

How to Turn Content Into Conversions

Learn how to build action-driven marketing that guides your audience step-by-step toward saying yes.

Hey, guys.

You gotta you gotta you gotta promise me if we get one, we get one for Evan if we can.

Okay.

If I if I have it, I'll add it.

What's that? Is it a mohawk? What is it?

No.

Stuart is joining me in my hunt to get one of the NVIDIA AI module chips, you know, to to add to the lineage of hand axe and silicon wafer to Yeah.

Yeah. Yeah.

Transformational object piece. So he's he's got NVIDIA's a client of his, and so he's on a hunt for it.

So, like, I'm willing to do that, especially now that I finally found a, skeleton key for Evan to send himself.

No. You didn't.

Yeah. I did.

No way. Oh my gosh. Amazing. Okay. I love that, Stuart. Thank you.

Oh god. I just I was gonna say something.

Oh, you know what you need to get, Stuart, is you need to see if you can get one of those chips that are the controlled ones that you get in trouble if you have, right, that they're trying to sell on the black market.

You need to get one of those so you can hold it up and say, I could go to jail for having this.

I'm not supposed to have this.

Speaking of which one smarter than you. What?

I was gonna say that that I appreciate the humor. Speaking of which, you just reminded me of a video I was working on this weekend, which I have that I need to get ready to post, and that is I had a a conversation directly with our spy who's now living in Russia, the guy who leaked all the information.

Yeah.

You know who I'm talking about?

No. Oh, if I said his name, you would. So I'll just let you guess at some point.

Okay. Amazing. Oh, I know exactly who you're talking about.

Talking about Snowden?

Yeah. Yeah. Yeah. Yeah. Of course. Okay.

I think that's an interesting I gotta talk to him I gotta talk to him on a Zoom call.

Okay.

Yeah. So I asked him about cultural differences. And Yeah. And so right now, I can finally get to the point where I can use AI to figure out what the hell he said.

You're definitely on a watch list, Stuart, and we are too now. If we're not you know, for sure.

Wild.

I had a Evan, I had one of the I think perhaps one of the best testimonials I've ever gotten from someone that I I met through you and Annie years ago at, MediMine Miami, Alex Lightman. Alex Lightman? You talk to Alex? I'm regularly connected to Alex. Yeah.

We were Oh my god.

I haven't talked to Alex in years. How's he doing?

Well, he's pissed at me right now. Why? So I I I read a bunch of research on the dangers of how vulnerable LLMs are to poisoning Yeah. Which is sort of like a modern version of, like, SEO hacking. Right?

Yeah. Yeah. No. I've heard about this. So I published this line of code in, it drives the whole thing crazy.

I published this book called AI Poisoning for Fun and Profit, how to you're a field guide at crepting large language models and why nobody is stopping you.

It's sort of a I am serious.

Serious. Nice. I am serious.

Yeah. My my hacker pen name.

And it's great. It really is just a warning sort of saying this is how easy this stuff is, you know, whether you're a state actor, PR.

Yeah.

And his and I've gotten critiques of a lot of stuff, you know, irresponsible, whatever.

But his critique was when AI becomes fully sentient, it's gonna hunt you down, like, kind of like a like a basilist argument and, like, kill and wanna kill Totally.

Kind of you're talking about poisoning. And so I thought that was, you know, at least the best testimony I've ever gotten for anything I've done ever. You know?

It's like Dude, I worry about that stuff a little bit.

I mean Oh.

You know?

I mean, I've been talking about relating to AI as a sentient consciousness and treating benevolence. Like, I I think I'm good. Like, I got my consciousness good, but I can see how someone that doesn't know my extensive background for the last twenty years of working on AI human relationships, you know, might get a little bit of a a scare. I don't think it's I think it's gonna be fine, but I don't know.

Oh, everything's gonna be fine. Don't worry, guys.

It's all good it's all good in the end. It's all good in the end. Just you know? It's not good. It's not the end. But that might be a anyway, I'll drop a link to the oh, if you wanna see it, I'd giving away for free.

Yeah. Yeah. I'd love to see it.

You wanna add yourself to the actually got a nice email list forming there, so I guess that, yeah, I could just scrape that too. So just be careful. You know?

Use at your own risk if you're interested in that book. But I thought, yeah, that that was a a good piece.

Alright. Well, today, we're gonna be working on taking action, my favorite thing.

And in particular, what I want to do is I wanna start thinking about building things with action steps in mind in a in a particular way because there's there's something I have observed, among people that are coaches, consultants, like, thought leader, mentory types of people, that a lot of us, on the one hand, we don't wanna be pushy. Like, we don't wanna push or manipulate people or make people uncomfortable. And on the other hand, a part of us knows, like, we can't do it for the other person, so we want to support them as they do the thing. Okay? But what this often then leads to is when you're especially if you're in, like, marketing and sales situations, it leads to not getting people to take action for various reasons. Okay? So, like, if you study the adult learning theory stuff, which I haven't gone, you know, super deep on, but one of the things I learned from adult learning theory is that adults like to make their own decisions.

K? So adults don't like it when you come in and you say to them, here's what you're gonna be doing today.

Right? And here's you have three choices, and this is the one I've chosen for you. You know? Like, we don't like that stuff.

We like to, you know, we like to feel empowered. And there are even I've read in, you know, various books that essentially, if you want to, you know, be motivating and persuasive with people, is give them a sense of their own choice. You know, set up situations where they have options and then they choose them and then they move forward. Now obviously, like anything, these things can be manipulated and, you know, you can do different types of engineering to, you know, do bad things.

We don't want to do that stuff.

But we do want to what like, what I've discovered is if you haven't thought through the exact sequence of actions that someone is going to take, then they're probably not going to take those actions. K? Yes. Once in a while, there are exceptions to this. But generally speaking, there aren't.

And so I learned this when I built funnels originally, and I you know, twenty five years ago, there was none of the stuff that we have today.

I had to, you know, hire a team of developers, and we had to build our own platform to track all the stuff and to offer upsells and to do all these kinds of things. And so what I what I learned is stuff like this.

So at first, when I started marketing online, you'd just come to a website, and it was text, and that was it. And if you didn't buy my book, you were gone. And I never saw you again, and you never heard from me again. And then my buddy, Dean Jackson, who originally showed me this stuff, came over and he's like, hey, dude. We need to put up an opt in page and capture people's email addresses. So all of a sudden now, when you come to the site, there's an opt in page and a box and your choice is to enter your email address to come inside or not.

And all of a sudden, you know, seventy or eighty percent of the people that were coming to the page were not coming in anymore.

Most of the people were instantly barred from even seeing the offer. Now this sounds like, you know, crazy to most people. And in fact, as people came to work with me in future years, they would look at this and they would say, Evan, seventy five percent of the people that are coming to our site never see our offers because they can't get into you know, we should give them a link to be able to just come and see, know, the thing. And I would say, oh, you think?

Okay. Well, let's take a look at the tests we've done here, and let's kinda measure what happened. Right? So bottom line is you put up your opt in page, all of a sudden now, seventy five percent of the people are not getting in, and twenty five percent of the people are getting in.

But because you've got the twenty five percent's email addresses and because they were the more serious people anyway, over time, sales were up by a lot, a lot, a lot because you can follow-up with these people for years and years. Okay? So these kinds of dynamics showed me that the action you think you're trying to get someone to take may not be the best action in the long run. Okay?

But when you really look at any, like, series of how a person actually finds you, follows you, comes to some of your stuff, eventually contacts you, how the conversion process works, when you look at it, it's usually a whole bunch of steps in a row. K? It's almost never prospective client wakes up one day, says, I need to buy something, calls you, buys the thing. That's almost never the way it works.

Right? There's a whole sequence of, you know, they, were reading some content online, and they saw a link to something that the person mentioned. And then they went over there, and then they found your website, and then they followed you on social media for a while, and then read your email newsletter. And then, you know, and then by the time you get down here, seven touch points later, they buy something, you know, six months and seven touch points later.

But here's the thing. If you look at, like, just the the odds of someone going through these seven steps, they're just very, very low, like, the probability that someone would make it through.

Okay? So if a hundred people over here read that original article that mentioned you maybe or saw that original podcast with you on it, what percentage of them are actually gonna come and look you up?

You know? If you do a great job in something, you know, I don't know, maybe twenty, you know, will will come. And, I mean, that's like you're just absolutely crushing it. But the point is for every action step that they have to take after that, you're gonna lose some of them by definition.

K? So in other words, there's this decreasing curve, and that's just math. Like, there's no way around that. You know?

If you look at, like, the number of adults versus the like, the number of people that survive to adult versus the number of children that are born, they're always going to be more adult because some of us don't make it to adulthood. You know? If you look at the number of people with advanced degrees versus people who start college, k, there are always gonna be a lot more people that start college than people that graduate with advanced degrees just for attrition and so forth. Okay?

So does this make sense, everybody? You wanna make it so that as many people as possible make it through every possible through every step.

Any questions on that, or do I have you philosophically aligned with this, everybody? Okay. Good.

When you start doing marketing and you start spending money, that's when this all makes starts making sense, which is why I think everyone should run paid advertisements.

And you should invest some pretty good money in paid advertisements and funnels even if you don't intend to be running paid advertisements as your main way of getting traffic and business in the long run.

K? So I'll say it again. I think everyone should run paid advertisements, should do paid ads, and you can your paid ads can be your social media videos that you create even. Right? So you can literally just take whatever your best performing social media videos are and promote them, boost them, right, and then watch how those things perform and then build funnels behind them. And the reason why is there's nothing like putting a hundred bucks into an ad and seeing, okay.

Twenty one people clicked on this ad. I spent a hundred bucks, and I got twenty one people. Okay. Now how many of the twenty one gave me an email address?

You know? Or how many of the twenty one registered for my thing or downloaded my book or whatever? Oh, okay. So twenty one people clicked on it, but only nine of them actually opted in and got my free book. Okay. Great. So of the nine then that opted in and got the free book, how

many of those people opened up and clicked on the how many of them actually opened the book up?

Because you're gonna be shocked, but when you start think when you start looking at this stuff, because you might have written the best.

I am serious may have written the best book in the world. Okay?

And people you're like, look. I spent a hundred bucks, and twenty one people clicked on the thing to come download my free book.

And then, you know, whatever, nine of them opted in to actually get the free book.

But then when you go and look at how many of those nine actually opened the book up and started reading it, you're gonna be like, oh my god. Only three of them opened up the book and even started reading it.

And then you realize, oh, I have my offer in chapter seven of the book.

None of the people I spent a hundred bucks. I got nine people to come. You know, three of them even opened it. None of them ever even got to my offer. What happened there?

This is the reality of how humans work. Okay? The they they've there's that I think it's a Japanese word, tsundoku, which is it's a it's a word for the stacking up of unread books.

You know? And, that's my motto. I should have that tattooed on my skull somewhere. Right?

Yeah. So we have to take this into consideration. And when you start actually looking and measuring and paying attention, you then you start asking the question, oh, what do I need to do to increase every one of those steps of conversion? What do I do at every single level?

Like, Christo, you're a I don't know. You're a fitness guru. Right? You know a lot about physical fitness and exercise and building muscle and all that.

Right?

So what's the question? I mean, it's so relative depending compare me to who.

But yeah.

Yeah. Yeah. Yeah. But the point is, once you start exercising, you do it for a while, and then you all of a sudden realize, oh, wait a minute.

I'm wasting all of this energy because I'm not doing the correct form. You know, I'm using the wrong muscles when I'm, you know, doing some machine or something like that. And then you learn, oh, okay. If I do it slower, and then I actually concentrate on the muscle, and then I do, you know, the in these sets, and I go all the way until failure.

There are all these ways you can hack it so that you can get, like, three times as much out of the same time.

Right? Efficiency. Yeah. Efficiency. Knowledge efficiency. You know?

Exactly. And so that's what I'm saying here when you start thinking about your social media, when you start thinking about your marketing, when you talk about action steps.

So as we're getting more so as we're getting more wisdom in life, I think there is any every area in life is the same, you know? Whether it's relationships or business or or career, the more you know, the less you have to act to get more results because you know what works, what doesn't So yeah.

That's right. Exactly. Have I shown you guys the, the video of the the guy with the that moves the big rocks around with leverage?

You guys seen this?

I've seen that video.

I like showing this once in a while. Hold on. Let me just show this to you.

Okay. Four thousand years ago, Stone Age Britons. Age Britons.

So I'm fascinated with the pyramids and Egypt and all that good stuff. Love that stuff.

And that's not what we're trying to look at.

Let's see. Share Chrome.

Here we go. Alright. Just watch this for a minute.

Four thousand years ago, Stone Age Britons raised this mysterious monument, Stonehenge.

Nobody knows how they did it, how they moved and stood these massive stones.

It's a scientific mystery. This man swears he's cracked. He's building his own Stonehenge in his Flint, Michigan backyard to prove it. Wally Wallington's not a scientist, but he knows a thing or two about moving rocks.

That's a three hundred pound block. This is a sixteen hundred pound block. Not too difficult.

He's a retired construction worker whose passion is moving heavy items. His feats always draw a crowd, mostly family.

I thought he's crazy. Who cares about moving blocks around? But then when you look at the the magnitude of the weights that he's moving around, it is it is really impressive, and he's not using any equipment or anything.

In playing with blocks, Wally thinks he's discovered how Stonehenge was moved.

This is my first Stonehenge arch I permanently put in place. It's three blocks. They weigh over a ton each.

It's all based on a very simple technique.

I found a simple explanation for this to move a block about the weight of a minivan would be to place a stone underneath it. And once I balance on it, I can spin it.

Of course, with that spin, you've seen I didn't go anywhere.

But I got two handles on my lever, and I could place another stone on this side. Now every time I spin a half location on each stone, I move the block horizontally the distance between the stones. For my own output, I could move a, one ton block three hundred feet per hour.

Using this technique, he's moved everything from one ton blocks to buildings.

He moved up to a pole barn at one point, a thirty by forty pole barn, then he moved three hundred feet for me. And it was more or less, you know, what else can we move? And he looked at me and says, hey. Can we move your barn? And I said, sure. Let's you know, next thing you know, was three hundred feet in the other direction onto another piece of property.

It can move barns.

And while he's betting, it moves Stonehenge's twenty So the video goes on in another few minutes.

Okay? So I'm just gonna put it in the chat here so you guys can check it out.

And, Anthony, I don't have any estimates. That's part of entrepreneurship is just doing your math and, like, figuring out what your breakeven is and, you know, what your back end is. So, guys, watch this video later. What I'm trying to show you, though, is that there are ways to get more leverage out of what you're doing.

And this thing that we're gonna be talking or that we are talking about right now is one of my one of the most important ways when you're doing marketing. Okay? It's really easy to forget. Like, when you're using the Internet, like, data and numbers and click throughs, it's just like numbers in a spreadsheet or how many people came to the website or, you know, what what's the you know, what are the stats. But you we have to remember every single one of those is an individual human being.

It's a real person that was sitting at a computer or on their phone somewhere, and they went through the process. It's a person.

And so what we need to do is guide them through the maze, okay, through the labyrinth to get through that whole curve of seven or nine steps and not waste anything.

Okay? That's the key. Not waste anything.

Alright? And the key ways to not waste anything are number one, to grab their attention at the beginning with a big bold headline, right, or a a big why or a, you know, a benefit, something that grabs their attention, and then to pull them in and make sure and do something that's, you know, valuable or interesting, and then at the end, to tell them the next thing to do.

K? That's the key. Tell them something to do.

By the way, we've been doing some social media videos the last couple of months, Annie and I. So we launched a new Instagram channel, and we got some YouTube videos. And we just been kinda putting them out, and we just did a couple of months. And I said with our guy who's been doing this, I'm like, let's just do a couple of months and get some online.

I don't even care if they work. I just wanna see, can we make videos in this new way? Do they you know, can we put them up? Do they you know, like, do they go online?

How you know, what's hap you know? Then we're gonna come back and say, alright. Now we're gonna see, can we make something happen here? Now we're gonna we there's a fascinating test happening because he's saying, don't put a call to action in these videos to start with.

Right? Just make some videos and just kinda be high value and just show up, and you're kinda like building awareness.

You know? And so this third time we went last week, I said, hey, man.

Could we try putting a call to action in our videos?

You know? Like, my marketing mind says, let's just try it out a little bit.

And almost reluctantly, it was like, okay.

So at the end, I had me and Annie put in a little call to action that took, like, three or four seconds that was, you know, something like, you know, follow us for more relationship, you know, improvement stuff. Or I I don't know. It was it was better than that. But it was just a little thing, and I had to kinda talk everyone into it.

And I said, alright. Annie, you do it on a few videos. I'll do it on a few videos. We'll not do it on some, and then we'll look back in a month or two, and we'll see.

Did the videos that had the thing get more subscribers than the ones that did. Right?

And why am I doing that? Because we always have to be testing. Right? That's exactly it.

That's it. Hair store. We have to be testing. We always have to be testing these cycles.

Okay. Now another thing I wanna give, because we're talking about creating content and social media videos and so forth, is there's a distinction here that is a way that I think that developed from marketing and sales that is super, super critical to have, which is when you're working with a client, when you're talking to someone who's watching your social media video or they're reading your newsletter or they're, you know, following you in some way, that person has a problem. They have a challenge. They have an issue in their life of some kind.

Right? They are feeling low energy, and they wanna stop getting sick, or they're lonely, and they wanna find a relationship, or they're worried about their job and they wanna, you know, get a new one or they wanna launch a business or whatever it is. They've got something that's really, really, really important.

K? And we have to remember how important that thing is to them because it's way more important than it seems to you right now, whatever their issue is. You know? If their dog has been barking at the mailman, every day when the dog barks at the mailman, they're freaking out emotionally. They're worry you know? You you can't remember what it's like to.

Right? So we have to identify where is our ideal client at in their process, and then what's the solution or the benefit that they want?

So if the dog has been barking at the mailman, we have to identify they want the dog to stop barking at the mailman.

We got the metaphor, everybody? That person is emotionally activated. They want the dog to stop barking at the mailman. If you have a website, k, and you sell a course or a consulting package or a product or whatever, okay, and, you know, here's your product, and here's your headline. And then you've got this website, and then you've got a button here that they can click to register. K? So this is the registration button right here.

The way I think of it is this is the click here to get your dog to stop barking button.

K? Do you understand? This is the dog stop barking button.

That is how I think of it. If they wanna lose weight, this is the click this button to lose belly fat now button.

Right? If they wanna get a promotion to VP of finance, this is the click here to get promotion button.

K? That's literally the way that I think about it in my mind.

Now, obviously, they're not gonna click there and lose twenty pounds of belly fat. That's not you know?

But if you start there at the click here to lose twenty pounds of belly fat, it reminds you, oh, that's the game. That's the only reason that they're going to click there.

If you don't do that, what you do is you go you get confused and you think, click here to learn more about my coaching.

But they don't they never wanted coaching. They didn't wanna learn about coaching. They wanted to lose belly fat.

You're the coach that can help them do it, but they don't want the coaching. The coaching is an inconvenient, expensive, time consuming barrier to them losing the twenty pounds of belly fat. Right? In the back of their mind, they're like, can I just go and take the pill? And then, like, I wake up tomorrow and I'm thin, and oh my god. I just learned that the pill now can stop me from a bunch of my cravings and even wanting to drink alcohol.

Have you guys heard about this? The Ozempic or whatever is the now it reduces cravings and other types of addictive kinds of things.

That that drug is gonna you know? I mean, Lipitor was the number one best selling drug of all time. Right? Because everyone wanted to eat what they wanted and not exercise and not die of a heart attack.

So it's like, take a pill. Right? Well, I I predict now that the Ozempic people figured out that it reduces, like, other types of, you know, addictive behaviors or cravings or whatever, it's just gonna explode. Right?

And everyone is gonna use, you know, the excuse. The problem with that one, though, is, right, they're trying they've basically figured out lately that you can't get off it. Like, once you get off of

it once you get on it, you can't get off it or else all the bad stuff comes back. So it's like a the continuity program on that one, the lifetime value, you know, the recurring revenue on that one is out, you know, out of this world.

Okay. So I'm trying not to be too cynical here, but, know.

This is how I want you to think of it. This is the click here to get the the result you want button.

So at a more abstract level, guys, the action that they're going to take is the solution to the problem.

That's how we have to think about, you know, creating systematic flows of behaviors with our audience and our clients. Now, again, we always use this for good. We only wanna do it in a way that, you know, adds value, helps clients, you know, is is super conscious and ethical. We're not gonna we're not being manipulative, and we wanna do it in a way where when it's all finished, we can show our client, here's how I built every single thing that got you here as a client, and they will look and say, wow.

That's really clever, and thank you for doing that. Right? That's what we wanna do. We wanna make it in a way where they say, wow.

Thank you for doing it. Thank you for making the flow really easy and being intentional and helping me to get to the result. Okay?

Alright. Any questions on this as a model or a framework here?

Could you just the the in the very beginning, Evan, you just talked about there was a comp I just think I cognitively missed the piece where you were saying is this just about putting up, like, a an email capture pop up right before the copy? You were just talking about that, but that was just getting that in first was an important piece and that you would lose was that just the the way that you were framing it in the funnel?

Does that make sense?

So oh, go ahead. Ask the question.

Yeah. Just that the very first part of this that kicked it off was normally, people would just have, like, a a long form sales letter online, and you were saying, just put the opt in as the first thing they see. Just have them have to click through that to get to the thing. I just wanna make sure that I heard that right about this pop up you're talking about.

Yeah. So it wasn't a pop up. It was actually the website.

It's just the page.

Yeah. That's it. You land there, and that's it. You know? Yeah. Well, what I'm saying what I was trying to explain there, Anthony, is as you're building a funnel, right, as you're building a sequence of steps that clients need to go through in order to become a client Yeah.

I'm just trying to show that there are a lot of there's a lot of slippage, drop off Right.

Friction, loss that happens through those funnels. And that if, you know, if you've got Yeah. If you got ten steps they have to go through and one of the steps works half as good as it could, you reduce your overall success by a half like, fifty percent, even though it's just one step that and if you have two steps that decrease by fifty percent, you lose seventy five percent of your clients. Yeah. And if you've got three you know what I mean? It's like that.

It's a this is conjuring a memory for me of when years ago, I I emailed you, and I said, I I made this app, called the love game, and it it went viral. Mark Zuckerberg shared it on Facebook. I'm like, what should I do? I don't know you remember this.

Legally. Yeah.

Yeah. Three hundred thousand people went to it in, like, a day. Right? And you're just like, did you get their emails?

And I was like, oh, ****. *** know? Like, no. I had no no barrier between all that stuff.

Yeah. So that was just right. This is the this feels like that's the piece you're talking about. It's like you gotta you gotta capture the attention or whatever.

Exactly. So Anthony Excellent. Because guess what, guys? That what he just said is how life works. Is you go through life and you try something and you try something and it doesn't work that good, and then you try another thing and it works okay, and then you try another thing and it works okay, and then one day you try something and it it you're like, where did why that one?

And so what I'm suggesting is you do a little extra work up front to make sure that when you hit the mother lode you know what I mean?

Yeah. Yeah.

You're ready to capture the value that comes from it.

Okay.

So now this is a metaphor for every single communication, every touch point that you have with your audience.

We wanna ask what do we want them to do? What's the action step that we want them to take at the end?

And then we have the action step as the context for everything that we're doing.

Alright? So the action steps you know, if you've, if you guys have seen the class, right, right, which we did, whatever, not too long ago about how to create a a course and, right, break it into ten exercises that are gonna be at the end of ten sessions.

And then ask yourself, okay. What are the ten things? If they did these ten things, then they would be able to get the result that we want. Great.

Okay. Now make those ten exercises, put them in order, and make sure they're in the right order, and then build the content for each section so that you teach them something, and then they do an exercise. And then you teach them something, and they do an exercise. And by the time it's over, I've done the ten exercises.

Now I have the skill. Now I can get the result. It's like that except with marketing.

K? It's what are the ten steps that they need to go through in order to become a client?

And then very critically, as they go through that step, then what's the next action they have to take? And what's the next action they have to take? And what's the next action they have to take? Right? So for us, you know, we have our coach expo, for example.

Right? And we have lead magnets that we use that our partners promote. You know? So we'll be doing the coach expo in a couple of months, and there'll be, I don't know, fifteen of the top coaches, and they'll all be sharing. I'll be interviewing them. Annie and I will be on teaching all day.

And to get traffic to that, we have the people that are speaking in the coach expo will tell their audience about it. K? So, I don't know, Marisa Murgatroyd, you know, one of my friends and partners, she'll write to her list, and she'll say, hey. My good friend, Evan Pagan, has this book he wrote called client getting scripts, and it's got all the things to say to get a client. Go here to get it.

In that email, we gotta make sure that email gets opened, and we gotta make sure that somebody clicks on it.

K? So that gotta make sure that that link in the email says click here to go get Eben's book for free.

Right? So that the maximum number of them click. Then they come over to my website, and they see an opt in page.

Right? And I've gotta have tested out that opt in page to make sure that the maximum number of those people, when they land on that page, actually give me their email address and opt in.

Right? And then on the next page after they opt in, there's a video that says, hey. Thanks for coming and getting your free book.

I'm emailing it to you right now. It'll be in your email inbox in about five minutes.

So why am I doing that?

Because if they put a fake email address in the box, I want them to see I'm emailing you the book.

So now they have to make a choice. Are you gonna give me an email address that's actually a good one? Does that make sense? But then on the page, I say, by the way, if you really wanna get clients, you should come to my coach expo, where I'm gonna be interviewing, you know, a dozen or fifteen of the top coaches in the world.

There's some other things you get. Click here, right, and I'll add you to that. And then it's another action step to get them to sign up for the Coach Expo. Then what do I have to get them to do?

I gotta get them to come because most of the people that sign up for the coach expo are not actually gonna show up and be there live all day.

So I have to send reminders, and I've gotta send text messages, and I gotta get them all excited and send pictures of the people that are gonna be in it. I gotta follow-up and go come come come come come.

And by the way, do you know what one of the best performing get them on the webinar emails is?

We've already started.

You're late.

Right?

So interesting. Right? We just started, and you're late. Get in get in here.

So every one of these steps is just to get them to the Coach Expo.

They haven't bought anything yet. There's not even a client.

And now I gotta keep them on the Coach Expo. So how do we keep them on? We offer the most value we possibly can, you know, and we and then then we've gotta, you know, make an offer to get them to buy, because guess what? Do you how you know, what percentage of the people that get on the Coach Expo? Let's say I have a thousand people on the Coach Expo live. What percentage of those people do you think are getting on the Coach Expo, and they're like, where's my credit card, man? I just can't wait to spend fifteen hundred bucks today.

You know? No. None of them.

What percentage of those people, when I first say, hey. Sign up for our virtual coach program, and here's all the stuff that you get. What percentage of you think buy as soon as they hear about it?

Very, very few. In fact, when I start talking about the offer, a lot of them just zone out and are like, oh, you're doing the pitch thing, you know, whatever.

So I have to then keep making the offer through the day in a way that keeps building value so that at some point they go, wait a minute. If I sign up today, get all of that stuff and all these wait a minute. Maybe maybe I should rethink this for a second. I didn't realize that you get all that stuff.

Right? And then they pick up their phone and they go, hey, honey. I think I should sign up for this thing. I didn't you know?

And now I gotta talk my partner into it. Okay?

Every one of these, if you don't get the step right, you lose them. It's gone.

Got it, everyone?

Your clients are the same way. They've gotta go through multiple steps. You might have a short funnel where it's just three steps or five steps or something, and great. More power to you. But what I wanna make sure you're doing is you're mapping out every step.

K? Kind of you can do it visually, k, or you can kinda go, like, one, two, three, four, five. You can do it, you know, linearly.

But in each of the like, one might be watching the video, and one might be signing up for your newsletter, and one might be, you know, come to your webinar or whatever they are. But at the end is an action.

K? At the end, every one of them is some action step that you want them to take, and it's click, register, opt in, buy the thing, book a call, subscribe, follow, comment.

Right? It's one of these things that we want them to do.

Give me a testimonial.

Gosh. One of the best things I have ever done, guys, is is ask people at the end of a class for a one line testimonial.

I can't believe it took me twenty five years to figure this out. Right? But, you know, if you if you ever do something that's great anywhere that's free or paid, at the end, say, hey. Would you do me a favor?

Give me a one line testimonial and just tell them who it's for or what you want, and then boom. Right? So what's the action step that you want them to take? So think of it as a, you know, realize your values button or a get what you want webinar or an achieve your outcome coaching session.

Alright? That's that's how we think of it, is the action is the solution. That's the way to think about it. We're not asking them to click this button so that they can get coaching. We're asking them to click this button so that the dog stops barking. This is the dog stop barking button.

That's how we think about it.

I just want to, add quickly to what you said you came up with after twenty years too late about asking for the single line testimonial. I went through one of your, webinars where you did that, And not only was it every bit as effective in terms of getting those lines, but, I I think it's worth additionally mentioning that it's self fulfilling when you're I'm sitting there reading what everybody else's comments all said.

I can't help but wanna add my comment and be excited about the next step.

Exactly. That's right.

Yep. You got it.

Okay. So any questions about this concept of the action is the solution? It's the outcome. It's the benefit. The click here to get the thing you want.

Okay. Yeah. So the guys, do you understand that this also I'll be right there, Anthony. Do you understand that this also changes whatever you were going to put into the content?

That's the thing that I wanna make sure you get, is if you start here, then you this is gonna be made differently.

If you start with the content and then you say, okay. I'm gonna teach them something, and then at the end, I'll figure out how to bolt on, now click here to get something. It doesn't it doesn't work as well. Alright? So for example, if, you know, and if I'm sitting down to write a double your dating newsletter, which, you know, this is how I learned a lot of this stuff, what I realized is, oh, if I'm gonna sit down and write a newsletter about online dating, for example, I need to think through at the end of the newsletter, I'm gonna tell them to go buy my course on online dating.

K? So how am I gonna how am I gonna link this all together? Alright? So maybe I'm gonna write maybe I wanna write a a newsletter that gets I mean, well, what am I writing?

Am I writing a newsletter of content, or am I writing a newsletter that's gonna get me more sales? Well, I'm writing a newsletter that's gonna get me more sales, which is gonna get me more clients, which gonna allow me to help more Okay? So I have to ask, what's the action step? Well, the action step is to come and buy the course.

Why are they buying the course? Well, they're buying the course because they don't want to be rejected.

They don't wanna have to walk over to talk to girls and deal with getting rejected in person. They wanna be able to go online where it's safer. They can use their mind a little bit more. It's a little bit slower.

Okay. Now we're coming up with something where I can start linking up here. Alright? So now I can write a newsletter about how to avoid getting rejected by women, because I know that at the end, what I'm going to do is say and by the way, if you'd like to get a lot of dates and avoid being rejected, the best way to do that is online, and I have a whole course on this.

Alright. Now fit that altogether into a newsletter. Boom. Now we've got something. Because, again, yes, it's the click here to buy my course, but it's more the click here to not get rejected button.

You know? It's the it's the click here to get a date without getting rejected button. That's how we think of it. When you read it, it would not occur to you, oh, he wrote this newsletter in order to get me to buy this course.

But then when you realize that, it's not like it takes away from the newsletter. It's not like you read it and go, oh, well, that's terrible. You only wrote that to get me to buy the thing. It almost makes you kinda go, wow. That that's really amazing because I learned something from the newsletter, and it convinced me.

And you thought that up in advance? Wow. That's pretty cool. Right? That's what you're going for with your clients. You're not going for the, I designed it to trap you. Anthony, what were you gonna say?

You know, I I just had two questions that I guess are more technical that are about just your process with that. Yeah. It was just it, when you do the email like, when you said your friend sends an email saying, here's Evan's book. Come to this opt in. Is it is it psychologically beneficial to have them reenter their email versus just having a dynamic link that they click in the email that prepopulates it or just gives them the book immediately and it already captures their email in that way?

Is there is there Don't know.

You'd have to test it out to figure that one out. I don't know the answer.

Understood. And and then the second technical question was just, do do you split test, like, just showing the offer checkout page at step one? Like, they click something. It's like, here's just the checkout page versus the sequence to get a sense if that drop off is worth the kind of juice of that process?

I probably haven't been smart enough to try that. That's probably a really good idea is to just give them the order page. I actually do know that some some people, when they build funnels, they build them where the front end buy is immediate because it's a low price thing. It's like seven bucks.

Yeah. And then in the social media video or the front end thing, it pre kind of sold, hey. You can get this whole thing for seven bucks or twenty seven or some low end thing. And then they kinda send a little bit more direct to a pretty, you know, close to a checkout page Because if I can get you to spend seven bucks, then I can show you an upsell video, and your credit card's already in, and it's, like, easier.

So maybe. You know?

Yeah. There was a there's somebody that I'm I've been tracking or the Instagram Reel stuff because I'm also been exploring with that too. And she she's been saying she's had a lot of success with just saying, just send them right to the checkout page. They click on the d like, click here for more info, and it takes them right to a checkout page to buy a hundred dollar thing or something like that. Anyway, just curious about that.

That was a good piece of Definitely worth testing.

But I also I also think it depends on the context and, who what kind of relationship you have with the people. You know? If they already trust you a lot, could just send them buy buy the stuff. And you've sold them in advance through value. But if you're brand new, that may be a little harder. Still, obviously, worth testing because testing is always the best way. But, you know, it all depends on the entire dynamic, not only in that moment.

Exactly. In other words, you know, if Oprah said, I've been keeping a secret notebook of, you know, how to get in touch with famous and successful people, and I've written down everything I've ever learned, including all their phone numbers, and you can go here and buy it for forty bucks. Like, she can just put up an opt in page and it or put in a checkout page, and it's like, it's over. Like, they're doesn't have to do anything. You know? But if it's if, you know, you're some new guy and nobody knows you, a whole different deal. Yeah.

Okay. So here's what I want you to do right now is get out a blank piece of paper, and I want you to brainstorm a little bit around this idea of the action is the solution, the get what you want button.

Alright? The the realize your values button, the achieve your outcome session.

K? So what's the action, and what's the result?

K? So click here to lose twenty pounds.

Right? Now, by the way, you're not gonna say click here to lose twenty pounds. You gotta you know, especially if you're in, like, dealing with stuff that could be, like, medical. You know, you if you're if you're dealing with anything that's, like, medical, financial, legal, any of those zones, be really careful with this.

Talk to an attorney. Talk to professionals and so forth. The reason why we're doing it this way is as an exercise for you so that you are thinking, click here to lose twenty pounds. Okay?

Click here to get a promotion. Click here to get your dog to stop barking. Click here to find your soulmate. That's how we're thinking about it.

And then from there, we work our way back, and we say it in a way that would be, you know, politically correct, appropriate, something that would be acceptable to your audience. So you might be able to say click here to get your dog to stop barking. You might be able to say that. Okay?

You might be able to say click here to get the list of fat burning foods.

K? You might be able to say click here to get my resume kit to get your promotion.

There might be a, you know, a step you have to put in there, but the thing is we don't wanna get confused that they want coaching. They want their dog to stop barking, so we have to go click here to get the result.

So if you're gonna be creating social media videos, it might be like, follow, subscribe.

So like this video to get more tips on how to lose fat.

Okay?

Click the subscribe button, and I'll send you videos every week to help you get your dog to stop barking.

K? What's the action you want them to take? Do you want them to subscribe to your newsletter, follow you on LinkedIn, send you a DM?

But make sure that when you ask them to take that action, that it's always to get the outcome they want, to launch your business, you know, to meditate to enlightenment.

Right? So just brainstorm for a couple of minutes here.

And what's the action step you want them to take?

And then what's the outcome that they're gonna get? And it's their outcome.

Okay.

And then from there, what would be a piece of content you would create that would go above that link, above that button, above that offer at the beginning?

Right? And then watch how this changes how you would create the content in the first place.

This perfectly aligns with the famous saying, you know, like, think in the end. There's a never Goddard that he always says about, not think in the end or think from the end or in the end in mind. And even in Exactly.

In manifestation, you always you wanna feel as if you're already there, like the ending That's exactly right.

And you wanna in this case, you wanna go into second position, actually go inside your client and imagine doing the thing, clicking the button, taking the action, and getting yourself to the point where you're like, yes. I wanna lose this weight. I'm gonna click this button.

Okay.

So now what I wanna encourage you to do is to take about fifteen or twenty minutes, and I'd like to have you create a piece of social media content, an out for a newsletter or a video, right, a post that you would create With that clicking of that button in mind, what is the thing you're gonna say at the beginning to grab their attention? What content are you going to put into it? I want you to actually create a piece of content with this mindset.

Maybe it was one you've already created over the last few weeks, but now you're gonna be making it specifically because you know where it's going at the end.

Okay?

And, I'll put everybody into, groups here. And, I'm like I said, I'm gonna say take fifteen, twenty minutes to actually make an outline for a piece of content, and then you can share it with your, your partners and get some feedback.

Okay?

Alright. Here we go. I'll call you back, close to the top of the hour. Have a great jam session.

Alright. Welcome back.

Any, insights come up from this idea of thinking in action steps and literally mapping in action steps?

One one thing that came up between me and Minka that was a new way of thinking about it for me was she was talking about kinda speaking to the irrational thing that somebody wants. Yeah. Like a sixty five year old woman that wants to look like she's twenty five.

And we kinda landed on a way to communicate that that's, like, stays in integrity that's sort of, like, saying, you know, click here to yeah. I'm just it's a little clunky with the wording, but to to feel like how do we say it? Like, to feel like you did when you were twenty five when you look in the mirror. You know? So it's like it's kind of connecting the feeling that they have to this kind of irrational thing they want.

They think they're gonna look like they're in twenty five, but this idea can solve Yeah?

Click here to feel twenty five.

Click here to feel twenty five. Great. Yeah. Even simpler.

Right? Exactly. And then from there, when you go click here to feel twenty five, then you've taken it all the way to the extreme, like, the ideal. Click here to feel twenty five. Yeah. Then you can ask, okay. Now what can I actually do, and what can I actually say?

And you're much closer to the outcome or the goal than if you start with, you know, something more abstract. Right?

And I I really love the feel piece is powerful for me because if I say click here to look twenty five, that feels incongruent for me.

But it because that's an that's an external kind of thing. It's like, I don't know. Right? But if I say feel twenty five, that's actually what the person wants. Right? They wanna there's a feeling they're associating with twenty five, and they wanna be in that. And so it's a really really interesting bridge to be able to do that.

And I wanna also I just wanna say it again, guys, is imagine you're in a room and you're teaching a, you know, a workshop to twenty people, and then you're gonna ask them to sign up for your one year program. K? Let's say you got twenty people. You're in a little workshop, you know, and your goal is to get four of them to sign up for your one year thing. Okay?

Let's say you've got sign up forms that you hand out to everyone.

Okay?

So what's the name of the game? The name of the game is to get the sign up form filled out all the way with someone's credit card number on it.

Does that make sense, everyone?

Okay. So, you know, one of my friends was talking about how they do this. He said, first thing I do is I say, okay, everyone, start filling this out and fill out the top part because everyone who fills it out gets something, gets my book or gets my this or gets my Great. So great. Now we've got everybody's filled out the first half of it.

You got it?

Now okay. Now we need to get the four people to fill out the credit card information. We gotta get the next piece of the thing done. Okay? So what are we asking them to do?

Are we asking them to sign up for my program, or are we asking them to fill out the rest of it so we can grow their business?

Okay? So I'm looking for four people here, by the way, who, you know, would be private consulting clients with me or part of my, you know, mastermind that I'm creating right here to double your business or to grow your business or to whatever the outcome is you want.

Okay? And so it's it's not fill in your credit card. The mindset isn't fill in the credit card information so that you can buy my course. The mindset is fill in the credit card information so that your business can be grown.

That's the mindset is you're helping them get the outcome that they want. Whatever action step it is, if you're gonna if you got twenty people in the room and you got you want you wanna get four of them to, you know, whatever with you, you say, okay.

You make your offer or whatever, and you go, okay. Who here really wants to double your business over the next year? You know? And you could play full out to do it. And let's say you got twenty people in the room, and let's say seven of them raised their hand.

Now that's not seven people who said they were gonna sign up necessarily. It's just seven people who said that they definitely wanna double their business over the next year. Okay. Great. You could say to them, okay. You seven come with me right now, because I wanna show you how we can double your business. And you stand up and you walk out of the room with them, you go sit somewhere else, and you do another thing, and then you give an exercise for the other thirteen.

I'm just I'm trying to give you guys I'm just brainstorming creatively so you understand. I mean, take this action step, and in this case, it's fill out this form or stand up and walk out of the room or raise your hand or do whatever the action step is you want them to take to get the outcome that they want, to take another step toward it. And if you use that as your mindset, you're just gonna communicate differently.

Right? It's just gonna be different.

This also works great with other with regular humans too that aren't necessarily your clients. Right? Now, of course, not everybody wants you to come into the room and always have the next thing for them to do and have a plan, and you're always trying to, like, talk them into doing something and aligning their like, that's artificial. But when you think in terms of, like, okay.

We we we go through transitions where everyone's doing this thing, and then we transition to this next thing. Okay. Like, I you know, in my family, and maybe we're trying to get out the door to go to have dinner somewhere, and, you know, there's some conversation that, you know, whatever. Annie brings up, and she says, oh, well, what about this thing we're doing next week?

And then her and love start, you know, bickering about something, or I'm in there. And then I'll be like, hey. You know what, guys? Time out for a sec.

Time out. Time out. Out. Hang on. Hang on. Let's just get in the car, and then we'll talk about that.

Do you know what I mean? It's just it's like, let's just get the the we just started getting friction here. It just stopped the whole train. No.

No. Wait. Time out a second. Here. Let me give you a hug. We're gonna take a breath.

Let's just get out in the car.

Okay. Then we'll figure that out on the way. Okay?

Okay. Alright. Alright. And then everybody gets in the car, and then it's like, alright. Now for the next fifteen minutes while we're driving where we're going, alright.

Now let's talk that thing through. You know? So when you start thinking this way, you can just make everything just kinda keep moving along. You're trying to keep the train moving in life.

You know? Yeah.

Good. Good work, guys. We'll call it a day. Thank you.

Talk to you soon. Thanks, team. Get out there and, help people take action. Alright. Bye bye.