

Automate Your Networking

Hey, Stuart. Hey, Alexander.

I'm curious. Oh, that looks like Alexandra's still joining. She can't hear the audio.

Stuart, how's life, brother?

You know, the problem with life is that life gets in the way of life.

Constantly.

Yeah. My my younger sister's health is not very good, so it's totally totally consuming my wife trying to talk to doctors and help her situation out. And and, so I tried to get my wife. It was my wife spent Mother's Day, spending more time on the phone with my sister and her doctors than she did with me.

Aw. That's sad.

Like, you know what? It's it's okay. But it's Yeah. It's okay. You know?

I'm sorry to hear that, man.

Hey. You know? You just make the best of it. How's it going, Alexandra?

I'm I'm fine. I'm fine.

What I can tell.

I'm okay.

I see that you have a you have something in pain.

Yeah? Have something have something in what?

In pain.

Oh, in pain.

Oh, I'm in pain.

No. No. Not not not pain. Just, my sister needs a new she needs to get some open heart surgery. So that's Oh. Never a fun thing. Yeah.

How about you, Warren?

How was your weekend?

Oh. My weekend was I I were working. I put it my weekend in the in service.

Oh, no. Good.

My first time, my mother's day was like, I went alone.

But More and you that I went in service, and it was it was a calm day.

So this is it.

And more and you?

Pretty good. Just figuring out which bicycle to take on a three thousand mile track across the North Americas.

No kidding. Oh, that's exciting.

Yeah. Actually, that ties in to some news I have for all of you.

Yes. So my class will officially at least end with me on the first of June.

I don't know what will replace it. Evan and I are talking still and figuring it out, and he's trying to source a person. But essentially, a little less than a month from now, I will be entering a three thousand mile bike ride, which makes Internet and teaching basically impossible. But I'm gonna try and give you some of the best stuff I've got.

I'm a little bit going off script, so I don't have my normal curriculum, all that. I'm just trying to give you whatever I think would be the best things to end my time with you. Because by the time I come back, I imagine many of you have moved on to other programs, things like that. So fair warning, the first I think that's the right right?

Yeah. The first will be the last time you'll see me at least for half a year, maybe longer.

Is Kimberly going with you?

I am going by myself. Yeah. Yeah. Solo journey.

So wait. Wait. Wait. Wait. Wait. Wait. Let's let's have this session for us to discuss about that.

That's the no. I'm kidding. So are you how long is this ride?

Three thousand miles with maybe four months because I'm I'm stopping for Burning Man in middle because why not?

Oh, no. God.

So it'll be a little longer. It's usually people do this in sixty days, so I'm trying to do a little bit leisurely so I can carry heavier gear and take some insane footage using a gimbal. So I'll have nice, smooth panning shots of mostly the Rocky Mountains, but other mountain ranges too.

And just how do I how do I follow or going along with you with this journey, somewhere virtually or telepathically or I don't know about telepathic, but I have a YouTube channel.

It's basically Get AI Official And on there, I'm just basically doing this entire route from the bike to the parts to the food to the water, because the water is from the ground, obviously, all using AI sourced itinerary, AI strategizing, even AI tactical, like what I should be doing with my literal time every day. Everything will be AI scripted other than in my own thoughts and musings.

I'm there right now, but I'm not sure if I can find That is nice.

Get AI That is a nice adventure.

Say it again, Alexandra?

That is nice adventure.

Oh, yeah.

I I see I see that you will get a lot of fun. Oh my gosh.

Can't find it, but maybe you can drop a link or something. Drop a link at some point today.

I'm happy for you in advance. Very excited. I'm happy for you in advance. Wow.

It will be nice.

I have a good feeling.

It's a big journey, but it's a good journey, I think. I'll get you a link here. Let me see.

Because it's a newer channel, it's probably not coming up on Google, I'm gonna guess. So let me just quickly pull that up.

I'm just trying to really see what can, AI actually do and where does it fail miserably.

It's one of those moments when we we we talk about every beautiful thing has a fine final moment at some point, but today is like, oh, no.

That's not it. In four months, he'll be back.

Yeah. I don't know what it'll be when I come back because Evan I'm sure he's well, I'm not sure, but I'm assuming he's talked to most of you about, how I'll to get you that link later. My son just made all these links. So for some reason, I'm not finding it either.

So I'll get it from him either this week or next. But he's going from like, the kind of virtual coaching focus, which I'm sure will always be coaching. It's that's not going away, to AI focus. Has he talked to any of you about this?

Did he said anything?

Not really. At least I have not heard.

Oh, that's surprising. Okay. Well, I mean, you'll still be in the program, but the program's just gonna shift way more into an AI heavy focus.

Because if you're not, I don't know how connected you all are to coaches who do this full time, but in the coaching world, big ticket programs and high ticket coaching offers are have been on the decline for the last year or two, basically since AI started three years ago, and now it's hitting all time low in terms of sales volume. But on the flip side, little core products, kinda like we talked about the value ladder. Right? You have your free tripwire core product high ticket.

Core products and tripwire offers are exploding. So as long as you're not focusing on, you know, only sell say selling ten thousand dollar accelerator programs like this one, because that's those are very proving to be very difficult. If you're

focusing on one on one clients, if you're focusing on, like, two k, three k, four k, maybe five k or less group programs. Those are actually still performing quite well.

And that's what our shift will be essentially accommodating is the market has obviously changed. It's probably not going back. And as we learn these things, wanna share them with you because if you're, you know, trying to build up to ten thousand dollar accelerator programs like Tony Robbins has his private masterminds, things like that, this program.

Even you can see it in the attendance in this call. We used to have twenty to thirty people on average in these calls. So it's just generally the entire market in the coaching industry has been sledgehammered.

That's interesting observe observe go ahead. Go ahead. Yeah.

Keep however, you know, every single time there's something like this, there's almost always the counter side.

Right? It's yin and it's yang. You just have to quickly adapt to the the new yin, if you will.

And I highly encourage you if you are focusing on programs, really focus on those core products. One to three k seems to be the sweet spot in spending right now because even though the market in terms of investments, mutual funds, that kind of stuff, stocks is doing are doing well. A lot of that is not owned by your average spender. The average spender is seemingly in some form of recession.

So spending down by your average spender, most of the people who are reflected in these stocks and things are what you might typically call the one percent. I'm guessing it's probably closer to five percent, ten percent of people, but more so than ever, networking with the affluent right now is probably the most important thing you could do if you especially want to sell high ticket programs. I mean, more than it's ever been because people are getting flooded with AI automated emails, AI automated LinkedIn, oh my gosh, Facebook, Instagram, these bots, these agents sending out messages that basically scan your profile, create a one

sentence, three sentence kind of response to you or something to send to you and now that means people are getting numb to it.

You know, your ability to do outreach through these methods is diminished.

I have friends personally who do email marketing for example, and one of them I think he said he was up to six hundred k and then about two years ago he's now dropped to near zero. That's how much this is impacting people. Tony Robbins sales down, Dean Graziosi sales down, Marissa Murgatroy sales down. Some people are doing much better because they went to these smaller ticket programs.

So we have to adapt to these things. And all of that is to say, I don't know how things will change in six months because things are changing so quickly. We're having to I'm even pivoting my business seemingly monthly, bimonthly, and you have to network. If you ever consider this as optional, it's really not optional anymore.

And maybe once upon a time it was. That's not to say don't do content or don't do list building email marketing, that still works. Works. But if you're relying on anything like these automated tools that you've probably been assaulted with in your commercials, your ads, on your social media feed, that stuff, a lot of that in my tests has not really proven to be worth the investment.

People are just overly saturated with constant give me attention ads, give me attention all kinds of things. But what I have seen is that even though I did networking while traveling abroad, right, so if you say you can't do this, I don't believe you because I've done this in Vietnam of all places, people are very responsive. People are tired of hearing these kind of AI generated, AI automation stuff and they most people are beginning to spot this or at least entrepreneurs are being better at spotting this. You know, you've seen the the the style of speaking.

It's not this, it's that. That's not just a good idea, it's world changing. You know, like these kinds of patterns our brains are picking up on in AI text. And that matters too

with what we're gonna talk today because I wanna talk to you about how to automate parts of your networking.

You can't automate everything.

You don't wanna automate the messaging. You wanna automate remembering to message someone.

That's the piece you wanna offload from your brain into AI and or actually, less AI, more so automation, such as CRMs, Google Calendar with the manual version of this. So I'm just gonna give you all a brief overview of the two methods I've used.

Quick question. Who here is using a CRM, customer relationship management software?

Everybody can say, Alexander, you're not using one?

You are using one. I'm using one. What are you what are you all using? Just curious.

I have a go go plus go plus.

Okay. Go High Litter.

Go Plus with the the Marissa Marissa Morgan. Okay.

So I got Go Plus, two Go High Levels, and Simplero. Right? We okay.

So what I'm doing is using What I'm Go ahead.

Is it okay if I know you're gonna get started. That was a great topic. You talk about how people need to shift. And I wanted to ask you a quick question about it. Is that okay?

Please. Yeah. Yep. Today is a very quick lesson. It's mostly do.

Alright. Perfect.

So I think about that a lot with AI. Right? So who whose industry and profession will be shifting and changing? There's a lot of talk about it. There's a lot of reports about it. And I've thought a lot about my business as well.

And I know that with all this, we're not even in information business anymore. There's so much information out there, it turns into what they say transformation or even connection. It shifts in that way. So just to keep the high ticket that I've been intending to get into fifty k, one hundred k, I know that what you say, it's great.

I didn't know that it's slowing down, but I'm assuming it will be. But what if you tie that in with in person meetings, like small groups, and actually attach those services with devices and technology like saunas and steam rooms and red light therapy and hyperbaric oxygen therapy. We've been with the coaching, mindset, nutrition coaching, strength training in person. So because AI cannot take that away.

Right? You have to go there, do those things to those people for to to get that result.

What do you think about that?

Well, I think in person is what most people want. You know, a lot of people have COVID exhaustion from Zoom meetings. Right? There's just so much you can do online before you want to touch a person and shake their hand or give them a hug. So I think if you especially for your niche, actually, is going to be exceptionally useful to be in person. And when you're talking about things like fifty thousand, eighty thousand, hundred thousand dollar coaching agreements or engagements or some whatever you wanna call I personally, in my business, piecemeal things. So rather than being an all inclusive say hundred k package, it's okay, well, here's one thing for twenty grand, here's another add on for ten grand, here's a optional

event that is definitely connected to these other things you already bought for twenty grand, you know, going to Mexico or Belize or something.

These kinds of piecemealing is a way to reflect the the changing and buying decisions.

Now granted, one could argue, if you're selling directly to the affluent, they're largely unaffected by, say, buying trends. And I'm also specifically talking about US economy. I'm not a student of economies outside the US at all. However, it seems to be a large thing I see online where people just generally are spending less.

That said, when people perceive a recession, even if there's not an actual recession occurring, when people perceive a recession, their buying decisions, regardless of their wealth level, generally reflect that. So if people think the economy is going down the toilet, they'll spend less, even if they make five hundred k a million a year. Right? So piecemeal it, so it's easier to get everything they want, and then you don't necessarily have to charge less.

You're just not wrapping it all into you either buy everything or you buy nothing. If I if I don't want your hundred k thing, but I'm at least willing to spend ten, twenty k, wouldn't you still want the ten, twenty k sale? Right? So, make it easier for them to say yes, in sales you want to remove barriers to the yes, right?

And one of the ways to remove barriers is to just make it seem more cost affordable. And also consider things like payments, plans, interest free payment plans, or you can do, you know, nominal upcharge for six months, one year, that kind of stuff.

With these things, just one thing to be aware of, when buying perception is that money's running out, chargebacks go up. So people will buy things and then go through their credit card company and do a chargeback. So just collect some kind of evidence that proves that you did what you did. So if you did an in person thing, record it and, you know, maybe get that person's face in the video, so then you can go to these companies and say, I literally have them in a room. Here's the bill for the hotel room. Here's the actual event. Right?

The more evidence you stack up, the more likely the credit card company is going to settle your Yeah.

We've we've been there. People sometimes, they get in, and they come up with their own reasons. And sometimes, they didn't get what they thought they would get, and that's totally okay with me. And I don't wanna really fight that with the chargeback companies because to me, it's not a huge thing.

I mean, it's like eight hundred bucks or a thousand dollars, and I just gave it back. And I was like, you know what? It's not worth it for me. I don't need any negative reviews out there. So we've done that.

So but you're talking about tiers when you say, like, not all all out on the hundred k, but you go, like, different levels based on who is ready for what. And then slowly move them up. Upsell them.

Yeah. Okay. All about the upsell. So an upsell, you've seen it a million times. You buy the thing you actually want, core product, a program like this one.

And then on the post checkout page, which is traditionally a thank you page, you still should say thank you. Hey, thanks for that also as a one time offer or sometimes you'll see it before the checkout page too as a discount. So, you know, you show them your your product, and then you say, okay, for this discounted price, you can get this all inclusive trip to Belize where we do an in person intensive, and we have sauna and hyperbaric chamber. And, you know, whatever it is you're going to do, that I think is a better system than it's one hundred k, it's one thing, you can't take it apart.

That I think is a lot trickier because it adds more opportunities to say no.

I totally agree with that and that's how I see it as well. But for the higher ticket like this, I've never seen anyone approaching it that way to have an order bump. This is too high of a ticket for you. Those high tickets are mostly in person or over a call instead of just on a website.

Am I Well, you could you could do that on a call with your sales team or yourself.

I mean, example, if I were to break this particular program down, VCA down, I would break it down into here's the core product, which is the classes and that's it. Also, there's an optional for however much charge in person event in Austin, Annie and Evan's house. Also, there is potentially implementation days where we'll quite literally build everything with you. So you could easily have two order bumps right there simply by taking things that are already in the program and separating them.

Because the alternative is that you strip away these things to lower your cost, but then how do the people who actually want those things buy them?

So at least make them available, you know, or as Evan said to me once, talking about a business plan, he said, give me the opportunity to say no. Right? So even if you think they're gonna say no because it is so high ticket or maybe it's too much in your mind, too much add on, at least give them the choice to say no rather than making the choice for them.

Makes sense, yeah. So the in person and having all these higher ticket attached with the actual technology that they have to come to the facility, do you think that would preserve the higher ticket when you compare that with AI stuff?

So is this really gonna come down to, you know, buyers feelings? And buyers right now are perceiving, specifically United States, a recession. Right? And there's all talk, regardless of your opinions on politics, there's a lot of talk of changing in the way things used to be versus the way they are now.

And this affects how people buy, right? We're seeing, for example, the alcohol industry has been hit for five billion dollars. That means they made five billion dollars less than they did last year. That is a tremendous amount of money. Granted, this is, you know, all the alcohol companies combined. Coaching, I don't know what the number is, but everyone I'm talking to is seeing dips in these high

ticket programs. So it doesn't really matter what's on offer, what matters is the buyer perceives changes in the economy and therefore spends less money.

So we want to, if we can get inside the mind of the buyer rather than trying to, you know, make it more lucrative to buy more, we just simply make it easier for them to buy things, like, oh, here's this lower cost thing, and what you'll see is a lot of people will get into these programs, and this is not unique to our situation right now, this has been true my entire history with coaching, What you'll see is once people get into these programs, they become friends with people, they become a part of the community, they like each other and then, you know, a few people go and a few people don't, but you wanna go with your friends, you wanna go to this event and then, you know, you give them a second opportunity.

Hey, now that you've been in the program for a month or two, you know, we'll give you this discounted version still, but after this date, the price to the live event goes up. Generally, I see this in most programs that do this kind of style of sales. So after this date, you have, I don't know, a ten percent, twenty percent upcharge because on your end, there's there is some extra administrative work, but in reality, you're just trying to create pressure to buy sooner so that way you're not waiting for last minute buyers.

That's a very popular way to do it, but again, you're giving them the opportunity to actually try it first. So rather than the only decision being how much does this cost and what do I get out of it, now those are still true, but in addition to that is I wanna go to this thing with my new friends in this community because I've already seen what it can do.

So would you say that the dip you're seeing in those industries is not because of, let's say, because of, AI is doing a better job at consulting and coaching with people?

Or I think it's all connected.

It's holistic. You can't separate these things.

How does it relate to alcohol?

Well, I mean, if you see that you can't spend more money, you're not gonna buy what you might call frivolous spending, right, like alcohol or in some people's minds that extra class they were gonna buy, maybe now they don't buy. That might be the self development version, right?

That's purely if the economy goes down, then any type of spending that you've had that is little extra, it's gonna go down, whether it's Cisco or virtual or Which is why you wanna have tripwire offers for sub one hundred dollars even better sub twenty dollars, because once people, I don't hate like saying this, but drink the Kool Aid if you will, or they get a taste of what's possible, they want more.

However, if I'm just looking in an echo chamber of my own mind, I only hear my own thoughts, I only have my own experience and I see your stuff on social media, I see your stuff on YouTube, but I'm not actually doing anything, I'm not actually trying a product, then I'm only gonna make that decision from my perceived recession.

You wanna get them in there. You want them to try it. I mean, it's the same thing you're doing, Christa, with you have your kinda like try it thing. I know you don't call it that, but where they can come and then get an assessment with you and then you do a full breakdown with them.

It's sort of like that, you wanna give them this lower ticket thing, this dank low hanging fruit that's easy to do, easy to consume, not terribly expensive, because now I have tried it. It's not just me saying how much money can I spend, it's how much money can I spend, but also, man, this Frito guy, I really like what we did there, I want more?

Yeah, I mean, it makes that's an old old thing actually, just to try it and experience it before you actually buy it. We did the same thing, We haven't had problems with sales. Patty is my manager that she does sales now.

I said, how can we create even Evan was talking about risk reversal and guarantees, like, a couple of weeks ago. I think it was last week or so. So it got me thinking, how can we create it even better and stronger so people that never bought in the sales meeting, then I told Patty, you know what? Why don't you if they don't buy, whatever the amount so usually this is like eight week program, a short term program.

It's a thousand dollars. And then if she doesn't purchase, then let's give them three weeks to try it, and we're gonna give them the same service as a paid client. Everything that everybody gets, I'll give you exactly the same as a paid client. And if you find that you enjoy it, you will pay then for the whole program and if not, you will part ways.

I just don't want you to have any risk on your end. Worst case is actually a lot of people see tremendous progress with fat loss in two, three weeks, like fifteen pounds, twenty pounds, or energy comes back and you feel stronger. So I don't want you to think about what am I going to miss, what am I going to lose. I want to make sure this is completely risk free for you.

I'm gonna give you the program for the first three weeks, the way we charge everybody else. And if you would like to continue, you can. If not, don't even, you know, call me. Just stop coming.

The risk reversal is exactly something you should be doing now.

You should always be doing it, and it sounds like you are, but I'm also saying some of these things because there's people who go from funnel to coaching package, and there's nothing in between. If you have nothing in between, it's really hard to try out your services, especially if you don't have risk reversal, You know, a great example is Annie's. Annie's is, I think you get your you go to your first session and then you don't even pay for that session unless you sign up. So there's a risk reversal, at least get on one free session with her. Then if I remember right, maybe she doesn't do this anymore, but she used to where, you know, you try one month and if you don't feel like you got your value at the end of the month, don't pay your bill and that's fine.

However, you know, there is a risk involved for you if you do that and then the person's trying to take advantage, so you wanna have some application system to filter out the bad people from the good ones. But a lot of this is still tying into, we really want to more than ever network. Network, network, network.

All of my ads were basically only working for lead generation. Any kind of ads I ran for going straight to product purchase performed very poorly, especially over the last year or two.

So for me, with the information I can glean from this and conversations with other business owners is that we have to get them in the funnel first before we can start pushing say a five thousand, two thousand, ten thousand, or even more dollar product. You gotta give them a taste, and that taste is not social media. Still do that, that's a great form of lead generation, that's definitely not going away. If spending goes down, you're gonna go at all these free things, right, like YouTube, Facebook, Instagram, and on those free things they can get exposure to you.

But in addition to that, I mean, just in terms of raw ad spend and conversion, you know, how much money I spend versus how many people click the button, the highest performing things I'm seeing are simple, easy to understand, easy to digest lead magnets. Solve one small problem, not the whole problem. You generally can't solve the whole problem in a lead magnet anyways. But this small problem should tie into a next step, whatever that is.

It could be another free thing, could be tripwire, ten dollar product, twenty dollar product. Obviously, you mean, you like Christo, for example, you'd have to adapt some of these prices and things that make sense for your business, but the strategy is generally the same.

Get them in there. Just get them in the funnel. That's really your goal.

A lot of people, they try to go straight to, you know, if you remember buyer's journey, right, there's awareness, right, consideration, decision.

Right. Most people are targeting decision. That means I'm ready to buy in the next few days, maybe few weeks. Most people don't wait that long. They spend a few days max, some people hours, and they're ready to buy whenever they make that decision that day. That costs the most money for ad spend and we're seeing the lowest conversion rates, at least in the coaching world, that I have ever seen actually in my entire history of coaching.

But on the flip side, on the awareness side, which is generally where your lead magnet exists, that I'm still seeing some drops in terms of conversion rate and that could be, you know, maybe ads just cost more now. It's nothing like my ads that would take people straight to product buys.

So I interpret this as people want to try something for free or very cheap, twenty dollars. Most people don't bat an eye at that. Right?

And they want to see if your flavor on the inside of your program is real. Another thing I would also advise you to do is just be cautious of calling yourself a coach. You've probably heard the jokes, same ones I'm hearing, right? Like there's plenty of coaches out there who are not taking programs like this, they're quite literally taking their information, assuming they can teach other people and then getting, trying to get clients And that has happened now probably for a very long time, years. And I personally just call myself, you know, a teacher, mentor, consultant who uses some coaching skills, you know, I might say some blend of those things.

You're not a transformation alchemist?

No. Don't say that one. If I don't know what it means, I won't say it.

Oh, yeah. You're right. When when, you know, when they zig, you zag. You know, you gotta be different.

How do you guys So let me Go ahead.

I'm sorry. Go go ahead, Warren.

Well, I wanna show you how I'm zagging. This is networking. But if you wanna say something, Stuart, before I get started, go ahead.

Yeah. I'm real curious about I went and I'm and if you wanna know, I'm happy to tell you. But a couple years ago, I I joined a high price my first coaching endeavor after having been doing this stuff for for twenty years in person.

Then around COVID, I decided, well, I better look into this virtual thing. And I was kinda set in my ways in terms of what I thought would work, having been in sales and marketing for a long time.

And I got a lot of resistance from the the coaches in this coaching program who were all about, you know, trust trust the mess method. And I said, yeah. But I see your method going away.

For whatever reason, I just think over time, all you guys out there doing these high end coaching programs is teaching the same thing, and you're gonna oversaturate the market. And who knows what's what's gonna happen to the market going forward? And I'm just it's not like I'm clairvoyant, but I have enough of a sense of it that I I it was very clear it was it was forthcoming.

How how our guys have been doing these programs, whether it'd be Eben or it's competition, how are they dealing with the people they put through these programs as recently as two years ago saying it's up and to the right, and there's no stopping it? And now not so much. They weren't right.

Well, I mean, I will say this. Evan taught Tony Robbins that AI is the thing you gotta do among other people, not just Tony. In fact, Evan's probably the biggest AI ambivalent evangelist I can think of that I know personally at least. So I think that out of all the people I'm seeing, he's the only one that had the foresight to actually start putting this into his programs, adding AI tools, making sure everyone sees him use AI.

But I have seen a lot of people be very slow to adapt to this.

Very, very slow.

Exactly.

And and how do you have any sense as how they save face in their market by having now and like I said, it wasn't Eben whose program I was involved in, but you would you would know the name because the person is friendly with Eben, and they're participating in this week's coaching program thing. But but he has a large organization, and he hired a bunch of coaches. They were all following his direction, and they were livid about a pretty you know, trust the method. Trust what we've put together for you without any cognizance as to well, it's not clear that what you're basing your assumptions on the system is gonna really hold out.

And so, yeah, it's not directed at Evan. It's directed to some of the other folks that Evans out in front of. How are they dealing with their I mean, don't get me wrong. In some ways, I'm a little pissed.

I know these things happen. I spent a lot of money with for a couple of years with somebody insisting that the market's gonna be there when the training ended. How are they how are those providers dealing with the the people that they've left in the lurches?

The people I'm seeing who are adapting, Marissa Murgatroy comes to mind. Tony Robbins has his own AI. I'm sure you know that. Dean Graziosi, same thing.

A lot of them just started adding AI in and not really talking about where the market's at. This is you generally don't wanna tell people who are haven't bought from you yet. Hey, by the way, when you're there's also a potential recession and the market has changed. So I see them just kind of ignore it.

I don't hear them talk about it. Granted, I'm not in Tony Robbins' high ticket programs. Marissa, I don't hear her talking about it. They just add the AI in, and it does work.

But I don't hear people talking about these markets are changing generally at all.

Yeah.

I'm just trying to be honest with you because this is the same thing my business and I talk about in our meetings, so I don't want you to feel like everything I'm doing, bring to you, essentially.

Okay. Well, maybe maybe perhaps a different place for the for a conversation like this, but I appreciate what you're saying.

Yeah. Yeah. I mean, Evan does a good job of just being honest. Absolutely. And I think he's also very good at, saying the right thing at the right time.

So you probably, even from him, won't hear him say things pre purchase parts of the funnel. By the way, coaching sales are way down just unilaterally across the board as far as we can see. I just don't think you're gonna hear that from anyone because if you scare the buyer, you scare the sale.

And I don't wanna be able probably do that either in all transparency. Maybe if I a one on one call with someone, I'd be very honest with them, but I would also tell them here's how I'm adapting and you should too.

Well, let me show you one way I adapt it because we only have twenty one minutes here. So and we always have our office hours called too as a reminder in two hours twenty minutes we start.

So whatever Well, was gonna use the coaching call with you to talk about my high priced packages.

You might be okay though because you've already done the hard work of networking with affluent people and having a very specific target market, but if you're a new coach in this group or you don't have clients, then you should just be very aware of these trends and these trends as far as I can see don't seem to be swinging back up. I think what'll happen is the same thing that happened with essentially Google. Right? You used to go to Google.

You well, I used to go to Google. I used to go to Google and do a whole bunch of research things like that. Now I use AI. Right?

So it's not that I stopped Googling, I just found a better, more efficient way to do it, a new tool, a new way of Rise. It's gonna be the same thing with coaching. You're still coaching, but you might be doing some other stuff too, like using AI tools with these people. Is using an AI tool someone coaching?

Maybe, but it doesn't have to be. It can be just as simple as take this twenty question personality assessment so I can learn about you. That's not really coaching, that's assessing someone's personality. So my suggestion to you is just find as many of these different things to put into your programs as possible because in the next year or two, these things grow exponentially and as a reminder, your brain, my brain, our brains, they can't truly imagine exponential.

We can get it logically, but we can't think if I told you to imagine a thousand squares in your mind right now. You can't actually do that. Now if I said do a billion, now you're in the realm of not even coming close. Right?

You can probably imagine a lot, but not actually a billion. And with AI, ten x ing in terms of capability every year, You know, like imagine a year ago, right, maybe a year and a half ago, the Will Will Smith eating spaghetti video, right? The spaghetti went through his fingers and through his mouth, and it just looked kinda crazy and almost like a fever dream. You know, it was a little scary.

And now I've seen plenty of, I don't know why Will Smith's the video litmus test, but it is for many people, it's perfect. Some of them I've seen, I genuinely can't really tell it's AI. It looks like very well done cinema, just like the perfect angle, perfect lighting.

All of AI is doing that, and that was quite literally a year and a half ago where this crappy video came out. So in terms of LLMs and your ability to talk to them and their ability to you give you a useful answer and hallucinate less, every single one of these things is growing exponentially. So if you're not putting this in your

business, all of that exponential growth is still gonna keep happening and you won't be as familiar with using these tools. So you're gonna have to get into that learning curve a little bit later, which is fine, but what's your competition doing? Right? What are the other coaches or consultants or whoever you wanna call yourself, teachers, mentors, what are they doing?

And I think we can see this even in the coaching market, the people who aren't adapting as Stuart Soap well put out. A lot of these people are seeing crashing revenue numbers. So just be aware of the markets changing. That doesn't mean you're screwed.

It doesn't mean it's all over for coaches, but you might have to rebrand yourself a little bit. You might be you know, consider what you call yourself because if people are perceiving a recession, which many at least in the United States are, and I would dare say a lot of people in the world are, then you're going to generally see people spend less. And that means I'm only gonna spend money on things that I see solve a very crystal clear singular problem I have, not transformation coaching, not women's empowerment coaching, not men alpha training, you know, like, generally these things are gonna go down.

But if you say, you know, Stuart's a great example, if you say, you know, make a resume that actually gets someone to read it, that is a very singular problem. It solves a specific problem and it speaks to a specific person because I'm sure he's also saying other things to call out these kinds of people he works with. Or in Christo's example, right, like if you're struggling with weight loss and you've tried these different list of bunch of diets that people tried and you're feeling low energy and you're having a hard time, you know, feeling content in life, you know, or whatever it is, like you get to these very specific things and then you talk about, okay, well here's the example of Jane Doe who lost fifteen pounds in two weeks with my program, very specific.

So just really hone in on not necessarily coaching because people don't buy coaching, they buy the result. They buy the resume that someone reads. They buy the fifteen pounds of belly fat that they get removed from their body through

exercise and diet. They buy have more energy and feel energetic when you wake up.

Right? These are the kinds of things people want. So I guess another way to look at this is you just need to be a better marketer. Right?

And really good marketers, this is the way they talk.

Look at anyone you see that you perceive as a successful coach or teacher. Generally, you'll hear them say hyper specific things, not generic things.

When I say virtual coach, it's specific.

If I say empowerment coach, that could mean a lot.

So let me show you though how I network with affluent people, specifically the automation part. Because when you're talking about networking with the affluent, everyone's trying to do this for starters, right, at least a lot of people are trying to do this, and you might have hundreds of people you're doing this with at any point in time. And if you're doing hundreds of people, you simply cannot rely on your brain to remember to reach out to someone.

That one dinner date you had with a person you met at an event, you know, and there wasn't any sale coming out of that, are you gonna remember that person six months? For me, the answer has been consistently no, and I have not been able to train my memory to be better at this, so I found that automations can do this. There's two methods I wanna show you very quickly. One of them I did as a broke homeless person who couldn't afford software like CRMs, like Go High Level, like Mailchimp, like Simplero, and the method I do now, because I do pay for these things, that I find just to be a little bit better and a little bit less manual. Super simple stuff, nothing too complex here.

Hold on a second.

This Zoom thing always in my way. There we go. So we're just gonna go through this laser quick. I do wanna show you some visuals that represent oops, the wrong button there.

Show you some visuals to represent this. The two systems I just mentioned, I just wanna show you how to automate your networking. That's it.

And again, couple reminders, follow-up is the game.

This is the thing. If you wanna succeed in networking, you have to do this better than everyone else. You gotta do this better than anyone you know, and you especially have to do it better than yourself if you're not a follow upper. That especially means most of the time when people are busy, they're not gonna get back to you, you still follow-up. If they don't get back to you in three days, you follow-up. If they don't get back to you three times, you follow-up. You just keep going until they say, you know, without being a pest, until they say, hey, I'm not interested, or you get them to the next level in your pipeline.

And because you can accidentally end up as a pest doing that, you know, hey, I saw you didn't get back to my email. Right? Look, that's kind of blame y, shame y. Right? So be persistent without being a pest.

Evan taught me this one. Very useful thing in networking. Be persistent without being pest, and that means for me, this is my system. One to three days when I have a first contact with someone, I reach out to them every one to three days until I hear back from them.

Eventually, around contact five, if I don't hear anything, I do a gentle push away. Hey, haven't heard anything from you after a few emails here, so I'm open to still working with you or collaborating is usually what I say, collaborating with you and just connecting.

If you change your mind or if you become less busy, I'd love to have a conversation with you. Something very gentle, push away, I don't reach out to

them again, because I'm gonna focus on the other hundreds of people I'm talking to.

But after those five contacts, usually within five contacts, usually within three actually, I do hear back from someone. And this means one to three days after the first contact, meaning you met them at an event, you met them on LinkedIn, although LinkedIn has been very tricky now with AI automations, but there's somewhere you met this person.

Every one to three days, reach out to them.

And then they're either gonna become a hot lead or a cold lead.

In my mind, it's usually pretty obvious within the first three conversations which path they are.

I'm usually gonna be more engaged with someone who I believe is my ideal client, aka hot lead, or they know someone who is. They're maybe a very connected person, or if I'm being completely honest, they're just someone I like and I enjoy talking to, so I'm more okay having conversations with them even if they're not a hot lead. But to simplify things, after that first contact, after you get that follow-up Zoom or that follow-up coffee date, they fall into two camps, hot lead, cold lead. Cold lead means there's nothing warm, there's nothing showing you they're likely to buy or ever buy, however, because they don't have to be the buyer, they can be the person that knows the buyer, right?

Because that's true, if this is someone you enjoy, or maybe you suspect that it'd be a good connection to keep in your life, maybe there's just something you like about them, put them into a one to six month rotation. Meaning that every one month or six month or three months, you set up an automated reminder to reach out to this person for another follow-up call. And notice that I call it a follow-up call, or I actually also call these catch up calls. I'm not calling to sell.

I'm not calling to harass. I'm calling to catch up. I'm calling to have a nice conversation with you to see where you're at in your life and to let you know where I'm at in my life. That's it.

I don't talk about coaching, I don't try to pitch them, I'm not selling them, I literally am just trying to catch up with this person, sometimes on a half hour call, if I like them enough, a one hour call. And if you're doing this well, you don't have a ton of time, so I do, for catch up calls, prefer thirty minutes over an hour. You'll find your your way to it. I know some people who do fifteen minute power meetings, I can't stand that.

Do whatever you like, however, half an hour is usually enough for both of you to get enough time to talk about what's going on in your life, update each other, get a really good transcript, like we talked about a week or two ago, for your AI system that we built, but you just need to talk to them long enough to figure out what's going on in your life.

And there's two paths to do this. Path one, free, simple, pretty much everyone who knows how to type can do path one. You don't have to learn anything, unless you aren't using calendars, then you gotta learn calendars. But Google Calendar or your calendar of choice, you just simply every single time you're on a meeting with someone, you always end the meeting with scheduling your next follow-up. This is critical, because if you don't do it during the meeting, at least my experience is you fall into procrastination potential land. Oh, yeah, yeah, I'll follow-up with you and we'll figure out something.

That is where I've lost the most leads. And I track this in my CRM now, but even when I manually checked this using spreadsheets, the number one place I was losing people was going to be either after the first contact and I didn't add a calendar event with them, or I already had a meeting with them and I didn't create a follow-up. That's where I lost the most amount of leads, and it wasn't their fault usually, it was generally my fault. So if you're gonna do path one, you have to create a system where you actually make the session, the appointment if you wanna call it that, your catch up call on the last time you talked to them, not afterwards. Path two, if you already have clients or maybe you already have a CRM

or maybe you see yourself getting even more serious about your business is a CRM. Way more robust, way more capability, and you can do a lot of cool stuff with funnels that you simply cannot do in Google Calendar.

If you wanna do just let me just add something to that you didn't mention, but I'm sure you're aware on path one.

Go ahead. And that is that another problem with it is it seems to become more and more culturally acceptable for somebody to, on a path one, agree on a date, only then to get a message to you in the next day or two saying, sorry. It doesn't look like that date doesn't make sense, and then back out. Oh, yeah.

Oh, yeah. And if you look at just raw sales data, not having a sale and or appointment scheduled at the end of a session is incredibly likely to lose the sale entirely. It just a general rule of thumb is if you don't do it when you got them live, it's unlikely to happen when they're not live, know, when it's not asynchronous.

And that's across the board. I've I've just not seen a lot of people been able to make sales unless they do it on the call.

So with Google, it's pretty simple. You open up your calendar. You I usually do this on the call with them, or if it's in person, I'll say, hey, can we just schedule something right now? Like, you a calendar person? Maybe we can just do this, because I find that when I do it after the fact, it doesn't always happen. And I will do this at the conference or at the mastermind or at the event, literally live in front of them. And then I know I got the right email, I know I got all the information, and I usually swap contact info as well.

That's it.

You do it when you're talking to them. Also, it's free, so it's kinda nice.

However, you gotta be aware of you are the likely missing link here when it comes to this system working at all.

Before you close that conversation, just simply put, what is the next action in date? Is it action gonna be a coffee date? Is it gonna be online? Is it gonna be a phone call? Am I gonna call you on my drive to work? What exactly are we doing and when and what time?

Be careful of things though, I see this with clients too, when they say by end of, that is the magic sentence that means I'm gonna procrastinate this. By end of Friday, by end of day, by end of workday, by end of the week, by end of the month, by end of the quarter.

This is where I see myself lose a tremendous amount of sales actually. It's surprising how many sales I see go away that way, but also just in terms of networking, it's the same thing. It's strike when the iron is hot, not when it's cooled five days later.

If you wanna do a CRM route, you are going to use something called pipelines or deals, depending on which CRM you're using. I think in go high level, they call opportunities. And then when you go in there, it actually calls it deals. So it's a little confusing, but the idea is you're going to link tasks, tasks or how you automate it, directly to the contact and to the deal.

And this is something that is pretty simple.

Maybe if you've never done this before, a five minute, ten minute learning curve. It's more learning than Google Calendar and it is a system if you're not using, you have to develop it. And the idea is to never lose the context of the relationship. Instead of adding your notes into the contact like we traditionally did for decades, now I just get the hyperlink, the URL from ChatGPT that has the conversation with all the transcripts, the emails, the texts, the my brain dumps, as I call them. I put that hyperlink into their contact record, so that way I can just click it and go straight to their ChatGPT conversation right as I'm ready to send a follow-up email or follow-up call.

Very simple.

This is it, literally.

I think the reason you wanna do a CRM if you're not using one is this is the digital Swiss army knife of your business. It does everything. So you're going to have to use it eventually if you're not already. And for good reason, it does your email, it does automations, it handles your funnels, you can create the tasks, which is the big thing here today.

And you also once you get past hundreds of people, you hit a cap of how many people you can email manually through a personal email before you risk, you know, dropping the ball or your own email getting flagged for spam. So when you go through a CRM, you especially go high level, I don't know if they all have this, but many of them do. It'll do a quick scan of your email to make sure that it's ICANN compliant and you're less likely to get flagged as spam. If you're manually sending emails, there's no tool, at least for Gmail that I found that does this.

So it's kinda nice to have a button you can click and it tells you, hey, change this title or hey, you gotta change this hyperlink, things like that. There are certain rules that you are probably not aware of unless you've been doing email marketing that your CRM is aware of and it'll enforce this when you send an email. So that's an incredibly useful thing because it's just built in. You don't have to go memorize all these weird rules such as hyperlinking and how to do proper hyperlinking in an email.

Here is the terminology broken down because it can get a little confusing. You have your contact, which is just the person. You have the pipeline, this is the funnel that they're in.

The opportunity or deal, depending on which a which software you're using, they'll call it something different. This is the potential, like what is the sale, what is the product, what are you doing with this person, what what do what trajectory do you see them going on? As in, what are they gonna buy maybe?

Stage is where are they at in the buyer's journey? Are they at the very beginning where they just met you? Are they familiar with you? Are they having calls with

you? And then notes is where you put that link from ChatGPT I described earlier. Just a simple URL, you click it, takes you straight to ChatGPT or Claude or Gemini, whatever you're using. These are all the terms you really need to know, but sometimes people get confused here.

Oh, and task is the thing that reminds you to reach out to them.

So your pipeline could look something like this. There's a whole bunch of different ways to do it, but for me, I generally have something at stage one means I need to reach out to you after we met at the event online or through a friend, and then stage two is I already reached out to you, so now I know, you know, stage one is I added you as a contact in my CRM, I didn't do anything. Stage two, I did reach out to you, but I didn't hear anything back.

They don't go to stage three until they got back to me and we get something on the books. So that way, I can see at a very quick glance, what do I need to do? Who do I need to talk to? People generally don't live in stages one and two. They eventually either graduate to one of these other stages, or if they don't get back to me, they go to close lost, which we'll cover later.

And then after I booked it with them, because people love rebooking, canceling, no showing, I have the first conversations done.

Or they no showed me, and then they stay in conversation booked until I get them on that call, or I just see they're not serious and I take them out of the funnel.

And then after they have my first conversation, meaning first conversation after we met, right, outside of the event, outside of however you met them. I have a follow-up needed, meaning do I make them a hot lead, maybe their referral partner, or maybe it's not now, but six months down the road, three months down the road.

And like I said, we're linking ChatGPT, the same stuff we did last week, into your CRM.

And the reason this beats random notes is just like we talked about last time. You're not reading through a bunch of static stuff. You have a living system that continuously gets your downloads into it.

That way you're not thinking, okay, how do I read these twenty pages real quick? It's just ask it a question. What did we talk about last time? What do I say on this next call?

Very simple. So choose your path. That'll choose what you do today. And for those of you just getting started, if you're not doing any networking, just make your top one hundred list.

Your name, email, phone. The top one hundred real people, not Joe Rogan, not Oprah Winfrey, these are people you know or you're at least connected to them through people you know. This is your fastest path to cash, literally.

So I made an exercise for you. It's very easy. I have to hop off to the call. We I was going to show you how to build these pipelines, but I also made a very simple system for you.

So if you if you get confused by this, just use the I'm a put this in the chat here. Just use these instructions to get it. If you get stuck, come to the office hours, I'll help you get unstuck. We can build it together.

I gotta hop off here, but try and build the pipeline in your CRM, or if you're brand new, make your top one hundred.

Either or. Alright? The instructions are inside the exercise. There's two classes in there because I'm trying to put all the classes in one folder for you to make it easy.

This is automate your networking. That's what we just did. Automate your networking. Alright, y'all. I gotta go.

See you soon.