pros and cons a few times. Sam pushed back...until the point where I asked a blunt question.

"Are you going to keep going backwards each month, or are you going to start paying yourself what you're worth?"

There was silence on the other end of the phone for the first time in almost an hour.

I let him think.

## **WHERE IS THE TRUE VALUE FOUND?**

Our culture has been trained to do business with the 'buy and sell' mentality, always trading off on price and quantity.

But what if for a moment, we did business with the 'give and receive' mentality?

When you give something, like a birthday gift for example, the value of that gift is not in how much you paid for it, how big it is, or how many there are. The value in the receiver's mind is much greater than any of those. You know the feeling... Think back to the last time you received a special gift from someone you trusted, cared for, appreciated, admired or even someone you didn't know...maybe it was something small.

It had a greater value than the price, right?

You didn't count the quantity, did you?

You felt there was a lot more value given than the actual item, right?

**The Key: Value is never found in an actual item, it's found in the receiver's perceived value of that item, by what it can do for them.**

As Sam slowly started mumbling something about 'finally being paid what he was worth'... I followed up with...

"How much are you worth... Exactly?"

"Forty thousand dollars a month!" he blurted...

I smiled... I knew Sam was looking at an achievable short-term goal... and I could smell commitment.

## **SHIFTING PERSPECTIVE...**

Sam's current position left him \$5k/mth in the hole, yes, in the red... and with a goal of \$40k/mth, he had a \$45k position to make up.

I said it was possible. He said he was all in. We got to work.

I had to make sure he understood the true value of the results he was delivering for his clients. Luckily he had been recording those results and amassing a treasure-trove of client testimonials.

I asked Sam about those testimonials... “What was the common theme in all of the replies?”

The answer... “It set us free...”

Sam’s product delivered a long-term financial gain. Essentially it was educational in nature, but it was also a guaranteed early retirement strategy rather than a ‘get rich quick’ scheme.

I had Sam understand that what his clients were purchasing wasn’t education. At first, he struggled with this...

He’d worked long and hard to develop the content and set up systems to have the education delivered over time, and at the right time. He had coaches in place to take care of any customer issues, supporting material, extra audio content, bonuses and much more... Sam had truly done a lot of work putting this together.

The true value of what Sam was delivering for his clients was *financial freedom*. But Sam (like so many other business owners) was stuck in selling the value of the content and delivery method, not the true transformational opportunity.

Financial Freedom is a completely different investment than a box of CDs, books, and a few hours of coaching.

Can you see how it carries a vastly different value with it?

Sam was finally able to see it.

True, proven Financial Freedom, the kind that Sam was delivering

over and over for a huge range of different clients is something people are willing to **pay a premium** for.

In charging a 'benefits based' price, Sam was feeling stuck when it came to finding reasons to promote his product. After our discussion came to an end, he clearly realised the value was in the proven transformational opportunity, not in the particular materials or delivery method.

After our discussion, things quickly changed...

We implemented the first of the three *Million Dollar Frameworks* (that you will come to later in this handbook), a sales funnel that positioned the new, true value behind the product in the first three weeks, and \$72,000 rolled in within days, and it didn't stop there.

Once 'value' became the offer, Sam never looked back... In 12-months he had banked \$794,000 and then after ramping things up even further, he grew past seven figures rapidly.

Sam achieved a multiple seven-figure result within 24 months of finding his true worth...and having a simple framework with which to offer that value.

## **SO WHAT ARE YOU WORTH...?**

We are all different when it comes to how we value ourselves.

Some can only see themselves at 'the going rate,' staying within industry or market standards. It takes looking from another angle to understand your true worth and how to offer that.

If you find yourself stuck at 'the current rate' of your market, it may be worth asking your clients what value they feel they receive.

Look for the larger view. It's never in the actual education; it's in the experiences they receive from the results the education creates for them

after consuming it. It's the same whether you're providing a product or service.

## **> EXERCISE: DISCOVERING YOUR TRUE VALUE AND INCREASING IT...**

### **Questions to ask your current and past clients.**

1. After using our product/service, how did you feel about the results you achieved...?
2. In relation to those results and feelings, what difference did they make in your life, from a broader perspective...?
3. After using our product/service, do you now look at life differently... or do you now have a greater vision of what's possible...? Please explain this to me.
4. In one short sentence, please tell me what's the greatest change you've felt/noticed in your life from using our product/service...?

Use all of these answers to discover the underlying outcomes of your product/service. Think in terms of 'big shifts' or 'life views'.

Going through this process for my own business revealed to me that my true value was not actually in providing high level strategies, but instead in making dreams come true.

Now this all depends on what the client's dream is...but the work I do allows them to grow their businesses and in turn, expand their opportunities in living up to that dream.

My best clients have always come to me desiring an expanded life, not more money. The strategies and systems we implement are simply the processes to create the dreams.

Your clients may desire 'to run a marathon' deep down, but are crippled in pain right now. If you're stuck on selling 60-minute 'feel good' massage sessions then chances are you'll be getting paid the 'going rate'...

But when you shift to making 'their desire' possible, you'll be increasing your value in the market. From there it's simply a matter of targeting the right clients with larger challenges for you to solve.

### **WHAT'S YOUR NEW WORTH?**

Collect all the answers you've received and determine the 'correct' value of your service...

This is now based on what you 'truly' deliver, as an experience from the result of your product or service.

Where you may have been charging \$2,999 for a 12-week online course, you may now be able to shift that to \$5,000, \$10,000 or even more, depending on your new value assessment.

There is no 'right' answer for this calculation, it's more a test and measure, but I know in what I do, that people are happy to pay a premium if I can deliver 10x results that equate to their dreams.

Put a number on this now and test it. After all, it's just a number. Never be scared to ask what you're truly worth.



## CHAPTER 7

# THE SALES CONVERSATION

**Y**OU MAY ALREADY HAVE BEEN THROUGH SOME SALES TRAINING; OR maybe you've been a champion door-to-door sales person in a past life.

But for this exercise, I'd like you to forget everything you've been taught or practised before.

This isn't about being pushy or using fancy words; and it's definitely not about talking too much. Sales is all about listening.

The following sales method I'm about to take you through has evolved over the last eight years of face-to-face and phone selling of products priced anywhere from \$3,000 to \$100,000. The majority of these sales have been closed within an hour of saying hello.

I too have had to forget all my training and door-to-door experiences with this new method and let me say, it wins hands down. Both in conversion and in being a pleasurable experience for you and your prospect.

I call it the VALUE Selling Method.

In this chapter I will take you through the five key stages you need to take your prospect through. I'll expand on each section as we progress.

As you go through the steps, keep in mind that the most important element is listening for cues that you're able to use as questions and feedback for the prospect as the conversation progresses.

## **THE VALUE SELLING METHOD**

### **The Opening** – Breaking the ice...

Yes, just like all great conversations, the opening is really about breaking the ice and being able to relax. You want your prospect on the other end of the phone to take a breath and sit back in their chair.

I'm always quick to ask where they're from, including the exact location, mentioning if I've travelled there, heard of it or know something about the place.

This is not fake sales talk though. When I am asking questions, I'm genuinely interested in their story. I may not make the sale, but I want the prospect to hang up with a smile on their face, having enjoyed the chat and gotten value from the discussion.

The ice broken, you can now move into the beginning of the call...

### **Stage 1: VALIDATE** - their desire to move forward...

I'm looking to find out why they have come looking, and what exactly they're looking for.

My questioning goes a little like this...

*“Hey look, thanks again for jumping on with me today...it's great to connect. I know time is precious but you've clearly seen something of value in wanting to talk with me...Tell me <name>, why are you taking the time today?”*

As you can see, it's all very relaxed, never pushy, never begging, simply offering opportunities to talk, while I listen.

Now there are two answers to this question:

One may be, "What's the price?"

I quickly dissolve this, by telling them there's nothing for sale, as I don't know what their problem is yet. If you don't understand the full picture you shouldn't be offering anything at any price, no matter how persistent they are with their questioning.

The opportunity for you here is to bow out of the conversation if you feel they can't get past the price focus.

However if they're willing to take the conversation on a more valuable path you can go deeper and discover their big picture needs and desires.

The second, more common answer I hear is their life story. The how's and whys of their current dilemmas; their challenges and dreams.

This is the path you DO want to continue on. You want them to relax and open up while you sit back and listen. Allow them to feel you listening, take notes on key topics related to your area of expertise and use this time as a fact-finding mission to draw on later in the conversation.

I find this stage normally lasts around 10 minutes and has the prospect unload their worries, giving them their first feeling of trust in you. Very powerful, and a must to collect these little gains.

Don't get caught going too deep in this section. Sure, ask questions and have them elaborate if you think it's valuable to the bigger picture of you solving their problem, but don't let the conversation get away on you. Keep the emphasis on listening, but maintain control of the conversation.

Once they have exhausted their story, it's time to move forward...

**Stage 2: AGREE** – to learn from each other...

This section of the call was taught to me by a past mentor – Kevin Nations, and is one thing I’ve kept in all my sales conversations since learning it, it’s both powerful and professional, and further relaxes your prospect.

Once they have finished talking, you want to gain their permission to begin asking the ‘tough’ questions.

Just like a doctor diagnosing a patient, sometimes you have to ask questions that the prospect isn’t always willing to answer. Gaining their FULL permission is key in having their trust enough for them to answer openly and truthfully.

Remember, you MUST have the right answers to know if you can truly help.

And this is how you gain their permission...

*“<Name>...I just wanted to make sure you understand what’s going to happen on this call... I want this call to be of maximum value to you and to do that, I’m going to have to ask you some questions...I simply want to find out if/how I can help you.*

*I’ll also be letting you know exactly what I do in my business, and you’re welcome to ask any questions you like. I’ll do my best to clarify everything for you...and please take notes, as you’ll find that handy later.*

*And at the end of the call, I’d simply like to know if this makes sense to you or not... Sound fair...?”*

And with that you’ll receive a “Yes, sure...”

This ‘yes’ is your OK to start getting down to the real story.

Often people are still holding back. Getting to the truth is key in you being able to serve them at 100%.

**Stage 3: LEVERAGE** – is the key to their belief in a new way forward...

Once you have permission, you **MUST** get straight to the point. If you've identified any weak points in their story, or have any underlying insights as to *what's really going on*, you must now hit them with these via direct questions.

This is essentially you holding a mirror up to their reality.

They either get to come clean, or continue lying to themselves. Remember, this isn't about you; it's for their benefit.

The tougher the questions you're able to ask at this time, the more reality will come into the conversation. And if they are able to speak truthfully, the power that is revealed will be the feather in your cap.

As the 'doctor' in this scenario, you must have the truth, so that you're able to apply the correct medicine. Not doing so is a serious breach of integrity on your part.

I've had simple questions like, "What did your business earn last month?" dodged for 20 minutes or more, with excuses about the economy, team and systems, everything but the truth.

I spoke about Sam earlier. He was one of these 'dodgers', finding it hard to come to grips with his own reality.

I ended up stopping the conversation and yelling down the phone...

*"Are you going to answer the question? You've been making excuses for 20 minutes. What did your business earn last month?"*

It was the turning point in the conversation, and the turning point in his business. Sam was losing \$5k/mth at the time and went on to earn over \$6million in the following 24 months, and seeing his reality was the start of this turnaround.

This is the power of tough questions. The truth reveals what people are unwilling to deal with. Initially none of us wants to answer or even think about the tough questions, but the truth inspires massive action and passion. Truth is your key leverage point.

**Stage 4: UNIFY** – the direction forward together.

Once you have the truth, you can plan the way forward. And this must be done ‘together’.

The *unifying* stage is a KEY piece of the sales process, and connects back to your product. You’ll recall I mentioned in chapter five that you need to identify the three top result producing pieces of the product and connect that to the sale.

Now is that time.

You now know the prospect’s back story, their dreams and desires and also the truth. If you can see a path forward for them in using your product/service, and you’d like them to become a client, then your top result producing pieces need to fit into their new story for progressing from here on.

Once Sam had come clean and revealed the truth about where exactly his business was at, I asked him how he saw the business recovering and moving forward. He quickly understood that cash was key and having plenty of it was a must.

The first section of my Premium 1:1 mentoring is called the ‘Kick-Start’ phase, where cash reserves are created to allow foundations to be built.

I knew this was a definite fit for Sam.

For Sam to progress in our sales conversation, he had to believe that this was the solution to his problem.

You must have your prospect on-board with every step of the way you work, then if they understand the power, that becomes a logical next step for them. Once achieved, they become excited and start to drive the conversation forward. This is exactly what you want...but don't stop at one.

The #2 result-producing piece of your product must also logically line up if your prospect is to authentically continue in the conversation towards the close.

Once Sam was excited enough to progress, I asked, "So with cash reserves and foundations laid, where would you like to head after that?"

The reply came quickly... "I want to Scale, and fast!"

This naturally led to the second phase of my 1:1 mentoring - *Acceleration*. The conversation shifted to launching more products, more revenue, better systems and more partnerships.

I didn't need to push the conversation too hard at that point, as Sam grabbed the ball with both hands and began running.

If you line up your product pieces correctly, this is what happens... Your prospect begins telling you how great your product is. It's not that they know exactly what it is, it's that they can see the natural progression of the steps, therefore believing it's possible and that they can actually implement it.

This is key to the sale.

Phase three of my training is *Automation*, where we implement powerful systems and sequences to the already laid foundations and 'yes', Sam wanted to Automate after making more cash and scaling.

I can't stress enough the importance and power of natural logical sequencing.

Having the prospect see and believe in the progression of steps to resolve their crisis will create a seamless sale.

**Stage 5: EVALUATE** – decision time...

After progressing through the discussion, starting from the beginning where they came to you searching for an answer, you holding a mirror up to them so they could see the truth, then allowing them to discover the solution with you, they should be at the point where they are practically begging to give you their credit card number.

But don't be fooled...

In just the same way as you chase a puppy dog and they run from you, so will your prospect if you ask for the sale too quickly. You're better off stepping back and checking in again with them at this point.

Are they committed to the result?

Are they willing to be coached?

Do they understand every step of the process?

Do they see any issues coming up?

Do they believe the result will happen if they stay the course?

And can they make a firm decision?

These are just a few questions I like to throw in at the end of a sales conversation so I can check their determination.

Yes, it's great to get a new client, but it's much better to gain a committed one.

**RESULTS MATTER...**that is all. Remember that.

If you think for even a second that the potential client in front of you will bow out at any part of the process, or fight you on it down the track, you're better off to bow out and wish them well.

If after concluding your cross-questioning, you still feel that they are truly committed to their own results, the close is always done very casually; never any pressure. Just an offer made, a brief explanation of what they will receive, and a request for payment, however they'd like to make that.

If you take your prospect through this process, uncover their problem effectively, line up your 'result producing product pieces' into a naturally logical sequence that has them believe it will work and that they are willing to implement, then they will buy.

It shouldn't be any harder than that. If it is, end the conversation. The deal will be more trouble than it's worth.

### **> EXERCISE: TRY A REAL-WORLD SALES CONVERSATION**

Now go back and read this chapter again... This is one of the most important chapters of this Handbook.

Once you feel you understand the process (you may like to make some summary notes / call prompts) use the method with a real live prospect.

Good luck!

The Sales Conversation template is included in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>



## CHAPTER 8

# DELIVERY TIMELINE

**Y**OU'VE IDENTIFIED YOUR IDEAL CLIENT, CREATED THE PERFECT product, priced it according to what you're *really* worth, and now you've just used the VALUE approach to selling and...

They said “yes”. – You have a new customer.

What happens next is critical to multiplying your business year upon year and creating raving fans for life. Fans that refer people to you over and over again.

Word of mouth is POWERFUL.

A lot of people see the sale as one event, where-as if you can begin looking at that one sale as the beginning of many experiences you'll be having with your new customer, you'll begin to realise that every step counts.

From the moment they say ‘yes’, your delivery sequence begins. Not 30 minutes later – the *second* they say *yes*.

Say the wrong thing next and you could have an instant refund on your hands, bugger up the next hour and they'll begin to doubt you, screw up the following day and they'll begin telling their friends about you...and it won't be good.

You must manage every moment of the delivery timeline and it must be orchestrated to flow without a hitch.

### **THE FIRST SECONDS...**

*“Ok, that’s great...I just wanted to let you know that I’ll be sending you out a questionnaire right after we finish up here...*

*What was that credit card number?*

*The questionnaire will take care of any initial questions I may have... this allows us to dig straight into the good stuff on our call in a few days...*

*And that CVV number? And expiry date? Thanks...*

*Yes, as soon as you fill in the questionnaire, I’ll send you out a link to book our first call. We’ll chat about the first 3 steps I mentioned today and we’ll get you started.”*

This is literally what I say to new clients coming on-board for my Premium 1:1 Mentoring...I have them moving into action immediately and I’m laying out the next few steps for them, all while taking payment.

The reason... Well, mainly because 99% of people feel uncomfortable after they’ve just made a purchase. Hence the term *Buyers Regret*.

I am simply removing that stress by allowing them to feel that they are already making progress towards their goal and that I have everything covered.

Professionalism, organisation and a proactive approach work wonders.

### **THE NEXT DAY...**

The email promised has already gone out, so I’m following up to make

sure they've received it, taking care of any admin, invoices, receipts etc., and simply making them feel supported as they are thrown into a whole new world.

You need to remember, customers often make spur of the moment purchases, and even if they have researched you, they aren't exactly sure what's coming, so making them feel like you care and that you're there for them is key.

This can be done in an automated way these days, but a personal touch always goes a long way.

### **THE FIRST SEVEN DAYS...**

Depending on how your product/service is structured, daily connection is key for the first 5-7 days; this is easily done with Facebook and other social media messaging systems.

As mentioned in my dialog above, I book calls with my clients so that we get to have a personal discussion within the first week.

The purpose of this immediate contact is to give them the *BIG 3* – You'll recall we discussed this in Chapter 5. The *Big 3* are the main result-producing elements of your product, and you want these to be delivered within these critical first few days.

With my Premium 1:1 Mentoring, I deliver these through personal conversations, along with audio and pdf trainings. I'm able to do this efficiently and effectively, which creates quick results for my clients.

It doesn't matter whether you have a physical, digital or personal service as your product. Delivering the big three results for your customers is key in this first week.

Even if what's delivered is simply an expanded overview, the client

needs to make immediate progress in the direction of their desired goal, the faster the better.

### **14 DAYS AND BEYOND...**

Delivery needs to be aligned to results, then support, then future opportunities as we laid out in the chapter on your Product.

With two weeks of training already complete, it's time to shift gears to the items that create more foundation, or the feeling of support and long-term vision. Remember, the first period is all about moving your customer forward gaining them some sort of result, at which time you can pivot to a slower, larger, longer-term view.

If your customer is already advancing quickly, this longer, larger vision approach will have them refocussing and re-calibrating, taking the immediate urgency off you personally, allowing greater leverage of delivery.

This is where introducing group calls or in-house coaches, other topics, software or processes now add value instead of overwhelming your customer.

The extension of your product, with real depth, now positions you in a more advanced position, which naturally leads to your client thinking that you have much more to give.

Delivering quality and value is key. Continuing to surprise your customers with your depth of knowledge leaves them wanting more.

Generally training or personal services range from four to 12 weeks, but can last up to one year or more depending on the topic and expertise level delivered. I personally have found that delivering training/services over a 6-12 week delivery timeline to be optimal.

There is no right or wrong answer for how long your training should

be, there is simply the timeline to deliver maximum results.

### **WHAT COMES AFTER COMPLETION...**

A product delivered well that has produced great results should naturally lead to the next... Yes, another product, or service.

And that is why when mapping out your product you should think beyond delivery of the initial product, to the natural progression for the customer.

If you're delivering 'X', what is it that they will naturally need once they have the result delivered from 'X'?

### **QUESTIONS TO ASK...**

Are there any other topics they will need to expand results?

Will they need to work more closely with you to expand?

Would it be best to introduce them to 'like-minds', maybe creating some sort of

Mastermind or group...maybe a 1-day event, a 3-day event or other?

Is there software or tools they need now?

Can you provide a 'done for you' service?

What else is possible for them?

Answering these questions along with delivering a great product sets up the next great product offering. But remember, the next product offering must also be the 'next logical step' in the minds of your customer, otherwise they will go elsewhere looking for that exact thing..

## **LET'S LOOK AT AN EXAMPLE:**

**Product X:** 3-Day Event, 7-week digital training, and 7 weeks of Group, Topic Specific Q&A Calls.

Ok, let's just say this client purchases two weeks out from the event...

Within the first two weeks, from purchase of the product until the event date, this customer should be delivered a questionnaire or similar, maybe a checklist, or initial pre-training and have been connected with regularly to make sure they are on track and have begun progressing immediately.

Connection would need to stay solid until the 3-Day Event took place, but as long as they are progressing, the time lag between purchase and event shouldn't matter.

(**Note:** I wouldn't recommend a period of more than six weeks between purchase and event.)

Natural pre-event excitement building-up to the event can ease the tension if progress slows, so it's good to keep people updated and moving forward at all times.

The event should have a strategic layout for the delivery of the training, making sure that over the 3 days, the essential items have been well received and understood. It's key that all attendee's leave the event feeling like 'implementation' is the next logical step and feeling comfortable with doing that.

Once the event has been run, you're able to move straight into the seven weeks of digital training and Q&A Calls. Allow a week before beginning the calls as events normally cause overload, and you want to give everyone time to get their feet back on the ground.

During the seven weeks, make sure that you're reviewing the BIG 3

result producers again, along with introducing some of your supporting material. This allows the customer to become solid with the material, and expand on it with newer supporting materials (as discussed above in '14 Days And Beyond...').

You don't want to overwhelm them; you want to nurture them so that they are constantly progressing, then slowly introduce new material to expand their results.

You will often see digital marketers dumping loads of content onto new customers in order to have them feel that they got their money's worth. This is not a clever approach. It's a very short-term view, which you'll often see in markets known for 'money-chasers', like the biz-op, software trading or IM (Internet Marketing) markets.

Content for the sake of content is not the way forward. The only content you should be delivering is content that can be directly attributed to delivering the result you promised in your sales process.

Anything excessive is a waste and actually does more harm than good. Whereas content delivered with results in mind automatically leads to your customer asking, "What's next?"

### **THE NEXT STEP...**

This is when ancillary products and services can be offered. Structuring your 'other' products in the same manner as we've discussed will give you the upper hand in being a results-based seller.

In the example, a 1 on 1 day with clients, done for you products, Masterminds or other larger group events are logical as offerings after they have completed their training.

Knowing how successful your customers have been with the product allows you to know which 'next step' to offer. Some may be suited to 1

on 1, others to higher end Masterminds. It really does depend on what they see as the next logical step and to understand this, surveying your clients at the end of each week or training is a great insight point.

As we discussed in an earlier chapter, results are the Holy Grail in business. They set you apart in the marketplace and have you become a trusted source.

In short, if you structure your product delivery timeline with your customer and results in mind, and not simply content delivery, you're ahead of the pack.

It's also a good idea to map out your delivery timeline as a drawing with all the pieces, including topics you'll be covering each week, what the calls need to include, and what's most important to your particular customer as far as results go.

Seeing it visually allows you to assess it from a logical viewpoint. Having everything in the right order is worth taking the time to get right.

**>EXERCISE: CREATE YOUR OWN DELIVERY TIMELINE**

Using the example above I've created a basic order you can follow. Add the days in between each item to then draw this out as a complete timeline in a linear fashion.

Edit as you see fit for your own training or service.

Payment ----->

Questionnaire/Checklist/Similar ----->

Follow-up Contact ----->

Initial Consult Call/Pre-Work Training----->

Follow-up Contact ----->

Event Build-up Communications ----->

Event ----->

Survey ----->

Overload-break ----->

7-Week Digital Training Begins

Wk 1 - Big Item #1 Review + Topic Specific Call

Wk 2 - Big Item #2 Review plus Support Item #1 + Open Q&A Call

Wk 3 - Big Item #3 Review plus Support Items #2-3-4 + Topic Specific Call

Wk 4 - Support Items #5-6-7 + Topic Specific Call

Wk 5 - Support Items #8 + Open Q&A Call

Wk 6 - Support Items – Big Items Review + Open Q&A

Wk 7 - Big Review of All Material + Open Q&A

Survey ----->

Remember, great results always create greater opportunities, and your product timeline is key in that equation.

Start now... Begin drawing out your Product Delivery Timeline. Don't forget to add space in the timeline for consumption, surveying and implementation.

You can use the template included in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>



# SECTION THREE

## **THE BIG PICTURE**

**T**HE FIRST SECTION OF THIS HANDBOOK LAID OUT THE BIG OPPORTUNITY for you as an Expert. You created a vision for your life then added daily specificity to bring that into tangible reality now. You reviewed your current day to discover what stayed and what needed to go in order to make way for your vision.

In Section Two you learned how to get paid for living your Perfect Day. Essentially it was a ‘hit the ground running’ guide to getting going with living as an Expert. We dove deeply into clarifying your ideal client, discovering your true worth, creating products, and how to sell in order to create not just a happy bank account, but also happy, raving fans.

Once you’re clear on your vision and the mechanics of how to generate income while living your perfect day, you have some space to begin creating your Big Picture.

Take a step back from the hustle and allow yourself to dream big.

This is where making more while doing less in the digital economy really comes to the fore.

In this final section I want to stretch you a little further and show you how to grow and scale a sustainable business beyond the initial start-up phase.

We’ll discuss how your *character* ties into the content you’re producing; the exact content plan for unlimited growth; and how to structure your website in order to position you as the Expert.

I’ll give you an inside look into the top million dollar web frameworks I’ve been using for the past eight years, and then tie it all together for you, drawing a straight line to your dreams.

I’ll also share plenty of case studies along the way, to show you exactly how my clients have used these frameworks to create big results.

You'll get a behind-the-scenes look at how all the pieces came together which will demonstrate how simple and effective these strategies are when implemented.

You're now two thirds of the way through this handbook, and if you've been doing the work, you're well on your way to developing a serious plan of action. You may have even started acting on that plan and gaining results, in which case I applaud you.

It's time now to continue building upon your Game Plan, if you haven't already downloaded the workbook, you can do that here: [www.TheExpertsHandbook.com/gameplan](http://www.TheExpertsHandbook.com/gameplan)

Hang onto your hats; this is where your long-term future becomes reality.



## CHAPTER 9

# CHARACTER – YOUR MAGNETIC ATTRACTION PLAN

**I**N ALL BUSINESS, BUT ESPECIALLY IN ONLINE BUSINESS, YOU ARE YOUR biggest asset. Conventional marketing wisdom tells us to, “provide a solution, make it about your clients - not you”. Yes this is true and valuable advice. But it’s dated and incomplete.

The truly successful entrepreneurs online now are personalities. Yes they’re selling a product/service, but more than that they’re selling themselves.

Unique Selling Proposition (USP) is a term that was first coined in the 1940s as a theory to explain successful advertising campaigns. Top universities such as Harvard Business School still teach that differentiation is one of the most powerful strategies for a company to undertake... Particularly when it comes to one’s *personal brand*.

So making more while doing less in the digital economy very much comes down to YOU, and more specifically, your Magnetic Attraction.

In this chapter, we’ll be laying the foundation for the new you...The Expert YOU.

This is a process of taking off your mask, and getting clear about what it is about you that makes up your Magnetic Attraction Plan... What do your clients resonate with, why do they want to have their problems solved by you and not your competition?

## **THE UNIQUE ASPECTS OF YOUR PERSONALITY ARE YOUR POINT OF DIFFERENTIATION.**

Now this is a two way street... Yes it's absolutely about the authentic, unapologetic you. (In fact controversy can be great for business!) But it is also about being whom you *need* to be in order to create your Big Picture.

Essentially, I want you to become so naturally attractive (resonating with your ideal client without having to act a part) that you no longer feel you have to work hard for your position in the market and your growth will flow naturally (and exponentially)!

Your Magnetic Attraction Plan will always be in a state of refinement, as is life, but executing this plan will put you in the top 2% of all the people online and give you ample breathing space, in other words, time up your sleeve.

The thing to remember is, once you've started, stick to the plan and continue to make constant refinements and improvements.

## **ACTORS AND ACTING SCHOOL...**

When actors get big roles, they go back to school, or practise that role... They learn their lines and get to know all the quirky traits of the character, the way they talk, the way they walk, their quirky mannerisms, the way they smile, cry, laugh and every other possibility, so when we see them play that part, they can have us believe that they *are* that person...

They perfect their role. They no longer *play* a character, they *are* the character.

In order to create your Magnetic Attraction Plan you don't need to act a part... But you do need to BE the *you*; you need to be in order to get your Big Picture Experts Life cooking...

Being comfortable with who you are, warts and all, creates a comfort of character and allows you to become a larger magnet to the people that resonate with you.

Rarely will you find someone who is naturally comfortable enough or likes to watch themselves in the mirror, let alone study and understand their smile, their movements, or their quirks.

I bet you've felt that weird feeling as you listen to your voice back on a recording, or cringed as you've seen a video of yourself... But understanding all these little pieces about yourself and being comfortable with them is very powerful.

## **YOUR CHARACTER IS YOUR CLIENT ATTRACTION MAGNET.**

Stay with me here... Now we're going to move into looking at all the pieces that will make up your own magnetic attraction. I'll show you how they all get pulled together and how you turn those pieces into your Magnetic Attraction machine. The most important aspect to get started with is becoming comfortable with yourself.

In re-inventing who you are, or simply enhancing your magnetic attraction, you need to know what draws people to you... and that can be difficult. We all know there are certain things about us that people like or resonate with... The freckles on our cheeks, our dimples or blonde hair, but let's take this a level deeper.

## **THE ESSENCE OF YOU**

When I first left my life as a professional water-skier, I knew I had to make some drastic and quick changes to whom I was. Living for the past 10 years in board shorts wasn't going to cut it in the business world.

And I couldn't have had a more drastic shift than to go straight into employment with the tax department. Yes... From board shorts and girls in bikinis to shiny shoes and a tie.

That was the toughest move ever... But I learned a lot about myself, simply by looking in the mirror each morning, pulling up my tie and putting on a smile.

I left water-skiing simply because I thought I needed a career. This was one of just a few times when I made an 'out of flow' or 'Non-Kid Vision' choice...

What I quickly realised was that I didn't need a career, I simply needed a little extra income.

But before I could do that, I needed a few more skills, and sales was one of them...

Cold calling is probably the toughest yet best way to jump into the deep end of sales, so I dove in headfirst.

## **IT WAS GO TIME.**

As I left the first sales meeting, with all the other salespeople hustling around me, I knew I was in for a steep learning curve. No one was stopping to chat around the water-cooler like the tax department, they were getting busy. I could hear phones buzzing, people following up prospects and others planning routes.

They handed me a 12-page script on the way out the door and said...

“Come back in before Friday, you have to know this word for word and we’ll have our best sales lady test you on it then... Good-luck.”

I went home and sat down in front of the mirror for the next three days, script in hand, reciting paragraph after paragraph until I knew the whole thing inside and out.

I’d read a line, then look in the mirror and recite it... One after another, I kept adding to each line. I must have repeated myself thousands of times, but it worked, and I passed the test on Friday and was sent straight into the field...

During that time in front of the mirror, I learned a lot. Each time I repeated my lines, I learned to smile, frown, look serious or scared, chuckle, and pull a range of other emotional faces that made it easier to look in the mirror all day, but it also made selling a \$3000 plastic box with three wires, a light sensor and battery in it incredibly easy.

The buyers were mostly husbands and wives, looking to feel secure in neighbourhoods with rising crime rates... Sitting in their home, around their dinner table normally, their kids milling around my feet asking questions whilst having to get them to pay on the spot, I learned about my own ‘Magnetic Attraction and Character’.

No, I didn’t make every sale, but I got pretty darn good at it. The script was non-changeable, but I was. I realised that people weren’t buying because of the script; they bought because of how I acted the part / who I was being.

When I was on, they bought, when I was feeling off, I walked... It was a tough game but one that taught me a lot.

## **WHAT’S YOUR GAME?**

It may be that you’re a business coach or an author, maybe the local

radio host looking to grow into a newer, bigger reality. Becoming an Expert is about being comfortable with yourself and enhancing your character in order to boost your magnetism. This really isn't about acting, it's about being the real you, and knowing what to enhance and when.

In learning the ropes of who you really are, making some tweaks and simply getting comfortable in your own skin, you'll be ahead of most who try to fake it, to make it. People are attracted to authenticity, not fallacy.

## **BROADCASTING YOUR MAGNETISM TO THE WORLD**

So we've been through your Kid Vision, Perfect Day, Product Creation & Selling. Now you have an understanding of the power of your own unique authenticity of character.

Now prospects will naturally be attracted by your magnetism...right?

Wrong.

If a tree falls in the middle of a forest and no one hears it, did it really fall? This is a favourite question to kick off a long discussion of philosophical argy-bargy... But we're not going there.

The point here is... It doesn't matter. Fact is, that tree could have burst into flames, turned pink or started dancing. If no one saw it... No one saw it.

So when it comes to living like an Expert – you might be the most brilliant, clever, amazing, charismatic, knowledgeable, entertaining person in the entire Universe, but if no one knows... No one knows.

## **SO NOW WE COME THE NEXT ESSENTIAL COMPONENT OF THIS HANDBOOK... YOUR CONTENT CREATION PLAN.**

This is where you tell the world the tree started dancing... Via video, social media, blogs, articles and emails. There is no hard and fast rule regarding what mediums and how many you should use. But you do need a – PLAN.

And we're going to start by listing out 21 aspects of your character. Then in the next chapter I'll show you how to transform these into a whole year's worth of killer content.

### **> EXERCISE: YOUR MAGNETIC ATTRACTION TRAITS**

Making more while doing less in the digital economy very much comes down to YOU, and more specifically, your Magnetic Attraction.

Below are idea generators to provoke stories you can speak or write about to your audience.

These need to be your own experiences in the world, whether business or personal, and you must relate the story back to your topic of expertise and connect that to the receiver of the message.

**Here are 21 character prompts that will serve as content idea generators:**

1. Hobbies
2. Core Beliefs
3. Big Breakthroughs
4. Significant Life Events
5. Failures

6. Early Successes
7. Family
8. Education
9. Origin (How You Began)
10. Incompetency's
11. People Will Be Amazed By
12. People Will Envy
13. People Will Be Curious
14. People Will Dislike
15. Ambitions
16. Successful Students/Clients
17. Greatest Talents or Skills
18. Adventures
19. Travels
20. Relationships
21. Personal Quirks

List out the relevant stories or experiences and how they relate to your ideal clients position, their problem and the solution.

Also found in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>



## CHAPTER 10

# YOUR CONTENT CREATION PLAN

**C**ONTENT IS ONE OF THE MAIN DRIVERS OF ALL GREAT BUSINESSES Online, along with a concise converting sales funnel... And I'll be showing you three 'million dollar' sales funnels in later chapters, but for now let's go deeper on the content side...

In being positioned as an Expert, you'll want to simplify your days as well as over-deliver your knowledge by laying out a yearlong content plan. Doing this ahead of time, instead of constantly chasing your tail is key to becoming an Expert.

Early on, I learned that having to create content on the fly, whilst juggling clients, sales, tech work and product creation simultaneously, becomes overwhelming...

### **The 21-52-104 Content Creation Plan (CCP)**

In the previous chapter I discussed the importance of YOU as your most important business asset. The number '21' in the CCP corresponds to the character trait prompts I gave you in that chapter. This is your content starting point.

From your 21 Character Idea Generators you list out 52 topics.

And from these 52 topics you can then create two email messages and shoot one video to demonstrate your expertise and depth of knowledge.

Your 104 emails and 52 videos become mini teachings that allow you to go into depth, draw out challenges, concerns, explain examples, showcase studies/testimonials, give tips, resources and more.

I can already hear you saying, “Gosh, that’s a lot of touch points James!”

Yes, it is...but as an Expert in your field, it’ll be a snap. Best of all, your prospects and clients will love you for it. And with the tips I lay out below, you’ll be surprised how easy it is to create this content.

Great content is a pleasure to receive and easily consumed. It’s the drivel without any backbone or reality that ends up deleted first thing every morning.

The key to turning all of these ideas into content is the positioning of the story.

The story must stay relevant for the viewer, it must be different, and it must convey your brand and message.

### **WHEN CREATING CONTENT, ASK YOURSELF THESE KEY QUESTIONS:**

1. What is the learning I’m trying to create for the viewer/listener/reader, and does this help or hurt their progress?
2. How does the story convert into real life for them? Is it relevant, timely and relatable, and does it allow them to understand the learning?
3. Am I conveying this message in a way that supports my character/brand/direction and does this influence them in the way I desire?

## **EMAIL...**

From your 21 character traits, you list out 52 topics that address the three key questions above. I then recommend writing two emails per topic, which adds up to 104 emails – enough for two per week.

In the first email, draw out the challenges faced in the first paragraph, and then move to solving this for the reader with a small teaching, some tips, or an example.

In the second email, you'll be bringing the pain or challenge back to the surface and elaborating on it, to show what can happen if it's not rectified. In the second email, give personal examples of clients in case studies to show proof of your expertise and ability to solve these issues. You can offer a CTA (call to action) within these emails or simply have them as educational pieces. I like to mix these up and label them as [article], [blog post], [training], [bonuses] and [free gift].

Yes, 104 emails over a year sounds like a lot, but done right, this content will educate, connect and build trust between you and the reader.

The sheer amount of education they will gain within 104 'educational based' content pieces positions you as an Expert. Anyone that is able to deliver that much 'valuable' content will be seen as a respected authority, no matter the topic.

The key piece within these is aligning the education to the reader's needs and current challenges.

Sent twice per week, they become mini teachings that allow you to go into depth, draw out challenges, concerns, explain examples, showcase studies/testimonials, give tips, resources and more...

This is your chance to shine as the Expert with quality.

## **VIDEO / AUDIO...**

Weaving video and audio into your weekly education will mix things up and keep your content alive and interesting. It will also present an opportunity to show another side of you.

Prospects will either resonate with you and your message, or they won't...and that's fine either way. In fact, that's the whole point of content marketing. With your content, you simply want to gain a 'yes' or 'no' from the person taking it in. Yes, they like you and will keep consuming, or no, they will be moving on to find someone else to learn from and build a relationship with.

Video and Audio are super popular, and assist you to gain trust and build relationships with your prospects. This is where your character will either shine or shock. Being comfortable with seeing yourself on camera and hearing your voice is key. I don't expect you to become Brad Pitt, I simply expect you to be YOU... And it will become easier and easier over time.

I recommend creating one video / audio for each of your 52 topics. One per week is ideal. You can use these to go deeper on a topic than you do in an email, or to answer a question.

## **LET'S RECAP...**

From your 21 character traits, you create a list of 52 topics that are timely and relevant to your ideal client telling pieces of your own story. These can include questions you've received, common challenges, areas of interest as well as aspirations they wish to strive towards.

Next write your 104 emails based on these topics – two per topic that operate in pairs as explained above.

You can also create one video / audio per topic, which allows you to

go deeper into the topic / answer questions / build resonance with your audience. In addition to your two emails, you'll also send one video / audio per week.

Depending on your market, the days you send these out will differ but you may like to test Mondays and Fridays, Tuesdays and Saturdays or any combination. Again, it must suit your readers...not you.

Making the content within these emails relevant and timely is also key.

I know what you're thinking... Three contact points a week - TOO MUCH! No, it's not. In fact, done correctly, this becomes super powerful.

If the quality of content you deliver is of the highest standard, you'll find that your prospects and clients will happily consume this amount and even more from you, delivered in the right way, about the right topics.

Once you nail this, you become a magnet of epic proportions, and the quicker you become comfortable with delivering quality content in this way the better.

In fact, if you begin now by completing the exercise below, you'll be in the top 2% within weeks.

The best part of all of this...once you have everything completed, you can automate the whole delivery process, which gives you your life back.

So many Experts try to grow online without completing their own content plan and suffer from overload, trying to produce content, market to their audience, deliver products and services, run advertising and a multitude of other tasks all at the same time.

This is Expert suicide and really, the amateur's way to play.

## >EXERCISE: 21-52-104 CONTENT CREATION PLAN

From the 21 Character Trait Prompts in the previous exercise, create a list of 52 stories, experiences and examples.

You can include questions you've received, common challenges, areas of interest as well as aspirations your prospects desire to move towards.

Once you've completed your list, you can begin creating two emails and one video or audio per topic. This will give you 156 quality, relevant and timely content pieces.

This may seem like a massive task, but with focus, the initial lists of topics should only take you a few hours. From there, you can either do the writing yourself or outsource the task.

The recording of video/audio will be the most time consuming, but again, if you're an Expert in your field and know your topic well, it's not out of the question to have all of these filmed or recorded in one day.

Go ahead, begin your lists now.

You can use the template included in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>



## CHAPTER 11

# WEBSITES – FLOW, AUTHORITY, LAYOUT AND POSITIONING

**B**ACK IN 1998, WHEN I FIRST VENTURED ONLINE, WEBSITES WERE VERY different.

Unless you happened to own a big business and had thousands to pay a web designer to build a website for you, your site was extremely basic. There was no flashing and spinning, no video or even audio. If you were lucky, you had an image or two.

Basically, websites were full of text and people would actually ‘read’ them. That’s essentially how I got into Direct Response Copywriting. Back in those days, the words you laid on the page were the things that put money in your bank account, and I wanted some.

Then came all the trinkets, flash animations, audio, and basic video. Keep in mind that You Tube wasn’t even around until 2005. Websites shifted gear and became fancy brochures instead of the sales machines they were sold off as.

People starting spending tens of thousands on fancy graphics, logos that spun around, images that flipped and slid, and websites became an

expense instead of ATMs.

It got to the point where websites became nothing more than useless gimmicks.

Meanwhile there was a small segment of purists on the world wide web that kept to their craft – they continued writing, churning out sales letters, that we were accustomed to seeing arrive in our mailboxes at the end of our driveways; and continued to upload them onto the net. The direct response marketers went online and became the first online marketers...or as they are now known – Internet Marketers.

To be fair, the term *Internet Marketer* is somewhat loosely used amongst current marketers online today...there are few of those purists left, and the really talented writers stay well clear of the limelight, focussing on their craft and making loads of money, which is what they're best at.

I certainly don't claim to be a great direct response copywriter, I'm mediocre at best, yet this one skill has been a key part of my development and made my clients very wealthy. Even if you can't write 'edge of the seat' gripping copy and only get this work halfway right, you'll be ahead of the pack.

Along with direct response writing, I've learned one other very important skill, and that's to watch what the top earners are doing and model them wherever possible.

During my 18 years online I've seen websites go from basic to complex, and now what I see amongst the most successful online marketers is a return to the straightforward designs of old.

As my first real mentor, Jeff Walker told me – “Keep it simple James”.

Success online is all about simplicity.

And that's what brings me to the topics of Flow, Authority, Layout and Positioning.

Let's tackle them one at a time...

## **FLOW...**

The big earners online know that moving your visitors, or readers through a very specific path (funnel) is the most effective way to create a sale.

Once a prospect lands on your website, you only have a few moments to start them on that path. The flow that directs that prospect through your website needs to be as frictionless and easy as possible.

Instead of making things hard for them, think about who they are, why they are there and what they are after – then get them in front of it asap; without them being conscious of you guiding them the whole way. You need to have them believe they found the answer on their own. If you've done your 'Ideal Client' work from Chapter Four, you'll understand enough about your prospect to do exactly this.

The words, images, videos and audios you use on each and every page are critical and must direct your prospect where you want them to go; on a path that makes logical sense to them whilst fulfilling their needs.

I know this may sound complicated or confusing, but don't panic... it's about giving them a great experience.

Ideally you'd like your website visitors to make a purchase, but it's not always the best idea to push them into a buying proposition immediately. Depending on how they've arrived at your page, you may need to guide them through an educational sequence first, or maybe through a survey or trust building sequence before delivering them to their first purchasing opportunity.

To be quite honest, this can be classed as a fine art...and your raw material is ALWAYS simplicity.

If you are able to think through your prospect's logical and emotional state as they are arriving at your site, you will be able to answer the questions in their mind. In doing this, you will be able to pre-empt their next move and what content you'll need to place in front of them to keep them moving forward on their journey.

I have always used this philosophy and have had clients make literally millions of dollars by answering the simple questions in their prospect's mind.

Just take it one step at a time and do the work. Understanding what they are thinking at each step is key...both answering the objections in their mind and offering up positive solutions that lead them deeper into the journey you create for them.

### **AUTHORITY...**

Authority can be a tricky one...and to be honest, most approach this from the point of view of ego. They yell and scream about themselves online instead of allowing others to do the yelling and screaming for them.

Authority comes over time; it comes via results; it comes through connections, how you 'show up' and it isn't something that should be manufactured.

This is where most get into trouble. Anyone can write themselves up, upload a photo next to a market celebrity, add endorsements and fancy imagery to their site, yet this often catches up with them later. Not a situation you want to get caught in.

I have the pleasure of working with Experts, people that already have

proven results, connections and the time behind them...this makes my job easier, yet I still have to be careful about how this Authority is used otherwise it effects the impact of the last piece – Positioning.

Authority is your presence and character in a marketplace, and how you first step into a market is key. It's always better if you are 'introduced' into a market from a respected authority. If you are able to do this, you carry some of the weight and respect of the person giving you the introduction.

Online, this can come via case studies, testimonials and promotions that position you as a trusted source.

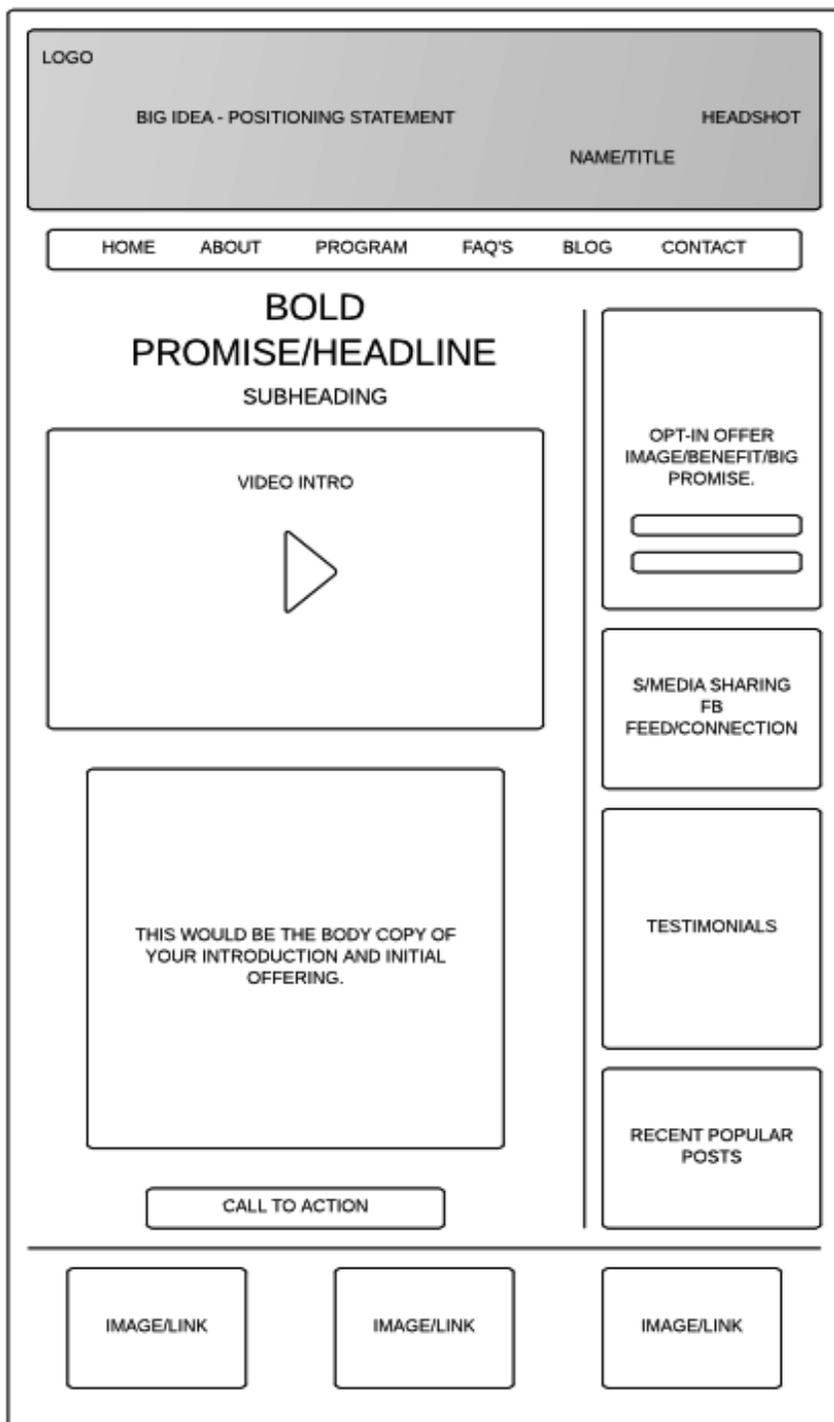
Common pitfalls here are being the loud one, the brash one, or the over-eager to please one. As I said, real authority comes over time, connections or results... Choose which one you will use and plan your entry.

Authority is like a helium balloon, either rising gracefully, or popped and quickly falling back to earth. Over the years I've seen literally hundreds come and go online and this one item is always in the mix of their demise. Don't let it be yours.

## **LAYOUT...**

Incorporating certain elements will add to your perceived authority, so it's important you get this right from day one. As I mentioned at the beginning of this chapter, there is a move back to the simpler website layouts of old – a few images, quality copy, and a straight forward flow...

Below is a layout for you to model.



This lays out the positioning of everything needed on your main site. Now, just to clarify, this is an authoritative positioning site, an entry point for the bulk of your online traffic, not a sales funnel, video sales letter, or sales letter page.

In the next few chapters, I'll go into the sales funnels that have been so profitable for my clients, but for this section, we're focussing on your main website – this is your positioning piece.

This is a site where your expertise is showcased and trust is gained. My clients – all Experts in their chosen fields, have been using layouts exactly like this to position themselves as authorities, give quality content, build lists and effectively convert lookers into buyers.

As you review this image, you'll see there are key elements to it that make it truly powerful.

Let's go through them one at a time...

**Headshot/Name/Title** – This is purely for trust, with so many people trying to 'hide online' these days, you need to be up front, out and proud. Don't be shy in placing your title right up front. There is nothing more trustworthy than someone willing to back themselves by being straight up about who they are and what they are here to do.

**Big Idea/Positioning Statement** – This is a statement that tells the visitor to your site exactly what's possible for them in working with you. This should entice their desires and aspirations.

**Top Navigation Bar** –Each of these pages, well written, should further entice your prospect into taking the next step. Each page should essentially be a shorter version of your sales message, guiding your prospect in a specific direction, stepping them into your desired path.

**Bold Promise/Headline & Subheading** – This is the key piece and needs to be carefully considered. Your headline needs to call out to the

reader, literally grabbing their emotions, making them read the next line. The subhead is an expanded explanation of the headline and describes what you offer as a solution to their need/desire, and should also draw the reader in enough to keep reading. As the old saying goes...“Your copy can never be too long, only too boring”.

Great headlines and subheads are made up of one or more of these: anticipation, curiosity, benefits, thought, intrigue, desire, social proof and provocative announcements.

**Opt-in Offer** – This is the way to begin building your email database. We’ve all signed up to receive email from websites, so I don’t need to explain all the details of how they operate, but simply remember that this needs to be something of high quality for the prospect.

Many people rush through the process of creating this initial content piece, but this is a grand mistake. First impressions matter, and if your opt-in is of poor quality, you’ll have lost another opportunity to create a client. Again, knowing every detail about your Ideal Client will help enormously here. Doing the work on this is vital.

**Video Intro/Text Block (Below)** – A trust building opportunity and also a great place to explain what you do, how you can help and also offer your opt-in to the viewer.

Perfection isn’t a must here, reality is. Try and do this video unscripted and make sure you’re relaxed when filming it. Another key item is to have great audio quality. People are likely to put up with a lower quality of video, but if the audio is poor, you’ll have lost another chance to impress.

**Call To Action (CTA)** – This is a Direct Response term that refers to you having the prospect ‘take an action’... Normally your video or text above would explain what they need to do and why. So the CTA becomes the next logical choice for them.

“Push the button below”, “Hit Submit”, “Enter Your Details”, Buy Now” are common CTAs, but it really depends what action you want them to take, and serving that up as the next logical choice for them.

**Social Media Sharing-Feed/Testimonial Link** – This area is used more as social proof than anything. With Social Media being so big these days, it's best to show your audience that you actually have a following of some size..You may not want to use this option until you gain a substantial following.

It's a great area to have ‘sharing’ links to boost numbers in the early stages.

**Recent Posts** – Again, use this as proof of your ability and authority; have your most read articles, whitepapers, videos or audios listed here. Offering these as an option allows your prospect to dive deeper into your world and get to know you and your work more, gaining even more trust.

**Bottom Image Links** – These are used as proof elements and move prospects to your blog page, your program page or FAQ page. Again, each of these pages has a certain purpose and should always be progressing the viewer through a planned sequence.

## **POSITIONING...**

Like one of the Seven Wonders of the World, nothing is more amazing than positioning done well.

Positioning is all about being memorable, being front-of-mind, being seen and operating from ‘your’ position in the market. Being able to capture a whole draw in the great ‘filing cabinet in the mind’ of your prospects and have them think about you each and every time that a particular feeling, idea or thought comes across it is ‘the’ most valuable piece of what I do, and what you will do too.

Each of my Expert clients come to me wanting to achieve more, wanting larger results or a shift in the way they operate...and this can only be achieved by positioning, or re-positioning them in their market.

If you're earning \$15,000/mth you are positioned differently to the person earning \$50,000/mth. Likewise, the market has a different perception of 'who you are and the value you offer'.

Attaching more value doesn't always mean being #1 either, there's no point taking on a fight you can't win if there are huge rewards in positioning yourself as #2, #3 or #4 in a market. Sometimes it's best to simply attack the whole positioning argument from a new angle.

There is no hard and fast formula to positioning yourself in a market, it is more about having a keen understanding of a market, knowing what stage it's at, knowing who the players are and what they're offering, understanding the forces for and against, being aware of changes coming or happening now, and being able to see - then take advantage of growth opportunities.

These opportunities often appear as holes in a market, and if you're able to see them, you're able to fill them...positioning yourself as the answer to this hole is where the rubber hits the road, often followed by large paydays.

I have been able to see some of these holes for my clients and place them very strategically within those markets.

It's always very exciting to see an opportunity, fill the need and then watch as thousands of prospects take you up on your offering.

Now, market sizes differ and it's not always necessary to serve thousands of prospects. In some markets, having a handful of clients is more than enough. I for example serve a very small section, reserved for Experts in their field that want to 5-10X their businesses quickly and simply.

I am not looking to serve thousands; I am looking to ‘impact’ thousands through the products and services my Experts offer. They come from wide and varying markets, yet they all have similar challenges. If you see yourself as an Expert in your field, maybe we need to chat...you can take me up on that via my website at [www.JamesKlobasa.com](http://www.JamesKlobasa.com)

In the next chapters I’ll take you through three powerful million dollar sales funnels. You’ll hear about *Sam* (name changed for privacy) and how he was able to transform a failing company into a \$6Million success story in just 24mths, using the same principles I’m teaching you here.

Now there was a lot in this chapter, and before you read on, I want you to skim back through and make sure you understand the four key ingredients to a website worth having.

I have included a copy of the web layout template I discussed in the Game Plan Workbook, download here:- <http://www.TheExpertsHandbook.com/gameplan>

When you’re ready, read on, and be prepared – things are going to get spicy!



## CHAPTER 12

# LET'S GET PAID: THE FIRST MILLION-DOLLAR FRAMEWORK

**O**KAY... THINGS ARE ABOUT TO GET REALLY EXCITING.

In the next three chapters I'm going to take you through three amazingly powerful, simple, profitable frameworks.

If you've been following along closely, completing all the exercises I've given you in the Game Plan, you've been busy – in a good way. You've been laying vital foundations...

Now it's time to get paid!

Being paid for your expertise is actually the easiest part of *The Experts Way* formula. To do it, we add simple sales funnels to your client attraction process that deliver 'ideal' clients to you – clients who are eager to hand over money in exchange for your expertise.

Over the past eight years of working with Experts, there are three frameworks that stand out. You'll learn about all of them in the coming chapters. They are all proven and have delivered millions of dollars in revenue for my clients. You don't have to re-invent the wheel, simply choose one and get started.

These funnels are strategic, with a specific purpose in mind. When choosing the right funnel for the job, you need to consider the bigger picture, your long-term view and the immediate outcome required.

I'll go into more depth around which funnel is best in what scenario as we progress.

But as with all my clients, I like to see them get an ROI ASAP, so with 95% of them, I implement a high income-generating funnel up front. This has been popularised lately as the 'High Ticket' or 'Big Ticket' model...

But the truth is, people have been at it for years. It may even be something you've used yourself in the past, but haven't refined and built a solid process around yet.

Now is that time. I'll be laying out the simplest format here in this chapter. I call it...

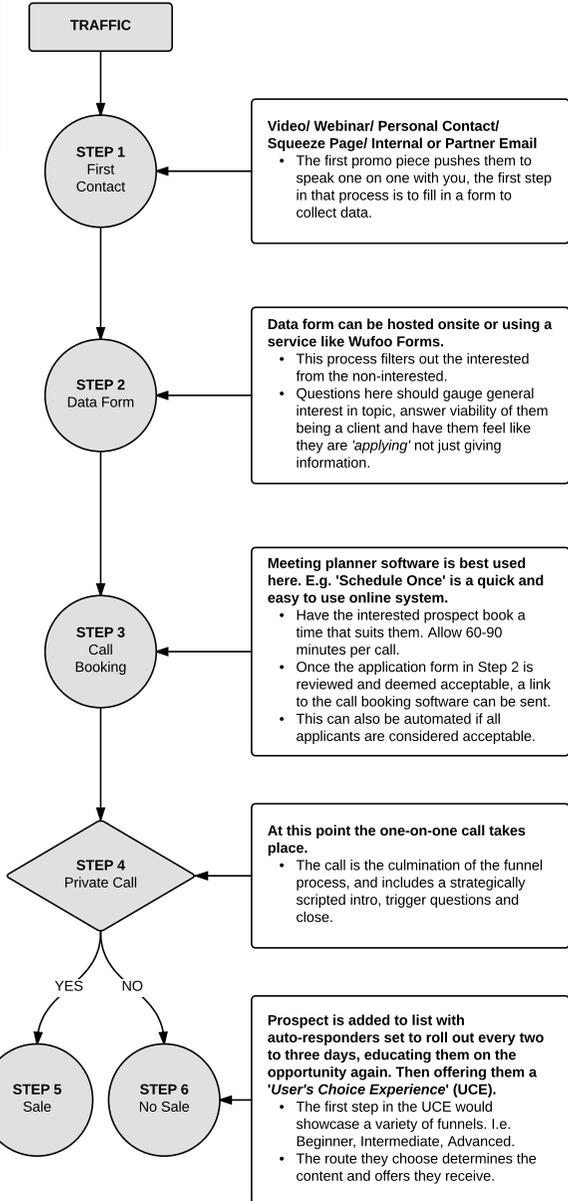
# THE QUICK SALES FUNNEL



**THE QUICK SALES FUNNEL**

Best for selling high priced products and services.  
 Example: Mentoring or Masterminds.

This funnel is to be used when the prospect already knows something about you / your brand / your business. I.e. They have already signed up to your list or met you.



The Quick Sales Funnel is designed to create a straight path to the sale, and is best for selling high priced products and services. Whether that's Mentoring, Masterminds, Consulting, Private Services, Events or the countless other items sold throughout the years via this model.

No, I didn't invent it, but it has come in very handy for my clients over the years and is the basis of how I attract my Premium 1:1 Consulting clients.

If you'd like to discuss growing your business, go to <http://www.jamesklobasa.com/the-experts-way> You'll find all the information you need to see if it's a fit for you there.

Now back to the funnel... This funnel is best used when the prospect knows something about you, has an understanding of what you do, and is already keen to know if/how you may be able to help them.

## **STEP ONE**

The first stage of this process is when the prospect first hears about you. Through a referral, a webinar, at an event, a seminar, through a partner email, or through a video they watched on social media. It may also come through advertising you have out in the marketplace, driving people to a free giveaway or low-end purchase.

The source doesn't matter, it's more that they have shown an interest in your product or services and have gone in search of working with you in a small group or 1:1 arrangement.

At this stage it's likely they'll be checking you out online to gain a better understanding of your knowledge and ability to help them.

Depending on your positioning in your market, your experience and previous results, they'll form their own idea of what working with you may look like.

From this point forward, you need to start managing that ideal.

## **STEP TWO**

The second step (which you can see in action on my site at The Experts Way page) is a filtering process. Either a series of questions, a test or a survey for the prospect to complete is a great way to start moving them through the funnel.

This gives you some initial information about the prospect and induces them to take some action, which gives you a sense of their level of commitment.

Put it this way, if they can't fill in a few simple questions, what hope do they have of doing as you ask and gaining any result? This is where you can weed out early non-action takers.

And I can assure you...I've had plenty of people 'overly excited' to talk with me, who weren't able to complete this simple first step.

Depending on your industry/expertise, there can be any number of pre-qualifying questions you may ask, but these aren't 'qualifying' questions that give you an idea of if they can pay or not, or if they are the perfect client.

These are simply questions to ascertain whether or not you think you can be of service to them. And whether you think they will take action on what you have to offer.

You should be able to find out basic information that lets you form an idea of whether or not you can help them within a few questions.

For the action taking part, that requires a certain question... Again, depending on your industry, you will need to ask a question that determines whether they are someone who's willing to take responsibility for their own situation, or whether they are simply too busy blaming the world to change.

I've found that people, who take responsibility for their own situations, naming their faults or need for learning in particular areas, are very coachable and get excellent results.

Conversely, my experience has been that those in 'blame others' mode often find it difficult to change, are unwilling to be coached and regularly get poor results.

This is not a judgement call. It's simply the results I've seen through years of talking and working with experts.

People **MUST** be willing to change, and this filtering process is your opportunity to get an understanding of their level and desire to change.

With the right questions, you can do that, and that's why this filtering stage is critical in the Quick Sales Funnel.

### **STEP THREE**

Okay, so you've determined that your prospect is worth having a chat to...

You need to get them committed to a call time ASAP. Someone coming through this process would be considered a hot lead, so you want to act on getting him or her booked to a time quickly.

You have to consider the mental process of someone searching you down after a 'first contact', filling in a questionnaire or survey, then hitting 'submit' on a form that promotes working 1:1 or in a small group format with you personally...they will be eager to have that initial discussion, so don't waste the opportunity.

This can be done in a number of ways...some use staff or automation to reach out via text messaging, some call directly, others email... It doesn't really matter what you use to reach out to the prospect, what matters is that it's congruent with the story they've seen so far.

So if they've just been to a seminar where they've watched you speaking on stage, positioned as the 'untouchable, jet-setting millionaire consultant to the stars', they'll most likely be a little bit sceptical when you call them 30 seconds after they've hit submit on the form, 9.30pm Friday night...

Congruency is everything in high priced sales.

I normally email prospects within 24hrs, after I've done my due-diligence on them. If you catch me at my desk checking emails and you look like the perfect client, I may reach out to you within the hour...but I'm not the 'untouchable jet-setting millionaire'! I run a Premium 1:1 Consultancy and choose clients based on a more personal approach.

So make sure you have the right process in place, one that's in alignment with your business and your nature.

You may like to use an automated email follow-up, with online booking software or you may like to call them personally, there is no right or wrong way. There is simply the right way for you to make the right impression.

And only you know what that is for your business.

## **STEP FOUR**

So they're booked in and now it's time for the Sales Call.

People call these conversations all number of things, Strategy Sessions, Initial Consultations, Discovery Calls, Transformation Sessions. But essentially, they are sales calls.

A Sales call isn't chitchat... It's a strategically planned process and needs to be treated as an opportunity to:

- » Serve the prospect at 100%

- » Understand their current position/problem
- » Gain clarity on their greatest challenges within this position/problem
- » Determine whether you can actually help them or not
- » Show them a clear path out of their position/problem
- » Position your own authority and competence
- » Answer any questions they may have
- » Allow them to make a decision on whether or not they want to rectify their problem by working with you
- » Take a payment or commitment from them
- » Then move them to the first stage of change

Sales is a game where a lot of people get caught chasing money, instead of being of service. It's easy in the heat of the moment to 'make the sale,' but then kick yourself all the way to the bank, as you realise that the 'ideal' client you just brought on, is far from ideal... Or that the one question you didn't ask because you were so fixated on getting paid, is the one question that will guarantee you can't get the result you spoke about.

The greatest service you can give in Sales is being completely honest with yourself and the client. Be honest with yourself regarding whether or not they are your ideal client. And be honest with them regarding what results you authentically believe you can help them to attain.

## **SO WHAT CAN HAPPEN?**

I spoke about \*Sam (name changed for privacy) earlier in the book. It was plainly clear that the Quick Sales Funnel was going to tick all the boxes for his long-term view and immediate desired outcomes.

The funnel was implemented within three weeks of our initial discussions; Sam's goal was \$40,000/mth. Remember, Sam came to me losing \$5,000 per month so he needed a quick and hefty turnaround.

Sam had loads of leads coming in, but none of them were converting into dollars, so we got to work on the funnel, positioning his company's product along with the loads of great testimonials it had as the 'go-to' training company in his area of expertise.

During set-up, I got in and trained the staff members on my VALUE Selling Method – which I outlined in Chapter Seven: The Sales Conversation.

After a busy three weeks in setup, it was time to hit 'go'.

I waited a few days... Nothing...

I called Sam. He was beside himself. He'd been too busy and caught up in the excitement to call me. In the first 10 days of implementing the Quick Sales Funnel, his company had banked \$72,000 and it wasn't stopping there.

His goal of \$40,000/mth quickly vanished and \$80,000 became the new target. As the months progressed, sales ranged between \$60,000 and \$100,000 per month for that year, with a total of \$794,000.

Not bad from just one strategy...

We met again to map out scaling the strategy up to \$4M over the coming two years. But as the second year kicked off, it was clear that target would be surpassed easily.

And it was. All in all, approximately \$6,000,000 in sales over a 24-month period from essentially zero...

Sure, there were other attributing factors to this success, like investing back into advertising, bringing on more sales people, updating

the product, social media, copywriting and more...but the base strategy behind all of it was the Quick Sales Funnel.

Give it a whirl for yourself; if you're in need of some fast cash, the Quick Sales Funnel may be just the thing for you. You may never need to implement the second million-dollar framework that I will walk you through in the next chapter.

You will find the Quick Sales Funnel template in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>

On the other hand, if you like to tell stories, and have a great one to tell, this next framework will catapult you into a new league altogether.

Responsible for over \$500M in sales globally, this next framework is my favourite...

So let's keep rolling...



## CHAPTER 13

# LET'S CREATE IMPACT: THE SECOND MILLION-DOLLAR FRAMEWORK

**T**HE POWER OF STORYTELLING BROKEN DOWN INTO A SIMPLE FORMULA you can repeat over and over again.

Of all the strategies I use online, this is my favourite.

It's been responsible for the greatest impact across all of my clients.

It's easy to make money, but making an impact is a different feeling altogether. Shifting the discussion in a marketplace is really where it's at, and the second framework is the one to do just that.

It's also the best way to get your story out...

A lot of people have amazing stories to tell, and weaving those into your marketing and promotions is a great way to gain greater trust from your following. And at the end of the day, trust equals sales.

I'll tell you a story about the results this framework can deliver at the end of the chapter. For now, I wanted to mention how this all came about...

Jeff Walker, the gentleman (because this is exactly how he rolls) who

created Product Launch Formula is the man behind popularising this framework. You can find him online at [www.productlaunchformula.com](http://www.productlaunchformula.com) where he teaches this exact process. Jeff is a master storyteller and marketer and there he can show you in intimate detail the ins and outs of his whole program. But for now let's lay this out for you so you have a basic understanding behind why it's so powerful.

I will say... Jeff was one of my very few mentors in the early days, and I spent years under his watchful eye, managing launches, as part of his private mastermind and as one of his Elite Product Launch Formula Coaches. I owe a lot to Jeff and can't recommend his programs enough.

# THE STORYTELLER FUNNEL - PLF FUNNEL



**PLF STYLE FUNNEL**

One of the most commonly used on-line sales funnels. Created and made famous by Jeff Walker.

This funnel is ideal for building rapport and raving fans. The process educates, provides social proof, positions you as an authority figure and makes the sale in the most seamless manner.

This launch funnel can be set in evergreen mode or used for launches catering for small and large volumes of traffic.

**Email**

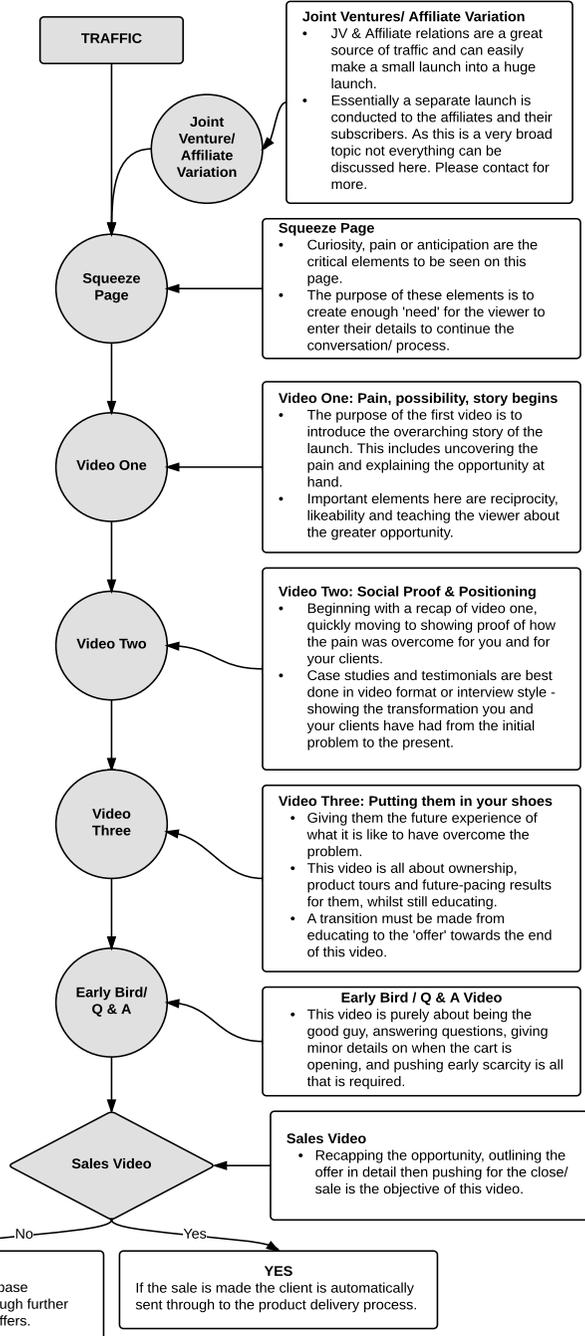
Email is a huge part of the success of these funnels. Daily email hitting the emotional triggers in sequence is critical. The sequencing of email is provided in the resources.

**Technical**

Simplifying Launches is critical and the use of software like Kajabi, Infusionsoft or 1Shopping Cart makes life a lot easier. Tracking is very important and using Google Analytics or similar is a must.

**Video**

With the huge rise in the importance of video online, being practised at talking into a camera is a must, but not something to be concerned or scared about. Video is simply another medium to get your message across, and just needs time to become comfortable with it.



**Joint Ventures/ Affiliate Variation**

- JV & Affiliate relations are a great source of traffic and can easily make a small launch into a huge launch.
- Essentially a separate launch is conducted to the affiliates and their subscribers. As this is a very broad topic not everything can be discussed here. Please contact for more.

**Squeeze Page**

- Curiosity, pain or anticipation are the critical elements to be seen on this page.
- The purpose of these elements is to create enough 'need' for the viewer to enter their details to continue the conversation/ process.

**Video One: Pain, possibility, story begins**

- The purpose of the first video is to introduce the overarching story of the launch. This includes uncovering the pain and explaining the opportunity at hand.
- Important elements here are reciprocity, likeability and teaching the viewer about the greater opportunity.

**Video Two: Social Proof & Positioning**

- Beginning with a recap of video one, quickly moving to showing proof of how the pain was overcome for you and for your clients.
- Case studies and testimonials are best done in video format or interview style - showing the transformation you and your clients have had from the initial problem to the present.

**Video Three: Putting them in your shoes**

- Giving them the future experience of what it is like to have overcome the problem.
- This video is all about ownership, product tours and future-pacing results for them, whilst still educating.
- A transition must be made from educating to the 'offer' towards the end of this video.

**Early Bird / Q & A Video**

- This video is purely about being the good guy, answering questions, giving minor details on when the cart is opening, and pushing early scarcity is all that is required.

**Sales Video**

- Recapping the opportunity, outlining the offer in detail then pushing for the close/ sale is the objective of this video.

This framework, which I like to call the Storyteller funnel, is one of the most used sales funnels online. It's ideal for building rapport, gaining raving fans and positioning you as the authority in your market. The process educates, provides social proof, and makes the sale in the most seamless manner, leaving your prospects, or new clients, with a delightful taste in their mouths.

After going through this sequence, you'll find even non-purchasers becoming raving fans and often spreading the word about your talents and the generosity of your expertise.

Now that can't be a bad thing...

The PLF Style Funnel is best used in selling products/services in the \$1000 to \$3500 price range, although I have seen it used to go as low as \$500 and as high as \$5000... But the former is the sweet spot.

The PLF Style Funnel is great because it can be rolled out manually, or set to evergreen mode and takes subscribers through the educational selling process automatically.

I prefer to have clients roll this out manually the first few times, as the interactivity of this model adds massive value and enhances the results.

There are a lot of moving pieces to this funnel, and I could spend days, even weeks getting into all the intricacies of it. But here, I'm going to give you a basic overview of how you could do this for yourself. Or understand why you may like to have someone like myself mentor you through the whole process in detail.

For this example, I'm outlining the process of developing a three part educational video series rounded off with a video sales letter.

## **STEP ONE: CONTACT**

This framework begins by drawing people into your world...and this

is done through what's commonly known as a squeeze page...or email capture page.

The squeeze page is simply where you give the prospect an opportunity to hear more about a certain topic by joining your subscriber list. This is so you can continue to communicate with them and educate them on you and your area of expertise.

It's your call out to them as they flash by on the Web. You've only got their attention for a few seconds so you need to make them count. The best way I've found to do this is through curiosity.

Your squeeze page should catch their eye and imagination, it should make them question themselves and what they believe in, whilst drawing them in enough to enter their details and hear your side of the story.

The squeeze page is your BIG headline; consider your squeeze page your newspaper front page. If the headline doesn't draw them in enough to pick it up and read the first paragraph, you've just lost a potential client.

This is where a good copywriter earns their weight in gold.

Understanding emotional triggers is key to a killer headline. Here are some you can hit on your squeeze page:

- » Surprise
- » Shock and Awe
- » Curiosity
- » Controversy

I like to stay with curiosity, as it's one of the big ones and also allows you to look like the 'good guy' as you offer up advice to answer their curiosity.

Keep your squeeze page simple and make sure there's a clear call to action (CTA), then let them know what to expect next. You should also outline what they are signing up to receive – a PDF, special report, video or audio training etc.

Be clear and offer a real benefit for them to take the next step.

## **STEP TWO: VIDEO ONE**

Step Two is where you paint the big picture, it's the first of your videos.

In this video you need to outline the overarching story behind the whole series, giving context that relates to their position: be that a need to know something, a problem they want to overcome, or simply a course they are interested in learning more about.

The first video is where you create that initial bond with the viewer.

It's where you get to tell the beginnings of your story, how you came to know what you know, your challenges, triumphs and learning along your own journey.

You also have to overcome the greatest objection in their mind to the teaching or topic you're speaking about. You need to make them understand that you know your stuff, that you have the authority to talk about or teach on this topic, that you have true expertise.

And you must give openly with your knowledge; there is no point in holding back at this point, so this first video needs to be your best material.

You need to wow the viewer, leaving them wanting more from you, leaving them feeling that they must get closer to you, and learn more from you.

You also want to have them make a small commitment – downloading and completing a PDF worksheet, leaving a comment, sharing the video on social media etc. You want them take some small action, under your direction.

The big point to this first video is teaching the viewer about the greater opportunity at hand for them in progressing.

Mental triggers that you may include in this video are:

- » Reciprocity
- » Likeability
- » Surprise/novelty
- » Credibility/authority
- » Proof

### **STEP THREE: VIDEO TWO**

The second video is all about social proof, and becomes an authority positioning play. Client interviews are a great way to achieve this.

By interviewing one or two of your successful clients, you are able to overcome more of the objections in the viewer's mind, as well as have your client give a testimonial of your expertise and their experience of working with you.

This video is all about introducing reality into the conversation and providing a real life case study.

You would take them through a before, during, after, set of questions that gives the viewer a greater understanding of what they may experience by taking the same journey.

What happens during this process is that the viewer psychologically

becomes the interviewee, mentally answering the questions themselves and learning as they watch. All going well, they begin to agree with the interviewee about actions taken.

They start to experience taking the actions themselves and believe that the same results are possible for them too.

This is a very powerful way of teaching and having the viewer future pace themselves into success.

Note – This is not to be manipulated, no stand-ins, fake actors, or rigged questions. This should be a live and real account of the client's experience of working with you.

This is an opportunity for you to be the grateful teacher and allow your clients to do the selling for you.

Mental triggers to hit in this piece:

- » Social proof
- » Stories
- » Likeability
- » Authority
- » Credibility
- » Interaction/conversation
- » Humility

#### **STEP FOUR : VIDEO THREE**

Given that you've rocked the first two videos, in video three, you're going to 'put the viewer in your shoes'...

This one is all about giving them the future experience of what it's

like to overcome their big problem (the reason they signed up to your list in the first place).

It's about ownership, future pacing and the results they can expect, whilst still teaching them something they didn't know about their big problem.

You don't want to be selling in this video, that's for video four, but you need to make a soft transition to let them know 'something is coming', and that there will be an offer put on the table soon.

But don't do that up front...leave it until the later stages of this video.

Get in and keep giving value, continue educating and overcoming objections. In rolling out these launches manually, you'll be receiving a lot of feedback from viewers and video three is a great time to dive deeper into some of this feedback, answering even more questions and objections.

Once you feel you have overcome their greatest objections, provided a view of how the future 'could' be for them, and given your last key teaching, now you now need to let them know that your offer is coming and share a few details to entice them further.

You want to do this as the good guy. And it's simply done by explaining that the previous videos they've watched are just the beginning and if they wish to continue their journey, there is an opportunity to do so.

If you have delivered awesome content during these videos, then they will understand that you have more to give. They will also not feel like they're being pushed into anything.

At this point, you, personally, should feel excited and happy for the viewer, that they have received an incredible training and that you were able to serve them in even a small way by making the training videos.

Interested parties will continue the journey, but uninterested parties should walk away overwhelmed with your generosity to give, glad to share your message.

Coming from this space of giving during these first three videos is very important.

After all...we must give to receive.

Key triggers to hit in this video:

- » Social proof
- » Reciprocity
- » Interaction/conversation
- » Reason why context
- » Community
- » Scarcity

## **STEP FIVE: VIDEO SALES LETTER**

Step five is your Video Sales Letter. There are dozens of trainings on writing amazing sales video scripts.

I learned via Chris Haddad and a VSL Script writing course he ran years back. I've written dozens of scripts and had amazing success with them, but Chris is a real master of this craft and is well worth looking up if you have a big budget to work with.

In this step I want to talk about the bigger picture of launches...

Launches cause ripple effects throughout market places, they cause change, and for me, they are a larger strategy, rather than just a promotional tactic.

## **SO HOW BIG IS THE IMPACT?**

Storyteller-style launches (using Jeff's PLF framework) can change the course of an industry, an expert or even a product range. Done correctly, they can also cause life to take on a newfound direction for the better; as it did for one of my first clients – Greg Stefaniak.

Greg came to me over 6 years ago with big dreams, a funny story, a heavy Polish accent, and a drive to change the trading world.

As mentioned, launches are best for positioning yourself as the 'go-to' expert in your field, creating raving fans and essentially, placing you on the map in your industry.

Greg came to me far from that. He was highly skilled in his area of expertise – financial trading, but he had no raving fans, he had no authority in his market, but he was willing to do as I said...and that gave Greg the ability to make his mark.

Greg wanted to travel the world while trading, he wanted the coffee-shop-millionaire lifestyle, and wanted to teach others how they could do the same.

So we got to work...

Greg had a real skill for teaching but was quite fearful of making the jump into the online world, mainly because of his accent. His target market was essentially American, as that's where the greatest opportunity for growth lay, but he really struggled in coming to terms with teaching and being on camera with his thick polish accent.

And here's a key learning, I told Greg we have to accentuate the negatives and show that they are actually positives for his story and his target market.

We made Greg's Polish accent a large piece of his story, often having

subtitles with Greg speaking Polish over the top, to get our main point across.

“If I can do this and I can’t even speak English, of course you can do it too...”

This became the main message to Greg’s first product and was his doorway to that ‘coffee-shop-millionaire’ lifestyle he craved.

His first launch jumped straight to six figures and gave him hundreds of loyal fans across the globe immediately.

The other players in his market wondered how he did it...and within weeks were reaching out to him to attend private masterminding sessions, events and even holiday with the ‘A’ players.

All from his first launch... Now, I’m not saying you’ll achieve that result, but just making his mark in that industry gave him enough to build an empire.

14 months and three launches later, Greg sailed past the million-dollar mark and since then has built a multi-million dollar business.

All from one launch... You just have to get started.

As Greg grew, we moved into automating much of his product range, and this is key to the third million-dollar framework I’ll show you in the next chapter.

But for now, ask yourself...

Do you have a story to tell...and could you teach your market a thing or two about your expertise?

You will find a PLF Style Funnel template in the Game Plan Workbook, which you can download at <http://www.TheExpertsHandbook.com/gameplan>

And if you'd like to know more about the PLF Style Funnel, head over to... <http://www.ProductLaunchFormula.com>



## CHAPTER 14

# AUTOMATE FOR FREEDOM: THE THIRD MILLION DOLLAR FRAMEWORK

**S**OMETIMES, YOU JUST HAVE TO GET LAZY AND ENJOY IT...SIX-FIGURE monthly recurring incomes and how to make \$126k in three days by asking one simple question.

Okay, the ‘Freedom’ part above...it’s a myth.

The Internet dream... Making money while you sleep and all that...

It’s a lie and the truth all wrapped into one. Let me just say, it isn’t as easy as many ads make it look, although with the right foundations in place, it can be done.

And I’ve helped many clients make a hell of a lot of money by first laying the foundations, then automating specific pieces of the puzzle to allow...well, I won’t say ‘complete’ freedom in every case, but a heck of a lot of it in most.

Automation is more about systemisation than being able to press a button, do no work, and retire on a beach somewhere, as the ads would have you believe.

You can use Webinars, VSLs (Video Sales Letters), Email Delivery

Software, Surveys, Membership Sites or any number of fancy delivery and sales processes within automation, but the important part is being able to map out the complete process, before hitting 'go'.

Tim Ferris wrote *The 4-Hour Work Week*, but rumour has it Tim works more than most men dare to try. Clearly he knows automation and has implemented a lot to be able to run what he does, but the myth in all of this must be revealed right here.

Automation doesn't always equal freedom, it more so equals leverage.

In this chapter, I'll share with you a few stories of how I've guided my clients to implement automation. By the end my hope is that you can begin thinking about how you may be able to use it for your own business.

## **\$126K IN THREE DAYS**

Jennie signed onto a program I ran back in early 2011, it was an 8-week 'get ready to launch' group coaching...the investment was \$10,000. It included weekly training and Q&A calls, tasks to be completed and me overseeing the work.

Jennie was in the Real-Estate market at that time and had been online for a while. She was looking to launch a new program...except at around three weeks in she messaged me privately.

*"James, I have a dilemma, I want to go to Italy in a few months and I can't really see myself doing all this work. Is there a way I can make a quick \$100,000?"*

Being focussed on the program, this came a little out of left field, but I gave it some thought and decided to have a deeper discussion with Jennie.

Jennie had a small list, but a keen following. She was well respected

by her followers, and being a multi-millionaire property investor already, her people trusted in what she taught.

She'd been running a few different events and longer-term programs, but didn't have the capacity to run multiple events or spend time 1:1 with client, so we had to take a different route.

As Jennie had been teaching and selling in the \$6,000 range, I felt there would be a few people willing to pay a premium to work with Jennie remotely, yet intimately on some of the longer-term strategies that she was teaching, in more of a mentoring role.

Now this was early 2011, well before the High-Ticket phenomenon rolled through the Internet. Sure, people were selling high-end consulting via 1:1 sales calls and face-to-face meetings, but I wanted to try something a little different.

Jennie didn't have time to make shmick videos, or spend months lining up JV partners, writing emails, working on positioning or setting up a big event.

The goal was clear... \$100,000 ASAP, please.

I wanted Jennie to have as little interaction with the whole process as possible, so we jumped on the phone and I discussed running an automated, high priced offer to her private list.

I assured her it would be very professional, would position her at the top of her field, and give her the chance to get ready for Italy, without too much fuss. I also told her she would have to make around ten 5-minute phone calls to collect payment at the end of the automated process. She agreed...

So I got to work – wrote the emails, decided on a quick survey format to ask participants a simple question, mapped out a quick application process for the prospects to fill in, and also what the program would

deliver and in what format that would be, then provided all the pieces to Jennie.

All in all, this automated system included three emails, one short survey, one longer application survey, and a product overview document (delivered after payment.)

Once the emails and surveys were set up, all Jennie had to do was ‘Hit Send’ on the first email and wait...

The basics of this were...

1. The first email went out asking her list to answer a simple survey with one question.
2. The survey question categorised respondents into three groups: Those wanting a low-end product, those wanting a high-end (one-on-one format) product, and those wanting a live event.
3. The second email followed up with only the respondents to the high-priced option, offering them an opportunity to ‘apply’ for a new program Jennie was about to run. This also gave them a link to the ‘Application Page’.
4. Those that clicked the link were taken to the second ‘Application Survey’ to gain qualifying information.
5. The third email was sent to ‘qualified applicants’ congratulating them and letting them know that Jennie (herself) would be calling them within the next 24hrs to collect payment.

Jennie ended up calling seven applicants that all paid and were very excited to have a new mentor on board. \$126,000 banked and an automated system ready to reuse at any time, over and over again.

Now, obviously, the results will be different for everyone that tries this, and there were clearly a lot of ‘other’ tactical pieces in place,

including some very persuasive copywriting, but essentially, this little piece of automation took about three days to write and set-up, and made Jennie \$126,000.

The best part – she was able to ‘hit send’ on this campaign every quarter for the next few years and produce cash on demand, when required.

This is the beauty of automation...

It’s not always about delivering everything via automation, but it can be, like in my next example...

## **SIX FIGURE MONTHLY RECURRING INCOMES**

When you’ve been busy serving your clients, asking what they want and delivering it to them, sometimes you can forget about automation. In the heat of the moment, money flowing in, worrying about the future seems a waste of time.

This is where having a mentor is so powerful.

After seven amazing launches and rushing into his eighth, Greg asked me the question...

*“I’ve got so many training products... Can we automate all these...?”*

To be honest, I’d been telling him all along to set them up on the back-end, but he was so engaged with his growth, he got lost amongst the excitement.

This is what happens to many online experts, they come to me with not just one, but a handful of products that they’ve completed and rolled out to their audience, then busily moved straight on to the next.

It’s not a bad thing; it’s just a waste of time and resources circling back to automate. Best to plan for it ahead of time with a complete strategy.

This is one of the key reasons I like to look at the big-picture when clients start with me. What's the 3-5 year plan, what will the business look like in the future, will there be a whole string of products, or will there just be one flagship product, or maybe even events or seminars?

You have to take a long-term view in the early stages. And it has to make sense to your audience from the beginning, as sometimes, coming back to automate at the end is much more hassle than it's worth.

Fortunately for Greg, we were able to line all of his products up into a natural progression for the prospect to choose his or her learning path.

With multiple products, there has to be a logical progression with the learning, and you also want to be able to have the prospects 'choose' their own way through that.

Let's go a little deeper...

Greg had been running his site for a long time and had quite the following. He had good organic SEO and traffic flowed to him naturally. When people came to his site before the makeover, all they saw was what he was talking about at that time. There were no 'other' choices for them to make.

They either liked the topic of discussion and were drawn through that sales funnel, or they moved on to a competitor's website.

After the make-over, we gave the prospect a range of topics and asked them to choose what they were interested in. Each of the products was set up with its own squeeze page, allowing us to segment individuals according to their interests, not what Greg wanted to promote that month.

Automated emails rolled out, giving them even further options to go deeper, or change direction to something that they were even more interested in. They were now allowed to choose their own journey.

At each of the sales pages they arrived at, Video Sales Letters or Long-form Sales Letters greeted them, allowing them to make their own choices on whether to purchase or not.

If they purchased, they were taken through the product automatically, via staged email and product delivery software. At the end of the product they were shown the 'next logical product' in the learning evolution, again via another squeeze page so they had the choice to show interest or not.

If they showed interest by opting-in, the sales cycle and delivery cycle started again after purchase. If not, they would be shown an alternative path...

It cycled over and over until every subscriber was taken through every single product and given the opportunity to purchase or pass, and all at their own choice.

Now...this type of system is not easy to set in place, simply because of the amount of moving parts, yet the power behind setting this up, meant that Greg could let go of producing new products and simply focus on gaining new traffic for his site.

As every single subscriber had a calculated lifetime value once opting-in, Greg knew exactly how much he could spend on acquiring a customer and exactly how much it would cost to reach his sales goals.

Once this figure was calculated, his goal of a six-figure monthly recurring income was easy to achieve.

It was simply a matter of spending 'x' to produce 'y' number of subscribers, which equalled six-figures per month in income.

The automation pieces consisted of emails, squeeze pages, sales pages, sales videos and letters, automation software for the delivery of the emails, along with video delivery software that tracked the amount

of views and time each video was viewed, on-page analytics and heat-map software.

It is quite an elaborate set-up to have all of this in place, but the benefits are astounding, for both the owner and the customer. Not to mention the leverage and freedom this allows.

But again, the foundation must be set.

And this is why automation comes last in my process of taking people past seven-figures. Because there is no use spending the thousands of dollars on building programs, software, copywriters and all the rest, if the need out in the marketplace hasn't been shown.

I've seen many experts go down this path, jumping the gun and heading straight for automation before the foundations were laid, only to come up short. It's not pretty.

But I hear you asking which process to use first... Well, I'm going to give you some insight on that in my next chapter as I summarise how you pick your path forward.

You have all but one piece now, and its time you drew the straight line between your current reality and your goals.

So get ready... It's time to put your puzzle together.

# SUMMARY

## **ONE CLEAR PATH**

## CHAPTER 15

# THE PUZZLE, THE PIECES & THE SIMPLE SOLUTION

**S**O WHICH OF THE PATHS I'VE LAID OUT IS RIGHT FOR YOU?

That depends on a lot of factors, but the main things to consider are your skills, your assets and your goal or target. The whole purpose of this handbook is to give you the options that make it easier and faster for you to achieve greater with what you have – to make more while doing less, utilising the opportunities of the online world.

Obviously I can't give you an exact answer here. There are simply too many individual variables to consider without a deeper discussion – which is why I favour 1:1 Premium Consulting for creating big results for clients. But I can give you the main direct paths that I have used for my clients, so you may be able to compare your situation and gain some insight.

In this chapter I'm going to give you four Expert Profile Types. You may see yourself in one of them and learn from their scenario, strategy used and result.

To be clear, each of the profiles below may be either male or female. I have given them royal titles to separate them based on assets and skills, rather than sex, age or other demographics.

\*I have changed the client's names below for confidentiality.

## **THE PRINCE...**

With a solid understanding of where they want to go and foundational knowledge of the online world, the Prince will have built their first program/s around their own skills, with their own energy. This may include something they've learned or studied recently. They normally come to me with solid monthly earnings.

They are in the chase for 'next level' results, are basically ego driven and desire help with strategy and systems. They have success yet are looking for a mentor – someone who has already done what they desire to do, and therefore are keen listeners, great followers and fast implementers.

For the Prince, weaknesses include an inability to make their own clear decisions, a lack of personal-accountability (easily distracted unless they know an exact path) and no critical path strategy. Confidence is an underlying issue here and often they will have been online for years but find themselves spinning their wheels.

With a clear strategy and accountability through mentoring, they experience fast growth, while their ability to implement under direction quickly allows solid systems to be put in place for continued expansion.

\*Ross came to me stuck, bouncing under a financial ceiling (\$15K-\$30K/mth range). He was frustrated by a long hourly schedule each week and unclear about his next step to grow without adding more stress to his week.

As a coach, he was working with his clients via a 1:1 model. He had his week fully booked with back-to-back calls, and with more ideas about new products to roll out, wondered where he would find the time to achieve his dreams.

We spent two days getting clear on where he wanted to be 3yrs on, what he wanted to achieve financially within that time, how he wanted his day to look and what he was truly passionate about.

Here are the goals that became crystal clear:

- » He wanted to triple his current income.
- » He wanted the ability to work with his current clients in a more leveraged way, reducing his working week hours.
- » He wanted a way to continue working 1:1 with high-achievers.
- » And he wanted to reduce the feeling of overwhelm and stress he'd been experiencing.

Items implemented as described in this handbook:

- » Firstly, the proven sales process, after all, nothing happens until money comes in the door. The process taught within this handbook allowed salespeople to become part of his team, removing this from his tasks and creating further growth in income.
- » A restructuring of deliverables and the associated 90day and year-long timelines. We transferred 95% of his 1:1 clients into a group delivery model. In the process we did lose two clients, but this was more a self-selected time for those clients to move on, rather than a strategic mishap. You can't please everyone and sometimes letting a client go opens the door to the new. This was certainly the case here, as the old left the new group came together creating a tight knit community, attracting more like minds. This move alone freed up approx. 95% of Ross's workweek, reduced stress levels, and gave him time to think clearly, grow his business, community and reach.
- » From there, we worked on refining the product, including bringing on another team member to help with delivery, again reducing

load and stress.

- » The time freedom and extra income allowed new promotional funnels and communication systems to be built out and implemented. Once completed, an advertising expert was hired to further build the client base.
- » As numbers grew, we used those funds to build out an Authority Website, showcasing a deeper level of credibility and cementing his place in the market as a trusted source.
- » The earlier shifts to the group model and extra team allowed Ross to add a handful of higher dollar value 1:1 coaching clients, energising Ross's enthusiasm.
- » As numbers grew, the 21-52-104 content model was developed; giving ample content for long-term ongoing communication, further distribution and promotions that has created ever-growing momentum.

**Note:** Funnels implemented for client attraction, conversion and ongoing communication of knowledge and trust, were the PLF Style Funnel & Quick Sale.

All goals were hit rapidly, which gave Ross a stable income, a huge reduction in work hours and stress. This smoothly operating model continues to grow past the tripled income mark and really has no limits. As growth requires, the hiring of more team will come in the future, but with the foundations laid and systems in place, this business is now only limited by Ross's vision and team size.

## **THE PRINCESS...**

Coming from a professional background, they will normally have been in business for years, either running or working within an established

Practice, they initially struggle to have the right systems and processes in place.

Their weaknesses include sales, systems and strategic marketing strategy. They will have focussed on a heavy professional/studied knowledge base and have relied upon the 'Practice' to bring clients to them, hence their lack of confidence and process here.

They're intrigued by the online world and while many start fresh, others have begun and already have a small database to launch from. The Princess makes big jumps in income through the proven Value Sales process and basic systems.

The staging of the rapid growth they experience is critical in order to avoid burnout due to outdated/offline delivery models.

\*Eve wanted to earn more, a lot more. Stuck within a business that demanded 50+hrs/week, Eve required a value shift along with a change in delivery model.

Endless bookings at a low fee had taken their toll over the passion to serve at her highest level. A true professional within her area of expertise and coming from working with the elite, the slow decline into a 'Practice' had created a confidence deficit.

After our initial time together, Eve's understanding of her true value gave her the ability to see what was possible with change.

Here are the items that became crystal clear:

- » Eve's service delivered a much higher valued result for her clients and the opportunity to charge more was waiting.
- » Leaving the Practice was a must.
- » A simpler delivery model would allow time off to regroup after burnout.

- » Attracting true professionals and high achievers, as she had helped in the past was where her passion truly lay.
- » Items implemented as described in this Handbook:
- » The Value Conversation became the first priority, allowing confidence and passion to return, and inspiration for what was possible. This also allowed her to feel comfortable in reaching out to the high achievers and professionals she once worked with.
- » A proven sales process was taught and implemented. This together with the value conversation allowed her to move away from low-priced, bulk clients and towards fewer higher paying clients, and more time off.
- » Re-designed delivery model and timeline gave even more freedom and better results for her clients. With more positive feedback, momentum kicked in, immediately increasing her income 10x while work hours and stress were down considerably.
- » An authority site was created, positioning her in a new light, giving more credibility, showcasing her long-term background of expertise in dealing with high achievers.
- » After leaving the Practice and increasing her income, she was now able to pick and choose the clients she wanted to work with and the times she was available, equalling a happier service provider, earning more and working less.

**Note:** Funnel implemented for client conversion was the Quick Sale.

Two moves, the value conversation and teaching the sales process, solved 80% of the problem in this case. In knowing just these, Eve could have stopped there and simply sold to fewer clients at a higher price and been happy.

She decided to take an extra step adding the authority website which allowed less work, more money and even greater perceived value to any prospects searching her services. With goals hit, a happy service provider living a freer life and great positioning, three moves allowed as much time as Eve needed to rethink the future and get ready for the next move up.

Always look for the simplest route to where you want to go.

### **THE KING...**

A savvy, smart marketer and businessman looking for specific direction to new and expanded results, they look for high value strategic moves. They are experienced online and looking to serve the market in a greater way, often with multiple products. The King is about the money over passion, but uses it to create a lifestyle for his family. His kingdom must be secure.

They have a strong asset base and are often very well connected. With their ducks already in a row, they look for strategic over system or delivery changes. Leveraging the assets they already have allows massive expansion and is both exciting and rewarding.

\*Oliver certainly had connections, when he came to me he had been fostering relationships and helping others for about two years. Without a presence online, he was ready to launch himself, yet didn't know the way forward.

His earnings had come from a list he'd built promoting others. Being an affiliate marketer was losing its excitement, and the desire to 'be up front' was burning within him.

The problem Oliver had was no product, no strategy and no rollout plan of his own. This is where his background knowledge and connections as an affiliate marketer came into their own.

Essentially, a LOT of the right people owed him a LOT of favours. This was more a strategic game of join the dots rather than a re-invention or 'fix-it' plan.

Here are the items that became crystal clear: -

- » Leveraging the favours owed (partnerships) correctly would make or break him; the next move needed to be right first time.
- » The new product/storyline needed to position him as a leader so future growth could be maximised.
- » A fully automated delivery model was required from day 1 to serve the potential reach via partnerships.
- » Automated up-sells built in to the model would grow future income and partnership goodwill.
- » Systems had to be solid and allow for a much higher volume of traffic than previously experienced, zero downtime equals maximum result.

Items implemented as described in this Handbook:

- » Ideal Client research was essential first up, knowing whom Oliver was able to serve and the best way to do that with his knowledge and skills was key. In this case, he would be promoting to his partners so we had to understand what they needed.
- » Product development, an automated delivery model, including up-sells was planned and built out.
- » From there, his story was laid into the PLF Funnel delivery model. This allowed trust to be built through multiple videos where his story rolled out, showing the opportunity and what would be involved for the prospect.

- » An authority site was built behind the scenes, yet the PLF Style Funnel was the first point of contact. The website added credibility and positioning to the story that rolled out on separate pages.
- » The content plan was built after two successful promotions and expanded Oliver's reach

The first rollout was a positioning move. The product, funnel and storyline were designed for maximum impact in the market and maximum conversions. With Oliver's partners doing the majority of the promoting, paydays for them were designed to be big.

Giving partners huge paydays straight out of the gate put Oliver on their radar as a key strategic partner to be aligned with for future promotions.

After launch number one, Oliver was invited to meet with the top 10 business owners in that market, instantly becoming a part of the inner circle, and cementing his future growth. This planned result was a key strategic move that set Oliver up to fly past the million-dollar mark within the next nine months. And propelled him from an unknown player to a leader.

Three PLF Style promotions later, Oliver was earning a 6-figure income that was automated, had been positioned as a trusted leader, was in control of a large database and was well on the way to securing his own Kingdom.

He quickly purchased his first home, was soon married and began travelling fulltime with his new bride.

When a grand vision of life drives you, the work becomes very easy.

**Note:** Funnel implemented for client attraction was the PLF Style Funnel.

## **THE QUEEN...**

Always strong leaders and smart delegators online, they come to me with a vast power and history of success behind them, they know how to lead others and already have large results on the board in their prospective markets.

They come desiring one clear answer or strategy that will catapult them forward. Different to the King, they have much larger businesses and wealth behind them and seek intimate knowledge in one area from a proven professional.

What they teach is based on tons of personal real-world results and is then backed up by many client results.

They have few weaknesses, but are often held back by their inability to admit that they cannot solve a particular problem and become stuck, a problem of pride.

They would rather hire the best than learn and do; their skill is in running a team of professionals.

\*Suzanne was the textbook Queen, after amassing huge personal wealth; the desire to share her knowledge in that particular niche became an overwhelming passion.

With dozens of products, a large client base and many success stories from her trainings, she had hit a plateau that was crippling her business. When we first spoke, her business was losing money each month. Her pride stopping her from getting the help she needed, she was propping up the budget, until a direct conversation caused a breakthrough that opened the floodgates.

One clear and direct strategy was needed immediately.

Here are the items that became crystal clear:

- » Increased cash flow was critical.
- » Team growth and training was needed in key areas (coaching & sales).
- » Re-direction of traffic flow through her site/sales funnel also required.
- » Items implemented as described in this Handbook:
- » Sales training for her staff was implemented from day one in order to convert the business's cash-flow deficit asap.
- » The main problem, there was no strategy for continued consistent sales, so moving people through a very structured filtering process, then to a sales opportunity was key. The Quick Sales Funnel was set up.
- » To continue growth after initial phase, an automated webinar was implemented, where prospects were led via paid traffic to gain trust and educate them on the expert and opportunity available.
- » After initial rollout and funds became available, an authority website was implemented with background a 21-52-104 content system. This raised credibility and reach bringing in more clients.

Once Suzanne admitted she needed help in key areas, the truth revealed a lot of opportunity, and results came thick and fast after the plan was laid out.

She had traffic to her website but no clear strategy for sales, so traffic was put through a filtering process, which then led to a 1:1 phone call to sell the prospect into a high-end product.

Because Suzanne had ample traffic, once the team was trained in sales and the web traffic was re-directed, sales began. It took around three weeks to make the changes, but within 10 days thereafter, \$86,000

had been banked. Sales remained consistent and led to \$844,000 in sales that year.

Suzanne knew she was on a winner and after implementing the webinar, website, content system, adding new sales and coaching staff, she rapidly ramped up the traffic with advertising.

This business grew past \$4Million in sales in the following 12 months.

Again, simplicity is key. I have never found complexity to be the answer. You never need to do more than required.

**Note:** Funnels implemented for client attraction, conversion and ongoing communication of knowledge and trust were the Quick Sale and an Automated Webinar.

So tell me...

Who out of the above do you see yourself as? The King, the Queen, the Prince or Princess?

These questions will help you decide:

- » What is your key driver? Is it lifestyle, security, growth, positioning, impact or partnerships?
- » Which model resonates the most strongly with you? Automation, the ability to tell your story; or do you simply want to serve the few at a higher price?
- » What skills and assets do you already have in place? Do you have team? Do you need systems?
- » And what items do you need to implement? Do you need sales training? Is it content you lack? Are you using the wrong (or no) funnel?

Discovering the best path for you doesn't need to be a mind-boggling

marathon session. You'll know at a gut level what feels right to you.

The key here is to begin. Go back and review who your Ideal Client is, learn the Sales Conversation, take a look at your Delivery Model and Product, make sure it's built to deliver results and then go sell the improved version.

As I mentioned, nothing happens until a sale is made, and once that sale is made, everything can be improved upon.

...And if you'd like to fast track your progress and have a 1:1 conversation about what's possible, and the simplest way to get there, get in touch. I'd love to hear what you're up to: [www.JamesKlobasa.com/work-with-me](http://www.JamesKlobasa.com/work-with-me)

And make sure you download The Experts Way Game Plan: [www.TheExpertsHandbook.com/gameplan](http://www.TheExpertsHandbook.com/gameplan)

Up next, we'll be tying a bow around all of this by mapping out how to run your next 90 days.

We've come a long way and if you've been doing the work, you'll have noticed clarity and results already, but I wanted to make sure you can act on what you've learned.

To do that, you'll need some balance in your world. I work one day a week and do a little each day (that I wouldn't call work) to be paid handsomely. Now I'm not saying my way is the right way, or the only way, but I wanted to let you into some of the behind the scenes actions that take place.

Let's see what it will take to change your world in the next 90 days...



## CHAPTER 16

# BRAND NEW LIFE - 90 DAYS FROM NOW

**I**T'S BEEN A BIG JOURNEY SO FAR.... LOTS OF PIECES TO THINK ABOUT.

I bet you're wondering, "How do I put all this together and still have a life?"

Well, it's easier than it seems and in this chapter I'm going to outline how I run my business, and life. You can choose what pieces you feel will allow you to enjoy greater success and simplicity in your life, or even model it exactly if that feels right for you.

Yes, your world will be different to mine, but you'll gain an understanding of how I use my time and for what, why I do certain things while leaving others alone, how I've structured my business for maximum leverage and results, why I travel so often and take more time out than most...and every other thing I can think of along the way...

So settle in, here's a look behind the curtain of living The Expert's Way...

## **IMPLEMENT OR SETTLE**

I'm going to be straight up. If you can't implement, you can't change. And if you can't change, you have to settle...and you may as well start enjoying your current reality.

Since getting clear about this fundamental truth, everything I now do is goal driven, normally 1-2 key goals in each area of Happiness (Relationships), Health (Fitness), Wealth (Business) and Wisdom (Spiritual/Personal Balance).

### **MY LAST 90 DAYS...**

#### **Happiness**

Goals: More connection with family, my partner and her two gorgeous boys.

Actions: For this, I created the mini goals of daily & weekly phone calls with key people, intimate 1:1 time, daily love & appreciation texts for my partner, date nights, family dates, kid dates, and a monthly three-day travel date away from home.

#### **Health**

Goals: Run a half marathon. Daily Yoga, 3 x PT Sessions/week.

Actions: This required approximately five run sessions, between 30-120 minutes per week. All added up, around 14hrs out of my week with the travel to and fro, plus massages and gym sessions three times per week, along with daily yoga.

#### **Wealth**

Goals: Write this book and gain five new Premium Consulting Clients

Actions: The writing of this book took time, as you can imagine.

The new clients – marketing, writing, filming, posting and many conversations, also a lot of time. You’ll see how I structured this shortly.

## **Wisdom**

Goals: Daily meditation, journaling and reading

Actions: Twice daily meditation takes time, sometimes an hour at a time, mostly 30 minutes, but you still have to make the time and show up. The reading was done for insight and learning, not for fun or enjoyment, there’s a difference.

This list may appear overwhelming, so let’s break it down...

For a start, everything on the lists leads to a key focus that connects back to my-Kid Vision (Chapter 1).

My Perfect Day (Chapter 2) tells me when and what I need to do to stay happy, balanced, focussed, and still have time to chill, relax and travel.

I understand who I need to connect with, why that connection is there, and what the connection will lead too. And if my day runs off course, then I’m able to jump back into the fast lane easily because I have my Perfect Day map.

I know my worth (Chapter 6), so I know what I do best. I know what’s the most valuable use of my time at any given moment, and I know what I need to say ‘no’ to (Chapter 3). I also know how long I can switch on for, and how long I need to switch off for during my day to be at my best.

I understand which framework I’m implementing (Chapters 12-14), so I needn’t get caught up ‘looking’ for others, or doing ‘extra’ learning.

Not only is my time enjoyable, but in every instance, my time is structured into segments that create the greatest possible result, in each area, towards each goal.

Now don't get me wrong, I'm not some super focussed workhorse Robot on a mental rampage to itemise my whole life and work like a drone. Far from it.

This is all part of strategic simplicity, and living The Expert's Way.

So what does all look like in practise?

Well, for starters...

Friday, Saturday & Sunday are my OFF-DAYS. Apart from exercising, yoga, meditation and journaling, these three days are for relaxing, rejuvenating, travel and dates with the family. NO WORK RELATED ACTIVITY. There is one caveat here regarding sales calls, which I'll outline below.

Monday, Tuesday and Wednesday are my REHEARSAL DAYS. What's a rehearsal day? Well, it's for all the stuff that takes place behind the scenes. Planning, admin, banking, blog posts, video work, techy stuff...even massages, chiro appointments, shopping, haircuts and the like.

This is the time for all that stuff that may not inspire you but needs to get done all the same, and requires you to show up.

It may be a case of you outsourcing some or all of it and then managing the people, or you digging in and getting it done yourself.

**Note:** This is where the 15-Minute Tax Department Test comes in handy, to know what to outsource and what to do yourself (Chapter 3).

These rehearsal days are also timed, as far as work goes. I don't work until midnight every night getting everything done. I work within realistic limits, because I also know what I will and won't do. I know my limits and have structured my goals accordingly.

One of the greatest mistakes many people make is biting off way more

than they can realistically chew, and then being disappointed, failing at their first 90 day stint, then throwing away the process.

It's not the process that needs changing, it's the approach.

Be kind to yourself and plan wisely. You'll achieve more; you'll grow in momentum and enjoy the process along the way.

Then there's only one day left...Thursdays. This is one of my favourite days, as I class it as my SHOW TIME.

It's when I'm effectively on stage – my client day. I have all my client work done on this day. Literally from sun up to sun down, I commit this whole day to my clients. They come from all over the world so they are scheduled in at all sorts of times, but this is when I make sure I show up at my best for them.

I normally allow a little 'me' time at the start and end of this day, but other than that, it's their day.

Now, there is only one other time that I allow my show time to creep into...and it's a roaming time that could happen any day of the week, during any 'work hour' moment... And that is for conversations with prospective new clients.

I have certain times of the day left open for prospect calls. They are pre-arranged times that, when booked, take precedence over anything else on my schedule. These times are never on my Thursday Client Day and never on Sunday, not for religious reasons, I just like having lazy Sundays...to TOTALLY switch off.

This structure of 90 day goal setting and OFF, REHEARSAL and SHOW TIME days is something I've refined over many years. It has been distilled from knowledge I've gained through live and online training, guidance from mentors, and research I've felt compelled to delve into.

I will give you a list of recommended resources you may like to research, at the end of this handbook.

Don't expect pages of recommendations, I keep things simple... I'm not joking, you don't need to study more than you implement. You need to simplify and act.

But for now, you have what you need to be able to lay out your first plan of attack.

Go back now and complete the exercises in this book if you haven't already.

Make sure you download The Experts Way Game Plan: [www.TheExpertsHandbook.com/gameplan](http://www.TheExpertsHandbook.com/gameplan) which has worksheets and templates for all the exercises I've given you in this handbook.

Then draw out how the big picture looks, understand what pieces need to be built, and lay them into your 90 Day Plan...using the OFF, REHEARSAL and SHOW TIME structure so you don't go crazy.

And execute.

It doesn't need to be difficult or complex. I see so many give up on their dreams simply because they have over-complicated the process, don't understand the process, or have been overwhelmed by all the pieces.

It truly doesn't need to be this way.

If you'd like some guidance in mapping out your 90 Day Plan, and find out more about working with me 1:1, get in touch here: <http://www.JamesKlobasa.com>

I'd love to hear from you.



## AFTERWORD

LOOKING BACK TO 2008 AND THE EVENTS THAT LED TO MY WORLD literally exploding in front of my eyes, I could never have imagined how quickly things would change from there.

At the same time the financial world was heading south rapidly. The Global Financial Crisis was in full swing, and everyone I spoke to (joining the mass hysteria created by the media) said it was the worst time in history to start something new. Yet to me, it was the perfect time. I was ready to choose something better.

That period was one of the most profitable times in my life and NOW can be that time for you too...

It doesn't take a financial disaster, it's not about what market you're in, it's not about how much you know or who you know... It's about the decision you make.

And just like with this book, you can decide to take action or put it back on the shelf.

I've repeated the power of *choice* many times throughout this handbook, and the choice to take action on what you've learned here may be the most powerful decision you've made to date for your business and your life.

The other word you've seen me use a lot is *simplicity*. Success isn't about complexity. It's about clear, simple, proven systems. So, you can put this book down and keep gathering knowledge – there's plenty out there. But you have to ask yourself - will this simplify things, or will this

confuse things? Will it bring you closer to your goals, or will it contribute to further delays...

And let's get really honest here. Is acquiring more knowledge just another form of procrastination? I know it has been for me in the past.

I've shared many client success stories with you and given you all the tools and knowledge you need in order to create the same results for your own business.

Sometimes it just takes a nudge, and I hope this book will be that nudge for you. Literally billions of dollars circulate online daily, and coaches, consultants and other Experts are creating and living 'life on their terms' by utilising the teachings within this book and many others. The desire for knowledge of all types is at an all time high and growing each day. The opportunities that exist for Experts are better than ever, and it's time you took action.

I wish for you...success, simplicity and wise choice.

James Klobasa

The Experts Mentor

## WITH THANKS...

**T**HERE ARE MANY PEOPLE I'D LIKE TO THANK FOR HELPING ME ALONG my journey to this point, I won't name them all, but I will name a few...firstly, my beautiful partner Leonie and her two boys Indi & Che who give me inspiration and power each day. Along with a double-helping for Leonie who was the Editor of this Handbook – making sure it was legible, flowed effortlessly, served the purpose I desired for it and that the I's were dotted, and the T's crossed. I never would have finished it without you...

Thanks also to two of the best mentors online – Jeff Walker and Kevin Nations. These two guys each have their own special gifts, and very different teachings, yet each have been powerful forces in my life, and continue to be to this day.

To my family – You have taught me so much...

Mum, your love and compassion is unequalled. Dad, the strength and determination you show has rubbed off; and to my brothers – Sam, you teach me humility while reminding me always about kindness, and Gary, no one shows true passion like you. You have all inspired me to follow my dreams and never say no, even when it gets tough or goes against the grain.

To all of my clients and people I've helped along the years, I absolutely love serving you and wish the best for your future.

And to all of you reading...

Keep it simple stupid. [K.I.S.S] This is the single greatest piece of

advice I can offer. And I wish you all well on your journey. It's time to begin...

## RESOURCES

**A**S YOU WOULD HAVE REALISED BY NOW, I LIKE TO KEEP THINGS SIMPLE so I have added only the essentials here to get you up and running, at least to your first half million or more. After that, the online world has endless opportunities and offerings for gizmo's of all sorts, you'll find answers to anything you need via Google. But the items added here are simply what's needed to put the basics in place, as has been described in this Handbook.

### RECOMMENDED READING...

Positioning: The battle for your mind

The Big Leap: Conquer your hidden fear and take your life to the next level

Dotcom Secrets: The underground playbook for growing your company online

Influence: The psychology of persuasion

Launch: An internet millionaire's secret formula to sell almost anything online, build a business you love, and live the life of your dreams

### WEBSITE & FUNNEL SOFTWARE...

<http://www.wordpress.com>

<http://www.clickfunnels.com>

<http://www.leadpages.com>

<http://www.kajabi.com>

### **PAYMENT FACILITIES...**

<http://www.PayPal.com>

<http://www.Stripe.com>

### **ARTICLE-VIDEO MARKETING/PRESS RELEASES...**

<http://www.articlesbase.com>

<http://www.ezinearticles.com>

<http://www.prweb.com>

<http://www.prleap.com>

<http://www.TrafficGeysers.com>

### **EMAIL MARKETING...**

<http://www.aweber.com>

<http://www.activecampaign.com>

<http://www.1shoppingcart.com>

### **OTHER BITS...**

<http://www.stealthseminar.com> - Webinars

<http://www.surveymonkey.com> - Surveys

<http://www.elance.com> - Outsourcing Service

<http://www.wufoo.com> - Forms Online

<http://www.ScheduleOnce.com> - Online Bookings



