



GROUP
Coaching Calls
with **PETE**



Pete: Alright, so here we are at 10:00 Pacific Standard Time. We're going to go ahead and get going, because I know all of you have a busy day, as you do every day, and I certainly do. In fact, today, I've got to drive out to Phoenix for a meeting out there, and then I get to drive back tomorrow. So, it's a busy day for me as well. What I'm going to go over here on today's call... And by the way, let me know, can you guys see the PowerPoint screen there, that says "Forward Coaching – Propel Your Business Forward"? Go ahead and type into the chat box if you can see that, just so I know for sure. Heather says "Yes". Okay, perfect. Great.

So, I want to talk a little bit about the importance of personality in everything that you do – your copy, your videos, your website, your Facebook. This is one of those things that is so often overlooked by everybody in sales. And a lot of times we have this mental mindset of, "I'm the real estate guru, so I need to look professional, I need to sound professional, I need to always be done up." And the reality is, yes, you do to a degree, but you also need to let people in and you need to have personality. And that personality needs to shine through.

Great marketing repels as much as it attracts. Great marketing. A lot of times I'll talk to people and they'll be like, "Well, I don't want to repel people. That's kind of the opposite of what I'm trying to do." Actually, you do want to repel people. You want to repel people who aren't good clients for you, that aren't going to be good prospects. Let's say you work the first-time home buyer market. You don't want to deal with everybody who's a first-time home buyer. There are a lot of people who've got no business getting into a home, they've got too many issues going on, they don't have the income. You want to repel them and attract the right people to you. Let's say you work with move-up buyers – you want to repel first-time home buyers and attract the move-up buyer. Let's say you work the downsizing market – same thing – you want to repel the move-up, you want to repel the first-time home buyer, and you want to attract the downsizer. So, great marketing repels as much as it attracts, and that's really the importance of having personality, and having personality that infuses in everything that you do.

I'm going to show you a couple of examples here. I had someone reach out to me yesterday and they sent me this email – he goes, "Hey, I just bought some protein powder on Walmart.com." And I guess Walmart.com is trying to be like Amazon, where they've got not just their products that they sell, but they're a warehouse, if you will, for everyone else, and they let anybody sell their products. So I guess there was a good price on it or whatever. So this was the confirmation email that he got...

Hip Hip Hooray! Your order from [whatever] is on the way!

Charles,

When we have finally got through the celebration of your order, we decided to go through our warehouse and find and pack up your package. After we admired your selection, boxed everything up, we handed it off to Louis, our CrossFit athlete with the endurance of a cheetah. He opened the warehouse doors, warmed up and stretched. Then took his shaker bottle and deliciously drank his pre-workout supplement, and was off! After a minor cramp 1/4 mile into his sprint, he was off again to our local shipping center just one mile away. Though quite sweaty and tired, he inhaled his post-run recovery drink and gave your package to the delivery driver just in time to get it out before the last truck of the day left.

Best Price Nutrition. Your order is on the way. Here's your link.

All that stuff. So, think about that personality. What does everyone else do when they're sending out "We just shipped out your order"? It's kind of like a generic email, right? "Hey, your order's on the way. Here it is. If you want to track it, here's a link." There's no personality, there's nothing. This inspired him so much, he had to pass it on to someone. So, now when I'm thinking about buying protein powder, it's kind of like, "Can I go to this Best Price Nutrition that's on Walmart.com? Maybe I should order it from them." Because there's personality in there. Think about all the communications that you have in your business, all of the emails that you send out, someone asks for one of your consumer guides. What kind of personality are you putting out there? Can you make it fun?

I'm going to give you an example here. When my friend sent this to me, it reminded me of CD Baby. CD Baby, I'm not 100% sure everything that they do. I know that artists can release singles and albums through them. I'm not an artist, so I don't do much with them. But this was such a powerful thing, and I'll explain it here in a second. The owner, Derek Sivers, was like, "I'm looking at our emails and they're really generic. I'm going to spice it up." So he

sat down and banged out this email in 20 minutes...

Thank you for your order with CD Baby! Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed on a satin pillow. A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing. Our packadging specialist from Japan lit a candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy. We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waived “Bon Voyage!” to your package, on its way to you, in our private CD Baby jet on this day, Friday, June 6th. I hope you had a wonderful time shopping at CD Baby. We sure did. Your picture is on the wall as “Customer of the Year”. We’re exhausted but can’t wait for you to come back to cdbaby.com. Thank you once again. Derek.

Think about that personality. Think about how he took something that could have just been, “Here’s your confirmation”, and he infused personality into it, so much so – this is the real beauty behind this – he’s been quoted... There’s over 20,000 links on Google to his confirmation email. It made the company. It’s been written up all over the place. Why? Because it was so different, it was so unique. Everyone else was like, “Hey, your stuff’s on the way. We sent it out, it’ll get there.” What does he do? He makes it special, he infuses personality in it. Granted, it’s over the top, right? But it’s okay. It’s fun, it’s theatre. He added theater to something that’s normally boring, and it literally made his company explode in a good way, blow up with business.

Think about everything you send out. Someone requests one of your consumer guides – what do you say back to them? Can you put together something like this? Literally, can you take one of these and swap out everything that says “CD Baby” with “consumer guide”, and use it? Of course you could. What’s it going to take? I took him 20 minutes. It would probably take you less, because you’ve got a framework right there that you can utilize. And just make it fun, and use that for all of your emails. Obviously, we’re not selling physical product like these guys, but it doesn’t matter. We still sell information, and that’s a really important key idea here. I’m going to kind of take this idea and I’m going to pivot it and transition it to something that we’ve been doing. I want you to see the idea behind this is personality, and then how we’re doing some of the stuff on Facebook.

Now, for those of you who’ve been on my calls before, you know that I work with a lot of different niches. Real estate is the one that I work with the most, but I also work with a couple of different groups. And I’m not going to show you some of the real estate ones; I’m going to show you ones from one of the other groups. And that’s just because of non-disclosures and stuff like that. So, I don’t want to show you exactly what we’re doing, but you get the idea and you can still take the idea and use it.

So, these guys each took the mundane and they made it special. Here’s an example. One of the groups I work with are what are called bi-vocational pastors and church planters. When I say bi-vocational or church planters, a lots of times people don’t know what that means. So, these are typically pastors who that’s not their full-time gig. If they’re a church planter, doesn’t mean they build churches; it means they’re literally starting the congregation. So, they have a day job and a lot of times they’ll be self-employed in sales, something like that. And so, I’ve got a training program where I help them basically do what I do – I help them become a business growth consultant. So, I had this program and I was like, “I literally haven’t marketed it in two years. And I think I want to start doing something with it, because it’s already done. I’ve got this great program that’s changed so many lives. I’m going to start marketing it.”

If you remember, back in November I started talking to you guys about using video on Facebook, and some of the power that you can have when you use video on Facebook. I want you to kind of imagine... I’m doing this in a specific niche; I’m actually doing it in several different niches. But in real estate, let’s say you specialize in working with downsizers. I want you to start doing videos on downsizing. What I’ve personally committed to is that for this particular niche, I’m going to do at least one video a day for 30 days. And I’m going to show you why I’m doing that, I’m going to show you the impact that it’s having, taking something that I haven’t marketed in years and all of a sudden I’ve got a pipeline of my ideal target market setting appointments with me. Not me calling them, but literally automated; they’re coming to me by using this strategy. And you can do the exact same thing in real estate.

So, one of the things you’ll notice here is, I’m just literally driving. In fact, ironically, I’m driving out to Phoenix – the same place I’ve got to go today. And I remember thinking, “I’ve got this five-hour drive. I’m going to do a video

on the way out there.” So I literally bought a little suction cup thing for my iPhone, stuck my iPhone on it and did the video while I was driving out there. There were a couple of key things here, and I’m going to get into this. But what I want you to notice here is I’ve got 690 people who liked the post, I had four shares, I had 2,441 engagements and 96,944 people saw this post. So, that’s a lot of people. Now, why did I get numbers like that? I’m going to give you the exact strategy, and then I’m going to show you at the end why this is so stinkin’ powerful.

I did the post; did the video, I should say. And this particular one I didn’t do it as a livestream, but all the other ones I actually do as a livestream on Facebook, and the reason for that is, Facebook gives special priority to livestreams. So, if someone likes to engage with your livestreams, and you go live, Facebook’s going to then show your video to them. Why is that important to you? Well, think about it. Let’s say you’re doing daily videos. And the reason why I’m showing you this here while I’m driving – this is personality. I’m not trying to be all formal, I’m not trying to be in a suit and tie. I am just on the road, and I want you to hear what I’ve got to say. So I’m trying to infuse it with personality. I’m going to show you how the personality really gets going over these videos.

Now, you do have to keep in mind who you’re trying to reach. So maybe you can’t be as informal as me. In fact, I made it kind of like my personality model because of this particular market, I wear Star Wars T-shirts. So almost all my shirts you’ll see me in are Star Wars T-shirts. I do the same thing in another niche for contractors. In the contractor niche I don’t usually do the Star Wars T-shirt; for them I’m usually doing a polo or a work shirt like this. For real estate I would either do a shirt like this or I will do a dress shirt, usually no tie at the top, unbuttoned at the top. I’m not typically going to put on a coat. Maybe have the sleeves rolled up, so that way it’s like, “He’s formal but he’s not too formal.” I want them to get the impression this is behind the scenes, this is something a little extra special.

And then what I do is the ones that I like, where I’m like, “Wow, that was a really good video. I got a lot of great information across” – I run it as an ad. I run it as an ad on Facebook. And I’m going to show you the exact strategy that I’m doing for that, but the reason for it is this. If you’ve been in the Excelleum Inner Circle for any length of time, you know that I’m a big fan of what we call “education-based marketing”. Education-based marketing is like our consumer guides. When you offer someone, “Hey, I’ve got this great consumer guide on how to downsize the right way”, or “How to downsize without getting stuck with two mortgages to pay or ending up homeless”, and someone raises their hand and they say to you, “I want that consumer guide” – they are separating themselves from the crowd and they’re basically telling you, “You have something I’m interested in.” Now, once they raise their hand and they say, “Please give me that consumer guide”, now you know that’s someone who you need to follow up with a lot. If you automate it, you have an autoresponder get sent out to them, look at the email copy. Are you getting personality across in your email?

I will also run it as a post-engagement ad, and I’m doing that because I want to get a bunch of likes on the post. So, if you go to the Excelleum Inner Circle, you go to I believe it’s “Training Courses”, then you go to the Facebook course, Module 1, I have this great little report right here, “Getting ‘Likes’ To Your Page”. So, how do you get likes to your Facebook page? I give you a really simple strategy that I use and I think in the video, which I think is this one right here, these two, I show you how I got 10,000 likes over the weekend. I spent \$100 and did what we call a “worldwide strategy”. I basically ran a campaign to non-Western countries – so nothing in North America, nothing in the UK, and nothing in Australia. I literally just set those up as exclusions: “Do not send this ad to those areas.” And I did what’s called a “post-engagement ad”. These I do for about \$10 to \$12, mainly because that’s all I really need. It’s a smaller niche; I don’t need to have 50,000 likes on the post. In fact, that probably wouldn’t be believable, so I’m usually having to turn it off.

The one I do in contractors – I accidentally left it on. I think I spent like \$20 and I ended up with almost 6,000 likes on the post, and I was like, “That’s almost too much”, because people are going to look at that and be like, “Six thousand, man? I don’t know. It almost seems like too much.” So, you kind of have to be aware of how many likes ballpark you want. In real estate I think you’re fine around the 500 mark. That’s going to be more than what they ever see normally. And again, run that worldwide. I usually run it over one day. I’m going to spend maybe \$10 on it, and then I’m done. Sometimes a little bit less – maybe \$7, whatever it might be. And then you can’t see it on this one; I think on one of the other ones you’ll see it – It’ll show you how many times the video’s been viewed, because every time it popped up in someone’s feed, that counted as a view.

Why is that important? That’s social proof. When people see this video has been watched 42,000 times, or 10,000,

and it's got 300, 400, 500 likes – “Maybe there's something here. Maybe I should watch this” – that's what I want them to think. So again, put it in your perspective. You're doing downsizing. Let's say you put out a video a day on how to downsize the right way. And if you're wondering what I do for the content, the content is easy. First of all, you can look at the consumer guides that we give you, just pull out an idea from there. But literally what I tell everyone is, every time someone asks you a question, jot that down. That's something you need to do a video on. For my 30 days of videos, what was the last thing someone asked me? I'm going to do a video on that, because I know if he's asking that question, or she's asking that question, so are other people. And I want to be the great information source.

This is an example right here of another one. Again, I'm trying not to look too professional, so I literally just sat at my desk and did it that way. You'll see on this one 1,400 likes, 5 comments, 16 shares, 58,000 views. Again, we got great engagement, great potential reach. By the way, all I'm doing is I'm spending \$10 a day promoting the video. And I do that for five days. So, if I do 30 videos over a month and I do \$10 a day, basically just go 30 x 50, because that's essentially what I'm spending. And there you go – that's about \$1,500. Do you have to do that? No, you don't. If you're like, “Whoa, \$1,500 is a lot of money” – it is; however, I'm going to show you the real power here in a minute, because it can make you a lot of money. In fact, it's going to set you up for the rest of the year, and if you keep doing it over and over again, it's just going to get better and better and better.

You'll also see right here it's got this button “Start Watch Party”. So, you can't run an ad from your personal profile. If you do a livestream from your personal profile... And again, the reason why I like to do livestream is that really gets promoted by Facebook to everyone who engaged with you. But since I can't run ads, I always do the livestream from my page, which is not going to get me the reach on my personal profile. And then after I'm done with it, if it's one I really like and I want it to run in my main feed, then I do what's called a “watch party”. I just click the button. It's going to take the video and it's going to play it in my personal profile feed, so now all my friends and connections are going to see that Pete's got this watch party. And a lot of them are going to check it out. They'll join and when they do, I hit the little button and it sends a wave to them. Sometimes they stick around and sometimes they don't. I don't really worry about it; I just let it play.

My videos are on average are between 3 and 12 minutes. They're a little bit longer, just because I want to give great value. I want someone to get a good, solid idea out of the video that they can take and implement. Same thing I would encourage you to do – don't be so concerned about how long your video is. I would say have it at least be three minutes, because Facebook's going to let you run those videos differently than if it's like a 30-second video. They'll give you basically more reach, more bang for your buck. So, at least three minutes, but one solid idea. And I don't care if it's seven minutes or 12 minutes, and I'll show you why here in just a bit.

This is another great example. This one probably did the most for me. You can see down here I had 107,000 views, 1,100 likes, a lot of engagement, a lot of people reached. So, here's what I do. Here's the general strategy: I am trying to get personality across, and I want to be valuable to my ideal marketplace. In this case it's with bi-vocational pastors. I know it's kind of a blurry picture, because I did the screenshot right when that was playing on the screen. And my son ended up hearing me do this livestream, so he came on it and that's, I think, part of the reason why the value went up.

So, my son the other day comes to me and he says, “Dad, buy one of my books. I wrote these four books; I want you to buy one of them.” I'm seeing this as a teaching moment, right? My son's eight years old. I go, “Great, okay. I want you to sell it to me.” He goes, “Well, buy my book because you're my dad.” And I go, “You're right, I'm your dad, but sell it to me.” And he goes, “Well, it's only a dollar.” And I go, “Okay, great. That's an offer, but I want you to sell it to me, and here's how I want you to sell it to me. I want you to tell me about this book, why it's so exciting. But don't tell me how it ends. Just get me really excited for it.” And so he goes, “Okay, this is about Shazam, and Shazam gets in a fight, and Shazam does something else.” And then at the end he goes, “And then Superman shows up.” I'm like, “Superman! That's it, here's a dollar. I want to buy that book.” And so, I used that as an example of selling. So, I write a little thing real quick...

Shazam! My eight-year-old son just came to me, trying to sell me a book he wrote. What happened next surprised even me! If you are a bi-vocational pastor, then you need to look into my consulting program for BIVO pastors. Check out the free training by going to MissionByBusiness.com.

And boom! I drive people to it. So, I'm going to give you a little bit more of the Insight here on what we're doing and how I'm saying certain things, but it's the personality. And that video has gotten more feedback from people. In fact, I had friends call me up and go, "I never watch those things, but I watched that. I always watch yours because when your son shows up, they're really funny." It's the personality I'm trying to get across.

This is another one where I'm just sitting, leaning back, talking about one great strategy. We've got 7,600 views, a bunch of people reached, 197 likes. This one right here, we've been getting all kinds of great people to come through our back end funnel, which I'll show you here in a second. I'm just looking at the messaging, and over there on that side of the wall, which is actually here in my office – that's over there – that's where I shoot a lot of my videos for a lot of the different niches that I work in. On this particular video, I kind of wanted to give that "behind the scenes" look, so I wanted people to see the camera with the light behind me and the chairs, and see the wall that they normally see, and the big white board that I sometimes use when I'm drawing out a concept. I wanted them to see that. So, it's giving the impression this is behind the scenes. This is something different, this is something unique. It's the personality, right? That's what I'm trying to get across to people.

This one right here – again, another great little topic that I'm going to go into. If I really like it, again, I run it as an ad. This one was on "Is selling evil?" 22,000 views, 460 likes.

This one, ironically, literally just did it this morning. Did it right before our call. I just went right into the little stage area that you just saw in that other picture, got up behind there and started giving a great idea for people on how to do emails using personality. I figured I'm going to talk about it on today's webinar. Why don't I do a quick little thing on personality? Of course, I'm not telling them everything I'm doing on the video side, but it's just to get the concept across, so that way people will understand it. So, literally, already got 92 people reached, and I literally just did that this morning. I haven't run any ads to it, I haven't had time to set up the ads. I just wanted to run this really, really quick to see what could happen here.

So, here's how I'll do the livestream. It's easiest if you do this on your iPhone or your Android. So, you literally open up your Facebook, go to your page, and when you create a post, you can write something. So, here's where I'll write my copy, and I'll always add a call to action...

By the way, if you or someone you know is thinking about downsizing your home, go to DownsizeTheRightWay.com and get a copy of my report there.

Always have a call to action. Whenever you're doing a post, have a call to action. Give great value in the video, and also tell them in the video, "By the way, if you'd like to get a copy of my consumer guide, go here and get it." Or whatever you want as the next step. And I'll show you one of the things that I'm doing and showing you how you can do it as well. And then once you've written that out, all you do is you literally click this "Live Video" button right there. It's the fourth one down; I don't know if you guys can see my mouse. And then it's going to show up right there on your phone; when you're ready to go live, you've got your camera positioned just the way you want it. Sometimes I'll actually hold it and I'll walk around the room. Works great. It's the personality in the video; it's what I'm trying to get across to people.

The reason that I'm doing all this, and why I said it can set you up for the next year – this right here is the ballgame, guys, what I'm going to show you right now. This is the ballgame that is going to change your life completely. So, in Facebook, we can create what are called "custom audiences". I created just a couple of custom audiences, and I haven't updated it. This is literally what I took a screenshot of this morning. So, as of this morning, this "BIVO ThruPlay" – this is for my BIVO page – I basically say, "All these videos, I want you to create a custom audience of everyone who is a ThruPlay." A ThruPlay means they've watched 15 seconds of the video. Remember how some of them say 42,000, 56,000, 107,000? That doesn't mean they watched much of it; it just means they viewed like a second of it, and usually those are worldwide, but that's okay. I'm only concerned about the people here that watch it, and I want them to have watched a certain amount of it. So, one of the options that I can choose is "ThruPlay". That gives me 36,000. Now, if I go back to those 36,000 people and I offer them a call to action, which might be a special training – in this case how to be a business growth consultant, or whatever it might be – how to downsize, how to move up the right way, I'm going to do a special master class – guess what? It's a lot cheaper to do that, because these are people who've already been exposed to you.

Then another one that I've got here is people who have watched 25% of the video. For me, that happens to be the sweet spot. It can be any number. Well, not any number, but it can be a lot of different options. But think about in your case. Let's say you did a 10-minute video. Someone who's watched two and a half minutes of it – they're probably kind of interested in what you had to say. So, I want them in a special custom audience. Now, if I run retargeted ads – basically what this would be – to this 8,700 people, what do you think the odds are that I'm going to get interested parties to raise their hand and say, "I would like that consumer guide" or, "I am thinking about moving up" or, "I am thinking about downsizing"? It's pretty good.

Heather's asking...

Are all these being done with the global parameter still, or just a post and open to anyone?

The global parameters is literally for the likes, and then when I do the \$10 a day, that's my target market. They've changed so dramatically in real estate, you can't pick certain age groups, you've got to basically do everyone in a certain area, and that's just what you do. But again, we're letting them self-select themselves by watching a certain amount of the video.

Another option that Facebook has is 95%. Think about this – if someone watches 95% of your video, how serious do you think they are about what it is you're talking about? It's probably something that interests them a lot, right? I mean, that's a big deal. So, I will get this. I literally just opened this up today. Like I said, I just want to do 30 days of videos, grow the audience up, and then basically have an audience that I can target. And the reason why I say it sets you up for the year is, Facebook will keep these stats for 365 days – the people fall off every 365 days. That gives me a whole year that I will be able to just target these people over and over again. And of course, if you're smart, every once in a while, you're still going to put out videos. You don't have to stop in 30 days; that was just my personal commitment. I wanted to do at least 30 days. But I didn't realize I had 3,900 people who watched 95% of the video. I've got to retarget those people. They watched 95% of one of my videos? I've got to talk to that person. I've got to get a hold of that person, because they are interested in what I've got. They've basically raised their hand. It's what we're always telling you to do with all of our consumer guides. It's a prime person to talk to.

Now, Facebook will let you do ThruPlay. I think they do 10 seconds, 25%, 50%, 75% and 95%. So you can pick those; you can have a bunch of lists, you don't have to set up the list first. I literally have to go through and update these, because I'm doing a daily video, and so I need to add those new videos to the list. But these are also assets in your business that don't go away. They're going to stay on your Facebook page, they're going to stay on your personal feed. They're going to stay there. So, don't be surprised when people still come into your funnel because they find these videos later.

Now, a couple of other things that you can do with that is you can of course take those off. Let's say you've got a podcast – you could put them on your podcast. If you want to put them on your website, you can put them on your website. You can transcribe them, clean up the transcription, and now you've got great educational posts for your website. You've got great reports that you can give out, tip sheets, things like that, because again, you're giving great value in your videos. You just have to clean them up, because the way we talk is different than the way that we read. But it's a really great way to build up a custom audience of people who self-select themselves, who don't even have to give you their information yet for you to be able to then retarget them. And now you've got someone who you can focus on.

Use personality in your video and in your livestream. Caption your videos. I have my assistant do this, because if I had to sit down and caption my videos, it would drive me up the wall. But basically you go into your Facebook page. You can just Google this, by the way, and there's going to be instructions on how to do it. Just say "How do I caption my Facebook video?" Google that, and probably Facebook themselves will give you instructions. And so, they go through. Facebook will do one of those automated captioning, and so all they've got to do is clean it up, because again, the way we talk is not the way we read. It isn't going to be perfect by any means.

And I use a lot of dots of deletion – the "...", because sometimes I'll start a sentence and then I'll bring back to something else, and it's like, what's the best way if someone were to read that? "...". Then they realize, "Okay, now he's going to a new idea." Most people are visiting Facebook on their phones, not on their desktops, so most people aren't going to actually listen to the audio; they're going to read it. That's why the captions are so important.

Now, do know this – that whenever you start running ads, captions are the only thing you can change. Don't change any of your text. Don't do anything like that, because if you do, any likes that you got go away, because now it's considered a new post as far as Facebook is concerned, and you don't want that to happen to you.

Always, always have a call to action. So, tell them in the video, what's the next step you want them to take? I personally want them to go to a website. I want them to take a next step that way, because I usually want to have a little bit more of a filter. You may not want to have that. You may want to say, "Your next step is to do [blank]. Call me at [blank]." I still would rather get their information, so personally I would rather say, "Your next step is to get my consumer guide, 'How To Downsize The Right Way So You're Not Stuck With Two Mortgages To Pay Or Ending Up Homeless'." I would offer something like that as my call to action, give them a website to go to.

As an example here, what I do is I say, "Go to MissionByBusiness in this niche." And this is the webpage itself. This is all that's on there. I literally tie this into what I say in my call to action, and then just a little button right there. That's it. I don't need to have fancy pictures, I literally don't need to have anything else; just that's it. They click "Show Me How". Then what I do is I take them to another page, I've got a training video there, and then usually, after I think 30 seconds, I have a button that pops up – in this case "Yes! I want to apply". Or in your case you might say, "Yes! I'd like to talk to Pete". They can click that and they can get on my calendar to schedule a one-on-one call with me. I don't have to do anything; I literally just get notified, "Hey, you got another appointment; hey, you got another appointment; hey, you got another appointment." How would that be life-changing for you? These are people who I don't know. They now know me, and they're setting calls with me. I don't have to do anything else for it.

This is the funnel – I do a video, I put it out there, the right person gets attracted to it, they self-select themselves, they go into the funnel and they set a call with me. Same thing can be done in your business. And again, like I said, you can retarget people over and over and over again.

So again, some of the resources for this – go to the Inner Circle website, then you go to "Training Courses", go to Facebook, Module 1. This is how to get the 10,000 likes. Same thing that we talk about, the business page. It's the same concept; we're just running what's called a "post-engagement ad". That's the key – when you do it in Facebook, it's a post-engagement ad. For your video, let's say you wanted to have a video on downsizing – again, if you go to the Inner Circle training courses and you go to the Instant Real Estate Clients Event kit, we've got these eight kits. And Debbie put together great PowerPoints on how to be a real estate investor, first-time home buyer, downsizing, and moving up. You could literally take those PowerPoints, change them however you want, do a quick little video, and that could be your next step. So, "Go here to get the guide". And then what I will tell people is I say...

If you go over here, I've put up a great little training class on this concept. You can go to MissionByBusiness.com, check it out. If you like what you see at the end of it, I give you a chance to set a call with me, and you and I will actually get on the phone and talk about this.

So, real estate investing – could you do the same thing for that? Could you be like...

Here's a great little training on how to get started in real estate investing. By the way, at the end of that, if you like it, there's going to be a button on the screen. You can set a call with me and we'll talk about how it would look for you and your situation.

First-time home buyers, downsizing, move up. And then what are you doing? You're just talking to the people who've already self-selected themselves. They've watched your video, they went to your landing page, maybe if you had an additional training they watched that. And then they set a call with you. It's a totally different client than the cold leads that you buy from Zillow or Trulia or anything like that. So really, again, guys – highly, highly recommend that.

And this is just the Facebook custom audience. Where do you find that? Again, this is at Business.Facebook.com. When you go over here to this little "All Tools" section, you'll see under "Assets" it's got something called "Audiences". That's where you go and that's where you set up your audiences. But that's the general concept. I'm

telling you guys right now, we're in the hay day. It's not going to stay like this when all these big brands realize that the 80 billion dollars a year they're spending on TV ads is totally wasted, because no one watches TV ads; they all skip them with their DVR or their TiVO, or they just record the show and then just literally don't even bother to watch it at all. They're going to realize, "Everyone else has moved online. Why haven't we?" Right now, this stuff is dirt cheap.

In fact, I forgot to put it in the slide deck. Let me go over here and show you guys real quick. So, to build up that audience of 36,000 ThruPlays – oh man, I think the cost on that has only been like 300 and 80 some odd dollars. Doesn't take very much at all. Alright, where is my BIVO program ThruPlay? I've got 5,000 on that video alone. Where's my cost? Yeah, so I've spent \$350 and I've budgeted \$395, because again, I'm creating the video. So every time I create a video, I go "\$10 a day for five days. 50 bucks." And so, that'll keep going up, and then once it's been five days, the ad stops. Unless it's a really great ad – then I might extend it and pump it up.

Let's see here. Cost per ThruPlay – it's cost me \$0.07. Seven cents to get a 25% watch of the video. If we did the math on that – we had 3,000... I can't even do the math on that, but that's got to be like \$0.50 to get someone to watch 95% of my video, because I've got, what was it – 8,600 people. That's so incredibly cheap. Where else can you advertise at that low a level and get that much response and really set yourself up?

Anyway, guys, that's what I wanted to show you. That was the general concept here. Does anybody have any questions, because I've kind of covered a lot here? The keys again – personality. Have personality in your copy, have personality in your videos. Give great value. Always have a call to action. Caption the videos. And do it as a livestream. I would say, just force yourself, "I'm going to do 30 days of videos. Every day, I'm going to come up with something." And don't worry about it if you didn't like the video, you didn't think it was that good. The first few ones I did were very, very rough; I didn't run them as ads. I didn't like them. But it got me started, and I was like, "Alright, this is what I'm going to do every day." And I'd encourage you to do the exact same thing and utilize that in your business.

So, if anybody's got any questions, head on over to the chat box and go ahead and type them in right now, and I will be happy to help in every way possible. Are you guys really going to tell me there's no questions? All of this and no one's got anything? That's a first, right? Okay, well, I'm not seeing any questions come across. Thank you, Heather; I appreciate those kind words there. So, here's what we're going to do. We're going to get this recording up on the website; it'll be up in a couple of days. We're going to edit out the front part, where I just turn on the webinar, waiting for people to show up and for the clock to reach around the start time. And as always, we're going to have it transcribed. So, you'll see probably by next Monday everything will be done and up on the website. If you have any questions at any time, feel free to email me. I'm here to help in every way. Debbie, thank you so much! There is a lot of great information here for you to review, no doubt, but I appreciate you guys being on. With that, everybody, take care, and I will talk with you next month!