



October 22nd 2014 Group Coaching Call

YARO: Hi everyone! This is Yaro here again. So, we have a bit of an epic technology fail at the start of the first ever EJ Insider Coaching call. Apologies for that. Completely out of my hand. My local Internet service provider connection just dropped out about 15 minutes into the call. I was talking to Ryan. We were talking about YouTube channel.

And yes, it just dropped out and then, I couldn't get back because the connection stayed off for an hour and I've just been able to call back in now. I did send an email out to everyone via my smartphone Internet connection which is too limited for me to run the call on but, I was able to at least send an email out to you guys. So, you should know what happened and not.

Again, I apologize for that. What I've done now as my Internet has come back online and I have been able to dial in, I've also just sent an email out to everyone to let you know that I am back in the teleconference line. However, obviously, some of you may not be able to join me given the time difference. You might have gone to bed depending where you are in the world or the scheduling might just not work for you.

Whatever the case is, I know some people might join me so, what I am going to do is answer some of the pre-sent to me questions so that, everyone can at least get those answers and if people join me on this call, live, I will give you the opportunity to ask as well and see if anyone jumps in once that email goes out to everyone.

So, again, apologies for the issue. I'm going to schedule an extra call for next week to make up for this one since we had the technology problem, and hopefully, that will be the last of these issues but, yes.



Let me dive in to the questions sent to me by email in advance. If you do want to ever ask me questions without speaking to me live, obviously, you have the EJ Insider forum where we can do that but, if you want me to speak to you during these calls then, you can send an email to questions@ejinsider.com. If you're too shy, that's a great way to ask a question. If you can't make the live call, that's a great way to ask your question.

If though, you intend to make it to the live call and you want to speak with me directly, there's no need to email me your question. You can make the live call, raise your hand by pressing the five and the star key and then, I'll be able to see on my control panel and hopefully, speak to you live on the coaching call and we can address your questions having a two-way conversation, which is almost always the best way to get an answer to your questions. Given the nature of two-way communications is always better than me just answering an email question. But, I will do that, and of course, if anyone jumps on the line and have a question, you can press the five and star key. But, until people start joining me after sending that email, that might take a while.

So, I'm going to jump to the questions.

First one is from Timothy. He asked me a question that is still more or less the same as it was when I posted recently on the forum...

I have identified my niche then, where do I proceed from here? Meaning, what is the right sequence of action? Write an eBook? Start a blog? How do I even do that? Start a YouTube channel and start pumping a video? What is the most effective way to proceed? I am a total newb. Cheers for your good work.

Thanks Timothy for your question and being brave enough to call yourself a total newb too [*chuckles*]. That's a brave thing to say.

First of all, when you say you've chosen a niche, that is a very variable thing to say. I don't know how refined with that niche, how far you refined it.



Now, if you've chosen a niche and you've actually identified a problem, you're going to help people solve.

So, if you are convinced that you're going to help a certain group of people solve a certain problem, then I would like you, as a first step, is translate that problem to a headline and that headline is the headline that you would use on an email opt in list which could be on your blog, so an opt in form on your blog. It could also be on a landing page.

First of all though, you need the headline. So, if you decided that you're going to help people with a certain type of back pain and you have a certain solution to that back pain. Once you come up with a headline that would basically say, "I would teach you how to deal with this back pain. Join my email list to find out."

Obviously, that's not a headline. We can... your headline within the community if you want some help.

But, basically, I want you to come up with a headline that invites people to join your email list and offer them a sequence of information leading up to you selling a product.

The first thing to create is the headline. That's what matters the most. So, don't start the blog. Don't write an eBook. Don't start a YouTube channel. I'm only assuming you already know what your niche is. So, the first thing is the headline.

And then, from that point forward, this is why it will be helpful for me to speak to you, obviously we have spoken a bit in the forums and also live because I don't know whether you refine this down to, "I've got the idea and I've actually serviced some people before like I've got some customers or I've done some free consulting or some free help for people to start building my client base or have some case studies."

There's a big difference between I've chosen a niche and I have never tested anything in it versus I've started a niche because I've already had



some experience and spent some time helping people in that niche -- big, big difference.

So, if you haven't done anything in that niche yet then, I actually want you to spend some time getting some people first to prove that there actually are buyers in the marketplace.

To do that, this is the methodology I teach in Blog Mastermind. It's actually the methodology I told a lot of people in the forums to do so, you would have seen me talk about this. Basically, you're going to get that headline. You're going to put that on to your email opt in form and I will start with a landing page. Don't go and create a whole blog, just a simple basic landing page. You could use something like Lead Pages to do that and then, get some traffic to it so that, you can get some people on to this list and then, write a sequence of emails that provides some advice to solve that problem and at the end of each email, offer them one or five private coaching spots, five opportunities to speak to you to pay money to get some help from you because you need to get more knowledge about your industry, you need to get proof that people spend money for this problem. And, that is the first step before you go build everything else.

This is only if you haven't proven that there is a market. If you haven't done the test for buyers, then that's the first step. But, if you have done the test for buyers and you know there are already buyers, then you can start building out the blog.

Actually, what I would do is I'd start with the blog, the opt in form on the blog, and that same email sequence. Those are the three things you build. But, in order, the headlines first, the emails that follow up, and the offer in the emails, that's the sequence that you want to create first. You build the blog and the YouTube channel to start bringing people through that sequence. So, you need that sequence first. You need one that gets people to join the list. The list would then give information that builds trust that helps people, educates people but, also pre-qualify them for the offer you are going to make. That's whatever it is your niche is, whatever problem you solve.



I'm just going to pause there for a moment, Timothy because I know some people are starting to join me on this call. So, if you have joined me, it is a take two call, the technology had a bit of a fail in the first attempt of this call about an hour and a half ago. I realize many people may not have the opportunity to join me still but, I thought that I would spend some time answering the questions I was sent via email in advance.

However, if you have joined me and you like to talk to me live, you can press five-star and I'll see your hand being raised on the control panel which I can now access that my Internet is packed and we can have a live question and answer session. I'll unmute you online and we can talk. So, if you have dialed in and you're listening to me now, press the five-star key if you would like to ask me a question. Otherwise, you can just keep listening in as I respond to the pre-sent questions via email.

Okay, Timothy, I hope that helps. I realize there's a lot there for you to go through. If you are, you tell me you're a beginner so, if you are an absolute beginner, your first experience you need to have before you build a blog, before you have a YouTube channel, before you write an eBook, before any of that is you have to have some kind of conversation with the people who will buy from you. And to me, the quickest way to do that is to offer some sort of service coaching, consulting, even like a freelance service depending on what your niche is, and the quickest way to sell that is to offer it to just the basic funnel.

So, getting people on to an email list, short follow up sequence of email that offers that service that you're going to provide. The good thing about it being a service, it's not a product. You don't have to build it. You don't have to go and write a whole course or a whole eBook and just getting people on a phone call with you or maybe you're doing some freelance work for them but, what you're doing is you're spending some time actually communicating and servicing people who spend money with you.

Once you've done that, and I recommend having ten sessions or ten people you get to speak to who spent money to work with you, then you



can move on to, I would suggest, building the blog first and use that blog to continue to send people to that email sequence to sell that basic service that you're offering and then, you can turn this in a way to a digital product like a course or an eBook. And, we can talk about all those things in the forum or on our next coaching call whenever you like.

But, first thing is I want you to get some time spent with buyers. That's the first thing everyone should do if you're new to your niche.

Okay, again, I'm going to move on to question two that I got sent through in advance. This is from Tor who wrote me,

I have not finished my website and I need to start driving traffic. I have three questions for you...

1. What is the best strategy for building backlinks?
2. How would I contact other bloggers when it comes to guest blogging on their blog? And,
3. What would be the best way to network with other bloggers.

Okay so, very inter-related questions, Tor. Thank you for asking me those questions. I'll just quickly answer them and then I'll jump back to any questions we might have coming through now.

The best strategy for building back links... I still think the best strategy for all formats of online marketing which includes direct traffic and building backlinks help you with search engines is what I call the "Get Published Technique." I use that phrase now instead of saying "guest writing" or "guest blogging" because I don't think guest blogging and guest writing is a good explanation because for a few reasons, we had, from Google actually saying, that guest blogging is a bad thing which I think may have confused a lot of people because that was spammy guest blogging. That was seen as not good which basically meant you are trying to put low-quality articles on these many other websites as you could find.



That's not really the technique I've used or people who are good at these views, people who do the guest blogging technique in this format. It's not spammy. It was about writing really high quality articles and producing high-quality content for very targeted other website and to me, I prefer to see this as getting yourself published. So, to get published on other media, whether someone else's blog, someone else's YouTube channel, someone else's podcast, get on TV, get on radio, get featured on a magazine, all of these ways are getting yourself published.

And so, that can happen. You have to get content on to their site because you are well-known enough. You have the credibility. You have the story. There's a reason why something about you and your background that convinces the other person that they should share your story.

So, the best way for this to occur, so to get you building backlinks and also to get you contacting other bloggers, and networking with bloggers so, sort of answering all sorts of questions here is first of all, what it is about you that is your best hook, your best angle, your best claim to fame? What is it that you can go out to the world and say, "Hi, I'm really good at this because I have this story about myself."

The story is really important. Connect it with some kind of background story about this is what you've been through and this is why you have this knowledge. This is why you are an expert at this subject. That can be your entry point to beginning to communication with people.

However, you don't want to just randomly email a bunch of people your story. The best way to start doing this is to start by first of all, using the lowest hanging fruit connections. So, whoever you have easier access right now, to get yourself at least one blog post in someone else's website, or wanting to be in someone else's podcast, if you can get that, that's like a building block to open the door to new people because what happens is, social proof plays a big part in your ability to get other people to write about you so, if you get published on two or three blogs, you can go to another blog and say, "Hey, I've been published on these sites. I'd like to write something for your site as well."



So, it makes it easier to have proof, to have a claim to fame, to have a demonstration of your value before you go ask for things. I think you've possibly seen [Nes] too inside the forum has been very active as a guest poster and she very much leverages her previous work to get new work. So, she'll say, "Hey, I've got published on this blog. I'd like to possibly write something for you."

Obviously, to make this easier for yourself, try and pick websites that already take posts from other people, try and pick websites that are in the same niche as the one you're going after, and then, I get the sort of missing special ingredient here, is the friendship that you need to go with other people, and that happens in a variety of ways. You've obviously got face-to-face networking and events forum, like what we're in now.

You're obviously connecting with a lot of people inside EJ Insider, and I think you would find it a lot easier to ask the people inside our program to potentially have a guest post from you if there are related subjects than a complete stranger.

So, you need to think about what are the natural communities, or groups, or forums online where your target blog owners or podcast owners are the people you want to get featured on and start interacting where they are.

For me, personally though, whenever I've actively sought some form of getting published, or getting myself on to other people's website which does build backlinks.

I always look for the existing connections I have and use them to reach new connections. So, I might for example, say, "I want to get in touch with..." Good example just recently from a Michael Stelzner, he's the one who owns the Social Media Summit in the Social Media Examiner blog. I wanted to get in touch with him possibly get on his podcast, possibly speak at his seminar as well next year, and I have two friends who are very, very close with him. One is Leslie Samuel who runs Become a Blogger. He took



over from that and Gideon Shalwick who also has a good connection with him.

So, I asked those two guys to introduce me. That will always be your most powerful format for connecting with other important people. It's getting someone you know to introduce you to someone they know. That's an implied recommendation. It's an endorsement from a friend and that works the best.

You can actually bounce from one connection to the next doing that if you really are strategic about what you are doing.

Tor, I hope that helps. I do want to move on to some other questions so, we can continue that discussion in the forum or in our next coaching call.

For you who just joined us, I know there's a few more people who have joined me in the take two of this coaching call. Apologies for everyone who joined me in the first session when I got cut off about 15 minutes into the call due to my Internet connection going down. It has come back up. I've sent an email out to everyone to let you know that I am back on the line. I realize for a lot of people though, you probably can't make the call now. It's perhaps your bedtime.

So, what I'm going to do is answer all the pre-written questions that I've had come through to me and if you do want to ask me a live question, if you're one of the people or have made it back and re-joined me, you can press five, start anytime and I will see your question raised and then, we can talk directly one on one. So, if you want to do that now, you're welcome to press five and star on your telephone or your Skype pad or however you're calling in. This call is now being recorded. I've been recording it from the beginning so, bear that in mind and all the lines are muted.

So, if you call in now and you're listening in, I can't hear you if you say anything. You have to raise your hand by pressing the five, star key and then, I'll see a little notification that you'd like to speak to me and then, I'll unmute your line and we can have that conversation.



In the meantime though, I will continue to answer the pre-sent questions and what I'll do also is re-schedule another call for next week so everyone knows and has plenty of an advanced warning to make the call.

All right, so I don't see any questions from the live listeners so, I'm going to move on to the next question pre-sent to me. This is from Olivia. Okay, Olivia... long email. I'm just going to cut straight for the question.

She said, I'm sure at some level, this happens to every entrepreneur so, my questions is, how do you get your motivation back? Do you just force yourself to do the first step? Olivia had three months away from her blog and she just couldn't get anything done for an entire three months period and she found it quite frustrating, she's basically asking me about motivation because she would like to know, "is there some magic trick" is her phrase, for entrepreneurs for getting their motivation back especially when they haven't been working for a while.

Olivia, I will answer your question and then, I'm going to jump back to some live questions because I do see that we've got some hands raised.

So quickly, Olivia, with motivation, there's a simple answer to this, I believe, when it comes to motivation. It's always looking at your reason why? What are you trying to do? What are you trying to achieve?

Now, if you're really tapped in to a powerful reason why that has meaning to you like it actually impact your life in a significant enough way that you want to take action, then that is all you need to get things done like that will carry you through any problem. That will carry you through any sort of situation you're in that might be slowing you down or stopping you. You'll keep working or find ways to do it because you care.

So, the motivation, the outcome you're looking for. And if you don't feel that, that's what you might want to start looking at why you decide to do what you're doing. You might, this is a little bit tricky, you might realize you are motivated by what you're doing. What the problem is you've got some



kind of blockage or something is not clear about what you're trying to do and that's what's stopping you. So, you need to look at, I like that it's based on theories and strengths. I talk about this in my Mindset Guide and I talk about it in the first version of Blog Mastermind a bit, too basically looking at the process you're going through and if you don't know what the process you're going through is then, that's obviously the first blockage -- understanding, at least an awareness of the process you're trying to execute. And then, looking at that process and going what is the thing that's stopping me from taking the next step?

So Olivia, you didn't have any contribution to your blog for three months and if you stop and reflected and go, "Why have I not done that?" You may have found because something else in your life was significant enough that that had to come first so that stopped you from doing anything else. I think based on your message to me, that long one, I haven't read out the whole message but, that sounds like what you are facing so, you had to put all your attention to that.

Now that that's over, you can return to your blog and this is when you start to look at okay, well, and I recommend everyone does this. Stop and ask yourself, "What's the actual endgame here? What do I really want to happen?" For most people it's, "I'd like to be making some money." So, that's the end picture. I'd like a full-time income from this blog business and then, you go backwards from that ending and say well, what have I not got built yet? What's missing from this process to reach the end game?

And, usually there's really these three steps that says, do you have a method for building an audience? Do you have a method for communicating with the audience and do you have products or things that sell to them to make money from the audience.

So, if you don't have a platform to build your audience then, you have to go and look at building an audience. If you've already got an audience but you're not communicating with them, sending email basically and building that relationship then, you need to create that process and of course, if you don't have the product to sell to them well, that's the kind of the key piece in



the puzzle too. So, usually it's somewhere in that process there is a constraint.

I look at my own business now and go, "Why haven't I reached the numbers that I'd like to reach?" And, I look back and I go, you know what it is? Well, two things. I don't have enough product, in particular the higher-priced products, and I don't have enough people coming through the process.

So, I'm working on those two things to remove the constraints, to open up the funnels so I could put more people through it. That's kind of a mixed answer to your question. I know you're looking for motivational advice but, I really do find motivation ties into being really connected with the why, that's where the emotional motivation comes from. I'm really passionate. I really want to see this part of my life change and then, the next part of that is making it more practical. So, looking at well, one of the steps that's stopping me from moving towards that outcome and that helps both sides. Everything about this is helping the emotional side by being clear about what you're trying to do and you can help the logical, rational side by looking at everything you're doing as a process.

And then, it's simply a case of looking at what step in this process need to work on first, ignoring everything else for the time being, and just focusing on that little piece of the puzzle.

Olivia, I'd love to talk to you more about that so, do feel free to talk about it in the forum or call in on the next coaching call which we'll do next week or send me email questions and I'll answer it on the coaching call.

I'm going to jump into the live calls since we have a call from someone who's raised their hands. They have pressed the five, star key. I'm going to unmute your line. You should hear a little notification that your line is live and you can say hello and introduce yourself to me.

...



Or, maybe not. Still trying. Let's try that again. There's a bit of a delay... One more time. Here we go. Hello, you're live.

TOM: Yaro!

YARO: Hey!

TOM: Hey, Yaro. It's Tom.

YARO: Hey Tom, how are you doing?

TOM: Good man! How are you doing? Sounds like I'm from over there.

YARO: [Laughs]

TOM: Okay.

YARO: Switching on the Internet, switching it off again, switching it on again and going, what's going on? It does surprise me that I can have two years with no Internet problems and then, the first time it happens is literally right on a call.

So anyway, how can I help you, Tom?

TOM: Yes, it's cool man. It happens to the best of us. All right, let me kind of update you where I'm at and kind of where I think I could use some guidance.

So, last time we talked where I'm at is I have this JV partners for entrepreneurship coaching and a big email list but, they are not ready yet and so, I'm pushing that whole thing off for next year.

What I'm focusing on right now is I created the whole list, the follow up sequence and I put three months recorded into this online program and I created several different programs but, one is a reported program and then,



one is like a live coaching where people would come on a weekly basis and get coaching, you know, different packages.

But, as I'm thinking about it more, I've kind of come to the conclusion of possibly and completely ditching the live aspect for now, and so I have a huge, huge list and just focusing on the recorded part which I am going to launch next week.

Now, my question with you is, is there any success like what is your experience been about like providing live services via a membership site? It seems like a lot of people might sign up but, not that many people come. I mean, that's kind of what happened the last time I tried this and I just want to know what your thoughts are on that.

YARO: Well, first of all, make sure that technology works, that's an obvious thing [*chuckles*]. Assuming you have that, you're quite right. There is a ratio of, it's not even 80-20. It's probably like 5-95 so, 5% of your audience will actually show up for live events depending on how recently they joined too. So, there's two things there. There's a small percentage of people are active and then, even smaller group are fresh. So, it's the fresh and active. Those are the ones who will join your coaching calls.

One of these things where you kind of have to ask yourself, can I do this even if I have a small group who are only participating live? That's one of the key reasons why it is good to have questions not live like I've got these email questions from people even have some sort of teaching materials like a short lesson you can teach for half an hour before you take questions. I know a lot of people I have seen don't even bother with what we are doing now, this live backwards and forwards direct questioning. They take questions in advance by email and they teach live on a webinar or a teleconference and then, at the end of that, they take the pre-sent questions and answer them as a question and answer.

I really think this is and up to you based on what works for your audience like if you don't have anyone showing up well, that's obviously showing the need is not there. They don't need to speak to you live. What you do is you



test it. So, for me, this is a good test for a coaching call. How many people show up for these coaching calls?

When I was unfortunately abruptly disconnected about an hour and a half ago, there was about twelve people and three questions, hands were raised plus I've got seven questions in the email prior. So, that shows me that that's enough of a group and this is a small group. There's no Blog Mastermind here. There's no Membership Site Mastermind. This is just EJ Insider.

So, considering we're starting with a small group, this shows that to me, this is something worth doing. I was going to do it anyway because for Blog Mastermind members and new people will join but it's selling what people want. You just have to gauge... What you do is you offer it. You see if they like it. I think having some live component from a marketing standpoint, very powerful. People, even if they don't show up for the calls, it will be a huge selling point on your sales materials. It will actually increase the pursuing value. I've seen incredibly that when a program is six weeks of pre-recorded materials, it's difficult to sell that as high a price as if it was six weeks of pre-recorded materials that are presented live.

That's the strange thing about it because it is live. That's why you see people doing live webinars to sell with. The live aspect, there's something magical about that. People do appreciate the fact that it's huge and right there with them.

So, definitely it has an advantage.

TOM: Let's call that... That was kind of like feeding in my next question which was... So, when we do recorded programs, how do you keep people engaged and probably feeling engaged?

So, like you, the last... we did the Membership Mastermind and you had a once a month call. And then, based on what you just said, does adding this live component even if people don't come, does it make people more engaged? How do you keep people from not from just dropping off...



And then, like last time we talked, you mentioned like the number of people that used the actual materials. Like what can we do to keep people actually using the materials and engaged in actually using the course, participating and not just falling off the bandwagon after two months?

YARO: Well, the first thing is just an acceptance of the human condition. There will be a large proportion of people who will not... That's just unfortunate. The only... I've had long discussions with Gideon and a few other people about this because it's frustrating to know you're basically taking money from a lot of people who never even use what they are buying from you, and it's interesting because this is only a problem for education providers like if you're selling physical goods, they get it shipped to them and they own it.

With education, of course, with digital education, you have to have access but, you don't feel like you're helping someone if they don't at least read it or listen to it or whatever it is you're providing.

I like to look at what works in the real world when it comes to education to get people to engage so, the closest example I've had is perhaps University studies where students who go to University, they probably engage at the highest level for educational materials. I can't think of anything else where you're going to get high-level engagements as University courses in particular at the level of masters and PhD, right and people don't buy into a PhD or just sign up to do it.

So, you ask yourself, why is that? It's always got to do with the cost to them...

TOM: Yes, I know.

YARO: There's the money they are putting up front. There's also the opportunity cost, too. So, a reason with some of these, maybe the education is not like the University but, they choose not to do it even if they bought it. It's probably because they are not aligned well enough and it's something else they'd rather do like at the end of the day, if you're starting



not to join your coaching call then, you just don't have the care to participate. So, it's another kind of cost there for your high enough reason why. I think ultimately, the best way to get the most response from people is to have really powerful targeting with a really high commitment cost.

So, the higher the price they pay to participate, like you will have someone pay a lot more attention if they join your \$10,000 coaching program, then your \$100 program. That's a no-brainer, right? So, make that available for the high interested people.

TOM: Yes.

YARO: But, also like if you can get, this is why narrowing your niche is so important, if you can really get a person who is extremely motivated and especially with your niche, Tom because you are helping people who are suffering from a pretty painful problem. They should be quite motivated, right?

TOM: Mm-hmm. Yes, but then, it comes down to actually using it and the materials. Like I have broken up the videos into five to ten minute segments, short snippets to try to keep things digestible, you know what I mean? Have you noticed the ratios of making stuff consumable for people?

YARO: Yes, I agree with that. I try to, for example, for Blog Mastermind 2 that I am making at the moment, I am breaking it down into smaller videos as well as just one large video, that's convenient. Will it make a big difference? I don't think it will make a dramatic difference but, it will help.

For me, the biggest trigger for interaction is actually some element of scarcity or urgency that's why the live component.

TOM: Okay.

YARO: Now, I give the courses only live and you don't provide anything else. No recordings. They only get that one chance to consume it. That's going to increase your participation.



If you have a high-priced item that only goes launched until once, that's going to increase participation. That's why if you sign up for Anthony Robbin's \$3000 Date with Destiny event, it goes whatever it is, five days I think program. It's only five days with him. It's a live event and it's \$3000 so, everything that you need to get high engagement is. Everything that you need to get high engagement is there. You got the high price, the high cost of entry so, it's painful if you don't make use of it and it's only on during that scheduled time. You make time for it. It's live. It's not recorded and that's it.

That helps but, at the end of the day, with digital internet information especially if you're trying to set up automated systems so, you can sell products and services, I think that the best thing you can do is be very active with your prompting like this is where email marketing or email messaging really helps is for example, lot of the tales I was studying about sales funnels particularly from Todd Brown, most marketers don't do this but having what's called an engagement series post purchase is very important so, for example, if you buy one of my eGuides, I haven't gone to the point of creating this for one particular reason. It's meant to do two things.

If you have someone buy your product, it should then obviously get a welcome email, "Here's the product." But then, they should also get a sequence of emails following that post purchase designed to get them to consume the product to interact with the product because that helps them become a more qualified person to buy the next level thing from you too. So, it's in everyone's best interest. They get value from the product and you get a higher qualified person for your next level.

So, if you have, for example, a front-end product and a back-end product, the ideal funnel flow is actually, they find you, they opt in to your free email list, they get some emails, they buy your front end product, they get taken off the free email list, they go on to the "I bought your product email list" which is all about getting them to engage with that product. So, the first maybe month, you might be sending them, "Hey, if you know there's an audio version for this product," and "Hey, have you checked out page 72, there's



a great picture of this..." That sort of thing, maybe throw some bonuses that were unadvertised, just really over-deliver and get them to engage.

That might be two emails a week for a month just to really prompt them and then, once that's done, you're also setting things up for the next sale too. So, if you like, "I only cover this in brief in this product but, I actually go in depth in this product and there's an opportunity to speak to me live and so on."

So, it's really like this linear process that at the moment could be actually honest with you, email is the main driver for this, and that's a bit of an unfortunate situation because we're spending less and less time and attention on our emails but, it's the best tool we have to get that engagement and if you combine that with elements of scarcity and urgency, I think really, that's your best option. Get the targeting right, get a sort of scarcity and urgency and really make use of email as a re-engagement tool.

Beyond that, I don't know. It gets people feeling guilty somehow [*chuckles*].

TOM: [*Laughs*]

YARO: One of the best that it does but...

TOM: Well, you know it's funny, man. There's an app, there's an actual iPhone app where it will, you basically set it up to do practices like they do it for fitness, right and you set it up and every time, you basically have to like log on and say that you did your practice but, like if it catches you not doing it, you pre-arrange that it will charge your credit card a certain amount of money [*chuckles*].

So, you don't do the- yes, it's pretty interesting but, so yes. I talk about email, man. I have actually converted all my email funnel. It's all audio. They are all like tiny audios that people get to listen to because that's what everyone is doing. They've got iPods or the podcasts. Everyone is doing



that. Everyone with ear plugs in their ears, they are not paying attention to anything around them but, just listening to stuff.

YARO: Good point.

TOM: I have one last question, man. When it comes to getting traffic, is it still the name of the game of articles and videos and content? It seems like, with Google, everything changes. It seems like social is like becoming the integral part of it. Is there still a direct correlation between how many articles and videos we have out there in the traffic we're getting?

YARO: The fundamentals haven't changed so, the three best ways for us selling our products and services to get traffic, the best way will always be peer endorsement. So, Jay Abraham talks about this with his marketing materials but, that's basically kind of like an affiliate recommending your stuff because whenever you have someone who has high authority and a strong attention in their market saying, "Go, get Tom's stuff. It's great. Here is the link to buy it," or, "Got get Tom's free stuff. Here is the link to join his email list," that will get you the highest quality traffic because it's endorsement traffic.

So, that's what with those affiliate partners that you were talking about earlier on, those people, if they really do end up promoting for you, on a per person basis, those people will convert the highest but, obviously, that kind of relies on you having these ongoing relationships with people and sort of to keep pushing them away from all of that which can be a bit annoying.

A lot of people are buying traffic, that's obviously a completely different kettle of fish because you have to buy cold traffic and then, build the relationships and get the numbers working because you're spending money upfront but, that works like that's a never ending stream of potential audience that if you're willing to go down and build the funnel, to me, that's phase 2 after you've got your blog up and running, I would definitely start looking to augment what you're doing with purchase traffic and then, yes. The way we mostly do it is with content marketing which basically, it hasn't changed in the sense that you're still looking for signs of high quality



referrals back to your site. So, other related websites linking to your content, high authority website, that's always going to show Google that you are an authority site itself.

What happens though is, like you said, the social indicators have become as important. So, it's not just pure links from one website to the other. It's how many re-tweets. It's how many Facebook shares, not mention that direct traffic that comes from a post that gets into Facebook and gets virally distributed like for a lot of the news blogs today, their traffic is given primarily by viral social media sharing. It's not really SEO because SEO doesn't have time to even impact something that's news-based, right? It's only in the moment. So, social media pretty much drives all that traffic.

I would have a-

TOM: Yes, I get that.

YARO: Yes, never at one-

TOM: No, that makes sense, yes.

YARO: If you're building a product-based business on a news business then, it's a bit different. I have 60% of my traffic is Google still. So, I do rely quite a lot on it and a lot of the traffic comes from the older posts that still rank well where my newer posts, more of the traffic comes from social media.

It's really a mix and you have to pick which area you want to focus on at a time. That's what I really recommend. As an individual, what do you want to do? Get good at buying traffic or focus on just getting really good affiliates doing promotions for you or focus on SEO and just get a bunch of publishing your content on other sites, focus on social media and so on but, don't do all three at once. In fact, when it comes time to grow, this is actually probably the best place to hire people. Hire the ad buyer. Hire the person to manage your joint ventures and find the right people to build



relationships with. So, pick one and master it. I've always been a fan of that process rather than trying to do them all at the same time.

TOM: Definitely, and by the way, yes, you interviewing me and you putting up a link up on your site, I mean, you did endorse, and I did actually get traffic from that so, I thank you very much for that. That was really great.

But, one last thing is, is our pop-ups, as far as conversion on the site, are pop ups still an effective tool? Because I am about to put one up, a delayed pop up because I need to get my conversions higher. They are very, very low for the amount of traffic I am getting just on my local site, very, very low.

YARO: Yes.

TOM: Are there any hot tips that you plus about...

YARO: It's funny you say it too because Tom, I have been using your site and a couple of videos as I create them for Blog Mastermind along with some other graduates of the program and every time I show your opt in box, I always say Tom's a little bit old-fashioned. It's kind of hidden and the copy is quite small but to answer your question, pop up, definitely. I love the exit intent pop ups. I think every blog should have an exit intent pop up. You know what I mean by that?

...

Lost you there, Tom. Maybe... If in case you don't know what an exit intent pop up is, Tom. It's one where when they go to leave your site, it pops up. So, if they move their mouse to the edge of the frame or go to close the browser, it will say, we'll pop up the pop up. I've got them on my site so, you've probably seen them. That contributes about half of the opt ins I get from my blog, anyway.

The other ones like the ones that are embedded on the site, I find they don't do nearly as well as pop ups. Pop ups, for whatever reason, I guess



they are annoying because some people hate them on principle but, they convert really well, and I definitely recommend you test on. There's no reason not to.

Tom, I think your line is still open but, it sounds like you might have dropped off your connection. So, if you're still there, say hello. If not, I will mute your line and I'm going to go back to some of the questions I have from people who emailed them in. Thanks for asking your questions there, Tom. Good to speak to you.

...

Okay, so there are still a few people still listening live. Great to have you guys with me on this take two of the coaching call for today. If you do want to be like Tom and speak to me live, you can press the five star keys, five and then, star. Otherwise, I'm moving on to the next pre-sent questions which is from Nicolas.

Nicolas writes me...

I'm a newbie so please don't mind. One, Yaro, one of the things I get from you is your single-mindedness. I'm curious, what degree of focus you consciously chose once you realized you had a goal and what degree of distraction you allowed yourself?

Nicolas, that's a mindset motivation question so, I know Nicolas, you're a big fan of that area coming from your background with the meditation institute.

I find two concepts are really helpful here. So, obviously, the 80-20 rule, I've always been a fan of that. So, single-mindedness on the right things, make sure you're focusing on the things that get you the highest leverage outcome. The 80-20 rule has been my guiding principle since my very, very early days as an Internet entrepreneur so, there are two or three things you need to do each day that will give you those 80% of results. The key is identifying what they are and then, using your single-mindedness to get



those done. Half the battle there is choosing not to do other things knowing that they are not as important. That's the challenge.

The other thing I find is, and this relates to your second part of this question is what degree of distraction do I allow myself? I don't call them distractions. I call them recoveries. So, I'm also a big fan of energy management and I realize early on that, for lack of a better way of saying this, I am a little bit sensitive which means I find my energy use has to be carefully managed in order to have the peak performance when I am focusing on those two or three tasks that matter most and recovery is a big part of that.

If you look into Tony Schwartz's materials on energy management, he shows the science behind why you need to have recovery in order to aid performance. You can't simply just keep working. In fact, you can't even work on the one same task for longer than two hours without a significant degradation in the quality of your work.

So, I deliberately not only just allow myself to take breaks but, I actually know it's helping me to perform. I see time spent not just exercising or going for walks but, even time spent maybe watching your favorite TV show is actually helping your business to because it's allowing you to switch off from that process and recover that part of yourself to have peak performance on the things that matter most but, it needs to be the right ratio and not too much work and not too much rest for purely the sake of rest.

That's something you have to work in your own body, your own time, what your life is scheduled like now, obviously, Nicolas, your life is changed significantly having just left I think ten years at a meditation retreat or something like that so, no doubt that's an exciting change for you.

Question two, you asked me, what podcast iOS app would you recommend so I can take your audio stuff with me when I am away from Wi-Fi?



I am a big fan of the Swift app. It's called Swift. It's an iOS app that allows you to play audio and video back and you can choose the speed, the playback speed. This is what I love. I have the playback speed up to even as fast as three times, that's actual playback speed and I can get through education materials and audiobooks in... well, you do the math, you know. It's three times as quick.

That, for me, has saved a lot of time. What I do is I take that with me on my smartphone, on the bus, walking around, I'll listen to podcasts audio books and courses using Swift. I definitely recommend it.

Three, I'm in the research space on the blog about life coaching and the emotional freedom techniques and I'm wondering how to find a niche among the following characteristics of what I am personally bringing to the table, EFT, men's empowerment journeys, and male-female relationship dynamics. But, most uniquely, I live at a spiritual retreat center like a monastery for 11 years and I am wondering what element I should highlight of my story? I feel that my story gave me a lot of wisdom to share and yet, it is so different from the norm but, I don't want to scare them away and focus on it too much.

How would you suggest I go about the recent process of picking a general blog theme? How does one get a definitive grasp of the website that are out there. It seems like there are so many. Any tips would be appreciated.

Okay, wow. Nicolas, again, the eleven years in the monastery, great story. That's something I would definitely work into what you're doing because that's what's going to engage people initially.

What you need to do though is figure out how to best tie that into an actual problem other people have and how you're going to help them solve it. There is where you have to be careful. So, EFT, emotional freedom technique, I know that can be used for a range of problems. I would suggest if you go down that subject area, you pick what you help people with the most. In particular, is there a chronic problem that you actually could point to two or three people you'd help them deal with using EFT



then, that will be a great direction to go because you have done a case study.

Case studies are critical for everyone. We should all have people we can tap on the shoulder and say, "I helped this person solve this problem. They are your best marketing."

Men's Empowerment journeys, that's a bit generic. I'm not sure even what that exactly means. Male-female relationship dynamics, that's also very top-level category. I want you to drill that down to something more specific. When we say male-female relationships, that's everything about relationships. So, that would be like are you talking about marriage or divorce or a cheating spouse...? Pick some aspect of relationships and focus on it.

What can really help you here though is turn everything about a problem your audience has and secondarily where your own story can connect with that. It has to begin with the problem your audience has though. You don't want to do it the other way around. Don't go look at yourself and then, try and find someone you can help. Find someone who actually has the problem and already looks for help, and then, go, "I can help them." You need to find the active searches, the people who need to find a solution so gravely that they are actually out there already looking for help. They are already spending money.

So, I think EFT probably has more applicability. You probably can pinpoint you help someone deal with panic attack so, you help someone deal with a fear of flying or you help someone quit smoking using EFT. That will be an easier niche to begin with. Obviously, you don't have to have a blog that's only about one little aspect but, to begin this process if you want to make money, you do have to think to that level of specificity.

Nicolas, I hope that helps. I would love to talk to you more about that in the forums and please do get in to the forum, introduce yourself. I know you've only just joined the EJ Insider so, it would be great for you to share that



story with the eleven years in the monastery and a little bit more about why you decide to leave and what you're trying to do next.

I've got two questions from people in the live sessions. So, I'll jump to you guys in the live area. I'm going to unmute someone's line and you introduce yourself when you're live.

TOM: Yaro, it's Tom. I apologize. I don't know what happened.

YARO: [*Chuckles*]. Oh, it's you again.

TOM: Please, you finish your thought and then, I'll let you get back to the other people. Where were we? We were talking about exit popups.

YARO: Yes, sorry. You must have missed it. I did reply to you. I did say that yes, an exit intent pop up is definitely worth a test. It's responsible for at least half of my opt ins having those on my blogs. So, I would suggest you get something like OptIn Monster or another pop up, Pop Up Domination, either of those two creates an exit pop up even Lead Pages can do it and test it on your site. Make sure you really get a good offer on it and it works. I can't say anything more on that especially in a market like yours where probably they'll have a lot of them jumping at them about the subject so, it's not over-saturated so, I definitely recommend you test it.

TOM: And, did you notice how much the numbers jumped just by adding that?

YARO: Well, it depends on how many people you've got coming through your site to begin with. I went from 50 to 100 day in opt ins after adding a pop up so, you know, doubled.

TOM: Right, all right. Got it. Take care. Thank you.

YARO: No problem, Tom. Good to speak to you.

TOM: Thank you.



Okay, moving on to the next hand raised.

RYAN: Ah, Yaro. Here we go. This is Ryan Regatta just next to the first call.

YARO: Ah, we've gone full circle, Ryan. Good to talk to you again.

RYAN: Thanks for taking it up again here. I wanted to continue on with the email autoresponders. I have some questions about that. I'm getting ready to write the sequences now of autoresponder emails and my question is how much value, I mean, I know that you've spoken for about collecting emails, the point of that is actually to sell something, no question there but, you know, you can't just send out a bunch of emails that are just asking for their sale, I mean, how much content should go into that as far as the value that you're providing for them for just being on your list. I've seen different things happen from the lists that I've joined. What is your take on that?

YARO: I have a pretty straightforward answer for this one. I think every email you send should be a story that directly relates to one of the top problems your audience have and that story can be from your own life or from one of your client's life or even from a celebrity or somewhere where their story relates to that problem and you have the email basically be that story and you're actually solving a problem for them using that story.

So, the story is a metaphor that lead to the problem and then, the solution to the problem and then, you're also saying at the end of that email or if it's blog post, maybe you link from the email to the blog post, wherever it is at the end, you're saying, I go into much more depth in this product so, I talk about other aspects or whatever the obvious natural connection within that story to the next step is.

So, the trick here is first of all knowing the key problems you need to hit on. So, where are the frustration point of your audience in the market that you're in. So, whatever they are trying to do, if it's trying to lose weight, you're in the exercise phase so, ultimately, I'm assuming it there because if



you target a certain human being has a weight issue and they are trying to get rid of it, so you need to pick maybe there is one question in their head that's about diet and then, there might be another question you had that's cardio versus weight training. You've got another question there how long an hour versus half an hour, five days a week versus two days a week? What are the questions in their head to get the specific outcome they want like maybe the women might want to lose the weight or the men wants to gain muscles. There's no distinction until it has been made and then, you're just using stories to engage, present the content, create the trust and it naturally flows into, "Hey, if you like what I am saying here, here's my product that gives you a lot more along this pathway." To me, that's the most natural way to engage human beings. I think even myself, I look at the emails. I read each day. This morning, with the great example, I opened up my inbox and I had a message from Lewis Howse. I had one from Neil Patel. I had one from Ramit Sethi, three different guys.

Lewis Howse was sort of short to thinking to his podcast. Ramit Sethi gave me this long story about eating at expensive restaurants and the psychological justification for luxury and then, Neil Patel had sort of a short one linking to his blog post.

I was much more interested in Ramit's one because he told me a whole story. The other two guys were like, "Here's something great..."

So, in fact, I am doing this with my own email marketing. I'm planning out my next major sequence to lead into my flagship course and I am going to try and include stories every single email because I just think going forward in particular, the more stories you use, you're going to stand out against your competition.

When I first studied email marketing, I studied a guy named David de Angelo who wrote dating advice emails and every email was ten pages long of short stories about this guy going up and psychology of dating and women and then, all that environment. And, he's a 21-year-old kid. I love that stuff and I love the story behind it too because it grabbed my attention.



So, Ryan, did that help you in anyway?

RYAN: I think it's brilliant. I love that idea. And, I didn't even think of it in that way. Usually, we think of writing emails to negotiate the turf of breaking ice and hoping you don't piss anybody off by sending too many emails but, I love that idea. It's very much building trust and relationship without being right in front of somebody. So, yes, those helped, thank you!

Let me jump to the next one which is frequency. The initial interaction once you get somebody to opt in, how many autoresponders should you send one everyday for five days, one every other day for ten days? Then, you stop and then, what?...

YARO: There is no hard and fast rule about this. The most important thing is you set an expectation and then, you meet that expectation or exceed it in terms of quality anyway but, not... You don't say you're going to send them one email a week and then, send them one a day.

What I suggest you do is think about what you're trying to sell, first of all. So, this directly relates to are you trying to convince someone who could give you \$5000 or \$30? Big difference. You don't need to convince someone as much to buy a \$30-product as a \$5000-product.

Also, factor in the level of education necessary to convert them. Are you talking about a basic widget that solved a simple problem? You're not going to have to go into huge levels of deep psychology to sell a hammer but, if you're going to sell brain surgery, you obviously have to really break down why you are the best brain surgeon and explain why. You have to think about what you are trying to sell, what level of complexity behind what you're selling and then, how much information is needed to bring them across.

Usually though, the longer it is, the better you'll do. So, if this is the trick here, you don't want to spend too much time writing a year's worth of emails on a product that ends up not being that important to you in the sense that a \$30 eBook is not going to necessarily make your business into



a six-figure business. It's the back end stuff after that that will make a difference. But, if you get a lot of sales of that eBook, then it usually means a lot more sales in the back end stuff too.

So, there's an argument here for really pushing hard and when I say that, I mean potentially one email a day or maybe one email every second day for the next three years is the ideal to work towards. Most people never do that. It's a lot of work. It's difficult to deal. The longest I have ever done is one year one email a week for the entire year. So, it's fifty emails basically went out. And, that sold my book-

RYAN: Do you have those set up... Sorry to interrupt, do you have those set up autoresponder or were you just picking those out? How many were right on the front end autoresponders and at what point did you kick in to writing those, sending out emails to your list?

YARO: Those were all autoresponder messages. So, the way I did it was...

RYAN: Oh wow!

YARO: ... I wrote it and they went out live but, they locked in so what happened is people who joined me a year later starts at the beginning of that sequence. But, people who were already on my list when I started writing it went through with me as I wrote it. But, it fed my business for three years like the initial sales of my first-ever flagship course was primarily because I put them from my blog and then, they went through this 52 emails and over three years, people joined and whenever they joined, they got it over the next 52 weeks. They got those emails.

That's what led to this \$500 course to keep selling. The beatable thing though was after the first years was done, I stopped writing that email series. I just wrote blog posts. So, people kept joining that series everyday and kept buying the product as they went through it but, some people bought on month one. Some people bought six months later when they finally got the email that spoke to them at the right time with the right subject giving them the right situation. They were emotionally ready. They



were financially ready. And, the email says the right thing. That's why you need to have potentially so many emails because you don't know when you're going to get that right connection.

But, to clarify that, you have to be realistic with what's important to work on here. Is it important for you to spend the next year just writing emails? It depends on if that's the lowest hanging through that's the most important activity for your business right now.

RYAN: Wow, yes. That's sounds like a lot of writing and a lot of stories, mind you because if we're putting stories in emails, you got to keep coming up with stories. You have to be a storyteller really. But, that-

YARO: Yes.

RYAN: That sounds like it just turns the business into an automated marketing system. I love that idea. I was stuck on, okay well maybe, just do it for a week or two because I think somebody had said and maybe you'd hear that after so long, they're either going to buy it or not. After like 30 days, you either got them or you don't.

YARO: Yes, there is an element of truth to that but, the first 30 days, in fact, the first week is when you got their most attention. It's called freshness. The fresher they are, the more likely they are to interact. That's when you got their attention.

My current three front end offers I've written email sequences for, two of them go for two weeks. One goes for thirty days. That's because they're \$30-products. Ultimately, they are front end offers. I could write some more for all of them but, I made the choice to move on to start creating my back end materials instead. My intention is to go back and write engagement sequence for people who bought the products but, for me, it makes sense to write a lot of the sequences once you're clear on where you want people to go if you have a range of products.



If you're just selling one, when I just had that one flagship course, I actually would recommend, if you've got \$1000 product or you got maybe a membership product and that's what you want like people who join a membership site and don't really quit, they stay for a year or more then, they are worth \$1000 to you anyway, I would actually just focus on one high-quality email series that does run for a year if that's your only product.

If you're having more complex funnel with a layer of front end products leading to a layer of back end products possibly even back end after that, then you have to think strategically about moving people from one list to the other and that might be when it is best to go, you know what? We only need two weeks for this product. We only need two weeks for all the front end and then, we'll have a three-month follow-up after they bought those e-guides designed to get them to buy the \$1000-course afterwards. That kind of makes sense to think about the pricing point two weeks to a month to sell a \$30 product and then, three months following up that \$30 purchase to get them to buy the \$1000 course.

The logic, it makes sense. Higher-priced, higher follow up. If that is the structure you've got and that would work. That being said, this is all testing. If you write 30 emails and you don't sell anything, you have to decide, "What do I do next? What's wrong here? What part is not working?" That's when you start breaking down the system and looking at any disconnect in the flow you've got going.

RYAN: Yes, that all makes sense. To put it out there, initially when we got going with the business, it was selling a nominal fee for hopefully getting after four figure people, come one, meaning like a thousand people at a smaller amount, what do you call it, six-figure business through the year if you get them to stay on board because it is a membership site with recurrent billing.

But, when I look at that, like I said in the previous call, we're just launching this coaching program which is a much, you know, it's a bigger price tag for those people and I wonder if I should be shifting more towards that and getting... then, you don't have to worry about getting 1000 people. You



worry about you're going to try to get a dozen or a couple of dozen. But, maybe as you say, you run that nominal fee business on a one to three month sequence and then, you shift over to the higher priced program for the long-term. I don't know if that makes sense. Should that be I would be doing?

YARO: That sounds all right. I think Ryan, particularly with the membership site, do you have any numbers on how long they stay members?

RYAN: Yes, it's a new business so, I mean, new. We launched I think July 1st and we have a pretty good retention. I don't think that we've lost more than five to 8% of the people. The rest are still on and engaged through the form that we have going. And, as a matter of fact, I have been wanting to start live seminars after this free conference call here, it seems like a good option for retention.

But, they are not leaving. As a matter of fact, when I ran a survey recently we had a handful of people who said they were interested in online coaching as a next level. We didn't talk about a pricing or anything like that but, it just seems to be the next evolution of our business.

YARO: Well, that's great. I mean your attention sounds fantastic. A lot of membership sites at best they have three months retention so, they don't really factor it in as forever recurring income stream. It's a [1:08:18]. It's \$30 over three months. That's the way I look at it. So, it's really just a front end offer and that's why it's so important to have the back end because they are not making their business work on that \$90 product that's three months' worth of subscription payments. It's the \$500 course and the \$1000 course that follows up after it that nearly gets bought mostly by the people who bought the membership site because they are already showing a level of commitment and they want more from you.

So, traditionally speaking, in direct response marketing with a sales funnel, the front end is designed so you get cash flow to spend on getting more customers. You're not meant to make your living off that front end sales. That's simply what you can use as cash flow to buy more ad and bring



more people to you. That's what it's used for and your job is simply making sure that you make more money from the initial front end purchases and you spend on traffic acquisition and then you sell the higher end stuff to actually create profit. That's potentially what you could look to do or you might find that if your membership site retention is so good, then that's not broken That's better than average.

So, look instead to how you can bring more people into this membership site especially if that's let's work then, launching the whole high-end coaching program because for me, this is where you have to do an 80-20 analysis to decide what matters to you most right now. Would you prefer to have a bunch of your buying higher end product or more people in the membership site? Which takes less work? Which helps you longer term more?

If you go, for example build an email sequence now that sells just the membership and don't worry about any back end more expensive product, then you already have a product that's working. All you need to do is send more traffic to this email sequence to get more customers. That might be the best proposition because longer term, that's going to help everything anyway. So, why not do that?

Whereas, if you stop for six months and build this back end system but, you got very few new customers coming aboard, when you launch the back end, there's no one there to buy it. So, you got to decide what do you want more of? More of customers in the membership site or you want a backend product to be ready and available? Ideally, you have both eventually but, you have to decide what you do first, what's the most important thing now?

RYAN: Yes, that makes sense. The coaching thing is actually not that much work to get going because it's not necessarily all online. It's meant to replace the in person personal training because you can only train so many people in person at a studio whereas you can train... the numbers go up with how many people you can service through that online.



Now, they are not paying nearly as much as in person training but they are paying a good amount but, there's not a lot of back end on the website that's necessary for that.

So, the work that we have here with the membership site and nominal fee, it's kind of like a Netflix thing. It's so small that people don't really even, "Oh man, I haven't figured out whether I'm using this and should I cancel it or not."

We're not really sure if everybody is accessing it as much as they can but, I know that they are not really concerned about the fee when it's recurrent. That was one of the things. It's not like we're trying to keep people out of money but, we're providing content out of reasonable free more so than any other site we've seen.

Now, if other people want to upgrade that so, what I'm considering is a recurring coaching fee for months that is separate billing thing. So, it's sort of an added thing, I guess.

YARO: I mean the ultimate answer is yes. Have all those things is the ideal situation.

RYAN: Okay. All right. You've been fantastic and I really appreciate you jumping back on the line and persevering through this call tonight and you have a second one going and thank you so much for this information. I'll let you go and give you to other people I know who are raising hands. But, thank you very much, Yaro!

YARO: No problem, Ryan. Thank you. Let us know what you decide to do either on a call or in the forums because it's good to hear the results after the discussion.

RYAN: Absolutely. Will do.

YARO: Okay, talk to you soon.



RYAN: All right, bye.

YARO: Okay everyone, that was Ryan. I have no more live hands raised. If you do want to stick to me live, you can press five and star on your dial pad and your hand will be raised.

I'm going to actually say the remainder pre-sent in questions, the email questions that came in, for a call that I'll end up doing next week since I'll have to catch up anyone I missed out on from earlier with the technical issues.

So, if there's no more live questions, I might wrap up this sort of take two call. We're at an hour and fifteen minutes anyway so, it's been a fairly substantial call and it would be good to get through some more questions next week anyway with extra call. So, one more chance. If you want to speak to me and ask your question, you can press five star.

Otherwise, I will start wrapping up this take two of our first coaching call.

...

Okay, I'm not seeing any more hands raised. So, I'm going to take that as a cue to say thank you and good bye. Okay, good. All right. Thank you everyone who did join me and came back after the technical issues with the first call. I appreciate you guys joining me especially to those who made all the way to the end here and thank you to people who I've got to speak to live and those who sent in the pre-email questions. So, Nicolas, Olivia, Tor, and Timothy, I will get to the questions from James, Hardy, Rev, and Sheri and Ryan, Ryan we already spoke to so, I'll get to those three other questions in the next call next week. Otherwise, we'll call it a day and I'll get the recording into the community probably later this afternoon my time so, maybe tomorrow morning when you wake up depending where you are in the world.

All right, thank you again for joining me. Apologies for everyone who had issues with the technology. That was frustrating for all of us but, hopefully,



that would be the first and last time we had that problem and I look forward to speaking to you in the forums and also on the next coaching call.

My name is Yaro and I would talk to you all very, very soon. Thanks again, guys! Bye!