

Rob: Hey, it's Rob Kosberg here with Best Seller Publishing, on the line here with my client Dr. Chris Frykman. Chris is in the process of doing his book but doesn't have it yet. What I want to talk about is how for my clients that don't have their book yet, it's still more than possible to begin monetizing your knowledge via the sale of courses, consulting, coaching, programs, six week, seven week, eight week classes that you do, even while you're in the process of creating your book. Now, your book will supercharge your lead generation and your ability to draw clients to you, but you don't have to wait for the book.

Chris, thanks for being on the call. Thanks for allowing yourself to be a guinea pig in recording this and all that.

Chris: Absolutely.

Rob: What we decided to do, and I'll just give a one minute background. What we decided to do is Chris is going to launch a pretty cool program. He's an expert, a doctor, a chiropractic doctor, but also an expert in helping people to make transformation in their life. One of the things that he wants to focus on as far as programs go is helping clients to reach their goals and perform at their peak. We're still debating on what the title of this is going to be. Let's see. I have it in front of me, Chris.

We're looking at a seven week course. Really a six week course, but you're going to have a bonus week in it. It's going to be a course on fitness transformation. We'll figure out what the name is, but peak performance doesn't quite do it, because we want something that makes it clear that it's not just for some elite athlete, but anybody that wants to experience some kind of transformation.

The weeks will be things like, performance demystified, top things that every pros know, setting goals accountability, and it's going to be a very hands-on. There will be one Webinar a week. There'll be some accountability and goals and then there will be one Q&A call a week where there'll be some accountability and just where people are at and helping them to overcome their challenges.

In this call, one of the things that we want to discuss together is how to make the offer. We've already come up with what the six to seven week program is going to be. This fits Chris's clientele, those that he currently serves, as well as those like on various e-mail lists, even though the e-mail list isn't one that is super active. We can even talk a little bit about the best ways to activate that, but what we're going to focus on is, okay, how to craft the offer via e-mail, and even face-to-face for those that do serve clients face-to-face like Chris does. A number of those current clients would be interested in this transformation program, as well.

What Chris and I talked about a few minutes ago, which we didn't record is how what we're going to do is we're going to craft the e-mails, the message, around a story. We want social proof. We want to take, say, a testimonial or some person or client that was served previously, that experienced this kind, this similar transformation, and we want to take their story, retell it ourselves, and then fit that into the format of our offer.

Chris, here's what I'm going to do, and I know you got pen and paper to take some notes on this, but I want to give the format of what that would look like for crafting your e-mails, and then we can ... I can answer any of your question and we can talk about what that might look like as far as a story or as far as the specifics. Okay?

I told you in the beginning, we want to start with a story, and that would look like retelling of yourself, so it would be an e-mail that's directed directly to ... Hopefully you have their first names within your e-mail autoresponder and database. You would mention them directly. Hi James or hi John, and just start retelling the testimonials. If you have a testimonial from a client that you helped to, let's say, transform by losing a certain percentage of body fat over a period of time, or you helped them to transform by, maybe they had never run a race or a half marathon or a full marathon, and so you helped them to achieve that goal by putting them on track and a training, so they wrote a testimonial to you, then we would basically take that testimonial and we would retell that story ourselves in just a couple of paragraphs.

It might be, if we use ... say we just use James. It might be that James wrote a testimonial about how he was able to, using your program and learning from you and also going through some type of course, he was able to lose X pounds, 15 pounds, and start training for a half marathon, and he's pain free. Maybe he had back pain or something like that. We would just start like any story starts. We would start writing the e-mail directly to the recipient.

Hi John, Dr. Frykman here. The other day a client told me about how I helped him create a massive transformation in his life. His name is James. I remember when James first came to me, he had back pain, was not morbidly obese, but was significantly overweight, and had tried many, many times to change his fitness habits and change his eating habits, but just really couldn't get or stay on track. I remember the first time that we sat down together and talked. I just saw that this was someone that really wanted it and that there were several kind of key components that he was missing in his attempt to make this transformation.

I thought, you know, I can help him in those missing key components that he didn't know about, so I focused my attention on boom, boom and boom,

whatever those things might be. I can remember him coming back to me after just two short months, having lost 25 pounds, eating better than he's ever eaten in his life, and being happy about it. Now he's actually training for his first half marathon. Whatever. You get the idea. You're retelling the story.

The first part of your e-mail is that two or three paragraphs, hooking them into James's story of transformation. From there, the next step within your e-mail is the why you're telling them this story, and the story becomes the thing that they go, "Wow. That's cool." They see themselves in the story. Okay?

Now, you're going to, in your e-mail series for your offer, you're going to want to have two or three stories, because there are two or three or even more different kinds of people that you can serve in your six, seven week course. You want to, if you can, as much as possible, find stories that relate to who your ideal client is. You tell those stories because people then put themselves in that person's position. They say, "Wow. That's just like me. I'd like to learn more."

You then go from the story to the why. John, here's why I'm telling you this. I'm telling you this because I receive so much personal satisfaction from helping John to make this transformation, and I realized that many people that are my clients are missing these key elements in their desire to change that I could help and teach them, and hold them accountable, and see radical transformation, not just for one person, but for many. Here is what I decided to do. Okay? This is your transition.

You transition from the story to the why. Here's why I'm doing it, to the offer. Here is what I've decided to do. That's the point at which you explain what your program is going to be. John, I decided to come up with a six week transformational program. The six week transformational program will be this. You can go into a little bit of detail. It doesn't have to be massive detail in the e-mail, but you're going to want to explain to them what some of the key components of this transformation's going to be. Now, this is a long e-mail. I get that. But, we're writing a long e-mail because the people that aren't a fit for your program aren't going to read it anyway, so don't worry about them. We're not writing to them.

We're writing to the person that is a fit for the program, that is interested in what you have to say and they're going to want as much information as possible. Does that make sense, Chris?

Chris: It does. Yep.

Rob: You're going to make your offer ...

Chris: I'm assuming there's a way you can structure the copy or the wording or whatever so that it'll, hopefully, pull some people in enough so that they can even decide if they are interested. You know?

Rob: Well, that's what the story is supposed to do. The story hooks them, because people are interested in stories of transformation. Now, not everybody that you e-mail is going to be, because they're not going to see the fit there. But again, those are not the people that we're speaking to. The people we're speaking to are the people that, they get interested in the story because they see themselves in that. They want transformation in a certain area of their life, as well.

What you can do ...

Chris: That's assuming they read the story though. Right? I mean ...

Rob: If they don't read the story then they're more than likely not a candidate anyway. We're not worried about writing for someone that won't read it. You know? The editor of the New York Times is not worried about writing a story for the non-readers. The editor of the New York Times knows who's reading, and that's the person that he is crafting his message for. You're the same way. Don't ever worry about the people that won't read it. Now, we're not talking about an e-mail list that is completely dead. Okay? Obviously you're e-mail list, we've talked about this, and perhaps many people that are going to listen to this might say, "Well, yeah, I have a few hundred clients and I wish I would've done a better job taking care of the e-mail list and keeping those people up to date."

At the end of this discussion, I'll give you a way to reengage people on an e-mail list that hasn't been, perhaps, nurtured as much as it needs to be. Okay? You can use this, Chris, even before you launch your offer. Does that make sense?

Chris: Yeah. It seems like a good idea.

Rob: Okay, so we'll talk about what that e-mail looks like. It's extremely simple, but it is super, super powerful and effective. You're writing a story. Again, thinking about the people that want transformation. It might only be one in 10 people on your list. They're going to start reading it and they're going to go, "Okay, that speaks to me." Other people are going to start reading it and go, "Eh, doesn't speak to me." Well, they're not buyers of your program, so don't worry about them. We'll hopefully craft another offer for them down the road that fits for them but not for the other group. Okay?

Chris: Yep.

Rob: Again, let me go through what we've done so far. We have the story. The story explains ... gives them an opportunity, hooks them in, allows them to put themselves into that person's shoes. You then go into the why, which is, so I decided to. You know? Here's why I created this program. I decided to. Then you go into your offer. Your offer you want to explain, basically, what the basic tenants of it are, and then there's a couple of things that your offer ... you want to have within your offer. Now this won't necessarily fit for everybody, but for anybody that is making an offer really for the first time to their list, maybe you've not done a six week course or an eight week course, or you've not done something like this, then here's what you want to say, and you and I talked about this before Chris, but you want to mention this in your e-mail copy about the offer.

Number one, you want to let people know that you've decided to create a beta group, a beta test. Explain to them that what your desire is, because you haven't done this before for a group, what your desire is is to bring about transformation not just for an individual, but for a group of people, and so you've decided to offer this beta group for people that are interested in making this transformation, and in offering it as kind of a beta test, you're going to do two things. One is you're going to be engaged with them personally, so it's important to say that, that you personally are going to be engaged with them. Two, you're going to do it for them at a price that would be significantly less than if it were you doing it one-on-one with them.

In a case of a six week course or something like that, that could easily be a couple of thousand dollars, but because this is a beta group, and even though you're still going to be personally involved, you're going to do it for a significant discount just for this beta group. You want to mention that within this offer piece. Okay?

Pretty simple. You're going to give them the price at that point. Here's what the cost is going to be. The actual outline of what every week is going to be involved you don't need to have in your e-mail, but your next step is basically to tell them where to get it, so you're going to give them a link to your Web page where on that link you're going to have a little bit more copy, and you're going to have what each week, the breakdown of each week is. You people basically to go from the e-mail to click the link so they can see the specifics of the program. Does that make sense so far?

Chris: Yes.

Rob: Any questions about that?

Chris: No.

Rob: Okay. Again, offer, going to mention beta test. Going to mention what it would normally cost, and then what you're going to be charging for it because it is a beta group, even though you're going to be personally involved with it. You're going to mention that, as well. Then you're going to tell them where they can get more information, the breakdown of every week of the course, and how you're going to help them with accountability and transformation and all that stuff. Then you'll give them the link to the sales page, which will be that information and a way for them to buy. That's the simple model. One last thing you're going to do ... Of course, you'll sign it, you know, Dr. Chris Frykman, et cetera, et cetera, your contact information.

One last thing you'll do is create a P.S. at the very end, after your simple signature, and you'll let them know ...

Chris: In the e-mail or on the [crosstalk 00:17:23]?

Rob: In the e-mail.

Chris: Okay.

Rob: In the e-mail. Yeah. Directly in the e-mail. You're going to say in the P.S., "Oh, by the way, I'm only offering X number of slots," whatever that number is, 20 slots, 15 slots, whatever. I'm only offering this many slots for the program. I'm only offering this many because I want to be hands on with each of you and to create transformation in your life. I expect this program to fill up quickly, so again, go here now, give them the link again, and let's get started with the program. You call that scarcity. Basically, you want to let them know, and you want to be true to this. You want to let them know, in integrity, that you're going to offer X number of spots available, and that either they take this now, or when they come back, it may not be available for them.

I do that on my Webinars very successfully. I do that in my selling very successfully, and I hold to it, in integrity. I let people know. I give them an option for a discount, either in our strategy session or on a Webinar, or I give them an offer for something special, and I let them know they have to buy within this timeframe. If it's after a Webinar, usually it's just immediately after the Webinar and then that's it. The page comes down. If they come back to me a week later with cash in hand and say, "I'm ready to get to get started but I want the special bonus," I won't do it. I'll turn away the cash, because you have to ... You can't start a relationship out of integrity. You have to stay in integrity.

It's better for them, as well, too, because they need to know and need to be clear, here's how you want to do what you're going to do, as well. If you want to create a coaching program or if you're going to do something, then you need to

be in integrity, so I need to be in integrity, as well. Offer scarcity and be true to that, so figure out a number that you would be happy with for your first offer, and then we'll go from there.

Make sense?

Chris: Yep, that does make sense. I have a question. I'm not sure if this is out of place here for the recording, exactly, but ...

Rob: Oh, don't worry about it. We'll ...

Chris: ... I'm going to shoot. Let's see here. I've witnessed and learned a little bit about some online marketing strategies that involve, usually it's video, and usually these videos, also the idea is that you're giving value in the video. It's like a sales video, and you're not like beating around the bush and trying to hide that, but it is a sales video, but you're also offering value that's related to what they can buy. I've seen these. It sounds like this can be a pretty useful strategy, a pretty effective strategy, and I'm interested in trying to pursue it a little bit, unless you think it's too much, you know, hullabaloo or something. I'm interested in trying to put together something like that where it's like three days in a row they get a video or something like that.

Like, day one, the ... What's the best? Just give them tidbits, like what's the best supplement for focus? I don't know. Not quite that simple, but something like that. It's not giving away the farm, but it's giving them valuable information they can use, even if they don't purchase, and the psychology there being that you're building trust with them before they even come to the purchase decision.

Rob: Right. If your question is, can you do that? Or should you do that? The answer is, of course, absolutely. Here's my only concern. My only concern is, not just for the people that might be listening, but for you, is I've seen tons of business owners that have really complicated things, and made things really difficult on themselves, and because of that they never finish. Or, it takes them so long to do it, they haven't even tested the proof of concept yet. They don't even know if what they have is saleable, and yet they've created all of these videos and bought video equipment, and all of that stuff is cool. I love video. I'm looking at my green screen in my office right now. I have a whole video set up.

You're 100% right. Video is a fantastic way to get people to connect with you, to trust you, to like you, to give them value, a fantastic way. It's going to take you extra time to do all of this, and time and resources and ... Do you have to do it right out of the gate? I don't think you do. I think you can make this successful, Chris, via e-mail. Now, if it's easy for you to do video, and you've got the setup and maybe video is even easier for you than writing an e-mail. If that's the case,

then absolutely. Go for it. Script out a video, a general story you want to tell. Use this exact model. You can give them great content.

If you want to do it where the videos build on each other, like a marketing launch, a big launch, a product launch, you can do that, where you offer tremendous value.

Chris: That's kind of what I meant. Yeah.

Rob: What's that?

Chris: That is what I mean. Yeah.

Rob: You could do that. Sure. You could absolutely do that. We can talk about what that looks like. I'm not 100% sure that it's necessary right out of the gate here, and what I like, honestly, is action, so as quick as we can get it done and make an offer, I think, is as quick as this is going to be successful. You tell me personally. This is our time together. I'm recording it, but this is our time. Would you rather do video?

Chris: I would, for some reason, but I also ... I think there's wisdom in what you're saying, so I'm a little bit not sure which way to go, because I think there's wisdom in what you're saying about being in action, and I do ... You know, I fall into what you just said. I do tend to probably over think, over complicate, and then under implement or whatever. It's like I spend so much time thinking about how great it could be that I never pull the trigger. I don't know, maybe it's just a ... It seemed like a fun, sexy way to do it, and I don't know if it's worth it, though.

Rob: Well, it could absolutely be worth it, but I don't think it's necessary, and that's probably the decision that you would have to make. I mean, I can tell you this, I would rather you jump on this, get the e-mails out, make the offer quickly, then have some polished video series that takes weeks or even longer to produce and do the right way. I'd rather us jump on this quickly.

Chris: Then maybe the second one is offered at a larger price, and then I have the social proof from this first one.

Rob: Absolutely. Yeah, 100%. That's the cool thing. Remember, we're making this offer to your list, and in a couple minutes I'll share with you a process to reengage a list that hasn't been nurtured or that might be a little stale. In a couple seconds I'll talk about that, but this is your list, so it's not like cold traffic. It's not like this is a Facebook ad leading to an e-mail offer. If you were doing a Facebook ad or if you were doing some type of cold traffic ad, then video is great, just like my bestselling author promotion is basically an ad to cold traffic



that leads to my video explaining three client case studies, my own personal case study, and how we did it. It's about a 17 minute long video.

Video is great, and we use it pretty regularly. For cold traffic, it's terrific. I don't know that it's super, super necessary for your own list, so keep that in mind and let's consider the way to expedite it is the top priority. You know? I think it was Patton that said, "A good plan violently executed is better than a perfect plan never executed." We want a good plan, and we want to go for it and execute on it.

Chris: Violently execute it?

Rob: Make sense?

Chris: Is that what you said?

Rob: I'm pretty sure that's what Patton said.

Chris: Oh, [crosstalk 00:27:27].

Rob: I can Google it while you and I are talking.

Chris: No, that's okay. That's okay. Anyways, okay, cool, so what's next?

Rob: Well, let's talk for just a second about a super simple strategy to reengage a dead list, or even a list that maybe has been nurtured some, but you want to get direct engagement from the people that are paying most attention. You may see this if you've been on my list any length of time. It's called a nine word e-mail, and a good friend of mine, Dean Jackson, came up with this idea. In fact, I was just in Seattle with Dean like two weeks ago. What a nine word e-mail is, the concept is simple. It's basically how you talk to your friends. It's thinking from a real life perspective of how we communicate. You don't communicate with your friends with fancy graphics and big newsletters and things like that. People delete that stuff. It looks like spam.

A simple text message or a simple message to a friend is like, "Hey man, what are you up to tonight? Rob." It's very, very personal. Now, that may be more slang than you want to use, but the nine word e-mail is basically an e-mail reengaging your list for your list, and if we're talking about physical health or physical transformation, it might be something like, "Hey, John, are you still ... " If it was just for chiropractic, it might be something like, "Are you still having back issues? Chris." Or if it were about physical transformation, it might be something like, "Hey, John, are you still looking to gain muscle? Chris." Or, "Hey, John ... " If you're doing it to a mass, you have to think of, okay, what ...

How can I say it in a way that is for the guy that wants to lose fat and for the guy that wants to gain muscle all in the same time?

It might be something like, "Hey, John, are you still looking to transform your physique? Chris." Something like that. But just a simple, no fancy graphics, nothing like that, just a simple mass e-mail that's one line, "Hey, John ..." one line, Chris. That's it. No, Dr. Chris Frykman, telephone number, e-mail address, that's not how you correspond with friends.

What you'll see is you'll get a ton of people that respond to you. Yes, no, and actually will write out ... I mean, I've done this to a few thousand people, and have gotten hundreds and hundreds of direct responses back. Definitely something that you can do or that anybody can do to reengage their list. Maybe something that you and I want to talk about doing prior to this very, very first e-mail. Okay?

Any questions about that?

Chris: No. No, I think I've seen that used once. It works pretty good.

Rob: It woks fantastic. All right, I'm going to end the recording. Here's Patton's quote, "A good plan, violently executed now, is better than a perfect plan next week." I like that.

Chris: Yeah.

Rob: All right, let me end the recording. Thanks again, Chris, for allowing me to do this. Hang on a sec.