

Virtual Summits and Book Launches Part 3

On the client side, but it also affects the filiates. Of course we want to hold a couple of speakers back at least once. So. Typically this will be like our number 4 closure. So. House keep going back to my shark taking table. We got Mr wonderful. Kevin herrington. Barbara Barbara corporate. We're going to hold back Damon John. And announce him five days before the summit. Or four days before the summit. It might be like the top of our our 80% could be somewhere in there, like if we might put all foreclosures on. And then of course I'm like, Oh my gosh, Matt McClain speaking right now. Now we're gonna be like, you know, here's those person, right? We got Jeff Walker to come. And here's who we above last we hold it back. Builds buzz, right? Offer that quickly and download or access like we talked about before. We will typically release. One interview. Early. Earlier than we said. It is typically going to be a foundational type interview or a pre work interview. Might even be. An interview that we didn't even advertise. It might be. You know, it could even be like a 15 minute bonus interview. And there's just kind of depends, but we want to release something early. We we want to make sure. I mentioned before. Then in the swipe copy document that we give speakers and affiliates. We don't include the stuff that we're not asking them to do until. It's time. Like it doesn't show up there basically. We usually do two different versions of three emails. So we have. The first e-mail version one version 2. If there are different audiences, will do different audiences. We'll talk about that with the book launches in a moment, so I won't go into that here. I'll just do the three emails and that's it. I'll tell them when to send. Uh, the first e-mail will have a date range, so we'll say you know, send this between January 21st and 23rd. The second e-mail will typically just say send this on January 25th. The 30 mil January 27th or whatever the damn Thursday probably don't line up to what I was talking about, but roughly. And then we add the other swipe copy later. We also want to give. We talked about this when we talked about building. Excitement with affiliates warming them up. How do we keep them engaged? We want to, we want to use those interviews. As a way to get our flakes excited. Sharing a clip from you know, my gosh, I like literally we had, I had one client. And I sat. She was interviewing. Gosh, what is the guys name? Um. You got. I guarantee most of you've heard of him, but I can't think of his name. Kevin Lehman, he's like the guy he he's like the parenting expert, like. Like, I don't know. No, no, no. This was different. This was the the row, not the parenting. I forgot this was the guy who founded eHarmony. It's like he's got three names. It's like Neil Clark Warren or something. And he's like a marriage. He's written, he's written a new marriage book. And so anyway, it was a it was a family summit. He's an expert in America. He's the guy who founded eHarmony. And so she's like. I was like, he's writing do when you finish the interview. Just. Keep the camera rolling. He gets off. So she's recording on zoom, but she's she's recording her in on a separate camera so that her quality is good and. Just using zoom so they can face each other. She's actually having the guest recorded locally as well if they could. So just stay on and when you finish, go. Oh my God. Like, Oh my gosh, guys, I just got. I just spent an hour with Neil Clark Warren. It was amazing. You're not gonna like he said this, this and this. You just. Oh my gosh, I cannot wait for you to share this with your audience. And like a few other things, I'm gonna have my team. There's like this one section right around the halfway mark. Where he and I was just giving her some ideas that she so she could figure this out on her own afterwards. Where he said this, this and this totally

mind blowing. It's like a 5 minute clip. And so anyway, I just wanted you guys to see it's just a little snippet from the interview that we're going to be sharing as a part of our sentence at Summit and I just so excited. So team, just cut to the, you know, the clip here. And that's what she put it was just her onset. Minutes after doing that off script she had a like she had like three bullet points. No, no teleprompters, 3 bullet points she wanted to cover and she did that video and like affiliates for jacked up. Super excited about this interview. And so that's something that you can do, just really get affiliates excited. So that's some it's guys. It's pretty much everything. Again, so much of it is basic. You're taking the specifics that I shared here and just overlaying them on the framework, basic launches and promotions. We do have a little bit of time to talk about book launches. Any questions on summits, guys? Matt, the summits you're talking about, I like they're they're watching one or two hours of pickled interviews as opposed to A9 to five all day long summit. Is that right? Typically they'll have between two and four speakers in a day, so it'd be two to four up. I think the longest has been about four hours in a day. Any longer in that you tend to. I don't know about you. I can't watch something for four hours in a day, so maybe that's just me. But yeah, they've been either prerecorded or so. There's three ways to do them. I think as you know there's pre recorded and they just released him in the morning and they're there, there's prerecorded and. So then you have live where it's literally like, I'm a speaker, I'm getting on at 1:30, I'm speaking until 2:15. What they've done there, what we'll do is we'll kind of do like, you know, be like from one to four, live from one to four, like a 5 minute intro speaker from 1105 to like 150. And you know a break followed by 5 minutes of you know coming back and kind of like pitching the All Access Pass or talking share, sharing takeaways, you know things like that, then the next speaker and so on and so forth until you know till you're done at 4:00 o'clock or whatever. Then the other one is kind of the hybrid version where. He released them say from 10:00 AM to one, you know, like this speaker that's prerecorded is at 10, this ones at 11, this ones at 12. You either have the prerecorded kind of sales pitchy stuff or your live. We like that version where you're live during these hours. This whole thing will be available right after you watch the replay of all of them. But it allows things like live chat and things like that. So some community engagement builds that community aspect of the three. That ones my favorite because you have less tech issues. There's always tech issues in your life. I mean, if you're if you're live for 10 days. And you get away completely unscathed. It's nothing short of a miracle. Even with today's technology is nothing short of a miracle if you go live 10 straight days for three hours. And you don't have something break. So I like kind of the hybrid where you release them. Live. That allows you know you to engage in something like, like I said, live chat, and we'll even have the authors come on. Everybody knows these are pre recorded, but the author is actually not the author, the speaker, sorry, the speaker is on live. So I've done that in a couple where I was a speaker and I'm in the chat, you know, I'm actually in the live chat and you know, it's kind of fun 'cause like they'll be a part where I say something wrong and I didn't even catch it when I said it. I did that one time. It said to speak. I was like, I completely agree. And I just went on and I was like, Oh my gosh, when I heard it, I just started laughing. And everybody's like, LOL completed greatly. That's my neo lol, you know? And like, I'm like, hey, you know, I got to play along. If people loved it, people loved it. And so there's an opportunity for that engagement as well. You get people. In the chat saying like hey just bought my All Access pass. You know what that does? It sells another one. You can't. You can't

replicate that. So that's why I like that aspect don't I don't like, I don't like live for the obvious reason I don't like just pre recording here some videos go watch him when you can either 'cause again you're like, Oh well it's it's three hours what if I'm not available you have the other 21 hours you can watch those. You know not everybody is gonna be on live but you get 20 to 40% of the total registrants. Beyond during that span because of the things. They'll do they'll do things like drawings, so they're incentivized them to be on live too. When you're on live, it's like, get on leave a comment. You know and. You know you'll get up. You know, you'll be entered to win something and we'll announce them, will announce the winners at the top of the hour or something like that. So there's some cool ways you can do it that I like. Any other questions on summit, guys? Yeah, go ahead. Go ahead. Thank you. Two quick questions. Our speakers paid on a flat fee or are they incentivized anyhow, never done it, never had to? Again, most of our clients are going to have a budget of \$100,000 for a Dave Ramsey. In paying Dave, I just need an example \$5000. Like he'll just assume do it for free, you know. So no, it's they're paid, if they're paid at all. They're paid on percentage of sales, you know, just as an affiliate we have done some deals with some really big. So kind of some of those closers who? I did want Renumeration and wanted to make some money. We've paid him 100% Commission. Because, again, the expectation is they're not going to promote at all. So. You know, hey, will everybody, you referred the, you know, here's what things are converting at if you speak, you will pay 100% Commission. Technically, we're eating, you know, 3% on credit card processing cares if that means that, you know, Tony Robbins sends out a single e-mail. Huge, yeah, yeah. Yeah. Now that's something we would get approved, something that we would tell the clients they are free to do. There is an accounting for that on this. On this side of things, typically we will not take payment on those 'cause now they're gonna lose money on it. So if we're getting paid you know 10 to 15% of sales we will take the Tony Robbins out of. Out of that equation. Um. Yeah, we're gonna have to spend a few minutes serving, you know, his team with the stuff they need and we're not getting paid for it, but. Again. That means Tony Robbins is speaking, which is going to help lift all other affiliates and so we'll make the money up in the back end. Right on. And then do they come to you with the summit fully formed and planned out or are you helping them tweak that when they come to you? Funniest question I've ever heard, no. Which they did. No, they. No, they're typical entrepreneurs. Yeah, they've they've got. I don't think some of them actually pretty much think they do, but they never do. I start sharing this stuff with them and they're like, oh. OK, gotta totally change that. They usually have X number of speakers lined up. X being 25 to 75%. They have a basic theme, Ford and outline of what they want to cover, what they're gonna cell. What they all Access Pass probably looks like, but maybe not. You know they've got a name for it. Sometimes, like with Debbie, it's like they've even done it before. Then we toured apart, rebuild it from the ground up and did a lot better, but it had a name and a reputation and like I said, you know. 18 of the 25 speakers were already pretty much nailed down. So. I might sneeze so I might mute myself here in a moment because I've been told it's really loud. My wife sometimes wears like. One of those plugs in right here if she's to my left. Other questions, guys, about sentence. We'll go into book launches pretty quick 'cause there's so much of it is basic. There are some. Some nuances, yeah, man. I was just wondering is there any room now anymore with the environment for for in person events or or four mean well, how much is that still going on and do you know, do you do any of that now or look to do it again or anything I haven't been doing in

person? Since. Last February and it's not because of. Any particular reason on the first one? But I wanted to go to was overlapping directly with a soccer tournament I was coaching, so we're also would have gone to it. Um. Now I mean, that's been the only one that I've even given a flying crap, but I actually I personally hate. The virtual events. Like the actual, like three day virtual events. I hate him. I can't can't stand him. I did to both. I won't mention who with. But they were both things that I had attended numerous times, numerous various versions of this person, event in person, and loved them. And raved about him. And then they did the virtual and it wasn't anything against them. They did the best they could. I hated it. For me, the the beauty of the end person is that I'm getting away to a different space. You know, most in person events that I've ever been to, I've been on one of three places, Nashville, Florida or Phoenix. You know, so I love Nashville 'cause. I grew up there and got a lot of friends there and like, that's an excuse. And it's just, I mean, I'm kind of like, it's gotta honest, algic feeling for me Florida, because it's not here in the middle of winter. They're usually between November and March in Florida and we get. Kind of those side distractions get away for a couple of days before in a day or two after. And you know that that's usually take the kids and then Phoenix. It's just me and my wife, so he just has their own thing. And it's just kind of different. So that's the thing I get out of in person, and then being in person, the virtual events I just. Some people love them. They're like, oh, I love it 'cause I get to be at home, I don't have to travel like. I kind of like the traveling part, right? I get it. It's more expensive, but I just get more out of it. And so the first one I, I remember I was like, I sat at the desk, you know, I didn't even come down here. I sat upstairs, started at like 10 in the morning and by like 130 I'm like. Like check Facebook or something. Let me check into Slack real quick, you know, then I'll do that. It's like 'cause, you know, when you have the bathroom breaks, you have a 30 minute bathroom break in an event, you run to the bathroom and then it's been you go grab, like I'll grab a cup of coffee and some, you know, snacks if you know if we're in the VIP lounge or whatever. And then I'll go talk to people for 25 minutes and I'll get. Fulfill the relationship or I'll learn something. In person, what do I do with that 30 day break? I check slack? And I checked e-mail, I checked Facebook and, you know, put the dog. That was fun, but like, nothing came out of it that was beneficial. And so I don't know. Maybe that's just me. It's a lot better as a speaker because. I can do more of them, but. It's not as an attendee for I ended up the second one. I spent the whole I spent the whole weekend attending the summit or the event. I actually spent the whole weekend just doing yard work, like listening to it in my, you know, in earbuds. And I can't even tell you three things I got out of it, but alright, moving on. Or are there are there stats still showing like in person is I mean more sales because of an environment or you get caught up in all the hooplah enthusiasm type of thing? I I actually I had a theory about him, so this, I don't know if it's still true. When Jeff Walker did his first PLF live last call it, he did it late because he got postponed and they did it virtually. I think it was like may or June. I had a theory. So you have 1000 people in person. You need about 1000 people virtually. In his big upsell is to his master crime, which is about a \$12,000 ticket. And usually sold about 125 people out of 1000 in the room. I bet. I bet that it would go up by 1/3. Virtually, and I had a hypothesis as to why and I was right. When you're all sitting out in the audience. You're sitting next to people you already know. And so. We're getting way into the weeds here, so I'm going to be quick. None of those people, most of the people out there who aren't in the mastermind don't know anybody who's in the mastermind, and they have no access to

them. Now he'll bring them up on stage and we'll talk about how great the mastermind is and blah, blah, blah, right? What happened when they were on Zoom was 200 people at the event were in the mastermind. What are they doing in the chat? Selling the maschmann. And I was like, my hypothesis is he'll sell about a third more. I was wrong. He sold about 50% more. So the stat and most people think also more, you know, in person, 'cause, it's in person and you know you got the music playing and the light show and the yeah, no, it was the depending on what you're selling. Because of the the the mastermind component, he ended up selling more. So alright, any questions on virtual summits guys? Any aspect of it? How they run affiliate side? Any of that. Just curious, does it matter if it's live versus the speakers being taped? Like I'm thinking why they can make stronger deal, maybe increase sales, but does it matter if it's tape versus being alive? In what we like other than everything I just talked about with that. I do wonder what the attendance sometimes, so that matters. Yeah, I mean even with the live component you still got the replay, so. I don't know. I've never actually looked at total attendance based on whether or not it was live, my my guess would be. That's probably gonna be off the same. Um. I know for me personally, again. If something you know. If something is available from 4 to 6. I'm going to show up between 4:00 and 6:00. If something is available. Indefinitely. Probably never gonna watch it. You know it's gonna be in my planner for three days. It'll be in my calendar for one day, then it'll be my planner for three days, and then eventually I'll just get tired of writing it in my planner every day and I'll stop doing it. I'll never watch it. Unless there's something I really, really want to engage, you know, there's a timeliness for my end. Like, you know? I don't know. I had a heart attack. I probably would find every video there is about not having heart attacks again and learn those. That's a little bit different, but if I want to learn how to prevent a heart attack? Around that later, you know. So, yeah, I don't know of any difference in terms of sales. I haven't actually studied it in terms of sales. I do know I should I should have rephrase that. I do know that with the All Access pass. Those are higher when it's done live or the, you know, the hybrid live again because the one I just talked I talked about earlier people in the chat saying I'm loving the I'm here live but I'm loving the All Access Pass 'cause I get to go back and watch this video again or whatever. You know, I showed up late. Sure. I'm glad I bought my own. It's just passed. Like, man, I couldn't have written better sales copy if I tried. Thank you. Random person on the Internet, you know, super cool. So alright, let's talk about book launches real quick. I've got an announcement and I think will be done guys. Kind of like I'm like rushing through the end, so it's kind of anticlimatic whatever book launches again, talked about before, get clear, still clear on the purpose of the client, is it? Hit the bestseller list. That's going to impact things. So if it's hit the bestseller list, for example, we're not going to do a free plus shipping offer. Alright, they will not hit the bestseller list anymore doing a free plus shipping offer unless they get some ungodly number of sales. Alright. They frowned upon them specially. I will guarantee you, I don't care how good you do, you do. Free plus shipping. You're not hitting the New York Times bestseller list. It's impossible. I don't care if you still to 100,000 copies, they will not put you on there list. So if their goal is to the best seller, we want to fulfill that. Now again we care about the revenue which we'll talk about a little bit, is it to use their, you know their book to generate sales of their products, things like that. So it's important to get crystal clear on, on that. Book launches from our perspective how they work. I don't know if you guys know this. Authors make no money on books. Indirect revenue. I'm I should be signing

the contract today, possibly as late as tomorrow, I hope. I think my attorneys already emailed me back. Or the contract for our book. So we gotta a big publisher and it'll be distributed by Penguin Random House, which is kinda cool there. I didn't realize there was the largest distributor in the entire world of books, which is like, yeah, that's huge. Yeah, I'm super stoked. I don't mind sharing this. Like if we sell 50,000 copies, I'm making \$138,000. Like 50,000 books is astronomical, and I'm making 138,000 is not a lot of money. JK Rowling. Didn't really make more than a few \$1,000,000 selling like 8 bajillion copies of Harry Potter. How did you make your money? All the other stuff I have like 8 Harry Potter shirts and I'm a 42 year old man. My kids keep buying them for me. They have all this stuff. They've got the dolls in this. I mean we've we've paid for like one of her kids to go to school, to college. I don't know for kids are in college or out of college or whatever, but if they were in college, we paid for one of them right now because of the books. Because of all the other stuff, that's where they're making their money. And so we've gotta have a sales funnel. And so I actually. Let me see. Image. Pull this up here. This will just be easier to. I was explaining this to a prospective client. Who's doing a book launch? Do. Let me just find it here. I'll walk through it. Super exciting. Wait for me. Do you know the load here? Alright? I can find this here. There we go. OK. You can now see at the top of my screen it's saying loading forever and ever all right. Alright, so. This is. Loading. Alright, so you got your landing page. It's still loading. Godly. My Internet must just be awful right now. Alright, so. Mother laying patient will have links like Amazon, Barnes and Noble books-a-million other places where they can buy books, probably straight one, straight from the publisher or things like that. We send them off. To buy, but they come back. To enter their order number, their e-mail address and then that says submit in case you're wearing. So the little button there that says submit if you guys can see my cursor, this order number. One thing is we do tell clients all the time. No, we do not make sure it's a valid order number. We did, we have. Telling my son I did it. We have done spot checks in the past. We found that less than one out of 100 people game the system and go into like a fake order number or something. So they put in an order number and their e-mail that takes him to an upsell page. So as I say down here, you know what could these type of things? You know, be could be audiobook, it could be secret chapters. Templates, checklists, things like that audio course or video course, that's probably going to be, you know, upsell, #2 this upsell right here will be anywhere from 37 to \$97. Typically what we'll do is. \$47 with an order bump, so we'll do something like. Give me an example like this actual funnel. His book is a leadership book and so the. The the the first sale, the first initial up cell. When they come back is actually to get the audiobook. So that's, I believe, 2495. He's in a world where that works. It's not very often that actually works, but it works in his world. We've actually tested it with some other stuff with them. So the book is the audiobook is 2495. And then there's an order bump. Of some amount where the total ends up being like 49 bucks. So I think it's like whatever the the math is on that, I think it ends up being like 4995. So I think it's \$25 exactly. I can't remember what they get, so get the audiobook and then there's some, oh, they can upgrade to a book bundle. That's what it was. So it's like for another \$25 you actually get like three of his books. So pretty good deal, you know, 8 bucks a book, right? He's not making a whole lot of money on that. He's paying 686 for him. So he's not making a ton of money, but he's established somebody as a bigger buyer then the up cell two is actually a a video course. And up cell there with an order bump there to add on team members and it's kind of a weird order

bump. We had to figure out some tech on it, but it works really well. So it's like this is \$197.00 course, but you can add a team member for a third \$47 and then you can add. Eight team members, 20 team members. Right now, the average order size on that second order bump is over 400 bucks. So people are adding an average of like 54.5 people. So they're adding somebody in, then adding 4.5 people on average, which is pretty cool. And so that gives you an idea of what that looks like. Then they claim their bonuses and so. They go up here. The reason they enter the order number and e-mail is ultimately to end up here with their bonuses that we give to them when they buy the book. So with. Mark, for his preorders, there's like 2. There's a there's a secret chapter. Or maybe there's two secret traps I can't remember. One or two secret chapters. There's like a couple of scripts 'cause part of the book is like, you know, conversations you need to have with your team as a leader, and he actually gives you the scripts. You know, like, fill in the blank scripts that you can use. There's a form for like a certain type of meeting that you can get as well. And these are all bonuses that you get just for free if you preorder the book. So again, This is why they're entering their stuff ultimately to end up down here. But it takes you through those two things, and I just realized. I need to clean my whiteboard 'cause it looks really dirty and restructure. So that's that with. With book launches. The thing is affiliates only get paid on those upsells. OK, so they're not getting anything for when they sell the book. The book is 15 bucks. They're buying it through Amazon anyway. Nobody is making any money except for Amazon publishers making a couple bucks. And you know, the Affiliates not making anything, they're making money on the upsells. The cool thing is, yes, we will up cell later when they buy the book. Our clients will then promote later to people once they have the book and things like that. Once we estimate when they'll get the book or if they, you know, if they download the audiobook from the site, when they would have listened to it, they'll get offered other things. And affiliates will get paid on that, but those immediate upsells? Wow. I sent 500 clicks to the book page. And I don't know how many people bought the book. But. I mean \$1400 in affiliate commissions by sending 500 clicks. So I made \$2.80 a click. That's really good. I'll send another e-mail from it in this book and another e-mail, you know, and we wanna really get them promoting. They're not likely to do that if they send 500 people and make no money. I just like, I just like selling your books, you know, so super good. I love filling out my promotional calendar, things that don't make me any money, said no one ever. So they only get paid on upsells. We really want to pay a higher Commission than normal. Typically we'll do a minimum of 50%. A lot of times what we'll do. Is. 100% of up cell number one. 50% of everything else. And we have to work with the publisher. For instance, my publisher will have audiobook rights. So if we sell the audiobook for 2495. You said, well, if the publishers keeping some of that, I'm losing money. No, the publisher has rights. Publisher though, I'm only paying. You know, actually I will lose a little bit of money on if I just sold the audiobook. Just for the record, I'm only gonna pay the publisher about about 6 to 8686 again, probably give or take \$0.50 for the audiobook. And if I were to pay 100%, I already know the math on that up cell. We're going to get on that order bumper, get 55 to 65% of people to take the order bump. Already in the rat, like every or in the black there every audiobook I cell. I'm going to make substantially more money. Immediately if they buy nothing else after that page. So there are times we'll do that. I'm not saying we have to, but it might be something where if it's tractive enough and we have the the the client has the money. And quite frankly, to play around with stuff like that, 100% of the first step cell, then

100% audiobook sales. Pretty freaking big. Like that's an enticing thing. When we know, when we know our metrics. The big thing with book launches is one, and this actually we're done with two more things actually. Big thing with bookmarks that touched on this so much earlier. Will have different audiences and we want to provide a lot of different swipe copy for different audiences. Kind of like that seven days of the summit book launches or longer because the pre-order time is typically two to three weeks. You want to, you want to focus on like a 14 to 21 day. Before launch day. Look at launch day. This is weird. Book launch day with Mark Miller, for example, January 11th. Look at it. Look at that as cart closed day. It's kind of weird, but after the book launches, now heat, they're into all their stuff, the big affiliate push, and our stuff is kind of done. I go on vacation usually after a book on the day after book launch day. I don't think I've been in Fort Wayne the day after one of our clients had book launch day in Pierce. I'm usually like in an airport or somewhere else driving somewhere, right, because I'm done. Our work is done. We're focused on pre-orders 'cause. The preorders are what gets them on the list and gets those objectives. And so we're focused on that, that funnel there, encouraging people with those bonuses to get the pre-order and then go into the O TO. To the upsell offers. So. Lots of different swipe copy.

So we need to build in some stuff, so different angles, some different audiences, for instance with Jeff coins for his book. The art of work. Yeah, there it is. I think Chapter 11. Chapter 11 is awesome. Yeah. First two words of Chapter 11 or my name. That's why I think it's awesome. Whatever. Artwork, right. We launched that. We had four audiences. We realized he had we had entrepreneurs and entrepreneurs, so they really kind of combined into one. We had faith, but we had faith-based audience. We had stay at home moms. And we had a. Dreamers was the 4th one. So we identified 4 and swept copy was very different. You know, for each of those audiences, so identifying anywhere from three to four different audiences for Trevor Blattner's, we had small business owners. Aspiring entrepreneurs, parents and conservative or libertarian, you know, political leaning like if you had content around that, those were the four audiences. The conservative slash libertarian copy was very different from the parents copy. You know it was very, very different copy that we had, same as the entrepreneur versus the the aspiring entrepreneur. Small business owner versus very much for very different messages. Same book, different messages for how we attracted them. Lastly, one of the things that we add to book launches from uh, looking for affiliates perspective. Is we look on Amazon to see who's for similar books. So Amazon is like a great search engine and we're promoting a book launch. So we go we. We go out. We basically go down the rabbit trail. So. With Mark, you know this is being his like 10th book or whatever. I can go on and just pull up any of his books and put, put, pull up. The people who purchased this also purchased. People who are similar books type stuff and I can go down that rabbit trail. Now, again, I'm not doing that. We're having an assistant do that, but we can go down there. But what are like the top 400 books? That are similar to Marx. We're like, what are the what are all the books Amazon recommends that were similar to marks that ranked in the top 20 in their category? And let's go look and see who promoted those. What podcasts was that author on? We need to get Mark on that podcast. What a what? You know what blogs? Who blogged about it? We can go out and find all the people who promoted that book. And say same kind of thing. Hey, couple of years ago you interviewed me. Think of somebody who's similar to Mark, Jim Collins,

good to great. Couple years ago you interviewed Jim Collins for his new book, How The Mighty Fall. It's not his new book, whatever. It's the last book of his I read. How many fault? Mark Miller, who's the head of talent, you know, acquisition or head of Talent for Chick-fil-A, just released his 10th book. Leadership book, it's called. Smart leadership. I think about that for a minute. Leadership is about this. Would you be interested in having mark on your podcast? You know, something like that. I just made that up. It probably a bit shorter, but you get the idea. So we can use Amazon as basically our Google. Effect to find out like who are the competitors of this book? You know, and Amazon tells us and it says right there, like, you know, this book ranked 11th in this category. Cool. That's who I wanna like, who promoted. Surely. Surely he did not get to 11th. I've never heard of this guy. He did not get to 11th in his category and not have some people promoting him. He had to have been on some podcasts. You know to get up that high, so. Who were they? So that's book launches real quick. Any questions on book launchers? And I'll speak about school. The plane was on Friday to talk about client relations. I'm going to finish up with just a couple final things. I said 2:10. We're gonna go to 2:20 and I'll let you guys go. Um, not really. Client relations, we talked about all that kind of just interspersed throughout. Just a few things that we did not talk about. You know, I think I may have talked about, actually, I did talk about this before, you know, have a good camera, have a good microphone, have a good lighting. You know I'm wearing A T-shirt, clearly. Like I don't. Our dress code here is not um. You know. Cool, Kristen, our dress code here is not, like, super strict. Look presentable, you know, Simon. Comb your hair. You know, if when you're on board, just just look like you. You know, kind of like took a minute today. That's pretty much it. You know, come to meetings prepared. You know, have an agenda for the meetings. I'm gonna drop two links in the chat that I'll put you remember to put those. So these are two Google Docs. If I'm gonna just pull up the first one. Here, this was a this was actually an agenda that I took some of the stuff out. This is a copy of it 'cause there was some. Private, confidential stuff we didn't need to. Sure, right now, but you can see I just kept it rolling agenda so each successive meeting had all the notes from you know, the previous meeting. And. You know, you can see what we like. We showed up for these meetings. We had an agenda. Don't. I can share it with share with the client. Like, don't just be like we're showing up for these, you know, we're meeting every other week with the client and we're just showing up and it's like, oh. How you doing? What's new? Making it up? No. Have an agenda. Three to five things, you know, three to five things that we want to talk about. We always want to have three. Like it could be a really good update. It could even be something that you've already like. If you're really struggling, you've got like, there's only two things I gotta question a big update. I don't have a third thing. Then share something you've already shared, but in a different way. You know, like, hey, I know I share this in slack, but yeah, just remind her, you know? We got someone so and so and so. And then find something to add on to it. Like, I didn't mention this yet, but in a couple of weeks, I'm gonna need you to, I need you to record a video for them or blah, blah, blah. You know, like something. I've done that before. It's like, you know, I talked about, could have just shot a slack message, but I kind of want to have three things. So that we. You know, look like that. You know what the heck we're doing Monday through Friday, we have 24 hour response time in base camp. Um. Especially inside of kind of that month leading up to a launch through a clients launch. More than a month out, I think. You know I mentioned this before 48 hours. Totally fine. You know, even 72

totally fine. You need access. Well, poop. After the first link, map was just the first one. Yeah, second one is fine. I gotta be honest, the first was not that great, so don't worry about. You're not going to learn anything from the first one that you don't see in the second one. So. And it's on, it's on you guys to plan your calendar. You know I said before we have, we have what we call results only work environment row. I don't care when you work, you know, outside of, of course, if you're supposed to have a client meeting at 2. I do care that you're working from two to three that you know. I think that goes without saying. So there is an expectation that you have a decent amount of availability, especially leading up to a big promotion, most of the Monday through Fridays from, you know, during normal working hours. Again, it doesn't have to be, you know, I'm not saying 9 to 5 all the time Monday through Friday, but like most of our affiliates. Rus based. And they work pretty regular hours and they're gonna wanna talk to you between, you know, sometime mid morning and. You know, late afternoon. That's 90% of the time. So make you know going three straight days in the week before I launch where you're working weird hours doesn't work. For most part, I don't really give a crap when you work. Just make sure that stuff is covered. Um. So that leads me to my update on the timetable. This is kind of our last thing here. We had a really good problem arise. We are very likely to sign. Possibly four brand new clients in the next two to three weeks. That, on my end is absolutely terrifying to be completely transparent. These are all clients that fit the check, all the boxes. These are not because we lowered our standards anything. There's one that's just delayed. Start working back in August and he had some stuff come up personally. One came out of left field, one is because we have the same publisher and they introduced us. And now, oh hey, we have a book launch coming up in a couple of months. Do you wanna do it? And then the other is, sorry, I've been working on for awhile and actually the plan was never to bring them on before December 1st, so. So they won't start until December 1st, but they could all be signing, you know, literally this week next. So that said. We are going to be expediting the process out of necessity, so just be expecting that what I'm gonna be doing. Over the next three to five business days. He's going through and reviewing all the quizzes and all the assignments. I've probably reviewed a grand total of about 15 to upwards of 25% of those. Somebody go through going through and reviewing those on my end. And possibly. Calling in some help from some other team members when some of those. From that, plus, you know everything that we've done together here. I'm gonna rank rank. You guys can kind of see where. You know where we want things to be. I don't have a number in mind. Like I told you, it's not. There's not an arbitrary number like we need five people or we need three people if if. If it's two, then it's two. If if I, if I if you were great, then we're going to bring on five of you. You know, I'm not in any way, shape or form worried about. Having worked for you, that's client acquisition is literally never gonna be a problem for us. Provided that we keep doing good, you know, good job, so. With that said. We're probably looking at sometime next week. Which is significantly sooner than I had originally expected that I'll be reaching out to some of you too. Do a combination of three things like this is the part that we talk about #1 we are going to do a formal interview. Number two, we're going to start having you, do you know some, some spec work, some spec assignments that's paid, you know, so we'll pay you basically at a rate equivalent to what we would pay you if you were, you know, already on board. Um. And in three, you know, I say, I say three 'cause this really kind of continuation of #2 starting to let you. I'll probably have you do some planning and stuff and some of the

some of the actual work within some of our promotions. And. Kind of judging and seeing how that goes. And like I said before, if things go great, if we bring on five people and things can go great, then it means we're 105 people. I I just don't know, you know, like, I don't. I don't. We don't have a need for two or a need for six or anything like that. It's I I wanna hire. I wanna hear the most number of awesome people as I possibly can. I'll put it that way. So. That'll be what it is. Um. That's my update, which is a cool update to be able to share 'cause I know. I know some of you based on your emails. We're hoping that that day would come like three weeks ago. So any questions, comments, thoughts, suggestions, lyrics to a song you want to share? I just want to say thanks Matt. I mean in this experience for me has been. It's been it's been a lot of different things. It's been educationally. I've known about you for a long time, and my biggest regret is I didn't start calling you more closely. Sooner so, regardless. You know, it's just it's it's been it's been an amazing yeah. I mean you know I'm just being honest second amazing five or six weeks and some of the people you know it's been on here and everybody but just you know the learning process and everything. And regardless of what happens, I know they'll be able to to help my family with what I've learned and everything. But you know, I I want to be a part of it. But I mean it's just. Just thank you. Thank you for the opportunity and I appreciate it. Composure. I just, I just second that I think the training is been so in depth. And it's really opened my eyes to so many things I kind of have understood it was have so many questions about. But now I just see like a much wider perspective and to be honest with you, no matter where this goal that hearing this training is going to be really, really helpful. Helpful to me. Awesome. Yeah, I agree. I really appreciate you taking us on and teaching us throughout these weeks. Without, you know, the guarantee that we'd be hired, but I just appreciate it 'cause. I know that I'm probably the youngest in this group, and I just appreciate the opportunity to learn from you and you know, such a cool group of people, so this is an awesome. I just want to echo that I've really enjoyed it, specially I enjoy the homework assignments have being able to put it all together. But you know I always have questions. My my question is with all this information, what is it learning curve? I mean people do this, will do the specs. When is it, I mean reasonable to think that people feel OK? I've got this under my belt. How long does it usually take to put this all together? A lot? Took me 20 years. I've only been doing this for 16 for the record, so I'm just assuming it's going to take me four more. It's like anything, I mean. Um. There's just always, there's always stuff I'm I'm learning. Or realizing. Why didn't I? Why haven't I've done that for the past 14 years, you know? Just so many. There's so many things that just seem obvious, like, I'll give you a great example. I mean, even as much as I've done, as much as we have all this organized and structured. You know what I forgot to do last week? Just don't know how to the cracks. Totally missed it in a sauna and all that. I forgot to send a scheduled e-mail to tribe affiliates. Now the good news is if I forget to send it the first week of October versus the second week of October for a mid-april launch. It is going to have almost no effect, if any, on the bottom line. Whatever, you know, I screwed it up. And it's like, well, how could I have avoided that? I don't honestly don't know, you know? We had all the systems in place and I just completely botched it, you know? So. Yeah, I mean there I'm, I'm constantly. Learning new stuff. I mean the the book, the thing I shared with you at the end, the book launch thing, looking up, you know, going down the rabbit trail on Amazon. I've been doing that for a year and a half. First 12 or 15 book launches. Iran never did that. How much? I mean we sold 22,000 pre-orders of the art

of work when Jeff previous book had sold 3000. We had a meeting and he told me he said I gotta tell the publisher how many books I'm gonna sell. And I said tell him 15,000. He's like, I cannot tell them 15 things like, man, my last book still 3000 books. He's like, I'm thinking of telling him 7. I'm like tell him 15,000 I'm not working with you. So Kyle, tell him 50 we stole 22,000. How many more could we have sold if I had done that trick? I don't know. Probably not much more than about 6 or 7000 more, but Dang. You know, another 5-6 thousand preorders would have gotten them to number one on Wall Street Journal instead of #3. That's a I mean. He's only guy I've ever had that was hit number one on at least one of the best seller list. First book launch I ever ran. Only one hit #3 on Wall Street Journal. Only one I've ever run. It didn't hit number one on either Amazon, Wall Street or New York Times. Might have hit it. If I'd known that, you know, and so it's like you look at that go as much as we did, right? I did everything right that I knew how to do. I just forgot one thing. I just didn't know what I didn't think of. The one thing which was when I just go down the rabbit Trail and Amazon. I thought of that randomly. I was actually on a coaching call. For a coaching program. Total client to do it. She looked at me like I was the biggest genius in the world the whole time I'm writing down a note. You should start doing this, you know. It was a great idea, just never done it before. So yeah, I'll come up with something next 30 days. Just like you guys will. If you work with us or don't, I mean, you're going to come up with something just random. Out of left field unexpected. You know. I mean, yeah, that's how life works. The more you learn about like desperate things like, I've found that like you just start connecting. You know these pieces like that. You know this book that you read five years ago and this course that you went through three years ago and this magazine article you read last week and then this experience you had today and. Somehow you're able to click and just put all the things together and come up with what seems like an original idea. It's not. You know. The weird thing is, for seven years I've been looking at authors up on Amazon and going down the rabbit trail. To find guests for my podcast. Never thought to apply that to the affiliate site. Like what? It's not a new concept. Looking up altars. Amazons I I didn't even if it that. Somebody told me about it like seven years ago when I started my first podcast. Here's how you get great guests, goddamnit. But anyway, I digress. Any other questions as we wrap up? Really have a question, man. I just. Along with everybody else, appreciate all the effort that you put into this training and helping us out. It sounds like it might be. Our last meeting with all of us together, it was great to meet all of you. I'm going to continue weather. Irregardless of the results, so I'm going to be in affiliate marketing, so. I'll keep following you. Cool. Um. With that, we'll wrap up. We'll sing kumbaya. Um. Dagger nothing else, guys. So here's what we'll do. I do have one final quiz, and I need it by Friday because I'm going to start. Like I said, I'm going to start scoring these by Friday, so. I'll put you guys under the gun with this one. It's gonna be pretty quick. Turn around and then no meeting Friday. 5050 chance. If I don't delete that on my calendar right now, I will show up on Friday and wonder where in the heck all of you are. You think I'm kidding? I've done it before. Alright, so I can't do that, so. Yeah. No meeting Friday if you have now. We don't have Friday, so you don't have a place to ask questions. Alright, so if you have questions, e-mail them. E-mail them to me. Again before like Friday, so you can complete this on Friday. So really tomorrow. So take a look at the quiz. I'll be sending it out here pretty soon I think. Take a look at it. If you have any questions, let me know and then that'll be your last assignment. I I will try to get to you guys ASAP. I'm not going to rush into it. I'm gonna make sure I'm gonna

go as fast as I can. I'll put it that way. I don't know how long that's gonna be 'cause. I really don't know how long it's gonna take me to review some of this stuff. You know, could be. I mean, I might get back to you Monday afternoon. Might be next Friday. I assure you that barring any unforeseen circumstances, will be next week though so. Wrap up and see you guys soon. Right, I guess. Thanks. Bye. Thank you.