February 22nd, 2016 Group Coaching Call

Hey there, this is Yaro Starak coming to you live from Vancouver, Canada. Welcome to a coaching webinar for Blog Mastermind and EJ Insider community members. I have a voice that is not quite working correctly as you probably can tell. I picked up a bit of a sore throat, I think, from the conference I was in in San Diego a week ago and I was hoping my voice would be back to well, almost 100% by now but it's still a little bit off so I'm going to do my best to answer as many questions as I can and we'll see how my voice holds up, but I do apologize for the occasional cough and splutter and creaky voice.

As always, to start the webinar, if you could let me know you can hear and see me, hear my unusually deep voice by typing into the chat room and just say where you're from, that the video and audio is coming through and then, I can know that everything is working well.

This platform is being powered by Webinar Jam and Google Hangouts, so if you've never been to one of these live coaching sessions before, it's basically a Google Hangout with the Webinar Jam software sitting on top of it which gives us the power to ask questions and have a chat room and do polls and things like that. I've noticed that Tasha's been the first person to use the chat room, so hello Tasha. Thank You Mattias, great. Argentina… Samantha from Houston. Yes, I'm feeling not too bad, Samantha. It's just this persistent voice that's a little off. Mikhail, good. Kysa from Atlanta, okay good. I think it looks like the technology is working fine. Hello Pacita from Las Vegas, great to see you again. Gillianz, from [*unclear*], good to see you. Or, Gillian maybe because you didn't mean to have the zed on the end of your name.

Yes, so it looks like technology is working, so I'm going to keep going with this. If you've never joined the call live and you actually want to speak to me live, you can actually press the button in the top right of the control panel to request to speak. That's how we do with the live Q and A.

So, if you press the request to speak button now or anytime during this live coaching webinar, then I'll have a little red finger next to your name which basically says to me that you would like to speak to me live. I click that little finger and then, you're invited to join in with me on a one-on-one live coaching session and you have to press a few yes's on your computer. The software will ask you if you want to activate your camera, if you want to join the live hangout, you just say yes to all of those things and then, you'll join me live.

Okay, so that's for asking questions live. I also have a bunch of email questions that have been sent in advance. Now, normally, I get through them all. Today, my voice may not hold out for the entire coaching call. So, I am going to put priority on the people who have joined me live first. I'm going to get through all the live coaching calls. I'm going to give everyone a chance. We're going to do them all in one batch, and if my voice is still holding out at the end of the live, I'm going to say, "That's it for live calls," then move on to the email ones. If my voice is not up for doing more, then I'll postpone the email questions and I'll probably do a special additional webinar for email questions, maybe next week assuming my voice is back to normal to make sure I can get all the email questions answered.

Okay, the other thing you need to know if we have any technical issues during the call, now down the bottom below my head basically, you'll see it just down there, there's a button you can press to reconnect the audio if you're having any problems with the audio or the video. Also, if the screen is frozen or anything like that or that button below me doesn't work, you

should basically restart your browser and then, go back to your email with the Webinar Jam link to rejoin the webinar. If that doesn't work, restart your computer, and try that again. That usually fixes it.

There is a chance though that your connection is fine and it's actually my connection that's dropped. If that happens, everyone gets cut and if that does occur, I'll need to recreate a new webinar so basically, you just sit tight for fifteen minutes while I generate a new webinar and then send you an email and look out for that email within the next 10 to 15 minutes and you'll have a new link to join a second webinar.

Okay, so, what we're going to do now is give everyone a chance to raise your hand so if you'd like to speak to me live, just press the request to speak button, top right corner. I'm going to give you lots of time to talk because then I don't have to talk. I just have to answer your question. My voice won't be as bad. So, again if you'd like to press the request to speak button, anyone who's joined me live, I'm seeing Barb, Angela, Wan, Samuel, Irene… Lots of people here with me. So, if you want to take advantage of the opportunity to talk to me live, now is the great time to do it. I'm only going to open this window up now at the start of this coaching call. I'll give you guys lots of chance to do that.

Ah, Kysa is your name. Great.

Wan, you're asking a question. Wan is giving an example of a question in the chat room. Wan and everyone else, I leave the questions in the chat room last. Today, I'm probably not going to get any of them because I got a lot of email questions and I don't see my voice holding out to the end. So, if you want to speak to me now, now is the time to press the request to speak button to talk to me live. That is definitely the best way to do that.

And, I can see Nicholas has done that. So, I am going to invite Nicholas on to speak to me live and we'll get started straight away with some live coaching, and I know Nicholas always has great questions. So, we'll invite him and Nicholas, you know what to do. You've been live with me many times before so you should be familiar with the process.

I am actually in Vancouver. I will be in Vancouver for a few months. I hopefully won't catch with any bugs in Vancouver. I'm pretty sure I'm collecting illnesses from the conference where I was shaking a lot of hands and around a lot of people, I was sharing a hotel room with someone who got a cold. I don't think it's the same cold but obviously, it was something flying around and I lost my voice which is unfortunate. Not good for webinars, but can't do much about that.

All right, Nicholas, I haven't seen you come in live, so I'm just going to invite Samuel in as well because sometimes, we have technical issues and one person can get in and another person can't, so Samuel, you're invited live as well and I'll just check… Casper wants to ask a question, too. Casper… All right, I'm having problems. Everyone is not getting in.

Nicholas and Samuel, if you're having problems with the live, can you just type into the chat room and let me know what issue you might be having, and otherwise, I might just have to restart both your connections.

Nicholas, I think it's been too long so I'm going to turn you as an attendee. Yes, we're going to start, I'm going to reset the live questions, so we'll just do that again. Samuel, Casper and Nicholas, if you want to press the request to speak buttons again, and we'll try and get you guys in individually, and we'll get going with the live Q&A, otherwise I will jump to the email questions because we might be having issues with people getting on live. So, I'm going to be brave. My voice seems reasonably stable. Here we go, Sam's going to make it on.

SAM: Hello?

YARO: Sam, hello!

SAM: How you doing, Yaro?

YARO: Good, how are you?

SAM: I'm well.

I have a question concerning my website. Oh, first of all, feel better. I know, I've been watching you every time. You do always have a food poison or something [*chuckle*].

YARO: I know. I think I'm allergic to North America. I'm going back to Australia [*chuckle*].

SAM: Okay, my question, I wanted to ask this on the EJ Insider but I didn't have a chance so I figured I'd ask you. It's about my website, NecessaryFit.com. I don't know if you could go to it. There's a page I added. It's basically about fitness but I also write spiritual books and I wanted to incorporate that into the website.

The books are on Amazon right now but my thought process was to put the books on my website currently as just as in a page, and then, like maybe three or six months down the road, pull them off Amazon and then, just sell them in a higher price at my homepage, in my private website. That's where I get enough traffic. That was my thinking process on it.

YARO: What's the URL?

SAM: It's NecessaryFit.com.

YARO: I'll just make sure I got the right one and then, I'll switch over to it.

Okay, is that you lifting a dumbbell?

SAM: No, that's not me. I'm on the About Page. That's a stock photo.

YARO: Let me switch over to it so everyone else can have a look. Okay, so the page you're talking about is...

SAM: If you go all the way down, you could click on the book image, a little bit higher, right there in the books.

YARO: Okay, so you're thinking about keeping them on Amazon and you also have them on your blog.

SAM: Yes, the thing is, if anyone wants to click, it will take them to Amazon to purchase them, but the thing is, I wanted to do that for now, and later on just remove them from Amazon. When I get enough traffic to the website, when I build the brand, when I finish building the whole brand then I could actually take them off Amazon and probably price them a little higher.

YARO: I don't think you'd have to take them off Amazon. If you want to charge more and keep them on your blog for sale, I would just bundle in a bonus and then, just sell them directly from your site because that way, you're at least having the opportunity to be discovered on Amazon, and anyone who discovers your blog and sees your books can buy them that way, they won't necessarily realize that they're on Amazon, and even if they are, they get the bonuses for paying more. Maybe you want to sell them as a bundle on your own website throwing another audio or video you've done or something like that, and then, you could charge more.

SAM: Okay. I have another question. All right, for the first end product, I've been working on it. I know the Blog Money Finder, I had trouble with that one. I basically read the whole thing. I'm not exactly sure who my audience are but I'm somewhat gearing it towards me back then, like things I have endured through personal fitness and all of that and also, the question that people have asked me because I am a trainer also, and people have asked me so I am kind of gearing the whole website on that platform. I have not really sought out to bring traffic in. I am just building it now like you said to the system, build the whole thing so that when people actually come, I'll have something to offer them.

YARO: Okay, so you haven't spoken to any of them, like have you researched your market in any way? Conversations, looked at forums?

SAM: I've looked up a few forums, yes. I see what people are struggling with their weights, I basically have written some blog posts, also concerning that. It's just I haven't really done the two-week email course. I didn't know how to attack that one.

YARO: Yes.

SAM: I purchased this [*unclear*] August. I've had trouble with it upto some point where I basically shut the whole thing down. I remember what Jerry said last week basically to listen to it over and over, and I have been doing that at my job. It's like you're constantly in my head, man.

I just kind of skipped down the road. I ended up creating the front-end product. It's going to be a recipe book because at the competition last year, or like two years ago and people were asking me how did I do it? And, I think, praise to God, I kept track of it, so now, I'm bundling all that information as a front-end product. But like I said, I did not necessarily do

my research on my audience, but I'm just like creating the product without the research, you know what I mean?

YARO: You're probably using your own experience as a research.

SAM: Yes.

YARO: Okay.

SAM: And, I wondered if that's okay or should I just stop… You know, like don't waste my time trying to produce something that people may not buy or should I continue doing the research until I find what people really want.

YARO: Well, you're in an industry where you know people, there's demand. That's a guarantee. So, I wouldn't be worried about that. It's a case of presenting yourself in a unique way to that audience. That's the real challenge here. You have to find probably a marketing tool that allows you to tap into an audience that resonates with you, and then, at the end of the day, it almost doesn't matter what you put in front of them as long as it's something that helps them to lose weight and get healthy, right? I don't see it's the product that's the problem. It's probably, in your case, you just need to spend some more time actually building your list, sending some emails to them. You don't have to necessarily do a two-week course to start with an email course. You can just start with whatever you have. If you want to just send some blog posts to them, but I would call that an email course, still anyway just to give it a more perceived value.

But, what's important is, are you going out there and talking to people, even if it's just in forums or Facebook groups saying, helping them, like if someone says, "I can't lose this weight," and you go in, "Have you tried changing your diet this way?," or whatever it is that you teach, doing that, and then, doing it enough so people start going, "This Sam guy knows what

he's talking about. I'm going to check out his website. I'm going to join his email list," and then, they get exposed to all your content and all your offers for your products.

In my opinion, it's not a case of you being in the wrong market or having the wrong target audience. Yes, you need to refine who they are and find something that's unique to you, and maybe you got a certain type of food that you focus on. I don't know what your specialty is or what you've been through that makes your system unique. But, that's the most important thing, especially in a crowded industry like health and losing weight. That's probably the most crowded industry there is on the Internet, so you have to have something unique about you.

I think if you notice, people who succeed in that market, they are very good at being unique and being prolific. They like posting Instagram photos 20 times a day, of the food they are eating, of the exercises they're doing. They're spending two hours in a community to really grow their presence there and build a following. They're probably starting to, if you want to get more advanced, starting to run webinars, connecting with other weight loss and health experts in their field, so in your case, you got to build up to that, but I think, all you really need now is make sure you have a blog with a clear email opt in form, sales page to sell your product, which sounds like you already have.

I would think about what content you need to put in place in front of that product that you'd want them to go through before they see it to convince them to buy it, which I do think should be very much what I teach you. You want to put your life story. You want to put your methodology about your system and so on.

But then, really, whether rubber hits the road is doing a marketing. This is where most people end up sort of struggling because it's hard work

because you have to get in front of people. You have to go in everyday and promote yourself. You have to go and make some relationships, get yourself interviewed on some podcasts, get yourself onto a YouTube channel. Pick one thing and go deep.

I actually think for a lot of people, they get overwhelmed by trying to do everything. So, it's often best to go into one forum or one Facebook group and spend all your marketing hours, for the first month there and just really build up a profile there.

If they see everyday you're in there and you're applying to every person with helpful information, you'll look like a smart guy and it's that group in that community that will get to know you and some of them will come over and join your email list. That's when you can start answering some of these questions too because they are going to start emailing you questions, they're going to reply in the forums with what they don't know about, and you're going to see where any gaps in your information are, or any specialty areas you could focus on. So, I think a lot of the clarity you're looking for are in the audiences out there. If you just go out there and start serving them, and seeing how they respond. That's the most important thing.

SAM: Okay, thank you so much. So, it's fitness Facebook groups and more forums and just be more interactive.

YARO: Yes, when I started my blog, obviously, it's a bit of a different environment but I still did half an hour every night before I went to bed in a forum. I did two forums actually. There were two business forums. I just went in there and I answered any question I could find about blogging. Bear in mind, it was obviously a more new subject back then, but it was three or four years old, but I just made it a habit. Some of my earliest email subscribers came from those two forums where I'd spend time every single

day because people just kept saying, "This guy responding to blogging questions, he knew what he was talking about." That's what's important. You got to be consistent and prolific.

Unfortunately, most people, they go in and they write two or three short replies and they go, "That's my marketing done," and then, they get no audience from that. You got to really go in and actually help people. You help people, they become a subscriber.

SAM: Question on the forum one. How would they know that… would I put that in the signature or would I always say, "Reach me here," after I make the comment like if I answered their question? How would I link them back to me? I know with Facebook, basically all my info will be there but in the forum, how would I do that?

YARO: Yes, the forum tend to have rules against self-promotion, most good forums will do that. They might allow you to put a link in the signature, some won't even allow you to self-promote your own site in the signatures, some will, so obviously, if they do allow, you do it.

What happens though, if you're using a username that's, for you, it's Necessary Fitness, that's very fit.

SAM: Yes, that's my marketing name. It's on YouTube, it's on Instagram, and it's on… Basically, the whole brand I'm building is based on Necessary Fit. It's Necessary Fit.

YARO: Yes, I think it's nice and clean, simple. I would register the username Necessary Fit. I would still sign your name off as Sam, your full name. But what happens is, a weird thing happens, when you write really in depth helpful replies to people, they start going, "Well, this person knows what they are talking about. I want more from them," and they'll either send

you a private message in the forum, in which case you can then send the link directly to your website, or they'll go find your website without you. They'll look up Necessary Fit, assuming that's your site, or they'll Google your name and find your website that way.

It is really a case though of testing this. You have to go and say, "All right, for two weeks, I am going to hit this forum hard. I'm going to help every person I can and then, see what the throughput is in that." It might take two weeks, it might take two months, it might take three months. I could tell you, at the end of three months, if you feel like you've put in a lot of effort and the rewards aren't there, then okay, you hit the wrong forum or you're not resonating the way you write, maybe some of the big enough forums or something like that. Facebook groups might be better because at the end of the day, Facebook tends to get more engagement nowadays because it's something we do everyday, so you might find that that's more effective and just spend all day joining every single health and weight loss Facebook group and find the one that has the right audience for you.

What will happen here is you'll find there's a certain group of people. It might be, I don't know, fat teenage guys. They might just find that they love your style of information and then, that becomes your market. You won't know until you start answering some questions.

This is great for your own experience, too. You'll learn so much more about your market, you'll get better at writing and helping people with replies. You'll get topics for blog posts, content for products. A lot can come out from spending time in communities like that.

SAM: Okay, I'll definitely do that. That's going to be my task for the next two or three months.

YARO: No problem. But, I do recommend though, once you've done that, keep it up on some level but you need to sort of graduate to the higher leverage traffic things. For that to happen, you need to get interviewed on a podcast, or you need to get into a YouTube video or write a guest post for a popular health or weight loss website. You need to tap into larger sources of traffic.

SAM: Well, I've been doing a little thing, you know how they did the pictures with the quotes and stuff like that? I've been doing that in Instagram and I've been producing some videos. I haven't uploaded anything on YouTube yet, but I have, it's called a protein hack. It's basically protein shakes that I've used, but I've just been making the videos lately, and next week, I am going to do more. My goal is to make at least three videos a week and post them on YouTube. That's the goal to bring the YouTube traffic to the website.

YARO: Nice. That's great because it's great in content. You might get some traffic from Google and YouTube but it will take a bit of time, but make sure you're opening up some doors through relationships because you'll be blown away how one podcast interview sends you a hundred new subscribers and that's done, and if you did that twice a week, get yourself appearing in a lot of podcasts. I don't mean like you starting your own podcasts, I mean other people getting you on their podcasts. And, it's based on relationships. This is advice for everyone listening. If you want to grow your audience the quickest way possible, if you don't have money, it's definitely through relationships that leads to other people's audiences.

If you go to some person, a guy or girl, who has two or three thousand podcast subscribers, for every episode gets two or three thousand downloads and you're one of those episodes, you're going to get a conversion from that. It's very targeted. It's a chance to talk for a full half an hour to an hour to really deliver your message. It's also a trusted

recommendation. The fact that you're on the podcast means you're legitimate on some levels. You can't beat that.

Same with writing a guest post. You get yourself onto a website, a magazine-style site or another blog about your protein, just about your protein hack for example. You could talk about your smoothie formula and get that on to cooking or dieting or healthy foods website and you could lead to, again, hundreds to potentially thousands of subscribers just from ten guest posts to do over the next three months.

Don't think about just the small things and definitely think about other people's audiences if you can't just be doing stuff in your own world because people don't know you exist yet. You've got to go out to other worlds.

SAM: Okay, thank you. I have one more thing, thank you for that information. Thank you so much.

If we could go to the blog again, I want you to just check this, the fly-in popup. If you just click at any blog, or when you're scrolling down, like if you scroll down…

YARO: Yes, scrolling down now.

SAM: Okay, and click on that one where the lady is on the scale.

YARO: Yes.

SAM: And, when it takes you down, click all the way down, the pop up should come up.

YARO: Yes.

SAM: And, what do you think about that? It's kind of like a rip-off, unfortunately [*chuckle*] from, I know you interviewed him before, I forgot his name, but he's a virtual life coach. He's well-known.

YARO: Okay, Jordan Gray?

SAM: No, not Jordan Gray. He's an older gentleman. I forgot his name but he's a virtual life coach and he basically help people cut down their time in half.

YARO: Hmm.

SAM: I forgot his name but his name is…

YARO: Oh, Tim Ferriss.

SAM: No, not Tim Ferriss. No, no. I probably butchered his name. It will come to me later on.

YARO: Well, my first reaction to your pop up here is there's too many words in that section there and I don't even see those words, and on the right side, the words themselves just don't stand out. The problem you got here, the strongest words are, "Get your free copy." It doesn't connect to what I'm getting the free copy with because the right side, the heading, like the picture of the actual ebook, it doesn't look like an ebook and the writing on the graphic is not big enough. It doesn't have contrast, so it's hard to see it.

I think all you need to do here is get a better picture of what you're giving away, change the headlines so it's not just, "Get your free copy." It's something like, "Learn how to build your confidence while losing weight."

And then, all you really need, "Enter your email and your name below and I'll send it to you instantly."

In fact, what you got here, "The nine things you can do right now to build your confidence while losing weight," that's the headline. That's the most important part. I would potentially get rid of the rest of the text.

SAM: So, "Get your copy free," and just put that underneath it?

YARO: Yes, but then maybe have like a bullet point or two bullet points, or three bullet points just to space out the text a little bit. Less text, space it out.

The one problem I've got here though, you're mixing two messages-- "Build your confidence while losing weight." Build my confidence in what? To do what? I'd rather that be just about building confidence in a certain area or just about losing weight. I don't see the overlap.

I can understand if it was like, "Build your confidence against a school bully while building muscles," or something like that. That makes sense to me because the kid wants to get stronger to defend themselves, right? But, right now, there's a disconnect.

SAM: All right, I'll work on the title.

YARO: Yes. What is your specialty? I love the protein, what do you call it?

SAM: Yes, protein hacks. That's just the recipe aspect or the food aspect because I've noticed a lot of people who are working out, they are always asking what do they want to eat, and when I lost all that weight when I did the competition, that was the main question people were always asking me,

even at church, people were always asking me, "How do I get a six-pack?" I would tell them what to do.

My specialty is, I'm a personal trainer but the thing is, I always want to take things further which why I am doing this course.

So, my specialty is just helping people lose weight and the aspect of that is my friend also told me, I shouldn't mix in my religious belief which I just wanted the books and it's more geared towards, not geared towards them, towards religious people. I'm more of a religious foundation like when I write, it always has incorporation with God in it.

YARO: Right.

SAM: So, it's emotional fitness, something of that nature.

YARO: Okay, well, you just said a lot of good things. First of all, you said most people asked you about how to lose weight to get a six pack which is way more specific. You don't have to be just a six-pack guy but this opt in form should be just a six-pack opt in form.

Protein hacks sounds way better as a name for what, special about what you do, like, "If you could get my protein hacks formula…" or you said, it was like a combination for your diet, your smoothies and drinking, so "Use my protein hacks recipes to create six powerful smoothies that will get you showing your four pack," maybe, not your six pack, whatever it is you feel comfortable saying, in six weeks, or something like that or four weeks. I don't know what you feel comfortable with but I love the protein hacks word and I love saying that's going to help them get a six-pack. You said it yourself, that's what they asked you about most, so give them what they want the most in your opt in. That to me is really important.

And remember, it doesn't have to be all about abs or all about protein hacks. It's just about getting people through the door with the most compelling thing, so I would recommend you go forward with that.

Regarding adding your faith to it, I think that's also a great way to do two things -- you're going to keep away a certain audience because they're going to be like, "I don't want any of this faith stuff mixed in with my health and training," which is good because then, people who do want that are going to like you more.

I don't think, like maybe not in your headlines, but you could include for example, a bullet point talking about your faith, but to be honest, if it's in your about page, if it's in your life story…

SAM: It's in the life story…

YARO: … if it's in your content itself, it's going to come through. You don't even have to state something like that explicitly, just be yourself and you're going to attract that kind of audience. The only thing I would recommend you do is think about, this is kind of a weird combination, but I don't know if there's any, I don't know, church-based dieting groups on Facebook or something like that. Maybe, their health and wellness groups that tend to attract more people in the same faith as you because they are going to resonate with you as their choice for solutions in this area, so if you can go straight to those communities, I know you said you don't want to, I didn't say go after that group but it's going to make your conversion higher, so why not, and they'll listen to you and they'll do more of the work, you know?

All right.

SAM: Yes. Well, thank you. I kind of went too fast. I don't want to take too much of your time. I know you have a lot of callers and your voice… well,

basically, what I opted, you suggest I should just change it to more of a recipe like, "The top four protein hacks to help you lose weight," or something like that?

YARO: They're for smoothies, right?

SAM: Well, they're, yes, protein shakes, yes.

YARO: Okay, so, "My top four protein hack smoothie recipes," and then, it's like… I don't know what you can guarantee. I don't know what you feel comfortable saying in terms of an outcome. Can you lose ten pounds in four weeks? Is it going to be that effective? But, as a very basic thing, you could say, "Start seeing your six pack in the next six weeks," or something like that.

SAM: Okay, that sounds good. But, it's just going to be just the protein, not with the workout stuff yet because I remember you said, you can niche it to one point. I remember you said when I read the whole thing, the manuscript, the transcript… You said, basically, if you go to one thing, a recipe, you don't have to do the workout part. You could just do the diet all the way down. Just niche the diet down.

This is what I was thinking that's why I did the protein hack for video just to do that angle and not do the workouts, not yet. Because I figure, if they get result or when they get result from the proteins, they will come back to me and they'll say, "Okay, I'm drinking your protein, now what? What will I do for a workout?" Then, I will introduce them to my own workout.

YARO: Yes, yes. Perfect. You've got a perfect upsell funnel potentially there too. You could, at some point, when you have enough product, you could say, "Buy my protein hack recipe book," they click the buy button, they see an upsell, "Hey, protein shake is a good starting point, but if you

really want to accelerate your results, I've got a 20-minute a day exercise routine I do that will basically get it done in half the time, do you want to buy the videos?" $100, upsell, and then, they're getting both the exercises.

You get a lot of things you can play with there, but I definitely think I love the simplicity of smoothie recipes as an opt in form offer, that is, who doesn't want smoothie recipes? If I can drink smoothies to get the six pack, that's a pretty simple equation, right? And, then they find out about you and they learn from you and you start giving them more information and then, you can decide based on what they need, like do they probably, after the smoothies, maybe they want their meals covered as well. Then, after their meals are done, then you can move to exercises and after their exercises are done, maybe you want to move on to ongoing daily habits to keep this a lifelong thing, and then, maybe you have to cover mindset.

SAM: Yes, that's everything you mentioned but I never thought of doing it all a separate way. I did the food thing and the workout, but the mindset, I never thought about just doing a mindset training like you basically do. I never thought about doing it that way.

YARO: Yes, and each one of those could be an email course leading to a product, and then, they could upsell but you have to decide what kind of products. Maybe, you want to run your own community, maybe you want a series of ebooks, maybe you want a six-week course because you do want to start ramping up to the higher-priced products, too so you make more money, help people on a deeper level, and that sort of thing.

SAM: Okay. And, one more question, one more. For the smoothie--

YARO: [*Chuckle*] Take your time.

SAM: For the smoothie, wouldn't it be too short though because when I wrote the eBook you just saw, it's eleven pages but it has like eight key points and it did the introduction of who I am and all that little stuff in the beginning.

Wouldn't it be too short to for just like four recipes or would it be like four or five, it won't?

YARO: No way because you have to write a section explaining why the recipes work. Give me the science behind why this works.

SAM: The science is like, I've looked around and no one has done it before. So, easy like, honestly, I kind of felt like I shouldn't put that down. I should go to the people who actually produced that kind of proteins. It's two different companies combined and the taste is awesome. It's two different like industries. If I had the money, I will basically go to one of them and say, "Look, combine and let's create a product together," but I am doing it. You said, give them the best thing for free, so that's what I'm doing [*chuckle*].

YARO: And build your audience. When you've got a 50,000 person email list, go to those companies and say, "Hey listen, I want to make a product that I can sell to my own people," but let's do this one step at a time, all right?

But, to go back to that freebie, you're going to introduce yourself, you're going to explain how you discovered these smoothies, what you tried beforehand and why you didn't like the smoothies, why it tasted bad, why it didn't work, then you're going to explain how you discovered these ones, why they work, why do they taste better, why is the science better behind them, and you're going to give them the recipes themselves, and then, you're going to give them an upsell to buy something that goes with them, maybe you want to whatever it is you have available. It may not be nothing

yet. You might just sell your private coaching to begin with, but whenever you start getting more products, you can sell your products. You can sell it maybe an ebook with the recipes, you said you had that available, so you could offer that inside this freebie as the next step if they want not just smoothies. They want dinner and lunch and so on.

So, you got a lot of options. The rest of the ebook can be easily 20 to 30 pages, it's maybe ten pages of recipes but 15 to 20 pages of talking about why they're a real thing.

SAM: Okay, thank you [*chuckle*].

YARO: Yes, no problem. I was waiting for that one more question.

SAM: Hey, I might as well. I kind of think too much and this whole time I get an anxiety, the loneliness [*unclear*] go out but it's just, I might as well just air everything out right now, get the feedback and then, go two to three months, and then work on it and stuff like that. That's how I am very productive.

YARO: When you finish that headline and the new pop up, share it with the community. I'd like to see what you… Get a picture of your recipe book. I'd like to see what the pop up looks like.

SAM: Okay, I definitely will, Yaro.

YARO: All right Sam.

SAM: Thank you so much, sir.

YARO: Talk to you soon.

SAM: Thank you.

YARO: All right. I've got four hands raised. As I said, at the beginning of this webinar, in case you weren't there, my voice is not 100% because I lost it last week. It's almost there but it's a little bit scratchy, so I don't know how long it's going to last. So, I'm focusing all live questions at the moment, and if I feel my voice is still up to it, I'll get to the email ones. If it's not up to it, I will do a separate recording to answer all the email questions. But, right now, I've got four people with their hands up over here and are waiting to speak to me live.

I'm just going to quickly check the chat room making sure there's nothing off. Yes Drew, I'm not fighting a cold. I just lost my voice last week. I had a sore throat and it's getting there but it's not quite right back. So, I am going to jump back to Nicholas because you were first, Nicholas. Let's see if I can get you in. Fingers crossed.

I'll just check the chat room as well… It looks like technology is working… Hey, Nicholas!

NICHOLAS: Hey, what's going on Yaro?

YARO: Oh, I lost… there you are now. How are you doing?

NICHOLAS: Can you see me? I'm working as a babysitter and I'm breaking bread, so today's a very domesticated day [*chuckle*].

YARO: Fair enough.

NICHOLAS: Cool man. Yes, I really loved, I don't know, what was the gentleman's name who was just on?

YARO: Sam.

NICHOLAS: He had some great questions and I think some of my questions got answered by him because you said to work in the forums and you just chose two forums. When we communicated last, you were saying, "Go answer questions on forum."

So, the background is I'm a breakup coach and that's a new thing. I'm niching down from a general life coach to a breakup coach working specifically with men. I don't see a lot of other breakup coaches specifically work with men and it's opened up this huge reservoir of content. I just have so much to say because I know I am targeting men who are in a very handicapped situation, I've been broken up with… think of the group. My first thing is where do these guys hang out? And, you're saying in separate forums.

But then, there's like a divorced men's forum. They are angry when I started answering questions. They're sort my emotional nature there, like ah, these hardened men turned like, they just blast at each other.

I don't know if I should just choose one certain forum or two. My thing is I've got tons to say now like I'm shooting a video later on today that's going to go on my website, but I am just trying to get the word out.

YARO: So, who do you know in the male relationship advice industry?

NICHOLAS: Who do I know?

YARO: Yes. It's a well-established industry so there's a lot of experts already, a lot of teachers… who's probably the most well-known--

NICHOLAS: Yes, I mean, I know a lot of the… I know Neil Strauss, I know Mystery, I know Eben Pagan, I know David Deida. I know Michael Hrostoski. I know, there was another guy… Oh yes, Dr. Robert Glover, Mankind Project… so yes…

YARO: Okay, so I would… Ideally, if you have a breakthrough, you need to be interviewed by any of these guys. Get on their podcast. Get on their webinar or something like that and talk about what you do, but you probably haven't quite established enough on the ground credibility yet, to sort of go and knock on the door and say, hey, I'm a male breakup recovery coach ready to teach your people how to do something, right? But, that's what I want you to head towards. The day that you can appear on, it doesn't have to be the biggest ones, but there are so many podcasts, like if you even go to iTunes and just look up relationships, whether male or female…

NICHOLAS: Oh, yes.

YARO: I want you to be interviewed on their podcast. That will do huge things for your traffic, for your credibility, because you can get on one podcast, you can take that to another podcast and say, "Hey, I was just on this podcast, can I come on your podcast and talk about my techniques for overcoming a relationship breakup as a male?" That's really important.

In terms of forums and communities, it's a case of just going, "There's a lot of them." Every expert's probably got their own Facebook group for starters. What I would do, you need to find the one that seems to fit your customer avatar well, maybe divorced men is not the right one because they're too far gone, so to speak, like you said, they're definitely a little bit--

NICHOLAS: Like men who have lost their confidence after a breakup. I don't even know if they're divorced but it's like they've lost their masculinity at breakup, that they lost their self-confidence.

YARO: Right, I think there's an audience there.

NICHOLAS: Okay. Yes. There's so much to say. I spent last weekend preparing blog, brainstorming. I have like 40 or 50. I used your Blog Traffic Blueprint and I've got maybe 60 different headlines to pull from. So, it's almost like, I got to get stuff out there before I can say I'm an expert in this?

YARO: Yes, there's a mix here. You got to kind of put the credibility tools into your blog. And, if someone ever looks up Nicholas Charmers to verify your expert status, they see a nice presented blog, they see ten or twenty articles, they see an email opt in form with a solid freebie about relationships, maybe a published author, maybe a podcast channel, YouTube channel, Twitter and all those things. That's six months worth of work just there, right?

NICHOLAS: Yes.

YARO: So, what you need to do is you need to balance getting enough on to your site and that's why I tell people to focus on that first two-week email course because you can come up with the two-week email course in a month and get it all done. Then, once that's on the ground, you've got your life story, you've got a blog that's got the right logo, the right slogan, just the basics. It's there. So, you look all presented then, you can start knocking on a few doors.

Now, I recommend you follow as many relationship coaches, male and female, as long as they target your audience. You don't have to be targeting breakups, but they're doing advice for men on some level about

dating, relationships, and coaching in that area of which, as I said, there's a ton of experts, there's a ton of podcasts, a ton of YouTube channels. Go follow them all and just start watching a little bit of content because they are going to recommend resources. They are going to recommend things. They might recommend their own Facebook groups, their communities. Just go through their email opt in as a bare minimum. Join their list. See what they're giving away, see whether sending you ideally hopefully find some community that they run. Join their community and then, see if it's the right type of conversation for you to enter.

And then, when you find the one community that's a good size and it's the right target audience, stop doing that. Go all in on just that community and spend some time building that credibility, that trust, help guys… some of them will come back to your blog to sign up.

Ultimately, what you're trying to do here is you need to make enough of an impact on a certain group of people so that you can get yourself that one podcast interview.

So, what you might find, and this is a bit of a, I don't know if you want to do this, but this is a bit of a hack you can actually potentially do, find the coach or the expert that you feel you resonate with the most. I'm talking about dating coach or relationship coach. Find the one who... they feel like you have the similar style in the sense that the way they communicate, you deal with and --

NICHOLAS: That could be a man or a woman, probably a man.

YARO: Probably a man but it might be a woman. I won't discriminate. It's their target audience that matters and women coach a lot of men.

NICHOLAS: Yes.

YARO: Here's the hack-- anyone can do this as well. Here's another hack for everyone listening in.

If you want to get on someone's radar, buy their product. If you find this perfect coach and they have either it could be an ebook, ideally if they have a community, that they sell membership into, kind of like what we're doing here, then join their community, even if it was just for one month, get involved, help out, and then, once you've shown yourself to be a legitimate source of valuable information, shoot an email to the guy you bought the product from and say, "Hey, I'd love to come on your podcast and teach your guys on my recovery, get your confidence skills back after a breakup. No questions asked. No pitch. Just want to talk and help your people," and then, that could be the door opener. The fact that you bought their product means they have to pay a bit more attention to you and your email as opposed to you're just a random person coming out of nowhere.

That's the way to accelerate the process. It cost a bit of money unfortunately, but it might be $30 for one month membership into a community and you can just spend 30 days really pouring a lot of work into that community and help people.

That's the sort of way you can accelerate this process. I know some people, they don't worry about posting in forums or Facebook groups and doing this low level stuff. They go straight to the top. They go, "Okay, who are the 20 experts that I need to get on their radar because I need to get on their podcast? I need them to recommend what I do."

[*Background conversation*]

Okay, I'll wait for you to settle down there, Nicholas [*chuckle*].

NICHOLAS: Sorry, I have some bread in the oven. I'm listening to you right now. I'm just going to pull it out.

YARO: Okay, good. I just want to make sure it's coming through and you can hear me. Yes, so finally, in this, again, I would advice for everyone here, list the 20 experts if you want them to send an email saying, "You've got to listen to this guy," or you go, "Listen to this girl." You can find the top 20 people in your space, those are the people to shoot for if you want the quickest explosive growth. The challenge is getting on their radar, getting them to trust you, getting them to see you as a viable source of information.

Like if I was starting and new in my industry, I'd be going, "How do I get on Pat Flynn's podcast, Darren Rowse's podcast, Brian Clark's podcast and Chris Ducker's podcast? How do I get on all these podcasts quickly?"

The way to do it would be to make friends with these guys, I'd probably make friends with one of them and then use them as a doorway to other ones, right? So, think that way. I want you to think bigger. I really want you to think, "How do I get on this Art of Charm podcast?" The Art of Charm podcast is huge, right?

NICHOLAS: Huge, huge.

YARO: Yes. How you doing? How's the bread?

NICHOLAS: So, [*chuckle*], thought you guys would like that.

YARO: You're a little bit choppy.

NICHOLAS: This is great advice. So, thank you and I needed to hear that because I feel like a lot of what I have been doing feels kind of nickel and dime and it's good to feel like, if I have a strategy, especially content

creation so people can actually see if they go to my place, that there is some wisdom there, which I am actually going to focus on the videos making a nice maybe 60 different topics and all of that. But, once that stuff is out there, this is great. I just need to get to those top players of the industry [*inaudible*]. That's like a goal I can work with.

YARO: Okay, sounds good. I mean, I think you should be on a good podcast within four weeks, Nicholas.

NICHOLAS: What? That seems like very soon.

YARO: Well, you know, don't go for the top one, but get one… who do you know already in this space that you've bought their book or you've followed their work online? Relationships are not as hard as you think they are. The thing is certain people spend all day building relationships and they get results really quickly and certain people get so scared of having to approach someone. They never do it.

NICHOLAS: Yes. I've been in one of these life coach groups but [*unclear*] I went into it but I haven't really used it getting a lot of connections but [*unclear*].

YARO: You're breaking up a little bit, Nicholas. I don't know, I can't quite hear you.

NICHOLAS: Yes. Did you catch the part about I'm in a group like a premium life coaching group I was in. Did you get that part?\

YARO: I heard a little bit. It sounds like you said you're in an MLM group, but okay, it's men's group.

I think we lost you. Nicholas, are you there?

NICHOLAS: Yes. I'm going outside in case it's a better signal out here. Can you hear me better now?

YARO: Yes. Stand still though. The video is moving around so much. I don't think I can handle it.

NICHOLAS: Okay. So, I'm in a men's coaching group and it was a premium group I joined a year ago and I don't know if I could maybe leverage that relationship. I could probably put something out. The dude doesn't have a podcast or maybe he knows someone.

YARO: Does he have a blog?

NICHOLAS: Yes.

YARO: Is he beginning to write guest posts?

NICHOLAS: Yes. That's something, yes.

YARO: Keep doing things like that everyday, literally, I would contact five people everyday or at least join five email newsletters everyday from your expert list just to see what they're doing and get to know them and find out what their about and see if you can open the door by helping them somehow.

NICHOLAS: Good, and I think that there's still the question of I need to have some stuff up on my site so people have a place to go.

YARO: Sure.

NICHOLAS: So maybe, you said four weeks but give me maybe six.

YARO: [*Chuckle*] Okay, I give you four weeks but you know, you don't have to spend everyday just on writing content for your blog. You could spend two hours on that, and then, an hour before you go to bed, on relationship building.

NICHOLAS: Okay, but you're giving me that as an assignment. I think that is great, man.

YARO: All right, go do your homework.

NICHOLAS: All right, thanks a lot. I'll talk to you later.

YARO: Talk to you next call.

NICHOLAS: All right, bye!

YARO: Okay, well, my voice is still here, a little bit deep but it's still working and I see we've still got hands up. We're going to go to Casper because I know Casper had his hand up before.

I'm inviting you in, Casper. So anyone who's joined us late, I am focusing 100% live questions at the moment because I lost my voice last week and it's not quite back to where it should be. And, I am going to probably answer all the email questions in a separate, probably I might do a separate video for the email people and send that out to everyone in the community and in Blog Mastermind.

I'll see how we go. I might be able to dive into the email ones if we finish up all the live ones, but Casper, you've been invited so join me live at the moment and you should see some windows pop up on your computer. If

you say yes to all of those, you'll join me live in the hangout and we can have a conversation.

All right, nothing going on in the chat room. I'll take that as a sign that everything is good.

All right, just checking again, Casper.

Bridget and Wan, you might have to raise your hands again. For some reason, occasionally, there's an overlap. I opened up Casper's line, it opened up your lines, too. So, you'll need to say hello again.

All right, I'm going to do this again everyone. Casper, Wan, and Bridget. I think you all had your hands up. If you could raise your hands one more time… request to speak is the button and I will let you guys in… one at a time.

[*Silence*]

All right, I think Casper might have had trouble so I'm going to go Bridget and I'm going to go Wan, you might both join me at the same time, or you might not. That's okay. We can deal with other situations and we'll see how we go. Hopefully, one of you will make it. And Casper, feel free to raise your hand again and anyone else listening in who wants to speak to me live. You can also press the request to speak button and you can talk as long as you like because then, I won't talk so much [*chuckle*] and my voice gets saved. So, I think we've got Bridget joining me.

Hey, Bridget.

BRIDGET: Hi Yaro, how are you?

YARO: Oh, wait a second, Wan is joining us, too. We're having a three-way coaching call today [*chuckle*].

Wan seems to be on mute though, so… Wan, if you want to leave your microphone on mute, I will speak to Bridget and then, we'll jump over to you.

Bridget, how can I help?

BRIDGET: Oh okay, pardon?

YARO: Give us your update.

BRIDGET: Update is I've done the second chapter of my book but what I want to know is are there any guidelines? I sort of feel like I'm flying blind and I am just talking at the top of my head, and I have never written a book before. I have no idea what I am doing. So, I am just sort of playing around with it.

I wrote it up on Facebook just to get a bit of feedback from people. I've got some positive feedback, but then again, I'm really dealing with people that I know, not so much people that I don't know, and I think, if someone did look at it from the EJ Insider bit, what they did is they just fixed up all the bits and pieces… what's the word? They--

YARO: Proofreading?

BRIDGET: Pardon?

YARO: Proofreading?

BRIDGET: Yes, that's it. They proofread it. I actually didn't follow that up. But, it's more, I suppose the attraction towards my target market that I'm looking at, so I think I would like to be able to get that out there, but is that important?

YARO: At some point, it will be, yes, obviously.

I think I like the fact that you're doing it every week and I think that's more important than anything, it's just to, regardless of what comes out as long as it comes out. I write most of my writing off the top of my head too so don't feel bad about that. It's something you get better at over time as well. And, don't feel that sharing it with your social circle, yes it's not your target audience but ideally, if they like it and then they maybe share it, it will start reaching a few more people, your friends of friends. Basically, it's not going to be thousands of people here. We're talking just the grounds, roots bit of feedback and when you post it on social media, you could actually don't just say, "What do you think?" Ask for specific feedback like, "Do you think this is answering your question about your midlife crisis or am I off the mark?" Am I not answering what your problem is. Just to get some feedback that actually makes sense to what you're writing and not just, "Oh, that's great, Bridget. It's amazing to see you writing a book."

But, bear in mind, you're only up to your second chapter. You have just started. So, come back to me in chapter 6 or 7, when you've shared all chapters on your blog, on your social media, then we can see what kind of feedback you're getting, but definitely, ask some more specific questions.

If you want guidance in writing a book, there are so many communities there for authors so you could potentially join one of those, but I'm a little wary that you're going to get lost in structure and all the potential advice that could come out of the author world. There's a lot of, coming up with

characters and narrative and the story arcs and all those sorts of things. That's potentially a hindrance to you.

I love this. My friend, Gideon Shalwick who you probably know as well, when he was first writing, he just turns off all distractions. In fact, he even turns off his screen and just types on the computer. Obviously, it needs to be proofread, but he just wants to, I call it a brain dump basically. It's just one long creative flow to get it out of you. I don't quite do it quite the same way but I certainly agree with that aspect of, "Let's get this finished in some form." Make use of this feedback because you got a little audience in your social circle as you pass each milestone. But, don't get caught up on, "Is this structured right?" Obviously, spelling and grammar is going to be all over the place. Don't worry about those things. But, you got to feel good in the twelve weeks or whatever it is you reach at this point. When you've got twelve chapters and 20- or 30,000 words and you've got a book that you could package up, get it formatted, put it into Kindle and you're a published author, as well. Boom. Instant credibility, slight access to an audience…

That one thing in fact could get you into a podcast. You could say, "Hi, I'm Bridget, author of *How to Survive a Midlife's Crisis as a Woman in your 50s,*" or whatever you title it as and get yourself interviewed on a podcast.

So, the opportunities for reaching your target audience come from the creation of something like this that's significant. So, it's more important to get it out there. The only question, and this is again advice for everyone whenever you're creating something significant whether it's a large video, a course, writing a book, writing a free report, I think the only question that matters above every other question is, "Do you think this will actually help the people you intended to help?" That's more important than anything else because you can get caught up in the, "I'm not the best expert. You know what, I haven't solved my midlife crisis yet. I'm still in it so how could I write a book about this?" All the self doubt comes into it but if you look down and

say, in your case, "There's a woman who's in the middle of her midlife crisis, when you were 12 months ago..."

(Hey Wan, I think we heard you there for a second…)

Yes, if you're a woman who is in the middle of your life crisis, let's go 12 months back in Bridget's life, or Bridget today walked up to Bridget 12 months ago and said, "Read this book," how much is that book going to help? Probably a lot.

(I'm just going to mute, Wan…)

So, think that way. Think about Bridget 12 months ago, it's going to help that person. There's a lot of other Bridgets out there, 12 months' ago Bridget so you could help, so you need to get this content out the door. That's more important than anything.

BRIDGET: Right yes, I have focused a lot of it on what I was and I do refer back to that quite a bit. I'm integrating the story that I went through at each different stage. I'm just about to sort of leave and take off into the wilderness in my bed when start writing tomorrow. But, a lot of it is based on where I was because that's what I was dealing with.

YARO: Yes, and you're telling a story, right?

BRIDGET: Yes, I'm telling a story and I have written it all down because when I was travelling, I wrote everything down. It was just a big journal, 20,000 words of stuff that just poured out. That was my time. Even in the evening, I go home, sit on my bed and I go, "My God I'm going crazy," and I would just write. So, it's pretty good content from that point of view.

Also, I'm trying to get this sales page up for the coaching thing.

YARO: Right.

BRIDGET: Oh.

YARO: But, that's probably harder than writing a book.

BRIDGET: [*Chuckle*] Yes, it is. So, I've certainly got it. I've got it up. I finished it off last night but I don't really know if you're seeing good. I think really what I'm going to have to do is just put it out there and see if I get any response. And, I followed through your [*unclear*]. I didn't even know that video was on there, so it was awesome. It was just [*unclear*] so much easier.

I have attached a questionnaire to it through Jotform just so people can answer some questions before I speak to them, so therefore I can do that, have a bit of an idea of what they want, and so I can just shorten the whole thing to 30 minutes and as you said, then just see if they want to upgrade or not.

YARO: I think that's great. A questionnaire is just enough of a commitment for them to be serious, too.

BRIDGET: Yes, otherwise, yes, I had paid people before. Before, I have done this before but it was more, they'll just go, "Yes, I want to do it," but nothing ever happens.

YARO: So, qualification too.

BRIDGET: Yes. And, yes, and I have redefined my blog towards midlife crisis women there. So, I've removed all the recipes and all the other things that I had on there. But, people want it and now, they are complaining. And,

I'm going, "Well, you never told me that you wanted them. You didn't get back to me. You didn't say anything," but I'm just taking all the other stuff out and just leaving the information on my niche even though it's broad. It's nowhere near as broad as what it was before. It was pretty random.

Yes, so I feel like I am getting there.

YARO: I think so. The fact that you're writing a chapter a week in the book, that to me is the most important goal. As long as you're sharing it just to get a little bit of feedback so you don't feel completely alone in the writing of the book, get some friends saying, "Wow," especially when you start talking about what's coming up next, the actual selling everything you own and travelling part, that's a pretty daring thing to do. And, if you're really sharing the emotions and the fears and getting pretty personal about this, some of your friends might be surprised that what they learn about you when they go through it, too.

BRIDGET: I've got it on my Facebook page. I've had a Facebook workpage for years. So, I packed it up on there too but a lot of people aren't focused, I mean they are not my sort of people there, nobody know where they came from.

YARO: When you post it on Facebook, you're saying, "If you want the next chapter, go to my blog and subscribe," right?

BRIDGET: I am, yes. No one has. And, I have written all the opt in boxes as "Yes, sure. We want to subscribe and you can keep in touch or you will get updates for each chapter if you subscribe."

But then, again, it's on the blog. I'm sort of going, "Why would they do that?"

YARO: Because I want chapter three. When is chapter three coming?

BRIDGET: But isn't it, wouldn't they just go, "I'll just go and have a look when I feel like it." ?

YARO: No, because they'll forget [*chuckle*].

BRIDGET: Oh yes [*chuckle*].

YARO: I want to see it as it comes out.

BRIDGET: Yes, and also, I'm putting it on the Facebook page too and sometimes, that doesn't show but yes, I have got that up there and I will still change the coaching call thing to be far more defined as well. So yes, getting there. Beautiful.

YARO: Do you want to share the, when you finish the coaching page, do you want to share them with the community so we can look at the headline and all that?

BRIDGET: I will. I've actually pretty much stolen your headline that you gave me because it was so awesome.

YARO: [*Laughter*] That's what I'm here for.

BRIDGET: I said, "There's no way I can do better than that." [*Chuckle*]

YARO: Sounds good.

BRIDGET: Okay then, all right then, thank you, Yaro! Hope you feel better, well, hope your throat feels better.

YARO: Thank you, talk to you soon.

BRIDGET: All right. Got you. Bye.

YARO: All right, Wan, I am going to, well Wan, if you can hear me, you can unmute yourself because I don't think I can and there you go, Wan are you there?

WAN: [*Silence*]

YARO: I heard you for a second, Wan. I heard your background noise. No. Yes, there he is.

WAN: Wait a second please.

YARO: No problem.

WAN: I'm in the street, that's the problem.

YARO: I can tell. You're like Nicholas walking around.

WAN: Yes.

YARO: I can hear you so you can go ahead.

WAN: I don't know what to do from Google.

YARO: You know what? Ask your question. I can hear you fine.

WAN: Okay, well, Yaro, hello.

YARO: Hello.

WAN: Right now, I'm one of your students from the Blog Mastermind. I'm from Argentina. Sorry my English. I haven't speak it, I don't know, ten years ago, and I'm [*inaudible*] now. I saw you, you spoke about the coaching. I've been in Facebook groups. I've been my prospects interacting. I have that information now. I have speak with two of them in Skype. But, the thing is I don't know how to. If I have to speak 15 minutes with them for free, I don't know how to ask for the money in that 15 minutes, or 20 minutes, or 30. I don't know that part yet. I haven't done it before and I don't know how to do it and that was one of the things I wanted to ask you.

YARO: What do you tell people do, Wan?

WAN: Build a blog and online marketing and all that stuff, build a funnel and knowing their prospects, and all that stuff. For starting, I think building the blog because it's the thing I was used and doing right now. I have a lot of experience in that because I spend a lot of money in good courses, bad courses and I think I can teach that right now.

YARO: Okay, just ask the two people you spoke to already, what did they ask you for help with?

WAN: One of them, he want to make his business online. He's a professor of economics and well, he doesn't know much about internet, he doesn't know about making a blog and hiring someone to make that part. There I can defend myself. I can help him but he… I don't know how to say it, he have a long way yet. I don't know if you understand me.

YARO: I understand. He's a beginner.

WAN: I don't know if my help in 15 minutes or one hour can really make the difference for a person that is so far yet.

YARO: Okay, so with your subject, you're talking about not just education but you're talking about technical things.

WAN: No technical things because I recommend them to hire someone to do their technical stuff so they don't distract with those things. They have to focus on helping their clients. So, I recommend to contract someone.

YARO: So, just to get clear then, you're like a consultant who helps them understand all the tools they need and then, guides them in the direction to get the technical people.

WAN: Yes, that's the thing I can sell now.

YARO: That makes sense. Are you focusing on your local area? Are you focusing on Argentina or your city?

WAN: No, all Latin America, all Spain, every place where they can understand Spanish.

YARO: Spanish, okay. All right, well I think that's so great. That's very clean, very clear, and your biggest problem is then how to sell something.

WAN: Yes.

YARO: Do you want to sell just like a one-hour coaching call after the 15-minute one, is that what you're thinking?

WAN: I don't have a product now. I have a book but I don't like it too much, but I think I could be good at one on one coaching, and I don't know if I

have to sell alone coaching now or just focus in that [*unclear*]. I don't know if I have to make, to go do a different one. That's another I am not clear.

YARO: You know, in the market you're in, I think an action plan is the most important thing but they might also want ongoing help because a person who doesn't know this area almost wants to hire you to be the project manager, if you know what I mean. So, I would look at it this way.

Do a free 15- or 30- minute call and during that call, all they're going to tell you is what they're trying to do. Basically, you're going to find out what are they trying to sell or what's their business about? And then, what you're going to do is at the end of the call, you could say, "Well, what we could do," this is assuming you feel you could help them and they're a good potential client. You would say, "I'd like to actually sit down with you and map out a plan for the next four weeks to show you each of the steps you have to go through," so you're going to need to set up the blog. You're going to need to set up the domain name. You're going to need to have, you can save all your social media profiles, register them all so you own them all. All the basics, I'd like to go through a step by step plan and you would say you have something. I have Wan's seven step formula for starting a new business in Spanish or something like that. Obviously, it would have to be whatever your unique system is. You would just say, "I'd love to do that with you now if you got the time. That action plan we can get it done in an hour and you're also going to get a handout, a checklist to work through after the call so you have that, you're going to have the context for the tech people to do this all for you and that would be $99 if you buy it now. Normally, it's $250," or something like that.

That's how you transition it, but it's really important. This is something that takes practice. You got to do a few calls, get comfortable switching to making an offer but the important thing is they see it as a package they are buying from you, like they want the result. So, you need to say, "This

one-hour coaching call I'm going to do with you, it's not a coaching call. You will get the result. You will get the plan to get the result call." That's important.

And, for you, I would actually consider two options, one hour action plan call or a six session, I am your consultant for the next six weeks call, something that's more substantial like maybe $400, six phone calls over the next six weeks. I'll get your tech person. You will have a website, all your social media set up in the end of the six weeks.

Obviously, I have to budget some money to pay for the tech people as well, but I think it's important because you're talking about something that is easy to structure. This is not like losing weight where variable, you know that in six weeks, you could have their website, their Facebook page, their YouTube page, their Twitter page, the email optin box all done if you have the right people to refer them to. So, it's a nice way to say, "This is the package." Does that make sense?

WAN: Yes.That's cool.

You're saying that I have to make six sessions about $400 and I have to help them do, I don't know how to say it, the word [*unclear*] I sell that.

YARO: That will be an offer. You need to play with this because I don't know if $400 is a lot of money or little money. It depends on who you're talking to.

WAN: I don't know. Here in Latin America, people… It's a new market. It's exploding right now but people are just not that familiarized with the subject yet. That was another question that I wanted to ask you. I don't know if I can charge $49 for one hour coach here in this part of the world, this side of the world.

YARO: Yes. There is something you could consider doing while on that, only you can do it in this market. You could actually charge nothing for your consulting but when they buy it, you're making the money from getting a commission from the tech people. You might offer one hour free, and then, when they go and buy the website set up for I don't know, $1,000 from the tech person, you're getting $200. And then, when they go buy social media setup for $300, you're getting $100. You could arrange that kind of relationship with the tech people.

WAN: Yes, that's great. That would be amazing.

I think I'm going to do that. I think, now I am preparing my call to action from the coaching. I don't know I have to put it on the front side of the home or I have to [*inaudible*]. So, I don't… because I'm thinking in the first part, I have to put the opt in on my newsletter. Is that great?

YARO: Yes. In your case, I would have some sort of freebie that is like… You got to think what your specialty is here and you might be Latin America small business website success coach or something like that.

WAN: Yes.

YARO: But, if you have a freebie that was like, "The seven steps to get your business online in Latin America," and all you have to do is recommend the best hosts, a little report. It could be a ten-page handout where you have a list of people to go to and go through the steps, they need to setup a domain name, the hosting, the website, social media and so on. And then, that could be a freebie and then, you follow up with emails and you offer your free coaching in those emails.

WAN: I'm in that part also. I am making my emails. Well, I am doing your course. I am taking my time. I wanted to do it right. I didn't sell anything yet, but I need to sell, I don't know something because my budget is really tight and well, I'm in that part right now.

I have my [*inaudible*]. Now, I'm getting that right learning from hearing that stuff. Everything you said, it's useful to me and I'm going to do it.

YARO: All right, sounds good Wan.

WAN: Okay, thanks Yaro. Sorry for the camera but I don't know what happened here.

YARO: That's all right. I can hear you. That's what matters.

WAN: Okay, okay well, we'll see you in the next webinar.

YARO: Okay, I'm about to lose my voice here, so Wan I'm going to say goodbye.

WAN: Thank you, bye!

YARO: See you soon.

WAN: Okay.

YARO: Okay guys, I've just taken a throat lozenger. I'm going to bring on Valentina for our last live question, I think, because I am about to cough myself into a fit here.

All right, Valentina, you've been invited on. Let's hope this lozenge gives me another ten minutes here. While waiting for Valentina, I'm just going to blow my nose, excuse me for a second, guys.

Okay, so we're waiting for Valentina to join us. I am going to definitely do the email questions in a separate recording because my voice is struggling a bit here, and I'll send that out, assuming my voice is back to normal, either tomorrow or the day after, or the day after that. Probably middle week, I'll get you guys out a video. I think I'll do a video to answer all the email questions that came through. So, apologies to Kim and Rachel, Valentina. I know I've got an email questions from Valentina, Miranda, Irwin, and Pacita and Vania and Mikhail. I think that's everyone who sent me email questions. I will answer that in a separate video for you guys, middle of the week when my voice is back and I will be able to get that out to everyone by email and I think we have another call coming up first week of March, as well.

Okay Valentina, I don't think your technology is working. If you want to raise your hand one more time, we'll give it a go, otherwise, I'm going to wrap it up because I think an hour and a half is about all my voice can take at the moment. I'll just check the chat room.

Okay. Valentina, if you want to raise your hand again. All right, I just invited you one more time, Valentina to speak to me live, and fingers crossed, it's going to work. I'll just check the chat room. I noticed, no problems through there so good, thank you Tasha. Yes, hang in here. Kysa, I don't know if I have your question, Kysa. You might have maybe sent it last minute? I am not sure.

I have to double check, Kysa. I don't see your question listed in my email questions but I'll check my email. Meanwhile, we're waiting for Valentina. This lozenge is helping which is good.

Valentina, I think you might be having hiccups at your end. Do you just want to tell me in the chat room Valentina what's going on?

Yes, Valentina, one of the things that often fixes this issue is switching to a different browser. Some people have a problem with Chrome, I think, and they switch to Firefox or Safari and that fixes it. So, you might want to just try that if you have a chance. I'll give you a few minutes.

But yes, Valentina, I also have your email question.

You know Valentina, since you're there, I'm going to answer your email question here, right now. At least my voice is still… I got rid of that little tickle that was in my throat with this lozenge. So, I'm just going to ask your question here since you sent them through earlier.

Here we go…

Valentina, you have two domains with some content but both are definitely a work in progress-- TheEntrepreneursWay.com and entrepreneursuccesstalks.com. Okay, so you published six books, three under your own name and three under a nom de plume… You have a 60-person email list.

Okay great, question one, should I roll the two sites into one? My thoughts are make The Entrepreneur's' Way the site and add tabs for interviews and redirect the success talks website.

This is a difficult one for me to answer without knowing your overall strategy and your overall positioning. Both the phrase Entrepreneur's Way and Success Talks are kind of generic, sounds to me like generic business or generic personal development domain names. There's nothing specific

coming at me with either of them, so I can't really say, this doesn't say, "Howtogrowyouremaillist.com or howtolose10poundsintenweeksusing smoothies.com," which would be very specific and I would say, "Well, I know what your strategy is." These are more generic so they are a bit more open ended. So, it's a bit hard to say which one should disappear or should they be combined.

I can tell you, it's generally better to have one domain name so you can get out there with one brand, only one thing to market and so on. So, then in that case, yes, you should definitely consider rolling them into one, and I do like the idea of The Entrepreneur's Way blog with the success talks podcast or interviews or whatever it is you put there.

I'll leave it at that and maybe you can get back to me if we join on the live call. I'll just try again with you since I know you're there.

Okay… Now, your second question...

"Should I (a) ditch the pseudonym and re-publish under my own name, especially the top seller, (b) create and publish another ebook, same topic as current topseller under my own name, (c) fess up in my blog that Valentina Balakova and Alexandra Scott are one and the same, bearing my soul as to why I chose to write with my pseudonym."

Yes, I don't think, I know your work, Valentina. I have been interviewed by you. I don't think, all three of these options, they are not important decisions to be absolutely honest. I think you can leave all of these exactly how it is. If you're going to go out there for the rest of the future and scream that you're Valentina Balakova, and that's what you stand for, and it's part of your personal brand, and you're going to have books and podcasts, and YouTube and you're the name in the face, then from now on, just do that. At the end of the day, going back to an existing book and changing the

name is not going to have a great impact on that book. Doing a new launch campaign for it will, so if you decide to do that, that's a different story. That's new marketing.

Your second option with creating and publishing another ebook same topic as current top seller under my own name, again, I don't see the need to do that. The name aspect is not as important as the strategy decision here. If you're going to say, "All right, I'm about to go out there and get really serious about promoting something, and then, I want it to be about this person's name," it's the promotion part that matters and why you're doing it and what it's going to lead to, what it's going to sell, how's it going to grow your email list?

Those are the questions I'd prefer to see you asking me. You'd be like, "Yaro, which of these things should I do to rapidly grow my email list so I can sell my first product?" Those are the questions that would actually matter. Changing your name is not going to rapidly grow your email list. What's going to change it is if you go out there, you can get a bunch of guest posts written all promoting your book, getting yourself interviewed on a podcast all promoting your book, getting into mainstream press, I know you're from Canada, so getting press coverage in Canada about your new book. That's marketing strategy you could go after, but you have to decide if that's the right marketing strategy for what your goals are right now. That's the important decision.

I don't see, most of these questions, they are not high-level questions. Yes, you want to cement your domain name. Obviously, you want to go out there and be very clear, "I am from TheEntrepreneursWay.com and this is what it stands for and this is what I help people do. This is how I make money from it." Get that clarity about your strategy.

And then, when you're clear about that, get your clarity about your marketing plan, what's your first marketing action you're going to do. That's the discussion I'd love to have with you. I don't think names and rolling these into different domain names, not as big a decision. It's the more big strategic marketing questions.

So, I'd seriously think about, let's have a discussion about those things and go back to the first question, who do you help? What do you help them do? What's their problem? What's your unique solution to that problem? How are you going to reach them? What are you going to sell to them and map out a strategy along those lines.

I don't want you to get caught up in your old books, your old names, your old websites. It's all about big things for big growth in the future. That's what really, really matters.

Okay, Valentina, I hope you heard that, and I hope everyone else heard that. I'm going to switch away from the text questions and since I am not seeing any more hands raised and I am not seeing anything from you, Valentina, I'm going to assume we didn't get through with the live part of that.

Kysa, I will look for your email and make sure it gets added to the list of email questions. Valentina, thank you. I feel that I created an "octobopus" [*laughter*]. I don't know what an "octobopus" is. I think you mean an octopus. You mean you've created, you've got a lot of different things happening in your current business and you want to bring it in.

You know what? I just think about what you want to do going forward. Don't worry about the past. Pick your name for today, your domain name for today, and what's your strategy? Who are you targeting? How are you

going to grow your list? What are you going to sell them? Those are the most important things.

Everyone who joined me live, Sam, Nicholas, Wan, Bridget, I think that was all everyone. Thank you for your patience with my voice. I hope everyone was able to get something out of it despite my deeper voice.

Everyone who sent me email questions, my apologies. I have not gotten to them in this call. In fact, we've already gone an hour and forty-five minutes, an hour and a half. So, it's probably best if I saved those for a separate video reply anyway. So, once my voice is back to almost 100%, hopefully, I will do a video, maybe Tuesday, Wednesday, or Thursday. I'll get that out straightaway, and we obviously have the recording for this and then, we'll get the transcript out. I'll put the recording for the email questions in the teleconference section as well so you'll always have that available once it's done, but I won't get that done until later in the week.

Other than that, we have another coaching call coming up, I think it's first or second week of March. It might be… let me double check just so I'm not giving you the wrong information. We have a coaching call coming up on 7th of March is our next scheduled call, so hopefully, you can make that. That's in just about two weeks, a little more than two weeks and we'll hopefully have 100% Yaro, fingers crossed. No food poisoning. No sore throat. Lost voice. I'm not going to any conferences. I'm not doing any travelling between now and then. I'm going to try not to poison myself with food. So, fingers crossed. I will be back to 100% and yes, we'll be able to continue.

I hope everyone is getting results with their business. I realize there is a lot in front of you. My biggest advice is don't forget at some point, you have to switch to marketing. Obviously, you have to build your platform first, get a little bit of content in your website so that people know you're legitimate.

You have a demonstration of your credibility and your expertise but don't get stuck there. You want to make sure you start moving towards marketing yourself as well.

And yes, that's it. So, I'll talk to you on the next coaching call. Look out for an email later in this week with the email replies as well as extra bonus, you could say.

That's it for me. I'm going to go and not talk for a while. Thanks for listening in guys. My name is Yaro and I'll talk to you in the next coaching call. Talk to you soon. Bye.