



MARKETING 
SECRETS
BLACKBOOK





**99 Marketing Secrets
That Will *Change*
Your Business... And
*Change Your Life!***



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What Is The “Blackbook?”

A little over 5 years ago, on the back side of a failed business, I decided to start a new podcast that initially was called “Marketing In Your Car.” Looking back now, that was probably the worst time in my life to start a podcast. I had just fired almost 100 employees, I downsized my office from over 22,000 square feet, to a little over 1,000, and was fighting daily to not fall into bankruptcy, and yet that was the point in my life when I decided to start a marketing podcast ? It made no sense at the time, but I’m SO grateful now that I did it.

On this podcast, over the past 5 years I have documented my journey from the brinks of bankruptcy, to building a software company that will do over \$100,000,000 in sales this year alone! Those who listen get to hear the ups, the downs and everything in between.

A few years ago I decided to rebrand the podcast the “Marketing Secrets” show, as that title fits better with the brand of my two best selling books [“DotCom Secrets”](#) and [“Expert Secrets.”](#)

Earlier this year, I asked one of the great marketers in our community, Julie Stoian if she’d go back and re-listen to over 500+ episodes, comb through it all, find the BEST stories, examples and strategies that she felt had the greatest impact for business owners from the podcast, and put them into this “blackbook.” She spent countless hours listening, then organizing, writing and rewriting to give you this Blackbook. I am so grateful for the time and energy she put in to make this available for you.

I look at this manual almost like the “cliff notes” where you can jump in, read a few “secrets” and then dig deeper on those that intrigue you, by listening to the actual episodes.

I hope that this Blackbook inspires you to create amazing companies and change people’s lives. I hope that it will get you to binge listen to all past episodes of the podcast, and I hope that will keep you entertained

while you are waiting for the next episode of the Marketing Secrets podcast to go live.

Thanks again for subscribing and don't forget... you're just one funnel away.

Russell Brunson

Introduction

Every problem in life can be fixed with good marketing. I don't care what it is. You give me any problem in your business, or your life, and it boils down to this:

You're bad at marketing. That's the issue.

Struggling to find a girlfriend? Have no money? Can't find friends? It all comes back to marketing. It's not enough to dabble in marketing, you must become a student of it. If you come to my office, you'll see books on marketing from floor to ceiling. I've spent my entire life studying this because I know that it makes everything I do in life more successful.

Good marketing will get you great friends, a great spouse, and lots of money. Good marketing will teach you how to put your best foot forward, how to find the angle that keeps people interested, and how to crush any and all objections people have about whatever it is you're selling—products, marriage vows, a raise, vacation, whatever.

To solve any problem in your life, up your marketing game.

This book contains 99 marketing secrets that I've learned in the past 20 years. You can read them all in order or pick up the book and start in the middle. The chapters are super short, so you can read each secret, memorize it, and then go apply it in your life. I've categorized my secrets according to six marketing principles:

- Foundations
- Becoming an Expert
- Offers
- Funnels
- Sales

- Mindset

...but you aren't breaking any rules if you read them out of order.

There's only one rule. You have to promise me that you will apply it as soon as possible.

You'll notice at the bottom of each secret, I mention corresponding episodes of my podcast "Marketing Secrets." This is where you can go if you want to hear more about the secret and go deeper.

You can subscribe to the [podcast here](#):

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Please take a few minutes to rate and review the podcast and let me know what you think of it!

Remember, almost everything in life can be solved with good marketing.



Foundations



Introduction

Most entrepreneurs like to go go go!! Ready, fire, aim, right? That's good. It's what makes us wake up in the morning, get our products out there, and change the world. So a word like foundations is boring. Definitely not sexy.

When you stop to learn something like marketing foundations, you may feel like you're slowing down or taking a step back, but it's crucial to lay a good foundation so you can build a big house. After all, the foundation you need for a \$100 million-dollar business is gonna be a beast compared to a foundation that will support a \$1 million-dollar business.

A solid foundation multiplies and maximizes your efforts. It means that when you're ready to go out there and sell, everything you do will be stronger, faster, and more profitable...even if you don't exert more effort.

Good foundations build and sustain businesses during all the ups and downs, so don't skip the chance to learn and shore up your business foundation.

Secret 1

YOUR OPINION DOES NOT MATTER



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Your Opinion Does NOT Matter

Amazing products go undiscovered and companies go broke every single year because of people's opinions.

Your opinion does not matter. People are afraid to push the envelope with their marketing because of all the opinions in the way.

It's too pushy.

My audience won't resonate with that kind of marketing.

It'll turn them off.

And it's not just entrepreneur opinions that bankrupt businesses either. It's entrepreneurs who listen to their customers' opinions.

Customer opinions don't matter either. Not all the time. When you survey your audience on Facebook or with an email and they boldly tell you that your new sales letter or video or marketing campaign is not attractive to them, remember this:

What your audience says and what they do are sometimes entirely different.

You know this, right? You ask people if they will buy XYZ and they all yell YES! But then you release it and...crickets. Or people will tell you they don't like your new funnel, but \$175 per customer later, you take that opinion all the way to the bank!

I once worked with a new startup company called Rippln, and one day they got written up in TechCrunch, a huge tech blog. Many only dream

about having their start up talked about in TechCrunch. So that was exciting...until they realized the article title was “What Not to Do in Your Start-up Promo Video.”

An opinionated writer gave his opinion about the video I had created and why it wasn't working and shouldn't be emulated. Except he was completely wrong. In the first seven days, we had over 150,000 people sign up, and within 6 weeks over 1,500,000! We had the attention of the press and social media, and organic virality.

When I started the split tests for our first DotComSecrets lab newsletter, I had an opinion about every split test we tried. Guess what? I was wrong about 80–90% of the time.

This should encourage you, because it means you don't have to “read the stars” to be successful in business. It means that if you're willing to put your opinions aside, and follow the math, the money, and the data, you too can leverage the marketing secrets in this book. As my friend Brandon Poulin says, “The path is math.” Not opinion.

Watch what people do with their credit cards. Put your opinions aside, and don't be afraid to use the methods that have millions of dollars of evidence to back them up.

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Secret 2

OUTSOURCING MARKETING IS LIKE OUTSOURCING SEX



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Outsourcing Marketing Is Like Outsourcing Sex

Marketing is the sex of business.

It's the most pleasurable, most fun part of running your own business. In marriage, you have sex and the by-product is babies. In business, marketing brings new customers.

Once you have babies, you have to go to soccer games, help with homework, watch painful band concerts and plays, and change so many diapers you can't even see straight. Your kids are amazing and of course you love them, but really... what's the best part of it all? You get to still have sex with your spouse.

Once you have a steady stream of customers, there will be lots to do. And some business owners will think, *Well, I should do this in-house stuff and hire a marketing agency because now I'm too busy with my customers.* And it's such a bad idea.

You are the face of the business, you know it better than anyone, and people came to the business because of you. Outsourcing marketing is not going to go well for you in the long run. Your focus always needs to remain on marketing. On the cool and awesome ways to "make" new customers every day. (And to think, you don't ever have to feed or bathe them!)

Every entrepreneur in our Inner Circle is a business owner OBSESSED with the marketing. And they all have one thing in common: they are crazy successful! If you're not obsessed yet, that's okay. Keep reading. Keep learning and focus your energy on the lovemaking in business, and you'll become obsessed too.

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Secret 3

THE CHICKEN AND THE EGG OF MARKETING



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The Chicken And The Egg of Marketing

If you're reading this book from start to finish, you might think I'm beating a dead horse because this chapter is eerily similar to the previous one, but it's that way for a reason.

If I can't get you to see that marketing is the lifeblood of your business—of every business—then you will waste a lot of time and money throughout your entrepreneurial journey. In fact, your journey will likely end because your business won't survive.

The other night, I went to wrestling practice with my boys and ran into a dad who is in real estate. We got to talking, and he admitted he'd seen the ClickFunnels ads on Facebook but hadn't taken the plunge yet with sales funnels for his business.

When I told him that one of the biggest agents in our area was using ClickFunnels, he replied with the classic chicken/egg marketing comment: "Well, yeah, he's selling a thousand houses a year, so he can afford to do all that online marketing."

The truth is, they are selling a thousand houses a year BECAUSE they are doing that "online marketing" stuff. It's not really a chicken and egg scenario at all. Yes, you have to spend money to get the machine going. And it's nerve-racking to spend money on marketing at first, but if you 1,000% believe that marketing and selling is the LIFELOOD of your business, you'll see that you have no other choice.

This is step one in entrepreneurship. Learn about marketing and the art of selling. There is nothing else you need to do.

This is a classic example of how someone starts a business. A guy works at a cake factory and says, "My boss is a moron. I could make cakes better than him!" So he quits his job and opens up a shop. But since he hasn't fallen in love with marketing, he thinks that his skill of making awesome cakes is

the thing that will keep him in business. From the get-go, he sees his business as the act of making cakes rather than SELLING them.

In 2008 when the economy crashed, a whole slew of companies decided to lower costs by cutting their sales and marketing budget. It's like cutting off oxygen to your brain. What they should have done instead is triple down on marketing and advertising.

The businesses that allow their marketing departments to become the kings and rulers win. Imagine your marketing department were a person—make her the CEO. Give him the freedom to come in and boss everyone and everything around because it is the source of your success.

You are not in the business of the thing. You are in the business of selling that thing.

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Secret 4

THE DOCTOR WITH THE APPLE WAS RIGHT



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The Doctor With The Apple Was Right

Whoever said “An apple a day keeps the doctor away” was really smart, because it works in business the same way it does with our bodies.

You guys know I’m OBSESSED with marketing. I love to learn every new trick, hack, and strategy out there. I wrote a book called 108 Proven Split Test Winners because I love trying new things all the time. And then my greatest passion is sharing it with all of you!

As fun as the tactics are, most of you should still stick to basics, especially when you’re just starting out. I see so many people who spend all this time creating a complicated sales process—way more complicated than even I would create—and then they get mad and discouraged and hyperfocused on all these little details.

And with a complicated funnel, there are like 8,000 variables to check, and it’s just so confusing and unnecessary.

I know, I know—you’re asking, “So what is the APPLE in marketing?”

I’ll tell you. It’s the webinar.

Call it a masterclass, webclass, online workshop, video training, livestream—I don’t care. It’s YOU on camera, speaking to your audience, once a week. Every business owner getting started should commit to one webinar a week, live. Something amazing will happen when you do this. (Well, lots of things.)

- You’ll get really good at selling.
- You’ll dedicate time every week to SELL.
- You’ll be spending a good portion of your week, every week, finding traffic.

- You'll tweak and perfect your webinar because each new audience will show you something different.

Each Sunday, start pushing hard for registrations. Do that until Thursday. Then on Thursday, you sell. That's it. Everyone is focused on the webinar and what happens right afterward.

Then Friday through Sunday, everyone is checking out the replay. You're sending out emails, pushing the special offer. And on Sunday, the offer ends, and you reset the process and start again.

Back to basics. A webinar a week. It should be on everyone's calendar right now. No excuses.

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Secret 5

WHAT YOU MEASURE GROWS



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What You Measure Grows

Create a scorecard for your business so you can measure your growth.

If you guys are like me, numbers and accountants probably stress you out. Because of this, we'd rather bury our heads in the sand than look at the numbers right? Well, this must stop if you want to grow.

Go out and get a big whiteboard or piece of poster board (like you used for science projects). You're going to create a scorecard that you can see every day.

Pick the numbers you want to measure. You don't have to be technical or fancy. Literally just things like revenue, leads, or new sales. Pick the metrics you want to see and make as many columns as you have categories.

Each Monday or Friday, write down the number. Then try to beat that number each week. Maybe you only focus on one column at a time. At the end of the month, add it all up and keep that number in the last column. Then you'll be able to track month to month as well.

Something funny happens when you focus 100% in one direction. You will try to beat your own best goals. Athletes do this all the time. They are always working to beat their best times. It's the same in business. Focus on your metrics so you can beat yourself each month.

Whatever you focus on grows.

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Secret 6

STOP WASTING TIME ON B-LEVEL OPPORTUNITIES



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Stop Wasting Time On B-Level Opportunities

Do your skills and opportunity match? If not, no matter how amazing your skills, you'll never see the crazy money and success that the big companies do.

Have you ever moved into an opportunity that doesn't match your skill set? This is something I did a lot. From potato guns to supplements, I had A-level skills but I applied them to a lot of B-level opportunities. Until we started our software company, [ClickFunnels](#), there was a ceiling to each of these endeavors that no advanced strategy or skill could overcome.

Look at the opportunities in everything—not just business, but your relationship opportunities and your spiritual opportunities. Are you at an A-level opportunity in all areas of your life? If not, then change it. *Why? Because it takes the exact same amount of effort as the B-level opportunities.* That's what's interesting.

Whether you have a small Toyota Corolla or a big Toyota 4Runner, they are both going to take the same amount of effort to drive, but one is going to carry a lot more people and stuff than the other!

My friend Bill had a buddy who was in an A-level business opportunity and sold his company for \$100 million. He didn't work as hard as Bill or me, but the opportunity allowed for that kind of growth. Most of us just go out there, and whatever we stumble upon, that's what we start running with.

I met a surgeon once who just couldn't understand how I was making so much money. He said, "I don't understand what you do. I went to school forever, I cut people open, I operate on them, and do all these things, but you're obviously making way more money. I just don't understand it."

We got into this debate and he's like, "How are you that much smarter than me?"

Of course my response was, "Are you kidding me? You think I'm smarter

than you? Dude, you're a freaking doctor. You cut people open. You're dissecting arteries and gluing them together and saving lives every day. You are way smarter than I've ever dreamt of being. It's not even a contest. Put two of us in a room, ask anybody. You're way smarter than me. The only difference is the vehicle that I chose to apply my knowledge in has the ability to make more money. That's it."

I'm giving you permission right now to consciously choose the opportunities in your life—from relationships to business to personal life to spiritual life, whatever it is. Consciously make the choice. I'm giving you permission to make those changes because I know that a lot of times, we need that. You have my permission.

Look for your A-level opportunities and seize them.

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Secret 7

BECOME A BUYER TO BECOME A SELLER



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Become A Buyer To Become A Seller

If you're ready to launch a high-ticket program, look at your own spending habits first.

I paid \$100k to be a part of a mastermind, and one of the reasons I did it was to feel what it's like to invest in myself at that level, so I can ask others to invest in me at that level too.

A couple joined my Inner Circle a while back, Justin and Tara Williams. They had a \$2000 product and I think at the very first meeting, we all said to them, "You should launch a \$25,000 high-ticket program." They were nervous at first and thought No one will pay that. Until I reminded them, "But you just paid me that for my program."

How often do we look at our customers and clients with our own money lens and assume they will not pay for our advice? In the case of Justin and Tara, they were so used to their zone of genius, it took someone from the outside to show them that yes, what they knew was worth that much. They had congruency in themselves because they were willing to invest in themselves—they just needed permission. They went out and sold 18 spots at \$25,000 each.

I had a friend once that was using one of those pirating websites, and he was downloading everybody's products and courses and going through them. And he told me that for five or six years he never made money online, despite the fact he had every course known to man.

Then one day he woke up and realized if he wasn't willing to pay money for other experts' courses and advice, that incongruence would prevent him from becoming successful. He canceled his memberships and deleted his accounts and started buying programs and access to mentors. And nearly instantly, things turned around.

If you're asking people to buy your stuff but you yourself don't buy things, there's incongruence there. You need to first be able to invest in

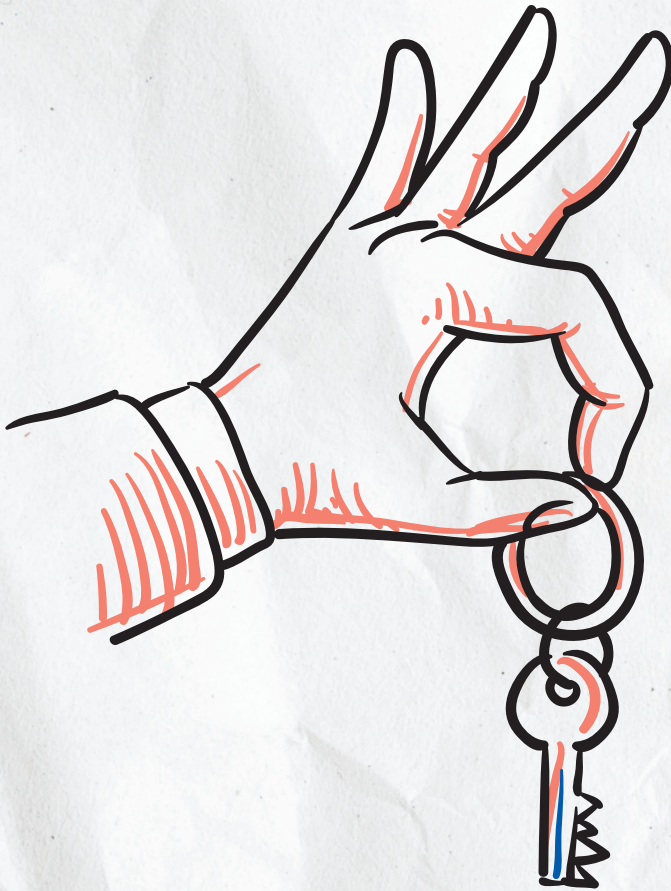
yourself, then see your expertise for what it is, and launch that program.

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Secret 8

WHAT TO DO BEFORE YOU CREATE



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What To Do BEFORE You Create

Stop creating products first. Create the marketing vehicle instead.

If you create the product first, then when you have to write the sales letter, you'll come up against a wall. *Oh, my product doesn't do this. It doesn't do that.*

Your sales letter will stink because you'll work hard to create this amazing copy but then your product will always be a disappointment. There will be rocks in your path everywhere you look.

Instead, write the sales letter first. Come up with the best offer, the most insane bonuses, and the craziest claims you can think of.

Write with abandon—the only limit is your imagination. Create the best marketing vehicle for your imaginary product, and when you're finished, you'll have an incredible sales letter.

Your next job is to make the product live up to the sales letter. We did this with ClickFunnels. I was selling and my partners were developing. Of course the first version wasn't as good as what we have now, but it got better. We were striving to sell a product that fulfilled all the amazing features listed on the sales page.

This continual progression was actually *EASIER* to do and happened *FASTER* because we had cash in the bank from selling ClickFunnels. We could move and work and develop faster with the cash flow from people buying.

Some people feel like this is misleading or scammy, but it's not. Think about how colleges fill their classrooms. People sometimes pay for their courses six months in advance, before they attend the classes live with the instructor. There is nothing weird about pre-selling a course or product and then delivering the product live and in real time.

It might feel backward, but it's one way to guarantee a successful sales

letter and product every time. Write the letter first, develop the product second.

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Secret 9

THE PROLIFIC ZONE



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The Prolific Zone

There are three zones: the crazy zone, the sane zone, and the prolific zone. Only one of the zones makes money. Guess which one?

In school, you learned about nutrition. The food pyramid or plate or whatever they have now, and the food groups and calories, etc. It's really boring. It's really common. We call this the *sane zone*. Everyone knows it, and it's really hard to pretend or sell any kind of information product that teaches what everyone already knows.

The *crazy zone* is on the opposite end. These are the wacko ideas that you see with clickbait images at the bottom of blog posts. The crazy zone for nutrition and weight loss might be things like surgery, liposuction, or getting all your nutrients from the sun. (Like I said...crazy.) You'll get a few buyers here, but most of the mainstream public will never buy in.

In the middle of these two extremes is the *prolific zone*. Putting butter in your coffee to lose weight, that's the prolific zone. It's not mainstream where no one's going to give you money, but it's not crazy where people are going to think you're insane.

The sweet spot is in between the two extremes. That's where your business has to live. I have friends who are amazing at helping people lose weight, but they are so mainstream that it's hard for them to get a message out because it's the same as everybody else's.

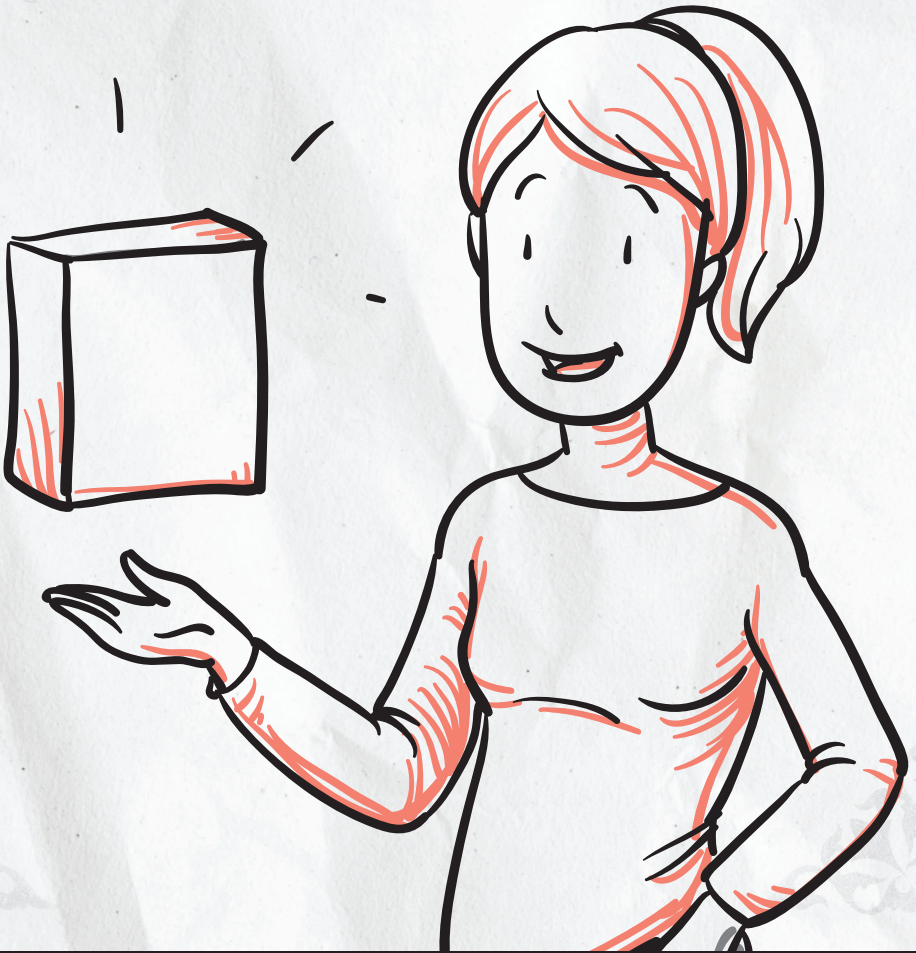
If you want your message to grow and expand and be shared and go viral, it's gotta fall in the prolific zone.

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Secret 10

ARE YOU PROUD OF IT?



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Are You Proud Of It?

There will be times in business when you're not sure if you're "done." If your product or service is perfect or good enough for the market. My dad taught me an important lesson about knowing when to put something out there.

My parents were really good at giving us chores and making sure that we worked and were producers inside of our family. One Saturday, as they were giving out the chores to everyone, my chore was to wash his car.

So I washed the outside and I washed the inside. I sprayed the windows quickly and did a few other things. Then I came inside and said, "Okay, Dad, I'm done. Do you want to come look at it?"

I'll never forget what he said. "Russell, are you proud of it? If you're proud of it, you're done." Of course I knew I had cut corners a bit because I wanted to be done with chores and go goof off with my friends. Maybe it was a bit of a guilt trip from him, but it worked.

I went back outside to review my work and realized I wasn't proud of it. I'd gone halfway. So I continued to clean the car more thoroughly and then went back in to ask him again. The next time he asked if I was proud of it, I was able to answer yes.

He said, "Good. Then you're done."

To which I replied, "Do you want to come see it?"

And he said, "No. If you're proud of it, then it must be good enough."

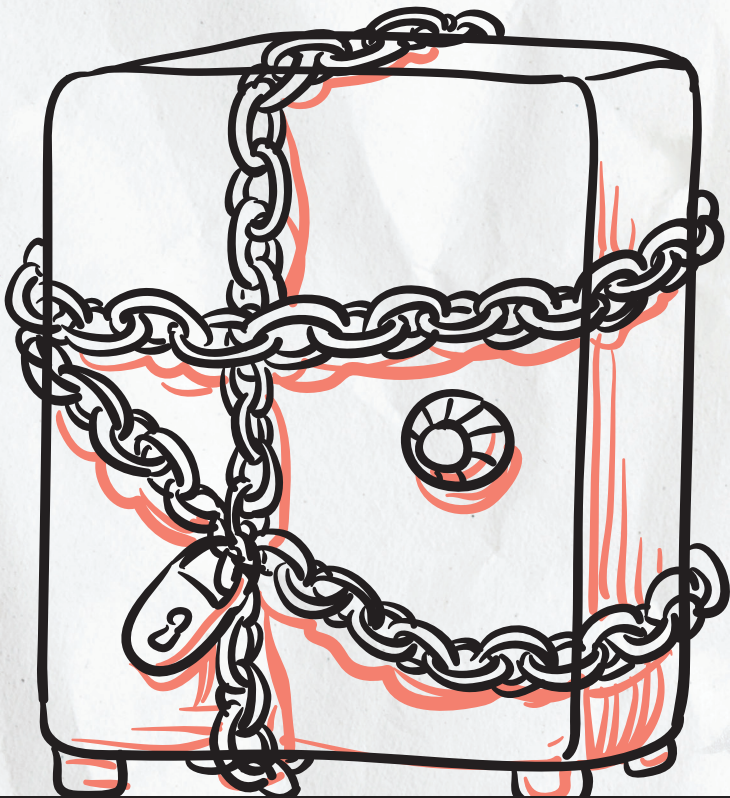
In marketing, you'll be tempted to cut corners. A lot of people will sell you get-rich-quick schemes and promises of shortcuts. Be proud of your work always, and you'll always have a way to tell when your product or service is ready for the market. That confidence and pride will make you 1,000 times more effective at sales.

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Secret 11

BECOME RIP-OFF PROOF



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Become Rip-Off Proof

Cater to buyers, not to stealers.

People may copy your stuff, but they can't copy your fire. When we first launched ClickFunnels, I was afraid. I remember saying to my partner Todd, "I'm nervous about our competitors. What if they steal our code?" Unbeknownst to me, most of the code we were using was going right back to the developer community or was already open source!

That's when I remembered something Garrett White said on a podcast. "They can't copy your fire, your message, your community, or your work ethic."

Many pieces that go into growing an empire are intangible. Knowledge and information is everywhere. In fact, I think there's probably not *ANYTHING* someone couldn't Google or YouTube and figure out for themselves. So if you think you have a corner on the market of knowledge or information, you're always going to be afraid.

Focus on the parts of your business that are copy-proof. Growing your team, your work ethic, your character, message, and vibe. People who are going to rip you off are going to do it anyway, and you'll waste so much time and energy chasing those ghosts.

Instead, build products and services for your buyers. Thieves are not the people you want to work with anyway. The customers you want are the people who are going to pay for your time and information because they know it's worth it.

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Secret 12

THE MANIFESTO



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The Manifesto

People are afraid to move forward because the future is unknown. Create a manifesto that outlines your cause and shows your vision of the future so they are compelled to act.

In the movie *Jerry Maguire*, Tom Cruise sits down and writes out a manifesto of what he thinks his team should be, and he hands it out to each player. That's the turning point. Everyone is either with him or against him, and most people are against him...except Renée Zellweger. That document stirred people to action—to move away or toward his cause.

Every business needs a manifesto. A document that outlines what they believe, who they are, and who they are not. It's the proverbial line in the sand that will repel people who aren't your market and attract the ones who are.

Sit down and write yours. Pretend you are Jerry and you're fed up with your industry. Announce to the world who you are, what you stand for, and why your movement is better than your enemy's.

There's a detailed manifesto script in my book [Expert Secrets](#), so pick up a copy or study it more at ExpertSecrets.com.

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Secret 13

SELLING IS THE ONLY THING THAT MATTERS



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Selling Is The ONLY Thing That Matters

Michael Masterson wrote a book called *Ready, Fire, Aim* and in it he says, “The only thing that matters, if you want to go from zero to a million dollars, is sales. Sales are the only thing that matters.”

Most people starting in business focus on getting their website perfect, setting up the office, hiring staff, branding, designing logos, etc. It’s all just a blip on the screen compared to selling. Everything you focus on and do must converge on the bullseye that is *THE SALE*.

When you start selling, you’re going to see what works and what doesn’t. It’s by far the best way to start growing.

Selling online happens in lots of ways. Sales pages, webinars, telesummits, networking, joint ventures, or video sales letters. Focus on what you must do to get your selling mechanism right, and then do it. Perfect one and then add another if you need to.

I recommend that start-ups spend one solid day a week just selling. Do a livestream, a hangout, a webinar. And make sure everyone on your staff and in the office is focused on the one task of making sales. If you feel like your company is having a bad month, stop doing all the tasks that drain you of your ability to sell. Stay in the selling zone until you reach \$1 million in sales.

Everyone in your company should know that their first priority, regardless of their job description, is *TO SELL*.

That’s all there is to it. It’s simple. Focus on selling. Spend all your time on it. Selling is all that matters until you get to \$1 million.

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Secret 14

WHY PROMOTING OFTEN IS SO IMPORTANT



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Why Promoting OFTEN Is So Important

Don't assume everyone in your network and on your list has heard your pitch. You'd be amazed how many people will come out of the woodwork if you make a point to promote often and regularly.

After a year and a half of talking incessantly about ClickFunnels and promoting it in every possible way, our team decided to do one last live webinar before changing the offer and the price. I thought for sure we'd only get a couple of hundred people to show up. After all, I had been talking about ClickFunnels constantly and assumed everyone was signed up.

Imagine my surprise when we had over 7,500 register for the webinar and did almost three quarters of a million dollars in sales! The same offer we had been promoting for two and a half years blew up. Why? Because we decided to make an event out of it.

Webinars are powerful selling tools. Live webinars even more so. I recommend you do your webinar LIVE for at least a year before you automate it. And even when you decide to do that, make sure you still do live virtual events. Nothing sells better than real people creating buzz about a live event.

I remember hearing Daegan Smith talk about how often he emails his list. (It's a lot, like nine times a day. I've never done that!). He's in the relationship niche.

He said, "Russell, you gotta understand. My men, they are on my list for entertainment purposes only. Most of them have girlfriends and they want to learn stuff, but they aren't in pain. It's not until somebody breaks their heart that they need my products. When their girlfriend breaks up with them, that's when what I sell actually matters. I have to make sure the second that happens, I'm at the top of their inbox. If it happens at noon and someone else is at the top of their inbox, they're buying that

guy's stuff. I email consistently so whenever the breakup happens, whenever the heartbreak, whenever that pain happens, that's when you want to be at the top of mind."

You never know when you're audience will be in pain and be ready for what you offer, so promote often and consistently.

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Secret 15

EXPECT TO CYCLE TWICE



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Expect To Cycle Twice

When you have your first big business win, you think you're invincible. You drink your own Kool-Aid and you believe it.

One time, I hung out with this great marketer Robert Hirsch, and he said to me, "I refuse to work with entrepreneurs who think they're cooler than they are."

He went on to explain the concept of cycling. So many things in business are outside of our control. When we hit it big the first time, the danger is we're too arrogant about our own awesomeness. We don't see all those other factors that contributed to our success.

It isn't till you hit rock bottom, rebuild yourself, and maybe even hit rock bottom again that you receive the gift of humility. The kind of humility that allows you to hold the kind of success most of us only dream of. It's called cycling, and it's no fun.

Never think that you're too big to talk to someone. Never think that people should acknowledge you or know who you are. If you haven't cycled yet, you're going to. If you're dumb like me, you'll cycle twice. I've learned to be humble enough to accept it when it comes, and to dust myself off, get back up, and make sure I take care of other people around me so that when we go for the next round, the next cycle, the people I love and care about are still there.

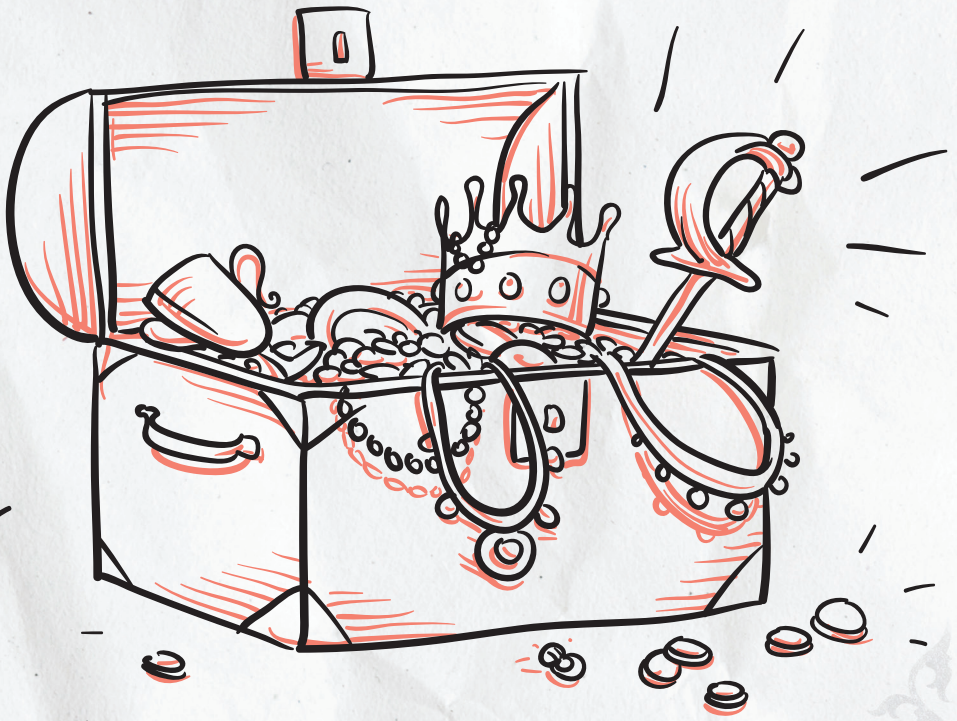
I don't want anyone to cycle of course, because it sucks. There's one way to avoid it, and it's to watch your pride. Pride almost guarantees the cycle will happen to you, so do whatever you have to do to remain humble and teachable.

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Secret 16

LEAD OR GOLD



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Lead Or Gold

How many projects on your to-do list have you not launched yet because things get in the way?

When I was wrestling, I would regularly have to lose seven pounds within a few hours. Crazy, right? A lot of you are asking, “How do you lose seven pounds in a day, Russell?” It’s called cutting weight, and it involves plastic and dehydration. It is possible (though slightly nuts), but one of the key factors of successfully cutting weight includes a deadline. If I did not have a weigh-in at a precise point in time, I would never have lost those seven pounds. But because I did, an hour before the weigh-in, I would suck it up, suck it in, and push through.

If I had not had a deadline for launching ClickFunnels, it would never have gotten done. And it doesn’t matter if your deadline is a week or a month or a year out, because right before the clock strikes midnight, you will be pulling an all-nighter and doing whatever it takes to get it done.

A long time ago, I bought a cassette tape from John Carlton and Gary Halbert. They were talking about the concept of silver or lead and Mexican drug lords. (Hang with me on this analogy.) When the Mexican drug lords wanted to change a law, they did not use the traditional route of going through Congress.

Instead, they would break into the politician’s home, find the decision-maker, and give them a gun and a bag of silver.

You have two options. You need to change this law. You can do it through silver or lead. Either we’ll shoot you and you’ll die, or we will bribe you and you’ll change the law.

When you have those two options—lead or silver—which are you going to choose? You are always going to choose the money, right? It’s a no-brainer, so that is what they did. If you don’t push yourself with lead or gold (I changed it from silver to gold) deadlines, you won’t get it done.

Do what you have to do to turn your soft deadlines to hard ones. Announce it on social media or to your list. Create a big event. Hang massive rewards on the wall and make sure you can see it. Lead or gold. It'll help you cut out all the unnecessary crap that you think you need to do before you launch.

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Secret 17

THE UNDERACHIEVER METHOD



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The Underachiever Method

Underachievers have a secret we can all learn from: don't fall in love with a product or idea; fall in love with a hot market instead.

There's this random waterslide in Idaho. It's on the side of the highway in the middle of nowhere. The guy who built it went bankrupt because he had this great idea for a waterpark, but he failed to realize that there was no nearby town or tourist attractions—not even an easy-access exit off the highway— so no one cared or even knew it was there.

And it's sad, because he was so excited and enthusiastic about his great idea, but there was no market.

I see this over and over. One guy paid me \$10k to come to a seminar. I tried to talk him out of it, but he was convinced that his idea for a Boy Scout leader product would be amazing. Poor guy. I felt bad. He kept saying, "There's a market no one is tapping into yet..." If you can say that about your idea, be afraid.

Competition is evident that there IS a market. You don't want to bring a product to the market that no one else has.

So what's the Underachiever's Method? It's simple.

#1: Find a hot market.

#2: Ask them what they want.

#3: Give it to them.

Don't let your desire to be one-of-a-kind, unique, or innovative blind you to the fact that there needs to be a hot market if you want to stand a chance of making it on the internet. And there's a super awesome, fail-proof secret to the Underachiever's Method.

If you attach yourself to the market instead of to the product, you won't care if your first idea isn't a home run. Since you're attached to the

market, you'll continue to get to know them, and eventually you'll create a product they are ready to buy!

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Secret 18

PROTECT YOUR SHELF SPACE



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Protect Your Shelf Space

What is that new business idea or shiny object costing you in terms of focus?

A store like Walmart only has a certain number of shelves. Every single item placed on their shelves is sharply judged based on performance. If a product doesn't do well, it's removed from the shelf to make room for a better option. They are protective of their shelf space.

But online, it's harder to see this principle in action. Our products are digital. Our shelf space is between our ears, in our minds. There came a point in my company when I realized how having our hands in all these business ventures was limiting our ability to grow ClickFunnels. I had to protect my shelf space and let go of a lot of projects to keep it clear for ClickFunnels.

The hard part for us entrepreneurs is we have so many good ideas, it's hard to see them as unworthy. They aren't bad at all! But in a sea of ideas, the merely good ideas become true enemies of the great. We have to be ruthless with our mental shelf space and remember that whatever we focus on, that's what will grow.

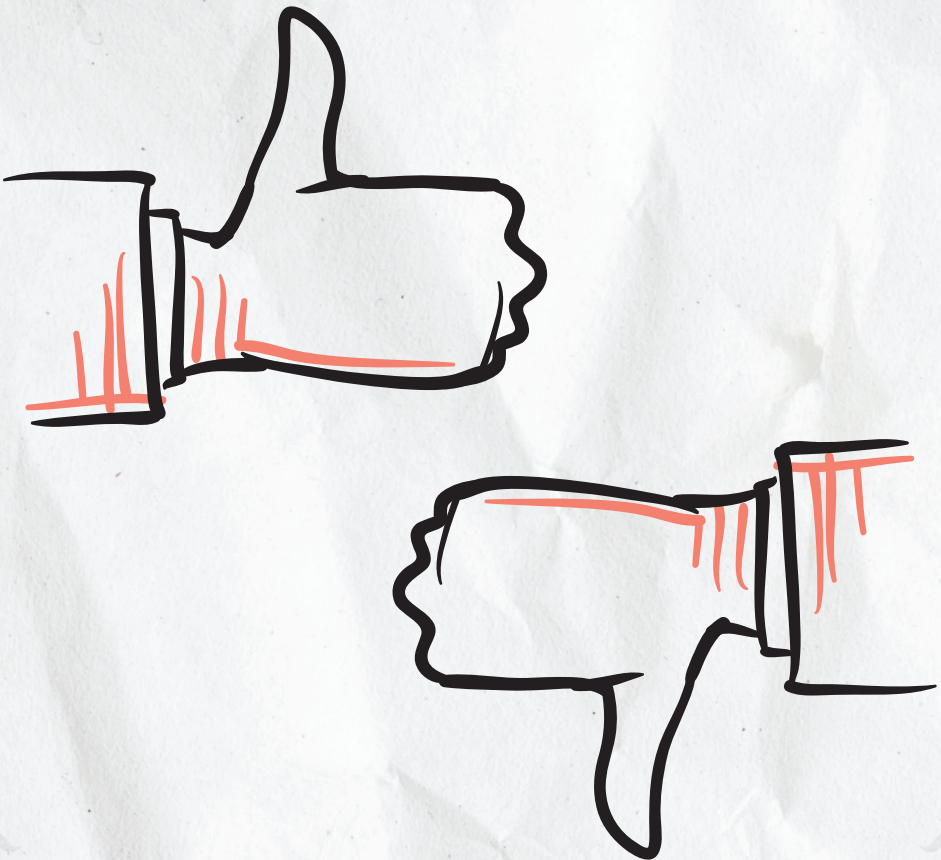
Take inventory in your store, and clear away anything that isn't a top performer.

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Secret 19

POLARITY



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Polarity

You must stay at the top of your customers' minds, all the time. And since no one talks about bland, boring companies, it's your job to be special and unique.

Polarity is the opposite of neutrality. This concept is difficult for some people because they can't bear to offend anyone. You are in business to make money, not to make everyone happy. Easier said than done, I realize. But you must.

Look at Howard Stern. Love him or hate him, statistics show that the average person who liked his radio show listened for 35–40 minutes at a time, but those who hated it listened for an HOUR. When both audiences were surveyed, the answer was the same: they wanted to hear what he was going to say next.

My mentor Dan Kennedy says, "If you haven't offended someone by noon each day, you're not doing it right."

The interesting fact about polarity is that when you make a group of people dislike you, the people who do love you, start to love you 10 times more! People who are in love with you will spend more money and spend it more often.

Now there's a right and wrong way to do polarity. The right way is to take a stand on an issue, do your thing, and back it up. The wrong way is to create a smear or hate campaign against a competitor just to make noise in the marketplace. Don't go looking for trouble. Just be yourself, and don't be afraid to be exciting, controversial, or quirky!

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Secret 20

THE MARKETING LAW OF SOWING + HARVEST



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The Marketing Law Of Sowing + Harvest

When I started wrestling in high school, I was really bad. Even though I went on to win all kinds of championships, it was not because of raw talent. I started out royally sucking.

I knew I had to find a mentor to get better, so I found a guy who was better than me. I did everything my friend John (name changed) did. We'd go out to the track and run, and he kept slowing down and taking shortcuts. I remember thinking, Huh...maybe if you're good, you can take shortcuts. It must not matter when you're talented. I followed Adam and did everything he did.

Guess what happened when I went to a tournament? I saw Adam get thrown around like a little girl. I had picked the wrong mentor. I couldn't expect to do what Adam did and get a different outcome.

This is the law of sowing and harvest. Some principles in this world just work. It doesn't matter what industry you're in, the principle still applies and holds true 100% of the time. So the secret is to find someone who has the outcome you want, and to follow them and sow into your life the same things they sowed into theirs.

The next mentor I picked was Matt Wood. He was a three-time state champ from my high school. I realized he had a harvest that I wanted: state champion. So I looked at what he had gone through to get that. I examined his work ethic, I watched his workouts and his moves. And I followed him. Within two and a half years of making that decision, I actually became a state champion. It was all about finding someone who already had what I wanted and modeling them.

Go find a business with an outcome you want. Watch and model carefully what they've done to become successful. You will have to sow the same seeds in your business. It may take 1 year, 2 years, or 10 years, but

the law of sowing and harvest will always work.
Eventually, you will reap what you've sown!

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Become an Expert



Introduction

Business is becoming less transactional and more transformational. It's about gathering people and customers together, creating community, and figuring out how to serve them at the highest level possible. Part of the success of ClickFunnels is directly related to positioning myself as a marketing expert. I give, I teach, I inspire—and this creates a culture that produces loyal fans rather than apathetic customers.

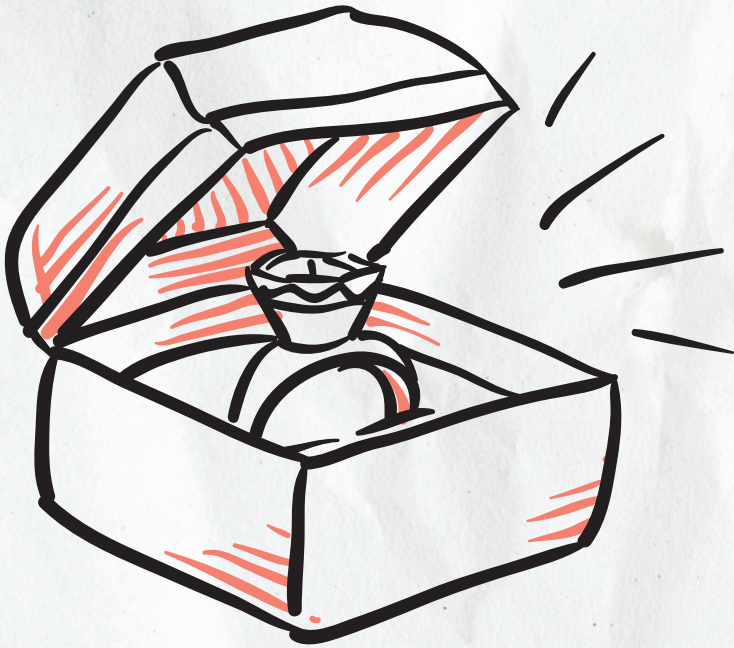
There are multibillion dollar brands that create culture through Attractive Characters. Think about Oprah. She's a perfect example of an empire driven by herself as the expert, the guru, the Attractive Character. Ellen DeGeneres. Martha Stewart. Duck Dynasty. Magnolia Farms. At the top of these organizations is an expert (or several experts).

I wrote an entire book on the concept of becoming an expert. It's called *Expert Secrets*, and we've sold over 100,000 copies to date. You should read it.

The next 20 secrets are meant to help you position yourself as an expert in your business, and really doesn't matter what kind of business you're in. Every business can use an expert to draw people in, create customer loyalty, and help them buy from you again and again.

Secret 21

THE POWER OF RARE



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The Power Of Rare

Give too much access to yourself and your products and your followers will get bored.

When I first got into this business, I started speaking as a way to build expertise and credibility. The very first seminar I ever spoke at was amazing, because they introduced me as this rare underground guy who never speaks. The response was incredible. As I spoke more and more, making the rounds at every seminar I could, my rareness started to dwindle...and so did the response.

Supply and demand is an economic principle we all understand. Take the Bitcoin craze. There's a limited supply, so it's driving demand through the roof, right? People are paying thousands of dollars for one coin.

The more rare the item—such as an original replica of a painting or a first edition of a book—the more valuable it is. One night, I was up late scrolling on eBay and found a CD course from Chet Holmes. It was missing two of the four lessons and so I passed on it (but not before putting it on my watchlist).

I came back a bit later and saw that someone else had it on their watchlist. It was one-of-a-kind. Now I was interested. REALLY interested. Even with the high price tag and the missing lessons, I couldn't pass it up. So I bought it.

If you're trying to raise prices on your services, apply the strategy of rareness to create more demand. This could be through waitlists, limited opportunities for calls, or even through hiring a gatekeeper to filter your emails and your leads.

If you're a blogger or an infopreneur, start writing less. Hire guest experts to handle content so when you publish something you wrote yourself, it will be more treasured.

One of my mentors Dan Kennedy talks about positioning yourself as

the guru on the mountain. Not in a weird “I’m perfect” way, but to create distance from your audience so they must pay more the closer they get to you.

People can see where you are, but they can’t get to you directly. They have to buy things to get closer and closer to you. Dan’s company has a \$40 or \$50 a month newsletter, a \$200 a month newsletter, and mastermind groups. The more money you pay, the closer you get to the guru, Dan.

Of course, some take this principle to the extreme and as a result become out of touch with their audience. You don’t want to become irrelevant or unrelatable. It’s always a balance. The best marketers are ones who can hold “conflicting” ideas in their minds and execute both with a balance.

Try making something rare by removing supply and watch disinterested leads become raving customers.

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Secret 22

BECOME A PERSON OF VALUE



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Become A Person Of Value

“Try not to become a person of success but rather try to become a man of value.” — Albert Einstein

During a mastermind meeting one day, my friend John Lee Dumas said something really profound about becoming an expert.

When he first got started in this business, he didn't immediately look for the people making the most money. He looked around and sought out those who'd given him value in his life and business.

This is a direct quote from one of his talks at our mastermind meeting:

I started doing some research on what it meant to be a person of value and that's when I started looking around my world asking who are the people that are adding value into my life? And those people, in 2012, were podcasters. I was like, these people are adding free value to my life and they're amazing!

This led John to down the path to launching his own podcast so that he could create free, valuable, and consistent content. Five years later, he has one of the highest-rated podcasts, an audience of hundreds of thousands, and a multimillion-dollar business.

So what's the secret? It's not that you should start a podcast (although you should). It's that when we see success, we run right for it, instead of looking at the path that gets us the success we want—the path paved with value and expertise.

If you want to become an expert and grow an audience that trusts you and buys from you, make it your top priority to be a person of value in their lives!

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Secret 23

INTRODUCING YOUR ATTRACTIVE CHARACTER



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Introducing Your Attractive Character

People buy from those they aspire to be like.

My wife and I went to a Lindsey Stirling concert one summer. (If you haven't heard of her, just know that she's super cool.) She dances and plays violin and it's a great example of blending two things together to stand out. But she did something at her concert that depicts how powerful the Attractive Character model is to bonding with your audience.

First, she came out and played two or three songs. People were blown away and going crazy. But she needed to take a quick break to do an outfit change. As she ran off stage, a screen popped up with a movie clip and it started with:

I don't think we've officially been introduced yet...

It was a movie showing her life as a baby, child, teenager, and young adult. She showed off her practices, her cute little sayings, and her journey to becoming the rockstar performer she is today. In three minutes, she created a bond with her audience that only made them love her more!

Replicate the same thing online with your offers. Lindsey played two or three songs first. She gave the audience what they wanted and what they came for. You do the same. Maybe they want a free gift or download or whatever your bait may be. Once you've sucked them in, BOOM! That's when you take it up a level by introducing your Attractive Character.

It's a two-step process because you need to first lead with what they want. Use what converts the best, even if it's not exactly the right look or feel with your brand. That's okay. You need to get them in the door. Then you can begin the process of building rapport, and one of the ways to do that is by sharing your Attractive Character story.

This is outlined in the next few secrets and (you guessed it) in-depth in my book *Expert Secrets*.

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Secret 24

THE HERO'S TWO JOURNEYS



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The Hero's Two Journeys

The journey of transformation gives the journey of desire its meaning. To build your Attractive Character for your audience, you must show them the journey you took to get where you are today.

Every good story has three parts: a character, a desire, and conflict. And I have to give credit to Mike Hauge for this stuff, because he taught me everything I know about story.

Take Little Red Riding Hood. She's the Attractive Character. She has a desire: *I want to take my grandma a bag of goodies*. Then the conflict, which is the Big Bad Wolf wants to eat her along the way. Three core components. It's not enough to just highlight your customers' desires in your story. You must have conflict, because that's where the emotion comes from. People buy with their emotions and justify their purchases with logic.

That's the first journey. Little Red Riding Hood wants to bring cookies to Grandma. But as the audience, what do we really want? We want to see transformation. That's the second journey.

This happens internally along the way. Maybe Little Red learns how to face her fears. Maybe she converts the Big Bad Wolf to a Big Good Wolf. We need to see transformation, and that second journey is even more powerful than the first.

When you're introducing your audience to your Attractive Character, become aware of these two journeys. Maybe you did achieve wealth and got your amazing dream home and car. But why is that important? What meaning did you discover and what transformation happened along the way? When they see the meaning behind the goal, they can identify those same desires in themselves, and then they will buy.

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Secret 25

THE FIVE TURNING POINTS OF CONFLICT



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The Five Turning Points Of Conflict

Conflict in the journey is what brings emotion to the story and makes us care about the goal.

In the last two secrets, I've mentioned the Attractive Character. (And there's really so much more to all this, so go pick up a copy of my book [Expert Secrets](#). It will go deep on all this stuff.)

Every Attractive Character goes on a journey, and the conflict in the journey is what brings emotion to the story and makes us care about the goal. So when you're telling your stories, make sure you hit the five turning points of conflict.

1. ***The Opportunity That They Take:*** In my story, it's this idea that I could make money online. I was so excited I decided to sell a DVD on how to make potato guns.
2. ***The Change In Plan:*** Everything was going great in the potato gun business until Google slapped us and we lost all our ranking in search results. This part of the story reveals that whatever initial map you were using for your journey, now there is a different one.
3. ***The Point Of No Return:*** Have you ever seen the movie *The Firm*? The lawyer in that movie has an opportunity to work with the best law practice in the world. He takes it, but realizes these guys are bad news. The FBI has contacted him to help take these guys out. Now he's at a point of no return. He's got to either go with the FBI and take down the guys he thought were a part of his future or go work for the mob.
4. ***The Major Setback:*** This is the little glimmer of hope. In ev-

ery movie, there is a point in the story where you feel like all hope is lost. Nemo's dad is in the belly of the whale. He's lost all hope that he will ever find Nemo again. The more insurmountable the obstacle, the more emotion is attached when you finally find that little glimmer of hope.

5. *The Climax*: This is the final battle, the war, the moment in the story when everything you've been working toward comes to fruition. The character has found the glimmer of hope from the fourth turning point and is ready to reach their goal. Win or lose, everything is on the line. By this point, your audience is so invested in the outcome because there's been emotion and drama the whole way through.

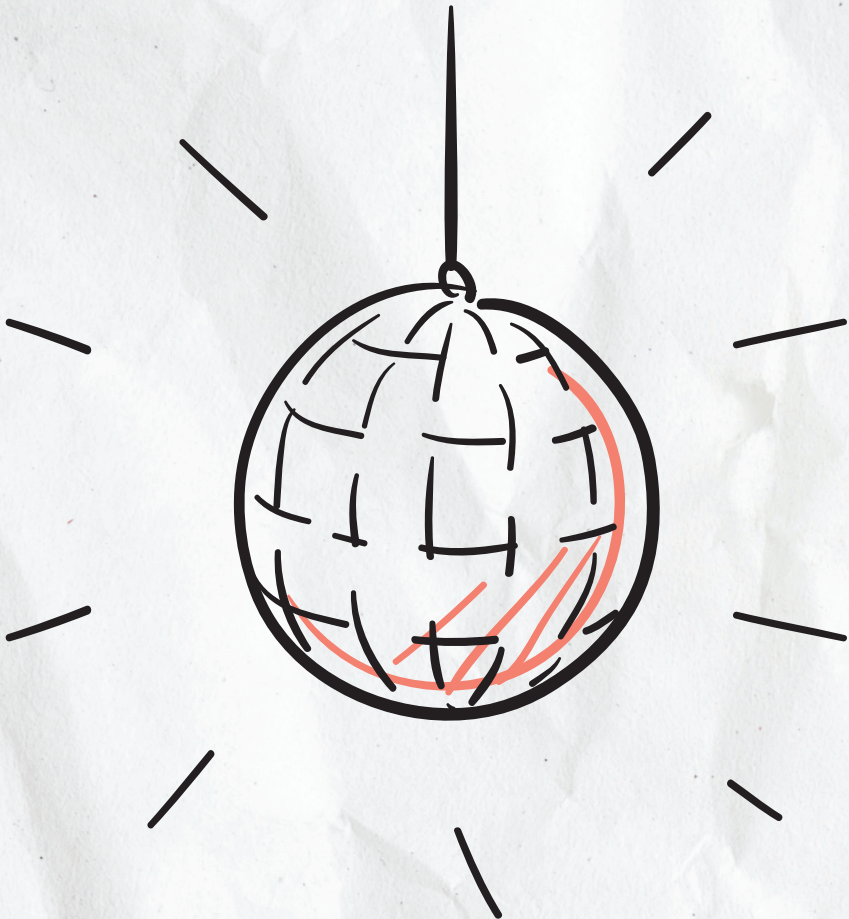
These five points of conflict will deepen your story, create meaning, and build a trust in your Attractive Character that will dramatically extend the lifetime value of every customer you have.

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Secret 26

BUILDING CULT-URE



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Building Cult-ure

Get your community engaged in the process and create an identity your customer can become.

Every good company should have a culture. It should be an environment, a feeling, and a set of core values that your customers can consume, live, and emulate. Think about companies like:

Apple vs. Microsoft

Coke vs. Pepsi

Disney vs. Universal

All the companies on the left have a stronger identity than the companies on the right. Apple people are *CRAZY*. Coke people are *CRAZY*. Disney people are *CRAZY*. They identify with the brand they love, and therefore those companies have a leg up on their competitors.

I remember when we decided to officially change the name of our Facebook group to Funnel Hackers instead of ClickFunnels. We wanted to create an identity that everyone could take ownership of. People don't like really bonding with a company—it's kind of bland—so we switched it to a movement.

You can help create cult-ure with swag too. We've designed water bottles, backpacks, sweatshirts, t-shirts, and laptop stickers. Here's the amazing part. We give most of it away for free! In fact, I think the free t-shirt that people get when they sign up for ClickFunnels is costing us like \$100,000 a month.

Some might think this doesn't make financial sense, but we've had people write in and say they refuse to give up their ClickFunnels account because they love the t-shirt. Your best customers will become raving evangelists when you give them an identity they can wear.

Culture requires a set of agreements. As I mentioned in Secret #11 The Manifesto, writing out a set of agreements for you and your tribe will make all your marketing messages stronger.

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Secret 27

THE CRIME OF DEADLY POSITIONING



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The Crime Of Deadly Positioning

When you position yourself in the market as infallible, you'll stop taking risks in order to avoid looking bad, and this will be the beginning of your end. Staying relevant is so important. You must be at the front of people's minds every day and all the time. The best way to do that is to always be trying something new or cool, and creating an atmosphere where people want to know what you're up to and how it's going.

I met a guru once. He was so afraid to do anything risky that would upset his position in the market. He drank his own Kool-Aid and positioned himself in a way that made it *VERY* difficult to make a mistake.

Think about your Attractive Character. As you become an expert, how are you going to position yourself? For me, I've picked a positioning standpoint that allows me to risk and fail without lowering my status. I created a character that simply tries to share all the risks and the flops but also learn from them.

This is how my "Marketing in Your Car" podcast began. It was an unedited, raw look at the inner workings of Russell Brunson—a human who loves to try new things and learn along the way. There's no sugar coating. In some episodes, it was clear I was depressed and in a funk. In others, I was on a high after a big win. No matter what, I could share the real truth because of my positioning.

This allows me to take big risks, stay relevant, and keep my status intact. Don't enter the marketplace as the infallible guru. It's the fastest way to fall to the bottom and become irrelevant.

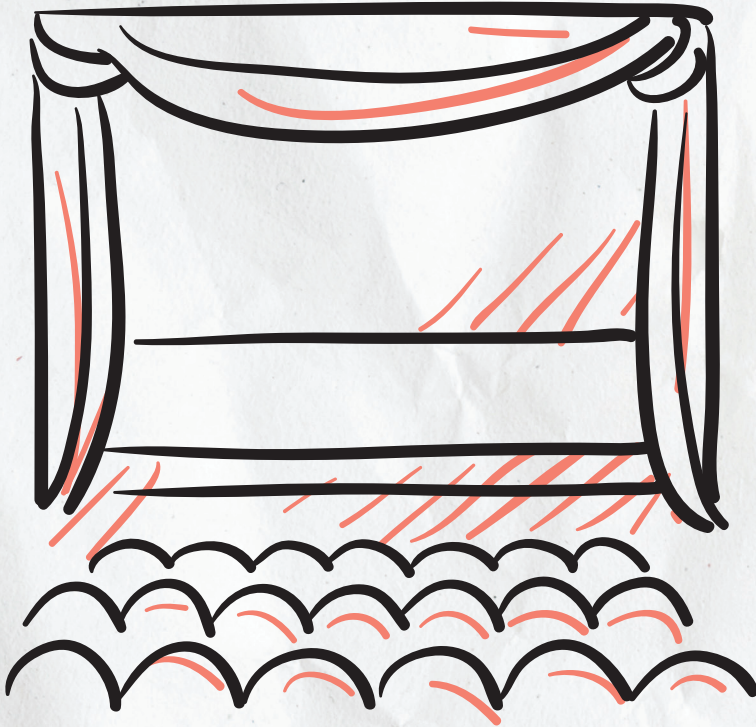
Pick a position that allows you to fail and get back up again.

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Secret 28

HOW TO STAY RELEVANT



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How To Stay Relevant

One minute you're hot, the next minute you're not.

I once spent a lot of time on a video sales letter that featured Justin Bieber. Then his career went to crap and I couldn't use it because it was totally irrelevant. So how do you stay relevant?

I think there are a few things you can do to stay in the minds of your customers. First, you must *ALWAYS* be learning and growing. People who hang onto their one "trendy" idea and refuse to keep up will die with it.

There was a time when membership sites were *REALLY* hot. I made a lot of money with my microcontinuity idea, and then memberships sort of died off. (Ironically, they seem to be back now.) If I had refused to keep learning and growing, I would have lost my relevance.

I think sometimes we get so good at what we do, we get cocky or we stop trying to learn and grow. But as soon as you do that, it's so easy to become irrelevant in any market. Whether you are struggling or doing well, it doesn't matter. You should be studying as much as you can from a lot of people, because you're not above it. If you think you're above it, that's when you're going to lose.

That's when guys like me who are obsessed with this business and with marketing and with becoming better every single day...we're going to eat your lunch.

Second, to stay relevant, you must be prolific. Creating content and delivering value take time, but there are no shortcuts to building a legacy business. Maybe it's a podcast, a book, a YouTube show, a blog. Pick something that can grow and mature over time. Ads and emails are awesome for selling, but they are a blip on the screen. After a day in an inbox or a moment in the newsfeed, it's gone. Create that valuable content that will keep your ideas and products at the front and center of your prospects' minds.

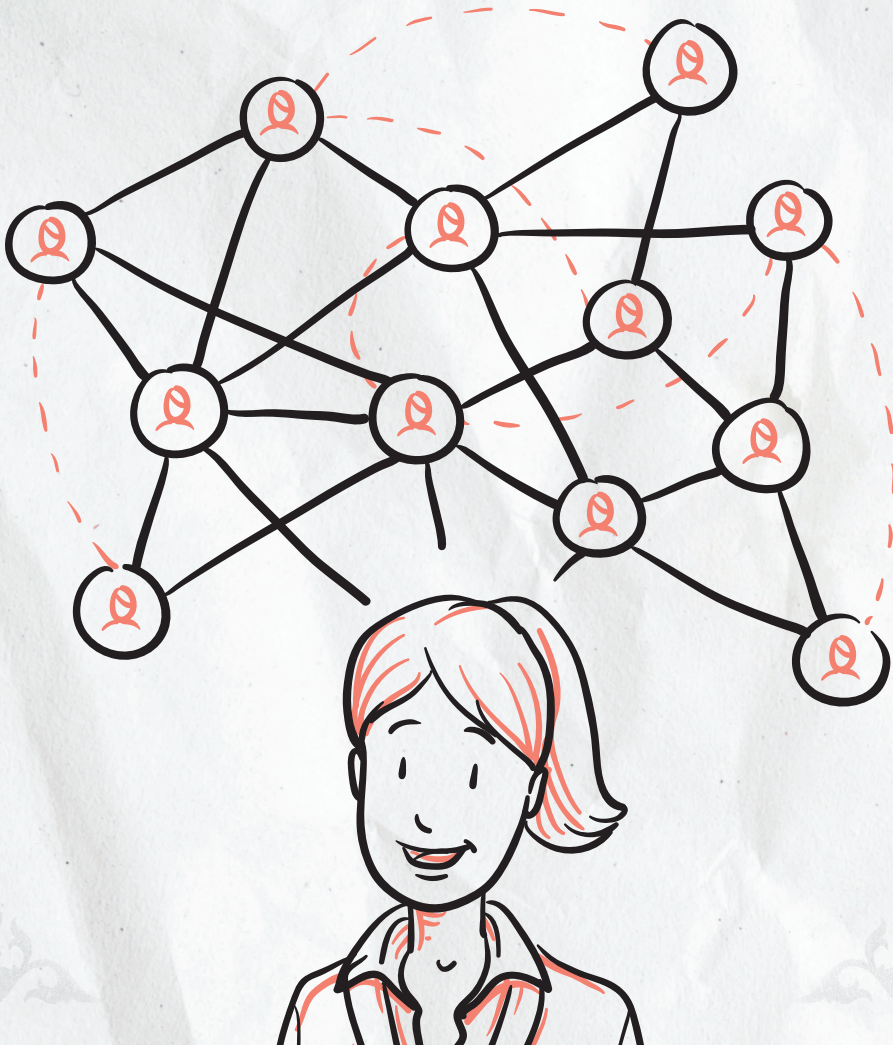
The third thing you can do to stay relevant is to build relationships with people who will extend your message. Platforms will come and go, but relationships will outlast all the trends.

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Secret 29

THE DREAM 100



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The Dream 100

Find 100 people who you can build relationships with, and your company will grow bigger than you ever imagined.

The Dream 100 has done more for ClickFunnels than any other strategy. The idea is simple and based on the concept that people do business with people, not companies. Leverage other Attractive Characters who have built trust and loyalty with their audience.

If you purchased the audio version of DotComSecrets, there's a bonus "lost" chapter that explains the Dream 100 strategy, and how to penetrate those people to get insane amounts of reach. (You can also grab that here and learn more about it.)

Some of you may remember the crazy Expert Secrets book launch where we were trying to sell 50,000 books in 30 days. (Just for reference, a New York Times Best Seller usually does around 10,000.) It was an insane goal, and we knew the only way we could do it was to reach out to our Dream 100 and have them promote the book as well.

What everyone saw was the intense book tour where I did interviews with all these influencers. What you didn't see was all the stuff we had done prior to that point.

We actually sent out three boxes to our Dream 100 prior to the launch. They had cool gifts like Batman lights and figurines, and the first three chapters of the book.

Our goal with these three boxes was to get people excited, and to get our influencers to do a Facebook Live virtual book tour interview with me during the launch. Since we were focused on Facebook as our primary social platform, we went after influencers with huge followings on their Facebook pages.

One of the unique things we did during our virtual book tour is we set up interviews with influencers who had big followings, then logged

into their Facebook ad accounts and put our credit card on file, then paid to drive ads through. So it was their Facebook account, with my money, promoting their affiliate link. That way, all they had to do was an interview—we paid for all the traffic and they still got an affiliate commission!

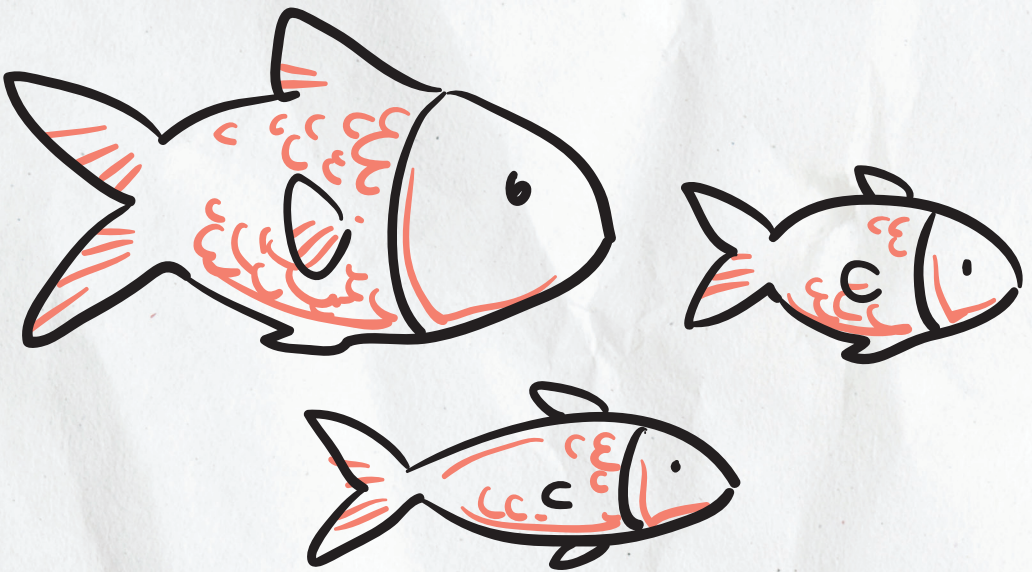
The Dream 100 works for any business and industry. It takes time and money, but it comes back to you again and again. Just one Dream 100 connection can increase your business 10 times overnight.

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Secret 30

ATTRACTING THE RIGHT CUSTOMER



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Attracting The Right Customer

When I stopped attracting opportunity seekers and instead attracted business owners, everything changed.

I talk a lot about bait in marketing—the stuff you throw in the water to attract the fish. At the beginning of my career, the bait I tossed out was more about business opportunity rather than business growth. Things like “Build your first business online” and “How to get started making your first dollar.” We built a big business, but it’s a hard crowd because the opportunity seekers are usually just jumping from idea to idea.

I had to change my bait. When I wrote the 108 Split Tests book, it was for an entirely different market. Opportunity seekers who weren’t business owners wouldn’t care about the book because they didn’t have anything to test. I wanted people already in business who would understand what split testing was. And it worked!

To create the best bait in your business, first think about who your dream client is. Write down everything about them, and then figure out what’s going to be most sexy to them. Cast your net deep rather than wide. You won’t have as many people when you make such specific bait, but those people you catch will be highly qualified. Create the bait and give it away with a free + shipping offer so they pay to be on your list.

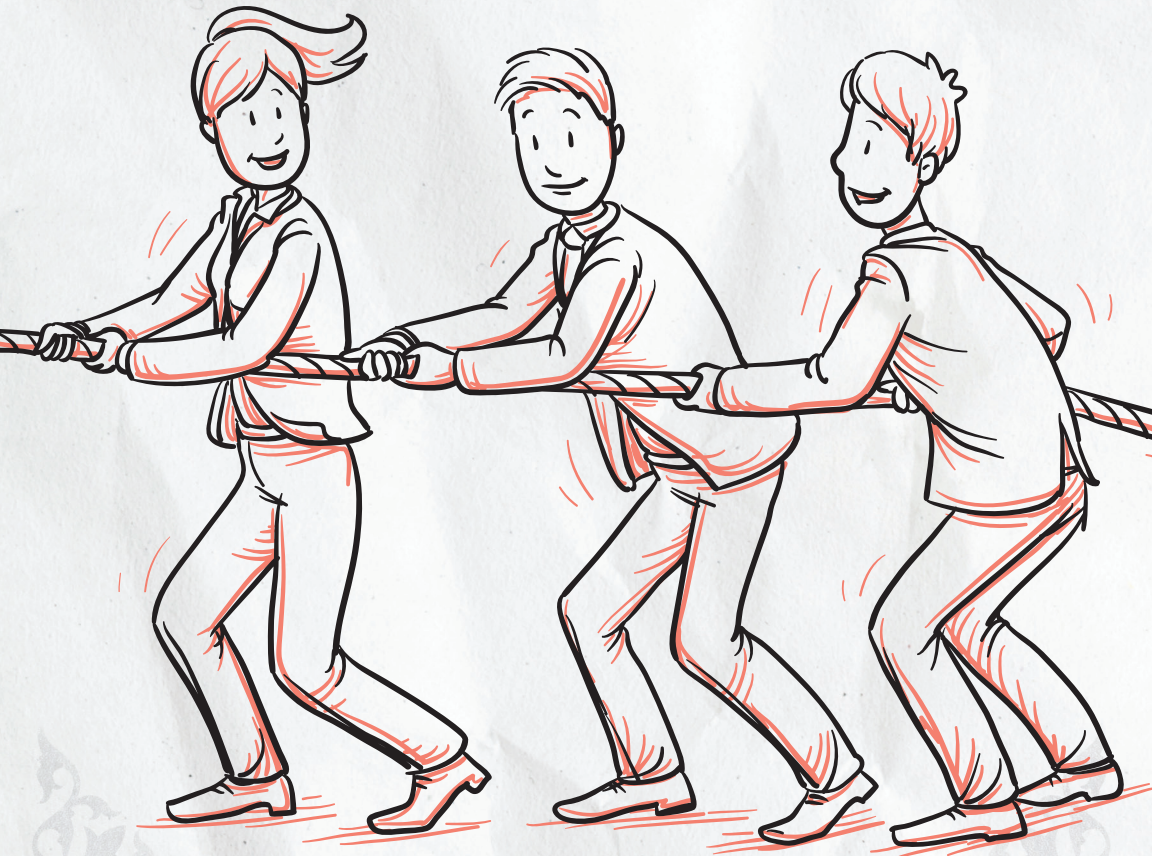
Qualified leads are so much more important than list size or quantity. You’ll notice that we don’t even have any free offers outside of our shipping offers. People must become customers in order to join our list. When you begin to see list building in this light, it becomes clear that your bait must be REALLY good in order to get them to buy their way onto your list.

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Secret 31

A + B PLAYERS



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A + B Players

People wrongly assume that to be an expert they need to be the smartest person in the room. But that's completely backward. Your expertise grows when you surround yourself with smart A players who can make you look good.

Don't find the cheapest help or create a team of B players. You will end up looking bad and paying more.

I know this from experience. I've hired people who are the cheapest, and I've hired the most expensive, and I've hired people in between. When you invest in A players, they are massively more productive than B players.

When you're just starting out, you might try to get B and C players because it's cheaper, but in reality it's way more expensive in the long run. One A player can do the work of 10, 15, or 20 people. It may seem hard to believe, but it's true.

My partner Todd is a good example of this. In the past, we had six full-time programmers in Boise trying to build our shopping cart software. We spent three years and probably \$300–400k working on it, but we never got to a point where anyone could use it. Todd came in and looked at the shopping cart software we were thinking about using, spent the next two days rebuilding it from the ground up...and it worked! As an A player, it took him only two days to do what six B players in three years couldn't.

The best way to find A players is to hire three people to do a small project. Pay for three versions of what you need. Pick the best and give that person the next project. If they do well, give them more. This way, you'll always have A players on your team.

In order to be an expert, you shouldn't surround yourself with people who know less than you. Instead, build a team of experts who know more

and can do things better. It will elevate you and your company much more quickly than a team of B players would.

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Secret 32

DON'T BE AN AMATEUR



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Don't Be An Amateur

Amateurs focus on the front end; experts focus on the back end.

Our carpet cleaner came to my house one day, and I had the most interesting conversation with him about his business. This was the sixth or seventh time he'd come to clean our rugs, so the guy had made some decent money off of us! Since I can talk marketing all day long to anyone anytime, I asked him if he'd run any of those Groupon or Living Social offers.

"Yeah, it was terrible," he said. "Worst thing I ever did."

"Really?" I was shocked. "How do you mean?"

"Well, I did the special offer and ended up getting like, I don't know, 150 customers. But I went and cleaned the houses, and I made no money off of it. It was a complete waste of my time and energy."

It was so interesting because here he was in my house because of a coupon deal my wife had redeemed! Even after I told him this, he didn't get it. That one little deal got him in the door and despite his terrible sales skills, had us calling him again and again and spending thousands. How many other customers did he have like us because of that deal?

I would rather lose \$20, \$30, \$40, \$50 on the front-end sale if it acquires a loyal customer. That person—like my wife and I and the carpet cleaning guy—will often buy from you again and again.

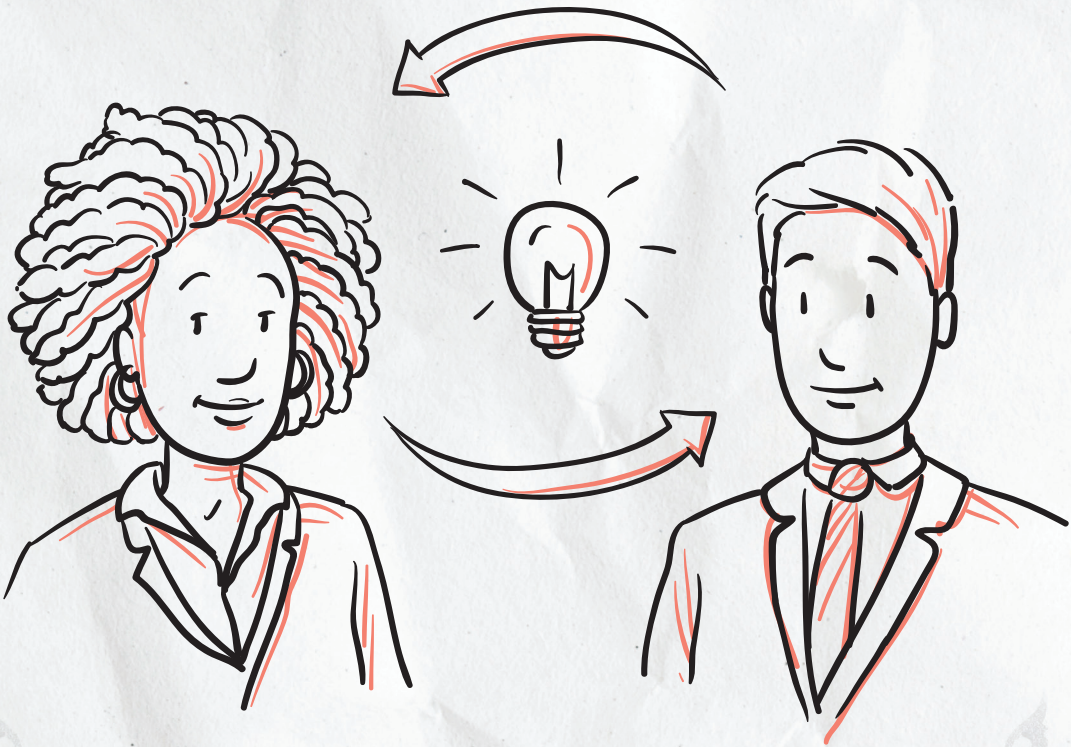
Experts see the lifetime value of each customer and are willing to invest on the front end for additional sales down the road.

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Secret 33

DECADE IN A DAY



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Decade In A Day

You become an expert more quickly when you acquire information for your business that took other people decades to learn.

Tony Robbins was the first person I heard use the term “Decade in a Day.” He talked about these people who spend 10 years learning something and then they write a book. Then any person off the street can pick up the book and learn in an afternoon what took someone else a decade to learn. In my business, I hire experts all the time to get an insane amount of information quickly. We did this with Neil Patel when we needed to learn about search engine optimization (SEO) and content marketing.

We flew him out to beautiful Boise and paid him \$25,000. When you put skin in the game like that, you’re going to pay attention and implement. In preparation for his visit, we met with our team to figure out what we had to do to put his suggestions into action. We hired a new person to focus on content marketing.

That financial investment triggered us to get the people and resources in place so we could implement it. The funny thing is, I’d been reading Neil’s stuff for three or four years, and even though I knew it was good, I hadn’t implemented much of it. It wasn’t until I put \$25,000 on the line that I started taking action.

If you need something, and you’ve been reading and studying but not implementing, it might be for one or two reasons. One, you might not have made a big enough investment yet, or two, you might need the actual expert to give you a personalized brain dump that gives you the fuel to move forward.

All business owners have one of the cruelest limitations in the world—time. The shortcut to acquiring expertise is to pay your way into a decade’s worth of knowledge in a day by investing as needed.

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Secret 34

ARE YOU A STUDENT OF MARKETING?



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Are You A Student Of Marketing?

How many of you have replied to a marketing email or text or post with something like, “Stop texting and emailing me! It’s too much!”

This blows my mind, because experts are always looking for ways to learn more about marketing, even the tactics they don’t like.

When I helped launch the app Rippln, I showed one of my friends who was super into launching apps and internet marketing. He got excited, signed up, and started talking about it to others.

A few days later, he texted me and said, “Hey, can you take me and my wife off of Rippln?”

I couldn’t believe it. I was like, “What are you talking about?”

“I’m tired of getting all the text messages and emails, and it’s not for me. Please cancel it.”

I wanted to write him back, but I didn’t because I was so annoyed and sad. He was trying to learn internet marketing and app development, and with Rippln, he had behind-the-scenes access to the fastest growing social network app launch in history!

He had all the marketing material texted and emailed to him every day, but instead of saying, “Wow, this is a really good case study about how to launch an app,” he got annoyed with it and asked to cancel it.

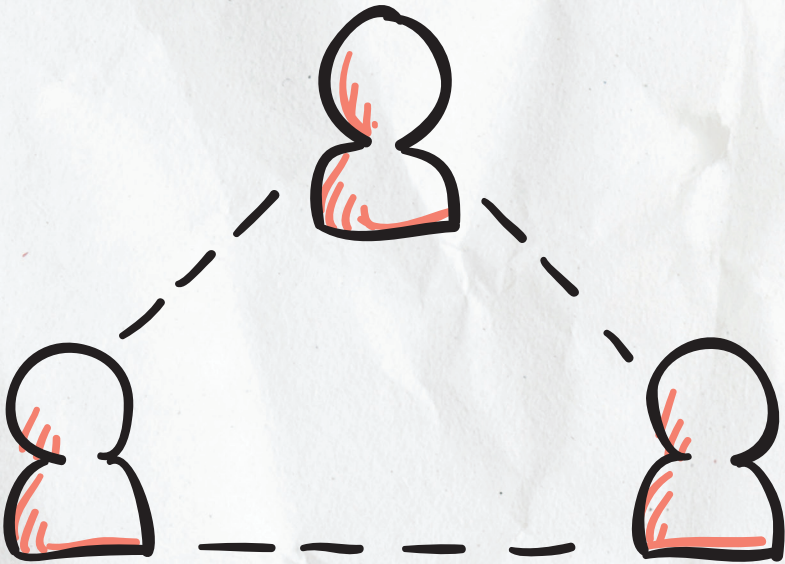
It just blows my mind how many times people who are trying to learn marketing get upset with it. No matter what your expertise or industry, you must become a student of marketing if you want to beat your competition. And not just a student, an *OBSSESSED* student.

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Secret 35

THE BUSINESS LAW OF GENERATING NEW CLIENTS



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The Business Law Of Generating New Clients

If you can't consistently and profitably generate new clients, you're in a terrible business. Get out.

I know that sounds harsh. People say to me all the time, "But I have these clients who love me!" and that's awesome. But it doesn't make this business law any less true. The second law of thermodynamics—the Law of Increased Entropy (didn't think you'd get a physics lesson, huh?)—means everything deteriorates.

There's no standing still in business. You're either growing or dying. It's just how the universe works. You get an apple and you set it out in the sun, what happens? It doesn't bloom or become bigger, it deteriorates until it becomes really gross applesauce. So if you have a business with existing customers but aren't continually getting new ones, it's going to start deteriorating quickly.

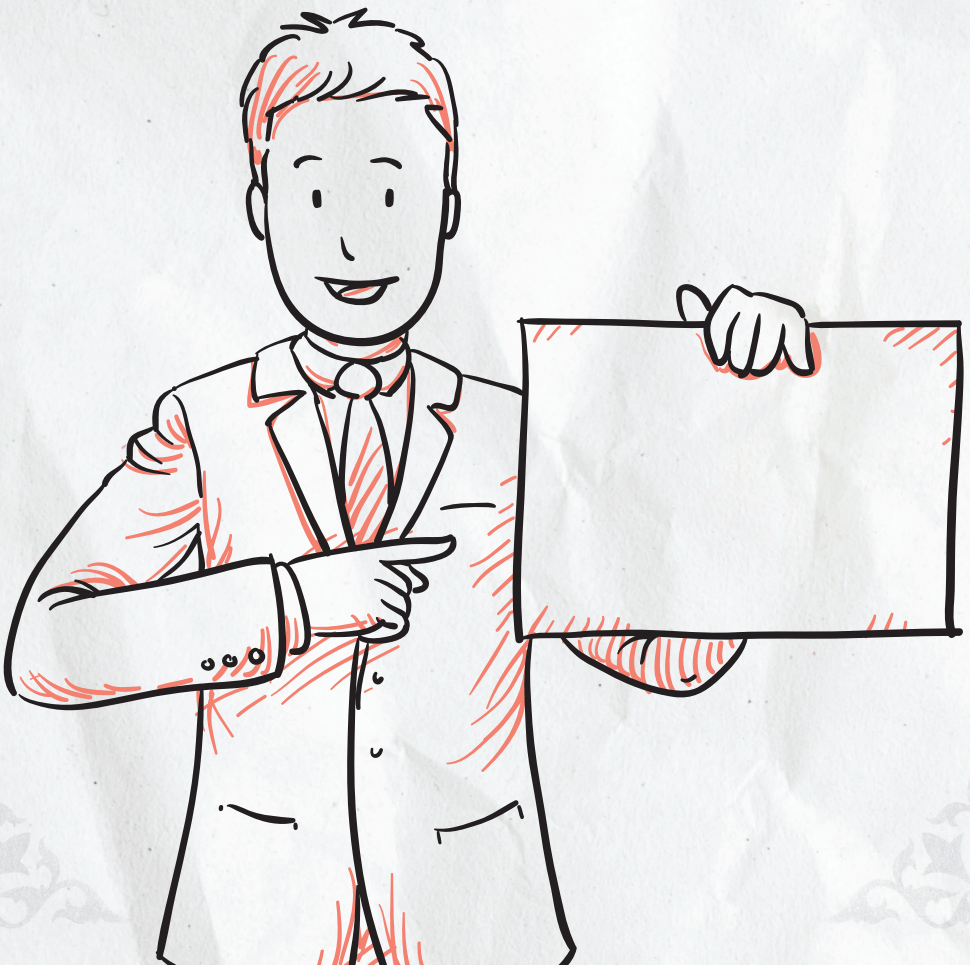
You want to be an expert. Maybe you don't love selling, but all experts—regardless of industry or niche—need to learn how to sell. That is your first job as an entrepreneur. Figure out how to consistently and profitably get new people to give you money. Until you get to \$1 million in your business, that is your job.

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Secret 36

IF YOU WANT TO GROW, TEACH



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If You Want To Grow, Teach

There's no better way to understand what you do and what you know than by figuring out how to teach it. Then write a book about it to understand it at a deeper level.

Writing books (especially with a ghostwriter) has forced me to sit down and—chapter by chapter, in excruciating detail, and through recording audios and drawing mind maps—explain the things I teach and do. My ghostwriter told me, “When you start writing a book, that’s the first time you really start to understand what you actually do.”

It forces you to dig deep. You start to see connections and layers in your everyday activities that form patterns. And with those patterns, you can replicate what you do for someone else. It’s the most fascinating thing.

The first time I really got this was during my first summer teaching wrestling camps. You guys know by now that I was a great wrestler—state champ, second place in the country. But when I went to teach it to kids, I had a huge epiphany. I was teaching what I knew, but they couldn’t get it.

I kept breaking it down and breaking it down until it was just so simple. Then they’d finally say, “Oh! I see how it works now!” And then I understood why it worked too. I could see that my positioning for one move was a certain way—my arm was here, leg was there, hips were this way and that.

When we get so good at a particular skill, we forget all the little steps and epiphanies it took us to get where we are. Teach it, write a book on it, and become more of an expert than you already are.

You’ll see layers, themes, and patterns you took for granted.

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Secret 37

STATE CONTROL IN MARKETING



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State Control In Marketing

The Epiphany Bridge is one of the most powerful concepts you can master on your journey to becoming an expert. I go through it in detail in [Expert Secrets](#), but here's a part that I learned from Tony Robbins.

It's all about state control.

Have you had a friend tell you a story and they're like, "The most amazing thing happened ever! It changed my whole life."

They tell you the thing and you're like, "That's it? Dude, that's not a big deal."

Same thing happens when you have a bad dream and you try to tell someone about it the next day but they look at you like you're a wimp. The reason this happens is because you suck at storytelling and state control.

Ha. Sorry, but it's true.

The reason that dream or moment was so incredible was not because of WHAT happened, but because of HOW it made you feel—the state of being you were in when it happened.

So back to Tony Robbins. He teaches how to get into a state instantly. There are three components you need to get "into state"—your physiology, your focus, and your meaning. So if you want to get into a happy state, you need to adjust what your body is doing, what you're thinking about, and your active focus.

When you tell stories, you must retrace your path back to the moment you had the epiphany about your product or service.

- What were you thinking about?

- What was your body doing?
- What were you focusing on?
- What things happened that led up to that aha moment?

That's how you create a new "state" for your prospects. When you get them to feel the same way you did, you can close the sale. Remember, people buy with emotions and then they justify the purchase with logic. Lead with your Epiphany Bridge story and use features and bonuses to help your prospect justify it.

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Secret 38

VALIDATION



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Validation

As you become an expert, people will start following you. Make sure you create a culture of validation and “small wins” to keep momentum in your customers. You can do this with your support staff and community managers. Create a celebratory culture of spotlighting the best people who are doing awesome things!

In any movement, you’re going to have your shining stars. These are the people who are buying your products, taking action, and getting great results. They will become your biggest evangelists and help you grow your tribe more and more.

It’s essential that you learn how to create a company culture that validates these people.

I learned this in a new way during the Expert Secrets affiliate book contest. We had this crazy contest to see who could sell the most books and we had this one affiliate...we didn’t know who she was at all, she came out of nowhere—but she was crushing it. She landed on the scoreboard the first week, beating out almost all of our top 100, people like Grant Cardone and Amy Porterfield.

She asked for an interview with me, but because she wasn’t on our Dream 100 list, my team said no. And it wasn’t until she posted a message on Facebook that we realized she was upset and felt like we didn’t have her back. She just needed a bit of validation that she was crushing it.

The cool thing is, as soon as we realized she just needed a little validation that she was doing awesome (and yes, we did an interview), she came back with so much force and drive, she sold more books than people like Tony Robbins! She placed fourth overall, with this tiny following.

That small amount of validation changed everything. It took one of our best customers and evangelists from the feeling of “Well, I don’t want to promote anymore, because no one cares” to “I’m going to be your loyal

affiliate and best customer forever!”

That’s powerful.

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#95 iTunes Stitcher Blog



Your Offers



Introduction

Go shopping on Amazon and you'll see there are a **WHOLE** bunch of people selling products. I want to help you avoid the race to the bottom and create an offer instead.

Let's talk about supplements for a minute because that's a business I used to be in. If I'm just selling a supplement bottle, it's only worth whatever that one bottle contains. And if you sell on some place like Amazon, people are going to price shop and figure out which one is the cheapest and they're going to go for that.

It's nearly impossible to compete like this.

Now let's take that supplement but instead create an offer. I will offer the supplement, but I will add to the bundle a weight-loss guide, some recipes, meal-planning guides, and a calorie tracker. Now it's worth way more than any other supplement. And I can also give deals for buying more in a pack.

If you don't know how to create an offer, think about all the things your customer needs to enhance the value of the thing you're selling. How can you stack value with add-ons that create an irresistible offer they can't refuse?

As you're crafting your offer, don't put limitations on its awesomeness. Make it as cool and irresistible as possible, because then your sales copy and videos will be better. Even if you have to edit it and strip some of it down, you'll have a better offer than if you tried to fit it into a pre-designed box.

Finally, think about the order of how you present the offer. In theory, you want everything to be complementary. If someone is buying a pair of shoes, they might need shoe polish, extra laces, or comfortable socks. You can see this offer isn't just trying to sell more shoes—it's selling all the extras buyers might want with the shoes.

In some industries, you can sell more of the same (supplements and other consumables are good examples of this). The next batch of marketing secrets will help you craft incredible offers.

Secret 39

WHAT'S YOUR VALUE LADDER?



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What's Your Value Ladder?

Your offers need to be organized into steps so people can easily get to your most expensive item, buy it, and love it.

Every offer should deliver value and requires a price related to that value. Naturally the more value you give, the higher the price tag. Every company needs a value ladder to organize their offers.

Most of us want to just give our customer the BEST and the BIGGEST value right off the bat. We do this because we know how transformational it is. We know it's going to make a significant difference. But we forget that we haven't earned all that trust just yet.

For example, we offer a coaching program where we charge \$1 million to create somebody's funnel for them and that's amazing. In a perfect world, I could go to every single person and be like, "Hey, it's a million dollars. I'll create a funnel for you and it's going to be awesome!"

And the problem is I know I look like I'm 11 years old and I've provided zero value to you at this point. You're going to think I'm insane.

Or think about when you want to renovate a home. You plan to do one room at a time over the next five years and at the end of five years, you've got a beautiful home. And you're so excited and you feel that value and transformation. And then your neighbor comes over and asks about the renovation. And you want to say, "Oh my gosh, just get it all done in one shot. It's so amazing to have it done!"

You've taken the journey, felt the transformation, and want to give that advice to your neighbor. Except they haven't traveled that road yet. They don't feel how you feel yet—all they see is dollar signs everywhere... bad contractors...living in a construction zone.

In business, you must see your customer's journey. They need to pay a little and get value in return. That value should always exceed the price tag a little bit, because then they'll come back for more. Each time they

come back, the price (and the value) goes higher and deeper.

When you create a value ladder in your company, each offer should solve one problem and agitate another. If you sell someone a shirt, now they need the pants. Then the shoes...the belt...the jacket. Get creative. Do they need cuff links, a tie, a briefcase, cologne?

If you're a realtor, think about your homeowner. They need to sell their house, but maybe they need boxes to pack up all their stuff, renovation help, landscaping services. They need help with the house they will buy. The new neighborhood, change of address, finding new doctors. Follow your customer's journey from start to finish.

If you're already in business, find your most loyal, amazing customer and map out their journey. Watch how they went through your offers—what they bought first, second, third. Draw your value ladder and create your marketing strategy around it.

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Secret 40

THE ONE BIG DOMINO



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The One BIG Domino

What is the *ONE* thing your customer wants from your offer? That one piece that if they get it, everything else falls into place.

As you're crafting your offer and your sales message, you'll be tempted to feature *ALL* the bonuses and features and benefits. But you need to focus on just the *ONE* Big Domino first.

This works in all areas of life and business, not just your offers. If you're the kind of entrepreneur whose desk is covered in to-do lists and you find yourself so busy all the time but accomplishing nothing, it's because you haven't found your one Big Domino. That *ONE* task that if you do it, will make all the others obsolete.

One of our offers is Funnel University ([FunnelU](#)). It's a membership program for people who want to learn more about the science and art of funnels. There are so many cool things about FunnelU, but I have to find the *ONE* thing that is the most compelling, the most sexy, and sell that. For a lot of people, my Expert Secrets sales funnel is a really sexy offer. A proven funnel with millions of dollars in sales. A funnel that cost us thousands to build. So when I sell FunnelU, I focus on that one thing—the free million-dollar funnels—and I use that as the focus of my sales message.

Once they're sold on that part of the offer, everything else FunnelU offers becomes the logical argument to the buyer about why the decision to buy was a good one. You sell the *ONE* thing with emotion (who doesn't want a million-dollar book launch?), and once they are convinced, everything else justifies the buying decision.

Look for your one Big Domino in all your offers and selling it will become much easier.

There's an entire chapter in *Expert Secrets* about the Big Domino. Get the book [here](#).

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Secret 41

WHEN YOUR OFFER DOESN'T WORK



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When Your Offer Doesn't Work

Offers rarely work the first time. Too many people give up too fast. I have been doing this for a long time. You would think that I would be really good at creating the perfect offer every time. And I am. Well, better than most. But there are still times it just doesn't work.

We have to rebuild offers all the time. With one of our funnels, the first offer was doing well. We added an upsell path but it was just so-so. So we tweaked and changed it and rebuilt the whole thing. It took an entire week to rebuild, with new copy and video and everything. We stuck the new offer in our funnel and it *STILL* didn't convert the way I wanted it to.

In fact, our old upsell was doing way better, so we had to go back to the drawing board and start again.

Is it annoying? Sure. Is it a lot of work? Yes. I spent thousands of dollars on several sales letters for a supplement because the first several attempts failed. Eventually, one took. And boom! It's like a slot machine: \$1 in, \$10 out.

If your offer doesn't work, tweak it. Just keep working it and working it. Eventually, if you stick with it and keep studying, learning, and figuring out how to make it work, you'll get the right formula. But you can't just give up after one attempt.

I think too many people just give up.

That's probably the difference between me and a lot of people is I just get angry and stubborn. I've fallen in love with my products so much, and I want them to sell, so I just keep pushing it and working it until it works.

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Secret 42

THE PROBLEM WITH IMPROVEMENT OFFERS



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The Problem With Improvement Offers

Nobody wants to be sold something that will make them “just a bit better” than who they are right now. This is called an improvement offer and 98% of the population will hate it.

If you're selling weight loss, who wants to lose only three pounds by doing the same thing they are doing now, just a bit more or differently? If you're selling relationship advice, who wants a partner who's similar to the ones they have had in the past...just a little bit nicer?

Improvement offers are annoying and turn off your customer, because at the root of this type of offer is an insult: *“You should buy XYZ in order to be better.”*

In order to buy into that statement, they have to admit they need improving. Starting the sale with an insult never goes well.

Instead, your offer must sell a new opportunity. If your prospect is driving around in a Volvo, you need to present her with an Audi. It's a new car and a new opportunity. In *Expert Secrets*, I call this the opportunity switch. Your product or service is showing them that they must get out of the car they're in and get into your new car!

Let me give you an example. Our software uses something called Actionetics. Most people compare its function to a traditional email autoresponder like Mailchimp or AWeber. But if I just say, *“Hey, buy Actionetics because it's better than the email autoresponder you're currently using,”* that's an improvement offer. And I've lost.

Instead, I create a new opportunity. Actionetics is the tool that creates customized follow-up funnels. Follow-up funnels are more than just emails. Emails are just a small part of following up. There are also text messages, direct-mail gifts and postcards, Facebook Messenger messages, and special follow-up email offers. Actionetics customizes the follow-up based

on each person's purchases, their social influence, and their actions within your funnel.

Now Actionetics is a completely new opportunity, and something really cool happens...my competition vanishes. I'm not just trying to "improve" my offer so it beats all the other software out there. Now there is NO competition—I'm in a blue ocean full of opportunity, and my job is to tell them to get out of the car they're in and get into mine.

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Secret 43

STACK, DON'T SWITCH



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Stack, Don't Switch

When you provide a new opportunity for your customer, all the offers that come after that one must be stacked, not switched.

In the last secret, I mentioned how important it is that your offer be a new opportunity and not just an improvement from their old ways. If you're selling weight loss and they are doing the Atkins diet, you provide a *WHOLE* new opportunity with the Bulletproof diet.

Don't just use Actionetics because it's a better email autoresponder; it's a brand new way to create follow-up funnels that are customized to each customer.

Once you've sold them an offer that creates this new vehicle, all the offers that follow must be things you can stack onto that opportunity. People will tire of you if you're introducing a new opportunity with each new product. It will feel cheap. They'll think, *Well, you told me this last offer was my new opportunity and now you have a new one?*

You can't expect them to get in and out of the vehicle again and again. Rather, create offers that make that new vehicle better, faster, and more amazing.

My book *Expert Secrets* is the ultimate new opportunity offer. I want people from all walks of life and industries (not just online marketing) to see that they can have an expert-based business. Once they buy the book and believe that this type of business is a new opportunity that will open up more wealth and success than anything else they do, the switch has been made. It's time to stack.

ClickFunnels software, FunnelScripts, 2 Comma Club Coaching— they all stack onto that original opportunity. You need ClickFunnels to sell your info-products, you need FunnelScripts to help write your copy on the sales funnel, and you need coaching if you're struggling to assemble all the parts to run traffic and create great funnels. The thing that

holds them *ALL* together is the opportunity that you can have an expert-based business and make lots of money.

Your business should offer one new opportunity, then everything else should stack up with it to make it even more incredible.

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Secret 44

THE POWER OF THE BONUS



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The Power Of The Bonus

A bonus is a marketing superpower. It creates scarcity and value and takes hesitant prospects to the point of sale faster than anything else.

We have all seen those late-night infomercials where a guy is excitedly selling a pack of knives that are so amazing they can sculpt a watermelon into the bust of George Washington. You'll notice that the entire commercial focuses on the one thing that product does super well. They don't talk about all the other parts of the offer—the bonuses—until the end.

The bonuses are like the last little bits of the offer that push people over the edge to make the sale. So if you're watching the commercial and you're just about ready to buy (maybe there's a tiny tidbit of hesitation), now the bonuses are introduced.

Not only do you get the original set of knives, you get a cutting board and a knife sharpener and a knife block and this extra knife that you can't buy anywhere else!

You'll notice that bonuses make the original product...

Work better

(like a knife sharpener)

Work more efficiently

(like the knife block for storage)

More complete

(like the cutting board)

More special

(the extra knife that you can't find anywhere else)

If you picture your prospect near a cliff, each bonus nudges him farther and farther until he takes the plunge.

Bonuses also create scarcity. You can use them to reward people for acting quickly by saying, “The first 10 people who buy get these bonuses” or “These bonuses expire in 24 hours.”

This works for event offers too. Sometimes the hardest thing to sell is seats to an event. When we first started doing Funnel Hacking LIVE, it was stressful to make sure we had enough tickets sold. I realized that people don’t like to plan so far ahead.

But offering bonuses with the tickets changed everything. We tried a 2 for 1 deal where you could get two tickets for the price of one, but only for a short time, and we sold hundreds of tickets in a matter of hours. We also offered the previous year’s recordings of the event as a bonus for 24 hours when people purchased tickets. Again, hundreds were bought.

Make sure every offer, no matter what kind, has bonuses.

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Secret 45

THE POWER OF CONTINUITY



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The Power Of Continuity

Find a way to build recurring revenue into your business with a continuity offer.

Continuity offers and membership sites create stable monthly revenue that can help give a business the necessary cash flow to grow. Microcontinuity is a term I use to describe low-cost recurring subscriptions for things like monthly newsletters, trainings, or even limited-edition products.

Some of you might be thinking, Well, it's easy to build continuity when you sell cloud-based software. And that's true. Software as a service (or SAAS) is like the eighth wonder of the world. If you ever have a chance to build software in your business, you should.

But it's not required. Our continuity program, FunnelU is an info-product-based continuity offer that costs \$67 a month. Here are a couple things you can learn from our offer.

We lead in with a free + shipping offer. When they start their program, they get a huge box full of books and content they can't get anywhere else. They pay for the shipping (\$19.95) but all the content is free. This also starts a two-week trial of their membership to FunnelU.

If they want, they can skip the trial and pay for the year in full, and that puts them on a yearly continuity plan instead. They get an extra savings bonus if they do this, so we try to make it as attractive as possible.

In order to make continuity work, you need to be able to give them something new (and scarce) each month. In FunnelU, they get a newsletter delivered to their door explaining a new funnel we hacked. In the members area, a video and a share funnel are already pre-built for them so they can download and customize them! These funnels have literally made thousands if not millions of dollars, so it's an attractive offer to stick with because it's like, Hey, I wonder what they're going to send me next?

You also need a low barrier to entry. Continuity is hard to sell because you aren't just charging a one-time fee, it's an ongoing fee—and the pain of losing money each month can only be soothed if they are able to experience your offer and get that pleasure to compensate for the pain.

Consider creating \$1 trials with bonuses or attractive free + shipping offers to get people in the door so they can test out your membership, and make sure you have a great onboarding process that keeps them engaged right when their trial ends...so they will keep paying.

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Secret 46

THE POWER OF THE SECRET



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The Power Of The Secret

If you can't get people to tell their friends about your stuff, try telling everyone to keep it a secret.

Referral marketing is powerful. When you can get an audience to tell their friends and family about you, that word of approval shortens the sales process significantly. So it's important to learn how to get people to share things and talk about you!

If you're getting ready to launch something new, tell your closest fans and followers that it's a secret and they should "not tell anyone." Magically, the word will start spreading. Why? Because people love to share things that make them feel smart, make them laugh, or make them feel like they are "in the know."

I tried this once when we were marketing a new app. I personally texted a couple of people and said, "Hey, this is this thing I'm doing. We're rolling out this new app. It's going to be really cool, and you may want to be part of it. I'm doing a secret webinar. If you want to come to it, show up."

That was my text, and there was a link to register for the webinar. I only sent it out to maybe 20 people. I also had two of my friends send it out. Between all three of us, we sent it out to maybe 50 people, and we specifically said, "Do NOT tell anybody else about this. This is just for you."

We had 100 people register for the webinar and 85 showed up. For those of you who don't do webinars a lot, that show-up rate is really good! People were expecting to hear from us and get inside info they couldn't get anywhere else. The power of the secret. Use it in your webinars and in your marketing to get people to share.

I've built a \$100 million business by leading with secrets—DotComSecrets, Expert Secrets, Marketing Secrets. What's your secret that makes your customers wild with curiosity?

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Secret 47

WHAT TO DO WHEN PEOPLE SAY WHY THEY AREN'T GIVING YOU MONEY



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What To Do When People Say Why They Aren't Giving You Money

When someone tells you WHY they won't buy your offer, resist the urge to argue or defend yourself. It's the worst thing you can do!

I wrestled at Boise State and we had two coaches—the head coach and assistant coach. The head coach, while a nice guy, is a horrible marketer. Worst marketer on planet Earth. He can't recruit, can't train, can't sell anybody into anything, but somehow he's the head coach.

He made a bunch of bad decisions while in his job and nearly ruined the program. I had previously spent over \$600,000 on the wrestling program and it didn't go anywhere, which is a lot of money to throw away. So I stopped giving. Until one day, when I got an email from one of the coaches that said, "As a previous and possible future investor, what changes would we have to make to the program so you would be willing to give money again? Please be brutally honest."

You know what? I told them exactly what they'd need to do to get my money again. Reason after reason after reason. If you're a marketer, you know this information is gold. Take those reasons, make the changes, and BOOM—free money. But you know where this story goes, right?

The guy came back and fought me on every single one of my reasons, insulted me, and told me I wasn't a true fan of wrestling. ME, the guy who had spent more than the entire wrestling budget on a wrestling room in his garage.

When you are told to crush people's objections, you shouldn't do it with insults, disagreements, or defensive statements. Just the opposite. Listen to them. Agree with them. Fix what needs to be fixed and show them you have heard their fears. Then assuage them. Grant Cardone says that one of the number one rules of selling is to first agree with your prospect.

It may feel counterintuitive, but it works. If someone emails us and

says, “ClickFunnels is so hard and I can’t figure it out and I want to quit because it’s a waste of money,” it takes a minute to figure out how to agree with them and still keep the sale.

A top-notch response would start with:

I totally understand how you feel. It can be frustrating when something isn’t as intuitive as you expect.

Agreement. Validation. Then you go in for the sale.

How about we schedule a call with one of our coaches who can guide you step-by-step through your first funnel? You’ll be able to ask questions, keep the recordings, and best of all...get it up and running the right way the first time.

When you resist the urge to defend yourself, you might find a customer willing to pay more just to get their problem solved.

Unfortunately, the Boise State wrestling team lost so much money because they weren’t willing to hear my objections and fix them.

Figure out why people aren’t giving you money, sympathize, and find a way to help them feel heard.

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Secret 48

WHAT'S THE BY-PRODUCT?



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What's The By-product?

When I talk about creating an offer versus just selling a product, people tell me, "But I only have one thing to sell." That's because they're not trying hard enough.

There's a hidden business inside every business. A coffee shop sells coffee. But it can also sell the cool, vintage-looking coffee bags after they're used. They can sell rental space for their coffee shop when they aren't using it.

At the beginning of my business, I was invested in 12 different markets. Split testing was my middle name. Sharing those split tests became my hidden business within the business. People flocked to us to see how our tests were going and what the results were.

What by-product can you sell as a result of doing your primary business?

What are the things that you're already doing that create other incidental by-products? It could be an information product like a course or a book. It could be something that would normally be "waste." Similar to TV sitcom and spin-off shows, what side businesses can you pop up from your primary business?

These add-ons can become part of your offer. No one is ever just selling just one product.

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Secret 49

WHAT MORE CAN WE DO?



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What More Can We Do?

Is your offer really finished? Is the funnel complete? Is there something more you can add? Ask these three questions all the time, even when you have an amazing funnel.

At any point in the sales process, you can do more if you just ask yourself the question “*What else can we do?*”

If people click on your landing page but don't give you an email address, retarget them with ads. If they give you their email address but don't buy, contact them with an email or text or messenger sequence. If they buy your low-cost product, how can you add more to it with an order bump? Are there additional upsells you can add after they've made that first purchase? If they don't take the big upsell, can you downsell something instead? What touchpoints can you create when the buying process is over to give them an opportunity to purchase higher-end products?

Even if you're making a lot of money—in fact, *ESPECIALLY* when you're making a lot of money—look for where you can add more. I guarantee there is always more you can do.

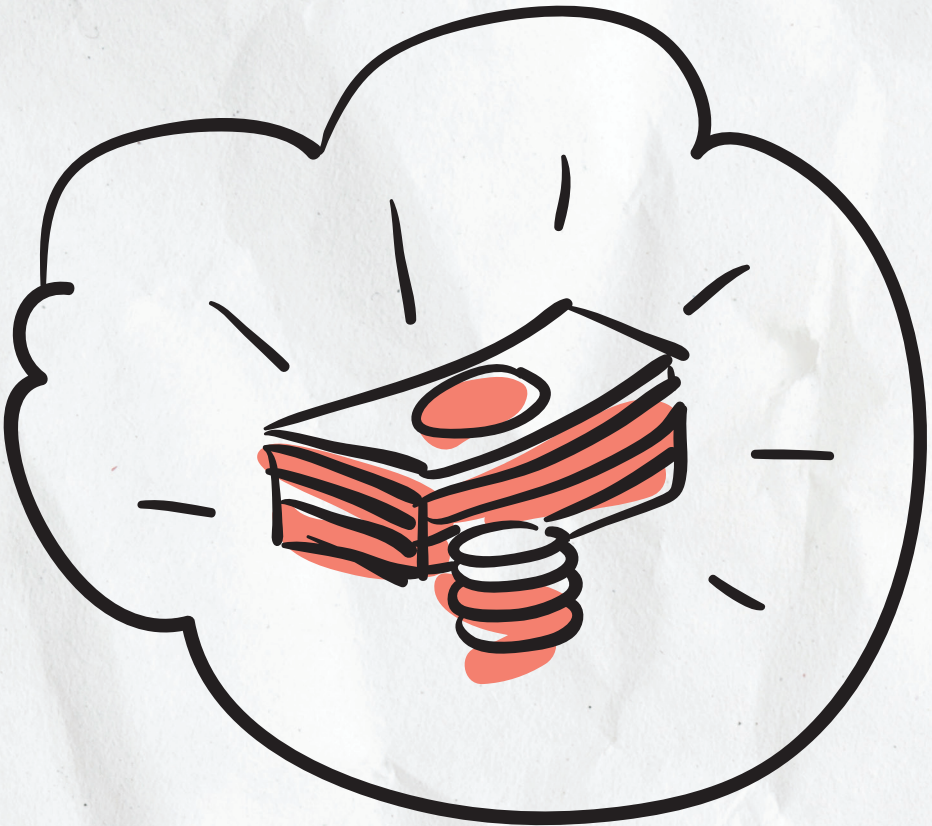
In fact, there are at least 108 split tests I discovered that made a massive impact. You can get the full book [here](#).

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Secret 50

DECOY PRICING



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Decoy Pricing

If you want someone to buy at a particular price point, create a decoy price to push them to your true price goal.

We released a coaching program that cost \$2000. That's what we wanted people to buy. So we created a decoy price of \$297 a month. A lot of my team was nervous because they thought people would just hop on the \$297 per month continuity plan instead of paying a one-time payment of \$2000.

Here's how we structured it...

Hey, a lot of people are asking for a payment plan. We don't have a payment plan, but I have decided to offer a monthly option. It's only \$297 a month, or you can get lifetime access for \$2000.

All of a sudden, \$2000 for a lifetime purchase when they could be spending over \$3500 a year paying month by month seems like a steal. The decoy price pushes people to the full price we wanted them to pay—\$2000.

And for those who never would have been able to afford \$2000, they can still get in for a few months at \$297, so we've been able to up our revenue that way too.

If you have multiple products, make the one you want people to buy most seem the most attractive. Don't assume the lowest price is the answer. It's about value. Show value and people will often go for the bigger up-front cost.

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Secret 51

URGENCY AND SCARCITY



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Urgency and Scarcity

There are two words that increase every sale you make: urgency and scarcity.

Do you remember the Tickle Me Elmo craze? A doll you'd normally pay \$20-\$50 for started going for thousands on eBay. People were freaking out, selling their kids' Tickle Me Elmos for up to \$10,000.

There are lots of ways to introduce this into your marketing...

- Limited pricing
- Limited quantities
- Limited time

The best offers use all three at once.

Limited time means you expire the offer. Events have limited time built in. "Buy this offer before the event date, or you'll miss it." There's no replay or substitution. Limited pricing means that the offer is going to get more expensive after a certain point. You'll see brick and mortar places do this every week.

Macy's or Kohl's will do a flash sale where the 50% off storewide expires on a certain date. Limited quantities are popular when you're trying to sell out a certain number of units of inventory.

Get these limited-edition shirts before they're gone forever!

For example, right now in my Inner Circle Coaching Program, the limited quantity is the primary scarcity in the offer. There are only 100 spots available at any time. *This is powerful scarcity* because it's not like you can just wait in line or wait for a certain date to get in. It only opens when someone drops out. So I encourage you to think about how you can use

limited quantities in your marketing.

With limited time, this one is harder to fake, unless you're holding a live event. The best offers we've had with limited time usually revolve around a particular event or moment in time. But you can also do it on live webinars. Fast-action bonuses that run out when the webinar ends are an easy way to introduce limited time. They must act NOW or the offer goes away.

Limited pricing is the most common tactic and is a good standby. Offering a discount is okay (and people do it all the time), but the better thing to do is to tack on bonuses that drive up the value of the offer without having to put your offer "on sale." Then just make those bonuses expire at a certain time so the price value expires.

An offer that uses all three has powerful urgency and scarcity built in.

Imagine an event that only has 50 seats, happens at a distinct moment in time, and includes bonuses with purchased products that will disappear after the tickets are sold.

Another example is from a guy named Bill Phillips, owner of Muscle Media. When I was a kid, it was the biggest supplement company in the world. Bill Phillips had Myoplex shakes and a whole EAS supplement line. He had unlimited inventory and could sell as much as he wanted.

So here's what he did...

He had two big shipments of supplements delivered to his warehouse. They took a picture and sent a sales letter to the entire Muscle Media Magazine email list that said, "Hey, we over-ordered. We've got two big semi-trucks of supplements in the front. We need your help to buy our overstocked inventory!"

They sold a bunch of supplements yes, but that's not the scarcity part.

They took the EXACT same sales letter, but crossed out one of the trucks in the picture and said, "One down, one to go!" Then they sent it out to the SAME people as before.

All they did was (pretended to) decrease the supply, therefore increasing the demand, and *they sold more* from the second letter than they did from the first.

Try to recreate that in your offers whenever and however possible,

even if it means manipulating your supply or closing down the cart and offer after a few days. Some business owners are afraid to do it, but you will end up making more when you create a sense of urgency than if your products or services are available all the time.

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Secret 52

HOW TO CREATE THE SEXIEST OFFER EVER



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How To Create The Sexiest Offer Ever

You need to find the sexiest part of your offer and make it free.

When we first started selling ClickFunnels, I did a live webinar every week for a year. It was my Funnel Hacks offer for \$997, which included a course plus six months of ClickFunnels.

The thing that everybody really wanted was ClickFunnels, not the course. At first we said, “Hey, buy a six-month pass to ClickFunnels and get this course for free...” but it didn’t work so well.

So we changed it to this: “When you buy this course Funnel Hacks, you’ll get ClickFunnels FREE for six months!”

So I shifted the offer. Same products, same deliverables, different structure. It sold like crazy. People couldn’t believe they were getting ClickFunnels for free when they bought a course.

You want to make as many of your products and services FREE as possible. It’s such an important word in your offer. The idea is to find the thing people want most and make THAT thing free. So if you’re selling a set of 10 books or CDs or courses or anything, make it so that the best 9 of them are FREE when you buy Book 10 or CD 10.

In our Expert Secrets funnel, we gave away a free MP3 player when someone purchased The Perfect Webinar Secrets course, and—to make it irresistible—we then slashed the price by half. “Get it half off and also get this thing over here for free!”

Our membership program, Funnel University, does the same thing. We give all this cool stuff away for free when you get a membership, which is a series of newsletters. They get the Expert Secrets book funnel, software, tools, swipe files, teachings, and more. All free when they purchase a membership.

Pick out the most attractive part of your offer, the thing that people really want, and make that part free when they buy your other products.

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Secret 53

CONSUMPTION



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Consumption

There are three ways to build your business: get more customers, sell them higher-priced offers, and sell MORE to them. Most people forget this last one, but it's so powerful. It's called *consumption*.

Twenty years ago, Proctor & Gamble was trying to figure out how to sell more shampoo. The average consumer would shampoo their hair once a week, so it would take a customer like three months to run out of shampoo and buy again. They needed to get their customers to shower more, right? But then they realized that all they needed to do was help them use MORE OF IT when they did shower. So they started putting this on the front of the bottle:

Wash, Rinse, Repeat

People went from shampooing once a week to three times per shower or bath. Consumption shot up because the instructions were telling people to use more of it during each time they bathed. Consumption increases sales.

Most info-product businesses don't grow because there's no consumption. People don't read the product and they don't implement.

How can you get your customers to consume your product more? Write instructions and directives that help them do this so they want and need more of it.

Consumption in our software company is huge. How can we get people to use ClickFunnels quickly and frequently? Simple tweaks to the onboarding process that result in a fraction of a percentage reduction in churn rate equal millions of dollars. We're giving away free domains, adding gamification, and simplifying the process so they have a working funnel within hours instead of days.

Coca-Cola calls their best customers—those who drink five to seven sodas a day—“heavy users.” They are literally consuming the product and needing more and more...almost like an addiction.

Your job is to look for ways to make your customers consume more of your product and buy it more often.

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Secret 54

ONE GOLD NUGGET



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One Gold Nugget

Every offer has one gold nugget. It's the one thing that people will read or learn that will be the transformational moment or catalyst for the best result.

Your course or program may actually have a ton of gold nuggets (and as creators, we usually think this), but there's always ONE that your market responds to best. Your offer should highlight that gold nugget. It will make you so much more money than if you try to focus on every awesome part of your program.

One of the first higher-ticket products I bought was called Teleseminar Secrets. I debated endlessly about buying it, even though it was only \$1000. (Seems so silly now, but at the time, it was a big investment.) I remember thinking, *I already know about teleseminars. Do I really need it?*

It was the gold nugget that eventually sold me. I knew that if there was one thing in that course that could help me earn at least \$1000 on my next teleseminar, the whole course would be worth it. That is what sold me. And sure enough, I bought it! Remember this story if you're selling in a hot market to people who already know the topic. Your one gold nugget can reel in buyers who might pass on a purchase when they think they already know the subject matter.

There's one other reason to focus on the gold nugget. This way, you are underpromising and overdelivering, always. People are joining for that nugget, then they realize there are actually a ton more. Remember, repeat buyers are almost always driven by expectation. When you set the right expectation for your customer and then meet or exceed it, they will buy again.

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Secret 55

WHY I DON'T DO PAYMENT PLANS ON MY OFFERS



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Why I Don't Do Payment Plans On My Offers

If you blow peoples' minds at every step in the value ladder, you won't need a payment plan.

Let me start by saying that I do NOT believe in payment plans. I do think they are useful and necessary in some circumstances. I've used them for some of my high-end offers and will probably continue to do so in the future. But I see a lot of businesses who offer a payment plan for everything. They extend the payment plan out for way too long, and then they get burned.

Especially in the digital world, people will often make one or two payments for a course or program but then they'll lose interest or get frustrated when they don't see immediate success. Then they'll stop paying. And there is nothing you as the business owner can do about it. But I know what you're thinking: *My customers can't afford my programs without a payment plan!*

This is where blowing peoples' minds at every step in the value ladder becomes important.

When people come into my world, they usually don't have much money. They are just starting out in business. So the first few products I offer in my value ladder (my books) are full of so much value because I want them to have what they need to succeed! They are ridiculously low-priced, and I hold nothing back in those books.

The idea is to give people what they need to succeed, right at the bottom of the value ladder—where your offers are inexpensive and no payment plan is needed. Get them to see results. (In my case, I'm helping them to make money through the use of sales funnels.)

One of my customers Dan Henry is a good example. He struggled for years, read the *DotComSecrets* book, learned how to present my webi-

nar, did it, and made a million bucks in five months. Because I helped him succeed, he is now in a position to afford my more expensive products.

What was so funny is that about a year later, he joined my \$25,000 coaching program and then posted on Facebook, “I don’t know why I joined Russell’s Inner Circle. I made a bunch of money already, so I don’t really need to be in his coaching program. I just *want* to be in it. I also feel like I owe Russell 25k for all the value I got for the free book he sent me!”

I want people to come in and use the offers I have to make money, and then they can go up the ladder for the next thing.

I think sometimes we do ourselves a disservice. Sometimes our customers jump in too far too fast, spend a bunch of money they don’t have, then try your offer but it doesn’t really work because they don’t have the foundational stuff they needed to get there. Business is about increasing capacity. If you create an easy way to shortcut all the lower offers and go right for the big stuff through a payment plan, your customers might not have the capacity to really handle it.

I have a philosophy for my business that if I can’t help you make money, I don’t deserve to take your money. It does neither of you any good to create huge payment plans and strap them of cash when they couldn’t really afford it in the first place.

Of course, if you have a customer who comes in with money, prefers to take the shortcut to success, and can afford to skip a few rungs on the ladder, so be it. But even then, you can sometimes shoot yourself in the foot.

During some of our earlier “Funnel Hacker” TV episodes, we would come in and just do all the work for them, launching their businesses. And what we found is that people weren’t ready for that. We’d launch it and hand it back to them, and they’d have no idea what to do or how to manage it. Despite the fact that I gave them the keys to a Ferrari, they couldn’t drive it.

This is why building a solid value ladder is so important. Create a step-by-step process so that at each point, they can succeed and increase their capacity to handle the next thing.

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Funnels



Introduction

Launching a million-dollar sales funnel comes down to a few core skills.

1. Create an amazing offer.
2. Learn how to write great copy.
3. Master the art of traffic (getting people into your funnel).

That's it.

That's all you need. Even if you only have one of these skills, you can find people to help you with the other stuff and you can be a millionaire with your funnel.

I remember one time listening to Gary Halverson speak. He said, "You're one sales letter away from being financially independent for the rest of your life. One sales letter can make you rich."

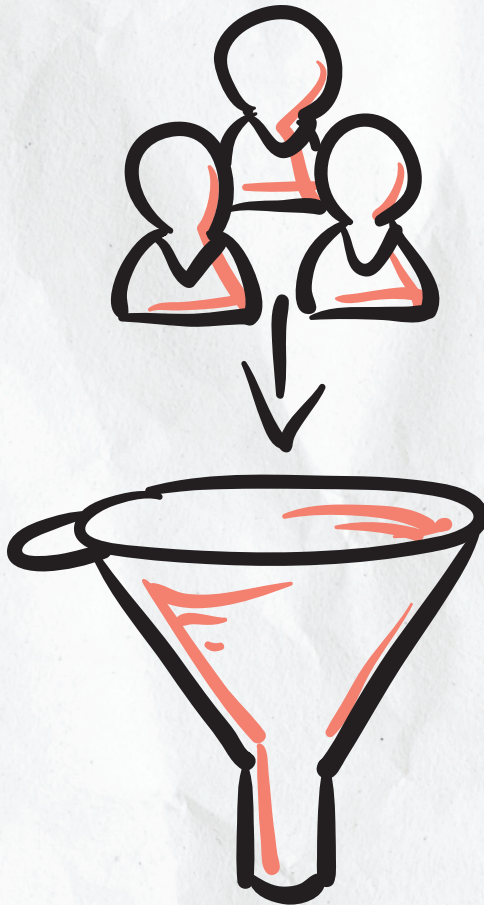
I've had times in my life where I was broke...on the brink of financial ruin, and every time, it was a webinar funnel that saved me. One great offer with a great pitch and some traffic can transform your life.

This is why the motto over at ClickFunnels HQ is...

You're just one funnel away...

Secret 56

WHY FUNNELS?



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Why Funnels?

“Whoever can spend the most money to acquire a customer wins.”

The first time I heard it, I didn’t get it either. Isn’t it the opposite? The person who can spend the least wins?

- Company A has \$1,000 to spend on ads for their business.
- Company B has \$1 million to spend on ads for their business.

Who is going to get more ads, better placement, and more customers? Obviously Company B, right? Company A won’t have a chance for air-time, newsfeed time, or anything! But let’s say BOTH companies started at the same time with the same cashflow, products, and people.

The next logical thought is “How’d Company B get a million bucks for advertising so much faster than Company A?”

FUNNELS. That’s the key.

Funnels create a better buying experience, for both the company and customer. The traditional online shopping method (Company A) goes like this:

1. Joe goes to a website.
2. Joe searches through hundreds of products.
3. Joe adds a few items to his cart.
4. Joe leaves the website to go let the dog out.
5. Joe’s kid shuts down the website to watch YouTube.

Maybe Joe comes back and buys something, maybe not. If you’ve spent \$5 to get Joe to your website, how much did you get back? \$0. And

you don't have any way to get in touch with him!

With a funnel, you are tapping into the psychology behind buying, not just the purchase process itself. With a funnel, Joe is NOT given 500 choices on a website. Instead, he's asked to give his email address for something really cool (and free). He can't resist the bait, so he gives his email address, and as soon as that transaction is complete, he is offered an INSANE deal. He can't pass it up because it goes PERFECTLY with the free thing he just got.

Boom. He buys it. And right before he's sent his receipt, he sees this message: "Hey! I have this other cool thing. You can add it to your order with one simple click." Because Joe feels so good and excited about his purchases, he rides that high and clicks the button to get something else!

Company B has spent \$5 to get Joe to their page, but now he's given them \$15. That's \$10 profit! So now, not only do they have Joe—and the power of his word-of-mouth referral and next purchases through email sequences—they also have \$10 to go find two MORE Joes.

Do the math and you'll see just how fast Company B amasses a huge customer base and advertising budget. They can now overwhelm and crush the other companies just by brute force.

So the saying "*Whoever CAN spend the most money to acquire a customer wins...*" makes sense, because when you use funnels, the ACTUAL cost of the customer is zero.

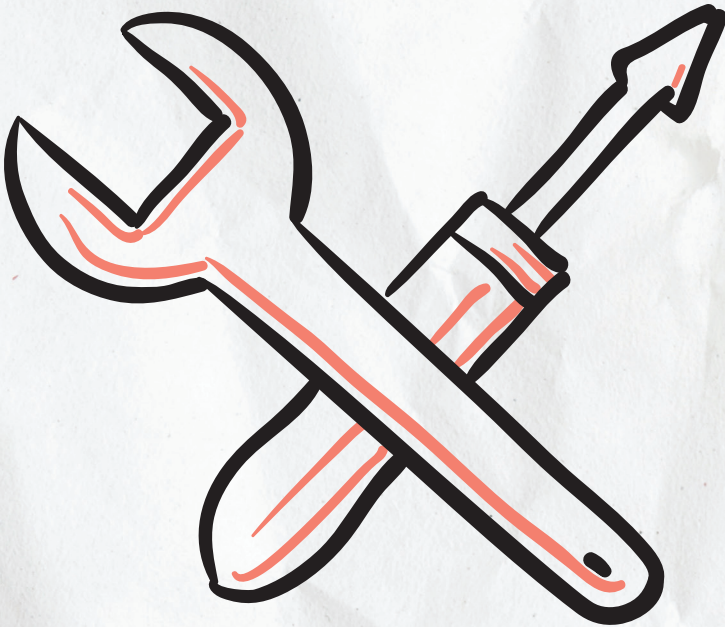
Cool, huh? Funnels change the game for business. Spend your time learning about funnels (and the strategy behind them) and you will have the keys to making large amounts of money.

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Secret 57

THE IMPORTANCE OF BUILDING YOUR OWN FUNNEL



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The Importance Of Building Your Own Funnel

I get a dozen or so requests a day to build other people's funnels. And I almost always say no. Because doing it FOR you doesn't serve you or me. You need to build your own darn funnel!

When you build your own funnel, you are able to see it through after it's created. Because funnels are like babies. They need food (traffic) and attention (optimization). You can't birth a funnel and put it on the shelf two minutes later. And even if someone else builds it for you, you're still going to have to care for it.

Some of you may know that ClickFunnels was featured on the show *The Profit*. It was the episode with the guys at Flex Watches.

We came in and built the entire funnel for them. They didn't have to build it, watch the process, or struggle through the strategy and development. We shortcutted all the thinking for them, then they were given this funnel "baby" and had no idea what to do with it. Because they didn't build the offers or the pages, write the emails, they were completely ill-equipped (both mentally and logistically) to handle the maintenance and optimization of the funnel.

They couldn't figure out the next step. So they messaged me, "Hey, Russell. Um, it's not working very well. What should we do?" And I know that if they had created it, they would have had more vision and creativity to troubleshoot. Every single person I've built a funnel for, they aren't prepared to care for it after it's built.

I've given as many clues and hints and cheat sheets and blueprints as possible to model and copy, but it's time you build your own darn funnel.

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Secret 58

THE MOST IMPORTANT PART OF A FUNNEL



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The Most Important Part Of A Funnel

This one thing is the key to making your funnels tick. It lights them on fire and gets people to take action when they come into your process.

Copy.

The words you use. The things you say. The way you tell them about what you're selling. If you know you've got your offer nailed, copy is the single most important part of your funnel.

Copy is everywhere. It's on the ads you use. It's on the landing page where you're capturing email addresses. It's on the sales pages and order forms and order bumps and confirmation pages. It's on the webinar slides and the follow-up emails. Words are the single most important part of your funnel.

In traditional business—let's say you are going door-to-door selling vacuums—if you knock and say, “Hey, I got a vacuum—it's \$800,” nobody's going to give you money for that.

Yet for some reason, in our funnels that's what we do. We have a picture of our thing and we have a price and an order button. And that is not how things are sold. If you want to make a lot of money selling vacuums door-to-door, you hire a really good salesperson to go and sell the product.

Copy is what sells your prospect at each point in your funnel. You can hire an amazing copywriter to write it all for you. It'll be really expensive, but if you can afford it, go for it. If you can't, you should check out [FunnelScripts](#).

Jim Edwards is a copywriter and one of our partners here at ClickFunnels. He went through DotComSecrets and Expert Secrets and took all the sales scripts from them. Together, we created a software program called

FunnelScripts. It's a really cool tool where you answer a few questions and it writes all the copy for you.

So you might say, "Hey, I need a headline for my page." You answer four or five questions, you click a button, and it's going to pop out 150 of the best headlines in the world wrapped around your product and your service.

It works for headlines and ads and sales pages and webinar scripts and videos. Every word you need for your funnel can be created with FunnelScripts.

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Secret 59

SHRINK THE FUNNEL, EXTEND THE VALUE



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Shrink The Funnel, Extend The Value

You can make a lot of money off somebody once through a funnel, but if you make the funnel too long, you'll never make money off of them again.

I notice a trend when people start building funnels. They see the power of the order bump or the one-time upsell and they get excited. And in their excitement, they build this ridiculously long funnel with three one-time offers, two downsells, four order bumps, and all this crazy stuff.

But here's the thing I learned about long funnels. People don't like them. They hate you by the end of the funnel, and the buying experience turns them off to ever buying from you again.

If you shrink your funnel, extend the value, and create a better buying experience, you will be able to make a lot of money off of them over a longer period of time. Here's how we did this for our Expert Secrets book funnel.

On page one of the funnel, you put in your shipping address; on page two, you add your payment info and get offered an order bump for the Black Box and the content creation training. With our "free" book, the cart value on just those two pages is around \$70.

We offered two one-time offers (OTOs) and no additional downsells. This way, the funnel has only two more pages to it before they're out. The first OTO was for the audio version of the book. It doesn't feel like an OTO because it's an extension of the product they already bought. The second OTO is the Expert Revolution masterclass. Then the funnel is finished.

If you want to do an OTO with a downsell, that's cool. Or two OTOs. But more than that is going to create annoyance for your buyers!

Without all the extra crazy OTOs and downsells, you can keep the funnel short and the buying experience enjoyable and optimized, and then extend the value and build the relationship after they purchase.

With the Expert Secrets book funnel, we put a 90-minute video training (one of my best) right on the order confirmation page. The call to ac-

tion at the end of the training is an opt-in to a web class. There's 2 hours and 20 minutes of training over the next few days. That 5-day class pushes them into a \$997 ClickFunnels bundle.

Make your funnels cool so people have a good experience and they enjoy the process. Shrink the size of the funnel while increasing the average cart value. Then extend the back-end follow-up funnels through training and education to build the relationship and move them forward.

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Secret 60

KNOW YOUR KPI'S



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Know Your KPIs

KPI stands for key performance indicator. In your funnels, you want to watch a few indicators:

- ***Active Members:*** How many of those buyers are consuming more?
- ***Sales:*** How many of those people are buying your first product?
- ***Subscribers:*** How many of those people are becoming subscribers to your list?
- ***Traffic:*** How many people are coming into your funnel?

As soon as you start tracking your KPIs, you can improve them. Make a template on a whiteboard in your office and track each of your KPIs. At the end of each week, tally up the numbers.

You'll start to notice trends for your funnels. If you have nothing to compare your numbers to at first, use industry averages. For example, for every 100 people who visit your landing page, you should see at least 20 become subscribers. An additional one or two people should buy your first product. Of course, it's all dependent on niche and industry.

That's why it's so important to monitor your funnels' KPIs so you can see what your averages are and create benchmarks. (Inside ClickFunnels, we have a stats area to help you monitor your KPIs.)

When your funnel starts receiving traffic, benchmark your funnel performance on a big whiteboard each week!

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Secret 61

THREE COOL KPI'S YOU SHOULD WATCH



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Three Cool KPIs You Should Watch

What you focus on tends to grow, so I suggest you focus on three key performance indicators that most people miss.

The first KPI to watch is *how much money you make per email subscriber*. On average, you will make about \$1 per name for each person on your list. Honestly, it should be higher than that (our company is making about \$8 per email address), but \$1 should be the benchmark. You should make at least that if you are emailing your list regularly and actually communicating with them. If you have 1,000 people on your list, you should be making at least \$1000 a month. And 10,000 people should earn you about \$10,000 a month, and so on.

The second KPI has to do with *continuity*. On average, for every \$1 someone spends with you, they will spend an additional \$3 with you throughout the year. This means that if you've got a \$50 per month membership, they will spend an additional \$150 per year.

Why does this work? Because when people are in a membership, they are more than likely consuming your content on a consistent basis. They'll buy additional products, add-ons, upsells, etc.

Dan Kennedy used to tell me that for every 1,000 people you have in a continuity program, you will make an extra \$1 million in revenue that year. This is where stacking funnels becomes so fun. After they've purchased one thing, you send them into a new funnel where they can ascend to the higher-priced products.

The third KPI is just a fun one to watch. I learned it from Matt Furey. He said, "You should try to get at least 500 people to buy from you every month." Are you monitoring the actual number of transactions per month? If you use Stripe, you can easily get this info and even see how many new customers you had.

Three metrics for you: \$1 per name per month; 1,000 people paying

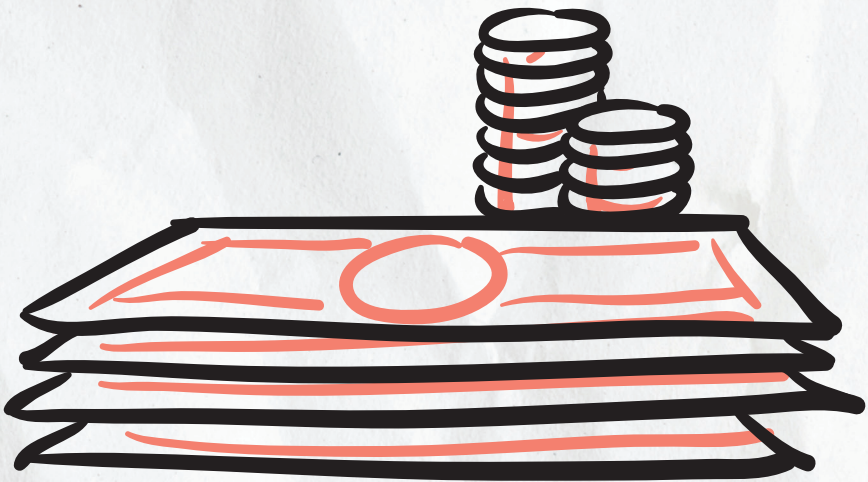
continuity is worth \$1 million a year; try to get 500 transactions a month coming into your merchant account. If you do those things, you'll have a very healthy business.

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Secret 62

THE PRE-FUNNEL



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The Pre-Funnel

Your pre-funnel is the content you create and put out to the world on social media.

Think about the platforms your audience uses. If it's Instagram, your pre-funnel is your stories and posts. If it's Facebook, it's your posts and shares and Facebook Lives. If it's Pinterest, it's your pins that lead to your blog posts.

It's important that you meet people where they already are. Think about it this way...

Imagine you move to a new town and you decide that the best way to get to know people is by hosting a big party. You want to network because you're a local business owner. You create these cool invitations and put them outside your front door hoping people come by and grab one. That's dumb, right? Even if you go door-to-door and place invites in every mailbox, people most likely won't attend a party with a host they don't know.

What if instead you ask your neighbor where all the hotspots are in your town right now and make plans to go there? You get dressed up (or down) depending on the restaurant or bar. You go on a Friday or Saturday night when you KNOW lots of people will be there. You don't bring your invitations, because that's weird.

You hang out, have some food and drinks, work the room, and casually mention you're new and looking to network. Maybe at the end of the night, you share contact info on a napkin or via text message. Then you follow up with them a few days later.

Most people can tell which method will work better in real life but do the exact opposite online.

When your funnel is built, you're going to need to create content **NATIVE** to your platform to attract new people. It needs to be consumable

right there, it needs to fit the vibe and style of the platform. It's your pre-funnel and it's as important as your funnel because it's what will draw people in to learn more about you.

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Secret 63

THE TRIPWIRE



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The Tripwire

A tripwire offer is something that's so amazing, so good, and so super cheap that people feel compelled buy it.

A lot of amateur funnel builders spend so much time on their big profitable offer, they leave the crumbs for the low-end offer. That's a mistake. Tripwires are so amazing when they are done right because the HARDEST sale is always the first one. Once you get someone in the buying mood, they will start buying upsells and other products. Because of this, your tripwire has to be insane. So irresistible it would be idiocy to say no.

Once I bought one of those cool credit card knives that you can fold up and put in your wallet. It was a free + shipping offer. For \$2.95, who would ever say no to such a thing? As soon as I purchased it, I was hit with three upsells—and I bought them all: an instant-light match, a super magic gadget card, and...you know, I don't even remember what else. I was in a buying mood because the tripwire set me up.

Your tripwire can be set up one of two ways. You can give a person something free (like a course or a PDF download or a newsletter) and on the thank-you page, offer your tripwire. Or you can make your tripwire part of a free + shipping offer. This is so powerful because you're using the word "free" so even though they have to pay for shipping, there's this sense of getting something for nothing.

If you want to do a tripwire offer in a free + shipping funnel, look for those small things. If it's a physical product, that's easy. Pick something that doesn't cost you too much but works as a stand-alone gift. If it's digital, you'll need to create either a print version in book format, audio version on an MP3 player, or a USB drive that can be mailed out.

If you want to do a digital tripwire that comes after a free gift, create reports or e-books that focus on one hack, one technique. Make sure it's really sexy and something people want to know!

Tripwires are not designed to make you money. They are used to help you break even and acquire a lead for free. If you spend \$5 a day on Facebook ads and it gets you one customer, they might spend \$7.95 on a tripwire. That \$8 goes toward the cost of the tripwire (\$3) and the Facebook ad (\$5). You've now just acquired a customer for free and everything they buy from here on in is all profit. And remember, now they are in a buying mood!

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Secret 64

THE POWER OF THE ORDER BUMP



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The Power Of The Order Bump

An order bump is a 30- to 40-word description of an additional product that people can buy when they are checking out. There's a description, maybe an image, and a checkbox. It's right before the Submit button on an order form. It offers an add-on product that goes really well with the product they are buying. For example, if you're getting a flashlight, the order bump is a set of batteries or a case. It's not offered anywhere else and all they have to do is check the box and it's automatically added to their order.

When you combine an irresistible tripwire offer (Secret #68) and add an order bump, 40–50% of people will check that box. That means you've just increased your cart value with 30 words. No long video or sales letter or anything. It's crazy!

In fact, if you're struggling to get people to buy a tripwire after a free report download, you might want to switch to free + shipping. The math just works...BECAUSE of the order bump.

If you sell something for \$27 on a thank-you page after them getting a free download or quiz or whatever it is you're giving away, you will have to push that funnel SO MUCH harder than if you create a free + shipping offer (for \$7.95) and then add an order bump of \$20.

Why? Because almost half will take the order bump and actually spend \$27.95. And you'll get a LOT more people to buy a \$7.95 free + shipping offer than you will a \$27 book on a thank-you page. It's just psychology and math.

Some of you might say, "But I don't have an order bump for my product." Well, you need to find one. Add info-product order bumps or warranties to physical products. Add templates, swipe files, or mixed media to courses and e-books. Find a way to get a bump on your order form because it's one of the most powerful things you can do with just 30–40 words.

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Secret 65

THE SEQUENCE IS WHAT SELLS



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The Sequence Is What Sells

A sales funnel is not just four pages and a few emails. It should be a choreographed buying sequence that delights your customers and excites them to buy more and more.

The sequence is what sells people. It's all of the indoctrination pieces. It's what happens ahead of time to pre-frame them. It's the social media posts and the blogs and the ads. It gets them prepared and warmed up to buy. Your sales letter or webinar stack might be incredible, but if you do the sequence right, they are going to buy whether your pitch sucks or not.

Many think about the follow-up sequence in terms of emails. I call that the follow-up funnel and I'll talk about that later. But right now, I'm talking about the sequence leading potential buyers UP to the point of sale.

A while back, I sold a List Hacking course. I could have just created an ad and sent people right into a funnel and made money. But instead, we did a series of four indoctrination videos. You can make these videos and send them out in emails, messenger bots, texts, ads...it really doesn't matter what medium you use.

But the indoctrination videos we did were not hard pitches. They were just stories. I did a video about how I started my business in my duplex and got in trouble so many times for doing things ALL wrong. The next one was about me and my obsession with junk mail and how it taught me so much about marketing. In the next video, I talk about list building and do a bit more "teaching." The fourth video is one of me in Kenya helping build orphanages and showing that a percentage of my money goes to this mission each year.

By the time they get to the actual sales video, the series has already done the selling. They know my story, my hardships, my success, my expertise, and my values. Offering the product with a solid pitch will just be the cherry on top.

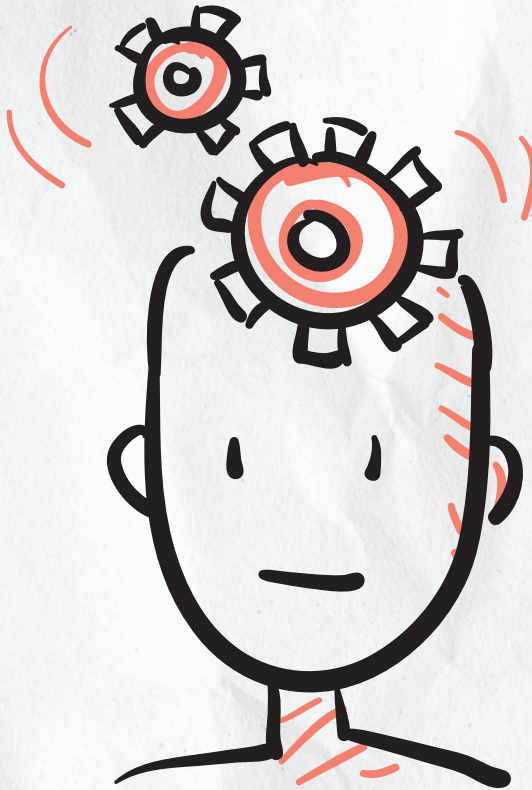
Don't leave anything to chance, and remember it's the sequence that sells.

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Secret 66

SWITCHING SALES MODALITIES



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Switching Sales Modalities

All of us have a favorite way to consume content. Maybe you like to read, watch videos, attend events, listen to podcasts, or look at inspiring pictures. When you build your funnel, recognize that the more sales modalities you can use in your funnel, the better.

I love to sell with webinars. This is hilarious because I almost NEVER buy off of a webinar because I'm too busy to attend them. I buy after reading books from experts or downloading a case study or listening to their podcast. I almost never read blogs.

I'm just one person with a set of preferences, but now imagine 5,000 people coming through your funnel. If all you do is use words, you will miss out on selling to the people who love video and pictures and sound! If all you ever use is video, you'll miss the people who want to download something to read.

The first thing you want to do is pick the sales modality you think will make you the most money. If it's a video, spend the bulk of your time on that. Your funnel should be built to highlight the one modality you're focusing on. But you know there are still a lot of people who won't want watch a video. It's too long, or maybe they're at work and they can't have the volume up. There are a million different reasons.

Lead with what you think is your strongest modality, the version of the page that's going to be the best, and put it out there. If somebody attempts to exit the page without buying, use an exit pop-up. This can offer a sales letter version for those people who don't want to sit through a video. Switch the modality.

If you have a webinar, create a sales letter from that. Turn it into an audio podcast. Recreate that content in all the different modalities, because you never know who is waiting to buy as soon as you get the right angle to your message.

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Secret 67

ASSESS YOUR FUNNEL PART ONE



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Assess Your Funnel Part One

Before you turn your funnel on, remember that if it fails at first, it will teach you MORE than a successful one will. And that loss will help you to be profitable long-term.

I wrestled in high school and college, but I was never the guy who won all the time. However, I became a champion because I took every loss as a chance to learn what to do differently the next time. Some people are just amazing wrestlers. They come in and they just win all the time. I was never that guy. I would lose to the best and then go back over the tape (we recorded it) and I'd try to figure out why I lost. Maybe I lost because I was overextended, or I took a bad shot. I'd start practicing and tweaking my strategy until eventually, I beat them.

Do not try to assess your funnel with theory and opinion. You need traffic. You need to put it out there and see what happens. Get into the ring. Once you have traffic and data, you can make adjustments.

I see this all the time with our Inner Circle members. These are the people I spend the most time with. They go and create a sales funnel, they launch it, and it doesn't work. Then they're devastated. "I can't even handle this. I spent all this time on it, and it didn't work." They're shattered.

About 90% of the time, you will put out a campaign that will not perform on the first go. You will get beaten. You will have to come back, make adjustments, and try again. Break every piece apart like I used to do with my wrestling videos, so you can figure out why you lost. Why it didn't perform the way you expected.

Do not go out and reinvent the wheel every time a funnel doesn't work. People always ask me, "Can you critique this before we launch?" I'm not going to critique it BEFORE you launch it—go launch it first. We have no idea what's going to happen until you're put in a competition, until you see how you react to the real world, see how people react to you.

Let people vote with their credit cards. It's the only thing that matters. If they are willing to pull their credit card out and give you those digits, then you win.

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Secret 68

ASSESS YOUR FUNNEL PART TWO



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Assess Your Funnel Part Two

So your funnel is up and running. You have an irresistible tripwire. You're using the order bump. You have upsells and downsells. You're making sure to hit people with all the different types of sales modalities (text, video, images, audio). You are creating a choreographed sequence that leads them to the sale with excitement and the taste of new opportunity. Now what? How do you figure out if your funnel is working?

You want to look at several KPI's.

- *What is your cost to acquire a customer?* How much money are you spending in ads in order to get one buyer?
- *What is the average cart value?* How much is the average customer spending when in your funnel?
- *What's the conversion rate on the landing page?* When traffic hits the landing page, how many people are opting in?
- *What's the conversion rate on the upsell?* How many people are taking the upsells and downsells?

Let me give you a tangible example from the Biohacking Secrets funnel I launched with my friend Anthony.

When we first launched it, we started with about \$100 a day. Do not be the person who runs it for a day then freaks out and quits. Also do not be the person who leaves it on for weeks and spends \$100k without optimizing.

Our initial testing budget was around \$500–\$1000 for data. The average cost to acquire a customer was around \$20. Some ads were cheaper, some were more expensive.

The next number we wanted was the cart value. How much were people spending? For Anthony's funnel, it was about \$17. This means he

was losing about \$3 for every customer he acquired. Then there's the book printing and shipping, so really we were negative \$13 per sale.

It's important that the funnel break even. Even if you have a plan to make money from that customer again and again, keep optimizing until it's breaking even. Most people in this phase would conclude that the funnel sucks and they would give up. No. You need to look at all the pieces and fix it until it does work. It's not IF, it's WHEN!

First we tried to get the ad cost down, because \$20 to acquire a customer was a lot. So we turned to Facebook Live and used those videos as ads. The first one he did dropped the ad cost to \$6. So every single day, Anthony did a Facebook Live. We spent \$10 on every video, and whichever ones worked, we added more money to.

Next, we looked at the conversion rates on the landing page. They were good, so we left that alone. However, the order bump was only converting at 11% and the upsell rate was even worse. That wasn't good enough for us. So we simplified the copy and the message. Changed the pricing. Eventually, the Biohacking funnel broke even.

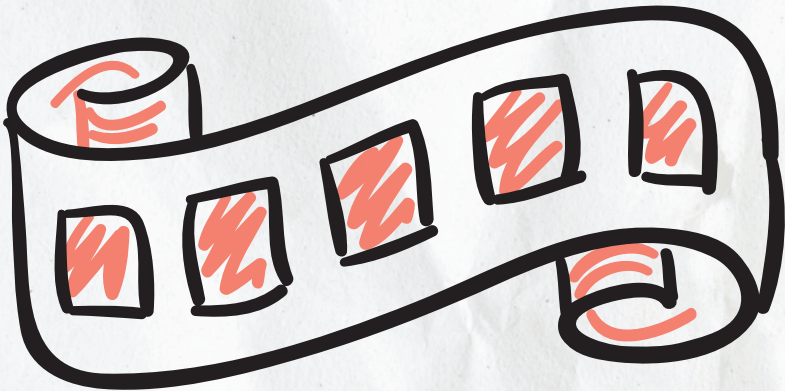
If you're fairly certain you have a hot offer in a hot market, do not give up on your funnel until you can get it to this point!

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Secret 69

FUNNEL FRIDAYS



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Funnel Fridays

Try integrating a QVC or network marketing home party funnel into your business and see what happens.

We started this with Funnel Fridays. From a technical standpoint, you can do this live on Facebook, Instagram, Google Hangouts, Zoom—it doesn't matter. The idea is to sell by doing.

Every Friday, I would build a new funnel in 30 minutes or less. The idea was to do something cool so people would want to come and hang out with me. It wouldn't be a hard sell like a webinar. Instead they'd watch me using the software on real products and businesses, in real time.

What happens when you show the product and demo it live? People start to wish they had it too. They start to imagine what it'd be like if they could do what you're doing. Then they want to buy it.

This is exactly how a home party works in network marketing. People are hanging out together and watching products actually get used. Whether it's supplements or knives or makeup, the sale that happens at the end is a natural outflow of testing and trying the products.

Unlike real-life parties that happen at a set point in time and can't be "replayed," our Funnel Friday hangouts continue to sell for us over the week until we do the next live version. We have the replay up on a page and add buttons and images below the video that say, "If you're interested in purchasing Funnel Scripts, go here." You can do that for every product demonstrated at the event. Almost every funnel online is built upon the principles of real-life marketing. Look at old-school methods (direct mail, shopping in a store or at a salon, catalog-to-phone sales) and mimic what works in real life within your funnel.

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Sales



Introduction

If you believe in the product or service you are selling, you have a moral obligation to do everything in your power to get it into the hands of your customers.

A lot of you know that I am a Mormon and I went on a two-year mission. Every single day, knocking on doors. I've had a lot of people ask me, "Why did you do that? Why do you push your religion on people?"

My first response is always, "Are you kidding?!" I wasn't pushing my religion on anyone. I simply wanted to share something that I really, truly believe in—something I think will change the eternal path of a human soul. What's the point in believing in something if you don't actually think it matters enough that you must share it, even if it means rejection and sacrifice?

I have this same conviction about the things I bring to the marketplace. ClickFunnels, sales funnels, marketing—I know they have the power to change entrepreneurs' lives and the lives of their customers. I have a moral obligation to do everything I can, because I believe.

I have a client Pam who is trying to save doctors from committing suicide. It's a huge problem. Her business is all about spreading awareness of doctor suicide and how to stop it. She sent me her book with a little note that said, "Thank you for creating the software that is helping me to save countless lives."

That's why I sell. That's why I'm not afraid to use aggressive sales and marketing tactics to get ClickFunnels into the hands of every entrepreneur I can find. Because I know it is the best product out there to help entrepreneurs spread their message. That's how the world gets changed.

In this section, you'll learn how to sell. How to get inside the mind of your prospect so you can close the deal.

Secret 70

FOOD-COURT-PROOF YOUR BUSINESS



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Food-Court-Proof Your Business

Here's a real simple method to discovering whether your offer is going to sell. Some people will tell you, "Go sell to your existing customers and email list," which is an awesome way to start. But eventually you'll need to go outside your network. You'll need to find people who have NO idea who you are or why you exist. And they won't have ANY personal attachment to you.

The best way to tell if your offer is going to sell to a cold market is to do this exercise.

Go down to the food court at your local mall. Stand on a clean table and whistle really loud. Try to get everyone's attention. And when you have about 100 people looking at you, say, "Hey everyone, who's interested in...?" and then announce your offer.

Does anyone raise their hand? Or even raise their eyebrows? Or does everyone look at you like you've got a screw loose?

If you're saying to me right now, "Russell, no one would have any interest, but that's because my product/service is more complicated. I need to educate them about it first."

Well, I have good news. Selling sales funnels with ClickFunnels isn't as easy as asking someone whether they want a new pair of shoes. It's a hard exercise to do, because your offer might be awesome and need education, but you have to find the RIGHT sales message.

If we use ClickFunnels as an example, here's a first (lame) attempt.

"Hey, how would you like to learn how to build a sales funnel?"

No one even knows what that is! So next, I try the money-making angle.

"Who here wants to see my sales funnel that makes \$17,947 per day?"

Still doesn't have that punch because they don't know what a sales funnel is. So then I try this...

"Hey, who here wants a free money-making website?"

Now we're talking. Most people at a food court will understand money and websites. You may have other offers that speak to the audience who knows and loves you, but you will be able to ensure a constant stream of new customers if you can get your message right.

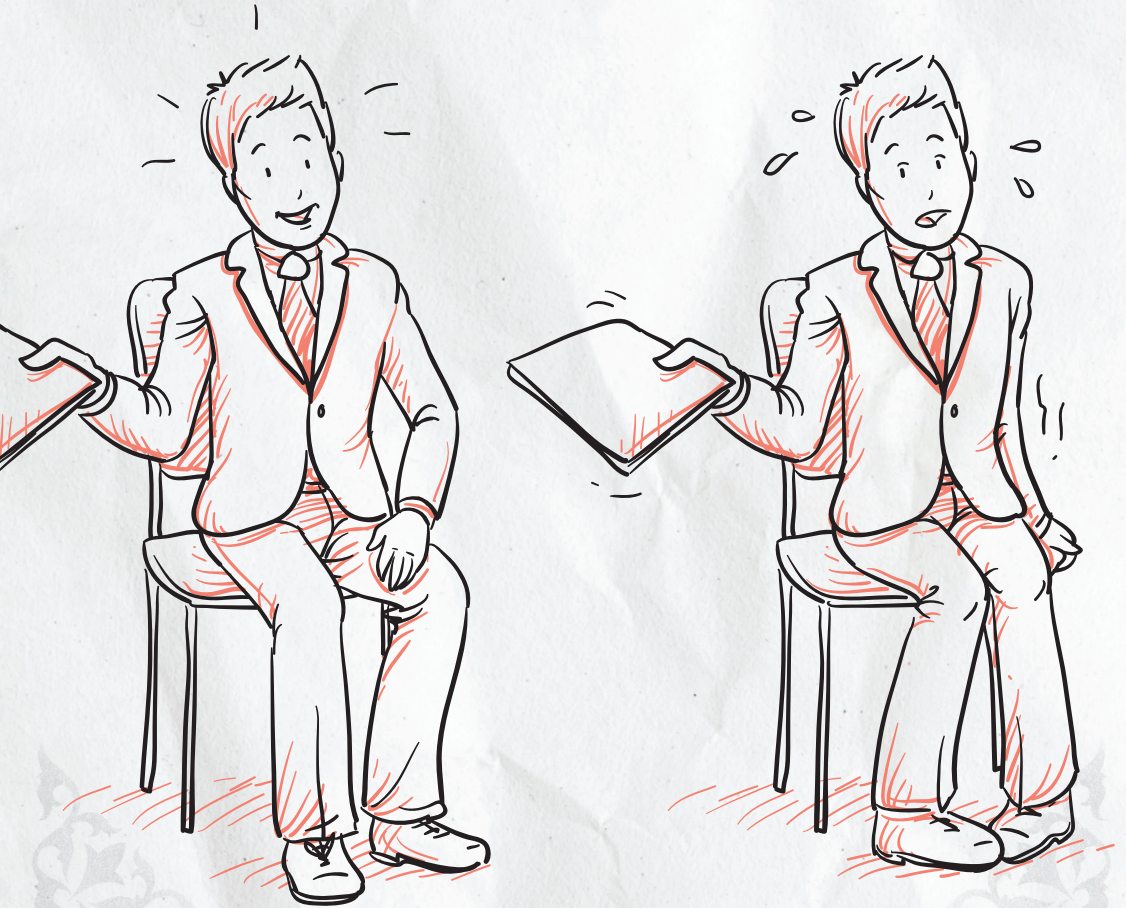
Rewrite your message again and again until it's food-court-proof.

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Secret 71

THE TALE OF TWO SALESMEN



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The Tale Of Two Salesmen

When we were redoing our kitchen, I wanted to buy a subzero fridge. I was so excited about this purchase and I wanted it immediately. Not tomorrow. Not next week. TODAY. I drove down to a local showroom and explained to the first salesperson I saw that I wanted to buy a subzero fridge that day. The woman brought me into a showroom and told me a consultant would be with me shortly.

It took about 15 minutes for someone to come over, and by then, I'd looked at all 10 models for at least 3 minutes each. The money was burning a hole in my pocket. She shows up and says, "Hey, sorry. I'm the only consultant here today. I'm about to leave for an appointment on the other side of town, so I don't have time for you right now. But if you write down your name and number, I can get back in touch with you."

I couldn't believe it. I was ready to buy, and she was pushing me out of the store. So I tried again.

"I'm here because I want to buy a fridge today. I want to leave your store today with a fridge."

"What kind do you want?"

"Subzero."

"That's going to be a minimum of 10 grand. I don't want you to have sticker shock. That's probably going to be outside your budget."

Here I was trying to write a check for \$10,000 to this woman and she blew me off and made judgments about my budget.

Next I went to Lovesac.com to place an order. They make bean bags and couches. The little chat box immediately popped up asking if I needed help. The guy on the chat ended up calling me. We went back and forth with a bunch of options. On the day of purchase, this is how our conversation went.

“I’m going to order. Just making sure that’s fine.”

“No problem!”

“How long until it’s delivered?”

“Six weeks.”

“I don’t want to wait six weeks. Is there any way you can get them to me in two weeks?”

He says, “Let me find out.”

About 30 minutes later, he calls me back to tell me he can’t get them in 2 weeks, but he’ll mail out a loaner Lovesac that we can use until then. When I told him I wouldn’t be the type of person to ship something back, he offered to send me what he had in inventory today, and then he’d send me alternate covers when they came in so I didn’t have to ship anything back.

He did everything possible to make sure I had a great experience. And right when I went to buy, he said, “Oh, by the way, use this coupon code to save \$1,000.” I put in the coupon code, and sure enough, it took off \$1000. So what did I do? I bought another Lovesac.

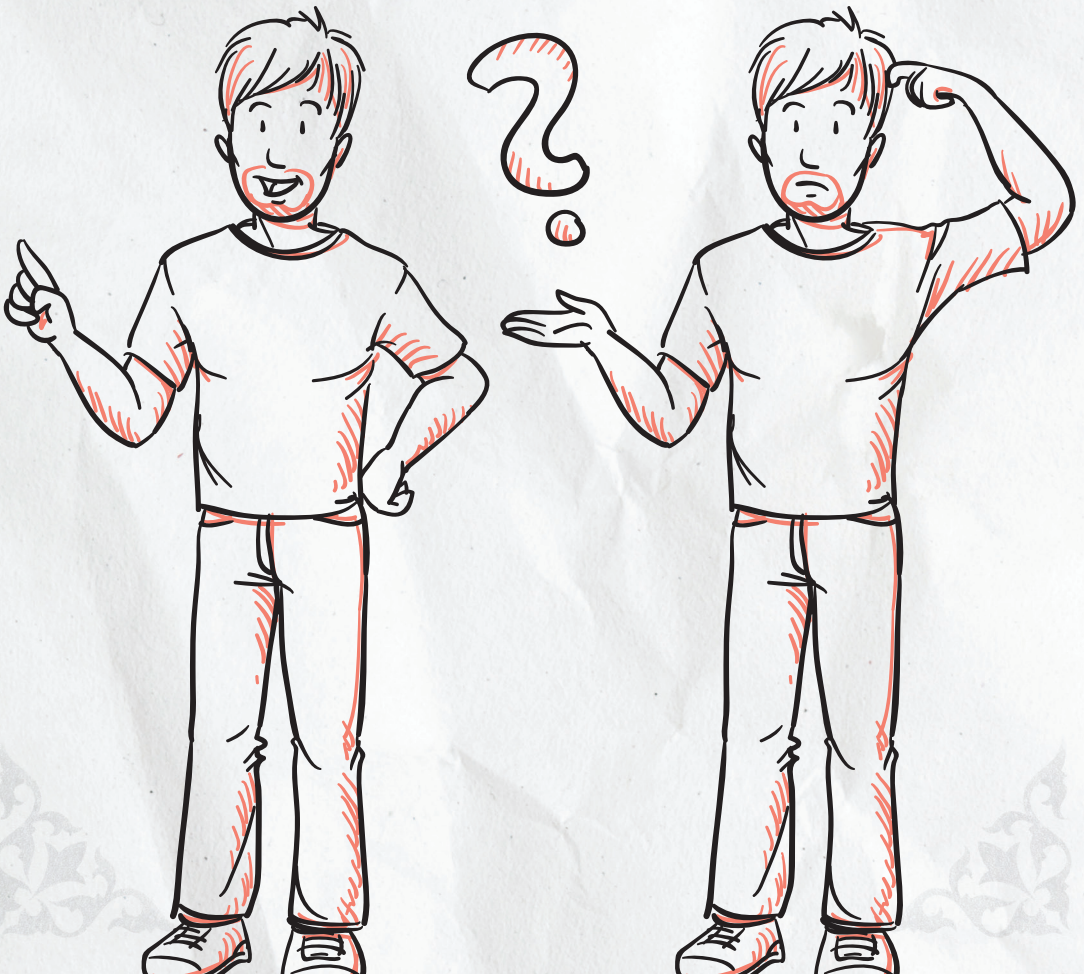
Which salesperson are you?

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Secret 72

THE TALE OF TWO MARKETERS



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The Tale Of Two Marketers

Two aspiring marketers joined our Inner Circle Coaching Program at the same time. Which one are you?

Mike was a college dropout with very little life savings left in his bank account. After attending a transformational Tony Robbins event, he met a friend (we'll call him Joe) who was about to sign up for our Inner Circle Coaching Program. They hit it off and became friends, and Joe convinced Mike to join the program at the same time. Joe knew a bunch about marketing, Mike knew nothing. Joe must have been a convincing salesperson, because Mike agreed to join.

Not a day later, Mike called Joe to see if he had submitted his application. He was shocked to hear Joe say, "Yeah, I decided I couldn't afford it. So I didn't join."

Mike was stuck. He'd just given us EVERYTHING he had for this program and his friend who knew all about marketing had bailed. So here's what Mike did.

He showed up. He came to the meetings. He knew NOTHING about marketing. He showed us a supplement he'd sold through a direct sales company and we started mapping out a funnel for him. Because he knew nothing, it took him four months to get his first funnel launched. He ended up making around \$30,000 in a month.

Meanwhile, Joe reapplied to school because he was frustrated that his business hadn't gone anywhere. It didn't go anywhere because he hadn't done anything with it.

I had another "Joe" in the Inner Circle once.

Whenever someone joins The Inner Circle, there's an initial consultation. I map out a business model, a funnel for them, and give them everything on a silver platter. After two months, this "Joe" came to me to say he hadn't done anything yet.

“I can’t remember what you wanted me to do. Can we do another call so you can re-explain to me what you told me two months ago?”

He hadn’t taken notes. He hadn’t sent a message to me or anyone on my team. He expected people make up for his lack of commitment, focus, and stick-to-itiveness. When I told him no, he demanded a refund.

Successful people don’t make excuses. They go for it, even when the stakes are high. Even if they know nothing when they start.

Which marketer are you?

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Secret 73

MARKETING SECRETS I LEARNED FROM A STREET PERFORMER



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Marketing Secrets I Learned From A Street Performer

Sometimes we forget about the art of sales when we're behind a computer screen. We lose touch with the people who are coming into our funnel and buying our products.

During a trip to London, I had the privilege of watching a juggling street performer make hundreds of dollars on a one-minute show with people just passing by, fully intending NOT to give a street performer money. Here's how he did it.

It started with a cough. The guy had a nice shirt on and a microphone and he started to cough. Louder and louder, more and more, until a bunch of people started to gather around him. *What in the world is happening?* I thought. This coughing went on for about five minutes—almost to the point of weirdness—but it got a lot of people's attention and I got really curious.

"Everyone, I'm okay! I was just trying to get your attention because a show without attention is just an accident."

That's step one in sales. Get their attention. Especially with direct response, you have to stop them while they're scrolling on Facebook or Instagram or wherever the ad is, and get them to lean in and pay attention.

Next he told us, "I'm going to start the show." And he drew a huge chalk square around himself. "Okay, everyone, come up to the square—this is the edge. Come in." And he got everyone to come closer. To lean in further. To take the next step.

The show began and lasted about 45 minutes. The fire-juggling part was only about a minute long. He spent most of the time telling jokes. Making fun of people, making fun of himself, and building rapport. He was getting them excited for the climax of juggling fire.

In online sales, you must take that momentary attention they have on

you and develop it into a rapport. Pull them in. Use a squeeze page. Get them to take the next step once you have them.

The thing is, he could have just gotten on his unicycle and started juggling fire and it could have been over in like a minute. But if he had done that, he wouldn't have made any money. Instead he took the time to train his audience.

He had us all breathing together (pretending to breathe fire). Breathing in sync is one of the fastest ways to build rapport. Then he started his warm-up juggling and had members of the audience throw him his batons. He taught us how to cheer and clap for him. Most importantly, he educated us about why we should pay for this entertainment.

This is the part of your sales process where you show your prospect why they should buy and how. Leave nothing up to chance—tell them exactly what to do.

Look, I'm a street performer and this is how I make my living. If you were to go to the bar right now and buy a beer, it would cost five pounds, and that's going to take maybe a minute to drink, or a minute and a half if you take your time. I've been performing for almost 45 minutes so far, and I would assume this is worth at least the same as a quick beer in actual entertainment value. So the minimum donation accepted is five pounds. The maximum is a hundred.

So he finally juggles fire. The whole show takes maybe a minute and the crowd cheers. People start throwing money into the hat, but a few are walking away. So he calls them out. "What are you going to be, a freebie seeker?" You can feel in the crowd that all the people still there don't want to be called out either. I certainly didn't. I felt obligated to pay because he had built rapport and explained the price justification. And initially I probably would have given him a pound or so. But because I felt obligated, I was like, "Okay, I gotta give five."

In summary, here are the marketing lessons:

1. Get attention.
2. Build rapport.
3. Train your audience on what you want them to do.
4. Justify the price (or pre-frame).
5. Do the show.
6. Give a call to action.
7. Follow up with those who don't listen.

Next time you create your sales process, remember the 44 minutes of pomp and circumstance this performer did for a one-minute show.

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Secret 74

HOW TO TURN ALL YOUR COMPETITORS INTO PARTNERS



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How To Turn All Your Competitors Into Partners

In our community, we call ourselves Funnel Hackers. The idea is that we can look at what our competitor is doing, mimic it with our own funnels, and take their traffic. Ethically, of course. We're not talking about plagiarism, just hacking.

The problem is people are lazy. And they think funnel hacking is supposed to replace creativity. When you decide to enter a market, of course you have to go through and funnel hack your competitors. What are you looking for? Layout, price, how they stack their offers, etc.

What you are NOT trying to do is steal everything they've done and do it the same way. Because, think about it—you've just stepped up and gone head-to-head with someone who's already out there pulling in traffic and making money. You've got the same product, same offer, same everything as your competitor. And they have a definite advantage over you.

This is why you need an angle.

In wrestling, from the outside looking in, it's hard to tell what's happening. Two guys who look like they are smashing their heads together. But the entire goal when you're on the mat is to get an angle. We're trying to get somebody to take a step so that we've got an angle to attack them from. If I want to take somebody down, I've got to move and move and move until I can get them to take a little step. And as soon as I've got an angle, instead of going head-to-head (literally), I'm going to go through their ear or their shoulder. This angle opens up the whole world to me. Now I can actually take them down. But it 100% requires me to get an angle like that if I want to take down somebody. It's just how it works.

In business, your angle is the part of the market that isn't served. If you're in weight loss, there's the abs girl...the keto guy...the paleo guy. Find out where your angle is and how you can take a part of the ecosys-

tem that isn't currently being used.

When you do this, all your competitors now become partners because you're not in direct competition. You can serve each other's markets, co-exist, and make a lot more money than if you had attempted to go head-to-head.

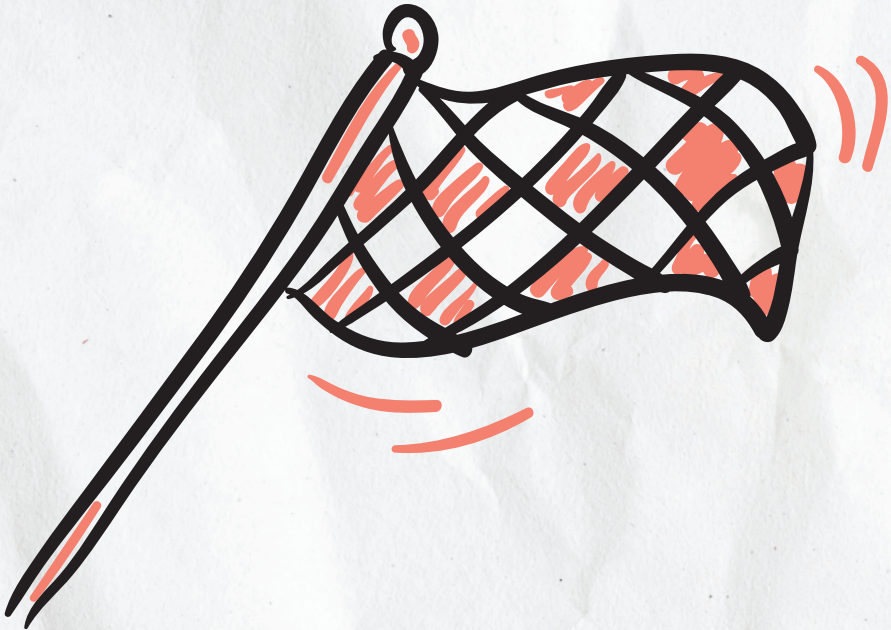
Find your spot in the ecosystem, and then use what you learned by funnel hacking to create a valuable offer that puts you in partnership with the other people in the same space.

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Secret 75

BE THE SPEEDY PREMIUM



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Be The Speedy Premium

Get someone to commit when they are at the highest level of excitement and buzz.

If your business works with quotes and proposals, you need to pay attention. This is so important. You're killing your business with the traditional model.

If I need something done at the house, I call a contractor. He comes out, looks at the project, and tells me he's got to go back and create a quote. My excitement dies a little bit at that point, but I understand. So then I wait two, three, four weeks sometimes before I get a quote. And by the time it arrives in my inbox, I'm not nearly as excited as I was when I talked to him the first time.

Not only that, but I usually have several other quotes and now there's no emotion and excitement, only comparison shopping. In that environment, if you're not the cheapest, you lose. The traditional proposal system is broken.

Instead, you want to be the speedy premium. Even though it's hard to come up with a quote right on the spot, you can create systems that make it easier to estimate the cost quickly. If it's a huge project, you can say something like this, "Look, this project's going to be pretty big. It's going to be around \$25,000—that's the ballpark number. I'm going to go find those things out for you right now, but I want to lock this in today. I know you're excited to get started, as are we. What day can we begin?" Then have them pay a deposit right there on the spot.

You need to position yourself as the best. The only alternative. The premium option that is a no-brainer because it's so, so good. Position yourself as the most expensive shop in town, the one who does it best. Go after the premium market, because again, you can either go after the cheapest or the premium, but you don't want to be in the middle.

If you put it in their hands by sending them a quote then waiting to hear back from them, you've lost everything. You've lost all your strategic advantage, your ability to price things the way that makes sense. Get a commitment right at the start.

Make it where you are the high-end leader. You're so busy that you cannot and will not take on everyone. They have to apply and jump through hoops and justify why you should work with them. When you do it that way, everything changes. Now you're in the driver's seat, and now you can run your business the way that you want to, as opposed to doing it the way your customers prefer.

Obviously, we love our customers. We want to serve them at the highest level possible, but we should also do it on our terms, not on their terms, which is key. As soon as you do it on their terms, your customers will eat you alive if you allow them to.

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Secret 76

EMOTIONAL SELLING



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Emotional Selling

The goal in any sales process is to get your prospect to believe that it will work for them. That's it. So many people think teaching and tactics and strategies are a part of the sales process, but they aren't.

It's about belief.

To get the sale, you need to make sure you're selling something that will actually deliver the change you promise. It's not your responsibility to hold a person's hand, but you should create the best possible opportunity for change. Because otherwise, what's the point?

There are a few things that produce change in humans:

- *Action*
- *Belief*
- *Pain*

Think about it. If you believe in something really deeply, your life will reflect that belief.

If you feel pain when you put your hand on the stove, you will stop doing that.

If you take positive action (like doing something nice for your spouse after they've been really mean to you), that action will help to change how you feel about the situation.

Action. Belief. Pain.

The sales process must include stories that help create an emotional response in your prospect so they truly believe that change is possible... for them and not just for you.

Finally, connection. Creating a bond through authenticity, vulnerability, and storytelling bonds you to your prospect so they want to work with YOU to accomplish their dreams.

If you think giving your best tactic will create buyers...it will give them knowledge, yes, but it won't actually create belief, pain, or the inspiration to act. Why? Because when we fill our head with knowledge, it's like eating a great big meal. We feel full.

Feeling full usually leads to a nap, not action.

Your greatest duty as a salesperson is to make your audience believe something different by the time they get to the end of your pitch. To feel the pain of their circumstance NOW instead of what it could be. And to inspire them to act.

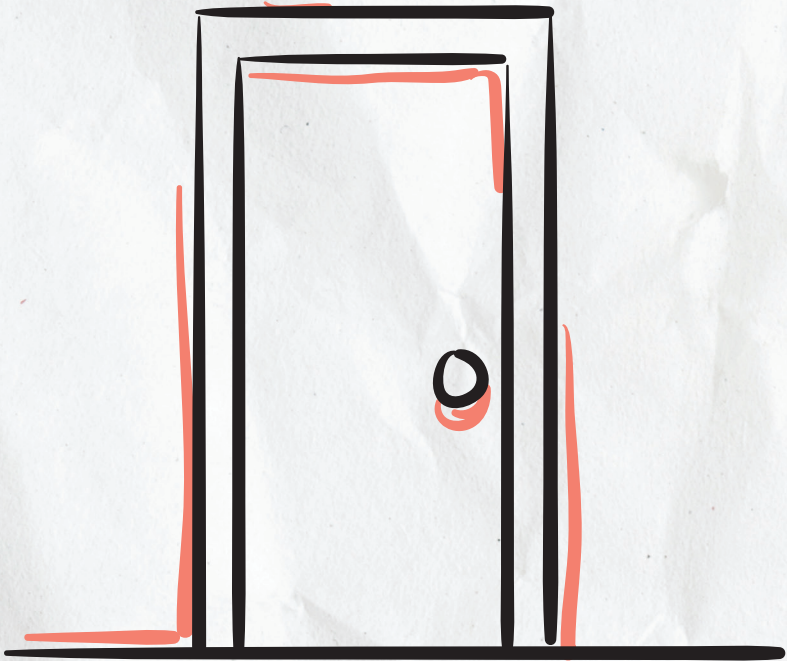
Work belief, pain, and action into your webinars and sales calls to get the best chance for the sale.

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Secret 77

THE BACKDOOR METHOD TO SELLING



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The Backdoor Method To Selling

Sometimes you have things that are hard to sell. Use the backdoor method and it becomes worlds easier.

I sell a mastermind program. Lots of people have mastermind groups, and it's a difficult thing to sell because you feel like you have to brag about yourself and why you're better than anyone else. Using the backdoor selling method takes out any weird salesy and boastful feeling you might have about self-promotion.

Find something in your program or offer that people really want. In our mastermind, there's a Black Box Program. I wrote a four-page sales letter talking about Black Box—how incredible it is and how it literally changed our business and is changing other people's.

We had this one thing that's really powerful that people want. Instead of selling the mastermind, we sell the one product they really, truly want. Then at the point where we close the prospect, the angle is "It's FREE when you join our mastermind program!"

Another example is with my friend who's a chiropractor. He's been trying to sell people adjustments and it's a constant struggle. So instead, he created this presentation that teaches people a 30-minute morning routine. It has exercise, yoga, stretching, and all this stuff. Then at the end of that presentation, he gives them a foam roller, a bottle of special oil, and a meditation CD...but only if they come to his clinic and get adjusted.

He's just trained them for 30 minutes on why they need these three things. They can either go out and buy it on their own, or if they join his program, they can get it for free. The positioning is so powerful because the sale doesn't feel like a sale at all!

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Secret 78

THE POWER OF A TEE



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The Power Of A Tee

How do you stay memorable? How do you build a culture that creates “sticky” customers?

Give them a t-shirt.

I went to an expo once. We were definitely at a disadvantage—our booth was small and way in the back, and I knew that we were not going to make our sponsorship fee back if we didn’t do something really bold to get people’s attention.

The first thing we did to create buzz was order a whole bunch of t-shirts that said “#Funnel Hacker” on the front. On the back, they had “Powered by ClickFunnels” and the logo. We promised a free t-shirt to anyone who came to my breakout session.

I think we ended up giving out between 600 and 700 t-shirts. The next morning, there were about 400 walking billboards at the event!

Even when you’re not at an event, t-shirts can help customers stick with your product longer. In the onboarding process for ClickFunnels, we send our new users t-shirts when they complete one of our setup games. We’ve had people write in and tell us that even though it took them a month or two to get ClickFunnels up and running for their business, they stuck with it because the t-shirt was so cool looking and comfortable.

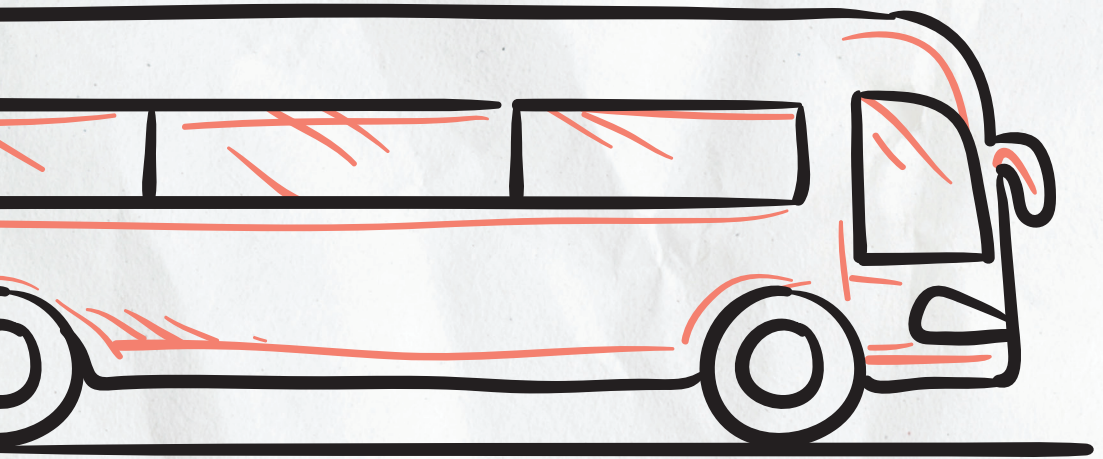
It costs us thousands of dollars a month in t-shirts, but the culture it creates is just insane. T-shirts are not that expensive to make and are one of the fastest ways to reduce churn and refunds. And people wearing them means more conversation and more selling.

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Secret 79

TAKE YOUR SHOW ON THE ROAD



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Take Your Show On The Road

Look at business like a play. You create the show, hire the actors and the producer and the director, build the set, and perform three or four times in your hometown city (let's say it's Chicago). You've spent all this time and energy putting on an awesome performance. What happens next? You take the show on the road.

After Chicago, you go to New York, San Francisco, Dallas, Atlanta, and Austin. Taking the show to different locations, you make more money because you keep tapping into new audiences. Online we call that "changing the channel."

The problem is that a lot of business owners get bored selling the same thing over and over. We want to create something new and sell that instead. It's our entrepreneurial desire for creativity and variety. And we lose out on all this extra revenue because instead of spending energy on more selling, we turn our attention to new inventions.

How can you change the channel and take your show on the road? If you're heavily on Facebook and killing it, don't start a new product. Move onto Instagram or Twitter or Pinterest or YouTube, or try direct mail or podcasts.

Go to each new channel, bring your offer there, and continue to make money.

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Secret 80

THE PILES OF MONEY YOU'RE NOT TOUCHING



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The Piles Of Money You're Not Touching

Are there piles of money in your business that you aren't touching?

After a few encounters with my pool cleaning guy, I realized that so many freelancers and service providers just leave piles of money EVERYWHERE.

Take the following conversation.

Us: Hey, our slide isn't right. We want to pay someone to come and fix this. Do you do that?

Pool Guy: Yeah, I could do that. But all you have to do is go buy some epoxy and just slap it on there and it will be fine.

Us: Well, we don't want to do that. Can we hire you to do it?

Pool Guy: No, it's really easy. Just go and get some epoxy and you can slap it on the thing...

Three times we asked him if we could give him money and he rejected us. There were piles of money just sitting there for him and he didn't know how to take them. He could have fixed the slide. He could have found someone else to do it and then marked up the subcontractor's fee. Instead, he spent all this time convincing us NOT to hire him.

A week later, he came for a regular pool cleaning. I came home to find a big note on my door that said, "I was cleaning your pool and I noticed that the filters are dirty and they're probably old. So you need to go pick up some new filters and install them. That way, it will keep the pool cleaner."

Two massive problems with this guy's selling strategy. One, a dirty pool means more cleaning and more money because I need him to keep coming back. Two, a pool guy should buy filters and change them then CHARGE me for it!

The reason people are so hesitant to pick up the piles of cash and sell more to their customers is because they have a misconception about upselling. That somehow it's greedy or salesy to keep offering more and more services for more money.

But it's not. Because every upsell brings more value. If I go to the dentist for a teeth cleaning and she offers to straighten my teeth with a retainer, I'm so excited to have straighter teeth, I'm happy to give her more money. And if she says she can also give me a treatment to reduce staining on my two front teeth, I'm going to give her more money again. When upsells come with increased value, it's not being greedy. It's solving more problems and giving out more solutions.

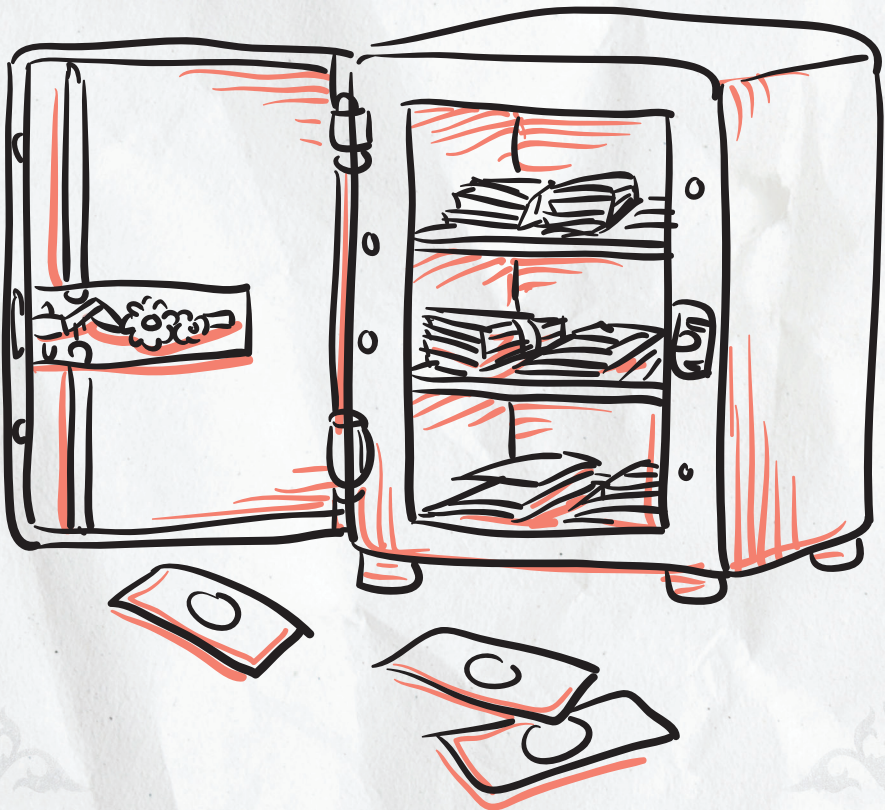
Look around in your business and notice where there are piles of money you're not grabbing because of your own mindset limitations.

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Secret 81

THREE WAYS TO MAKE MORE MONEY IN YOUR BUSINESS



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Three Ways To Make More Money In Your Business

Growing a business is simple because there are only three ways to do it: Get more customers, get them to spend more, or get them to buy more often. That's it!

When you're working toward your first million dollars in revenue, the goal is to get customers. Get as many as possible. This has a snowball effect because at a certain point, referrals and word of mouth will start to kick in. Once you hit \$1 million, it's time to move to the next phase.

I call Phase Two ascension. To get your customers to spend more, you have to get them to buy the more expensive products. It might mean you have to make more expensive products. It might mean you have to create more trust and culture and expertise so that you are the person they think of first when they have a problem they can't solve.

Once you have customers ascending up into more expensive products, move to Phase Three. Now it's about consumption (Secret #51). Figure out how to get them to use your product so much that they need to buy more of it more often. In our software, consumption means we're trying to get them to use it more so they stay longer on the subscription plan. Consumption for a physical product is a bit different. If you sell hand lotion, it could mean sending them print materials showing them how to apply it several times a day so they run out of it more quickly.

It's easy to get overwhelmed in business when you're trying to figure out what's not working and how to make more money, but it's really not hard. Either get more customers, help them spend more, or figure out how to convince them to buy more often.

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Secret 82

THE FRAME



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The Frame

A frame is a doorway through which your prospect enters to learn about your offer. The doorway they walk through is huge determining factor for the type of response they will give when you attempt to close them.

If I'm going to frame you to like my friend before you meet him, I'll introduce you with something like this: "Hey, this is Joe. He's a really cool guy. I think you're going to like him." That frame prepares you to like him. Imagine if I said, "Hey, this is Joe. He's a really horrible dude. He stole a bunch of money." Your frame is entirely different.

There's actually a case study of a teacher who was tested in a college classroom. They had a substitute teacher for the day. Before that person came in, the principal told the class, "Hey, you have a substitute teacher. Before I introduce him, I'd like you guys to read his bio. Then I'm going to have him come in."

They handed out the bio to all 900 students. The bios were exactly the same except for one word. Half the bios said, "Mr. So-and-so is a very warm teacher," and the other half said, "Mr. So-and-so is a very cold teacher." That was the only difference between the frame given to these students before meeting the sub.

The teacher came in and gave a lecture. Afterward, they surveyed the students. The majority of students whose paper had said he was a warm teacher said things like: "He was an amazing teacher," "He was great," or "I learned a lot." The people whose paper said he was a cold teacher didn't like him, thought he was talking down to them, and perceived him as rude.

Everything in selling starts with a frame. A frame can be an introduction, an ad, even just a button on a page!

One of our sales funnels had a squeeze page with a button that read Get Instant Access. We split tested that language with Click Here to Fin-

ish and noticed our opt-in rate SOARED. That was cool, but what was not cool is that sales crashed. The frame of Click Here to Finish took them out of a buying position. Just that little adjustment decreased sales by 50%.

The Get Instant Access Now created a different frame of mind. The loop was still open and the transaction wasn't complete. The prospect was in a state of "What's next?" rather than finishing.

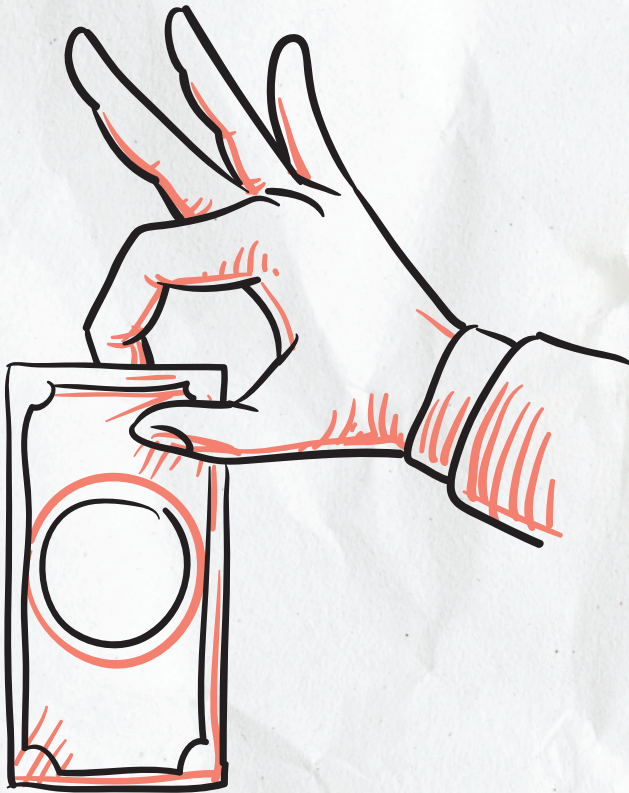
In the sales process, be mindful that every frame and loop and doorway should keep your prospect in the buying mood.

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Secret 83

DOUBLE YOUR SALES WITH THIS HACK



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Double Your Sales With This Hack

Everyone is always looking for the next cool hack (especially online). Sometimes though, the most obvious observances are the ones that make the most difference.

One of my friends in the Inner Circle did a presentation called “68% More Pageviews With This Hack.” He started his talk by addressing the belief that ugly sales funnels and websites convert better.

Whereas the average person might try to dissect and examine what about the design or the layout makes an ugly page convert better than a beautiful one, they’re missing the MOST obvious reason.

Ugly pages typically LOAD FASTER because they don’t have large images or heavy amounts of special coding. Something as simple as page-speed load time can literally double your sales because more people are actually seeing the offer.

If you are driving traffic to a funnel and averaging 100 views a day, speeding up the page means you’re now getting maybe 168 people a day. Multiple that by 365 days in the year and you have 24,800 more people seeing your offer. At a 1% buy rate, that’s an additional 248 purchases you would not have had!

The lesson here (aside from the page-speed issue, which you should definitely check) is that small things that don’t seem cool or sexy at first can actually make a huge difference.

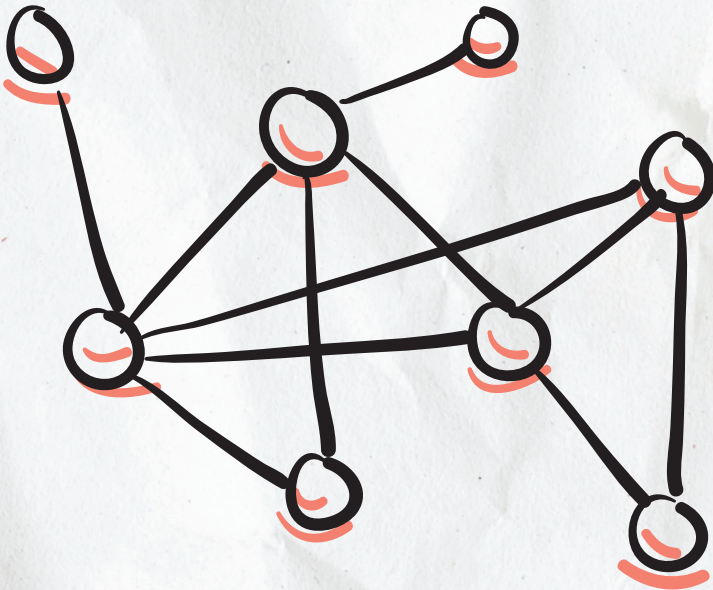
Look at every step of your sales process and work to remove any barriers.

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Secret 84

A LIST-BUILDING STRATEGY EVEN WITHOUT A PRODUCT OR OPT-IN



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A List-Building Strategy Even Without A Product Or Opt-in

If you're trying to collect leads for a product that isn't ready yet, you can leverage content that other people have already created to build your email list.

The first step is to use a tool like BuzzSumo to figure out what articles and videos are already trending on the internet. You need to find content that will attract the type of people most likely to buy your product.

Once you find the content, it's time to make a bridge funnel to it. The funnel is so easy yet so powerful. Design an opt-in form and create a great hook and headline that encourage lots of curiosity. Ask for the email address and redirect them to the content after they provide that info. If it's a video, you can easily embed it on a thank-you page that is branded for your business. If it's an article, create a thank-you page with a link to the article.

This removes the time and money it takes to create your own free content. Plus when you choose things that are already viral and trending, the market has shown that it's highly interesting and shareable already. You're simply piggybacking on the trend to collect email addresses. The cost per lead shouldn't be too expensive, and then you can build your list while finishing your product.

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Secret 85

SELL LIKE SATAN *...JUST KIDDING*



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Sell Like Satan...Just Kidding

If Satan can sell eternal damnation and make it seem like a carousel at an amusement park, then there's something to be learned from his tactics.

I spent two years as a missionary for the Mormon Church, and going door-to-door...it was a hard sale. I was essentially trying to convince people to give up alcohol, tobacco, coffee, and tea, plus all premarital and extramarital sex, and 10% of their income for the rest of their lives. And if they didn't screw it up, they may get salvation. As hard as that sale is, Satan had it harder.

So I tried to figure out how he did it. I realized it's all about positioning.

He doesn't actually sell eternal damnation. He sells all the things around it that lead to the sale of eternal damnation. Regardless of your religion or belief system (which I am certainly not here to argue about), the strategy is that he finds things we normally think of as bad and he makes them seem good. And he takes things that are good and makes them seem bad.

A lot of times there are things in your product or service that aren't perfect. How do you position them in a way where the negative becomes a positive? Let's take a new course you're selling on how to buy an exotic car as an investment. If you haven't built the course yet, you might feel like, "Well, that's kinda negative, because they won't get the content right away."

Instead, you figure out why that can actually be a positive. Maybe because the students will be able to help shape the course as you build it live. Maybe they'll get more attention than future buyers because they get to be the "early" crowd that helps determine the content. Now the negative has a positive position.

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Secret 86

USING YOUR HAIL MARY'S TO CROSS THE FINISH LINE



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Using Your Hail Marys To Cross The Finish Line

There will be times in your business where you're so close to your goal, yet so far away. It happened to us. But we created five Hail Mary passes to push us into the end zone.

In 2016, we wanted to triple our revenue with our company, ClickFunnels. It was a HUGE, audacious goal. In November, I asked our accountant what we had to make in order to reach the goal. The answer was \$1.5 million more than we had the month prior (and that had been a record-setting month).

It was crazy. Break our best month ever and beat it by \$1.5 million? December is typically the worst month for sales. There were a lot of doubts and fears, but we had the goal...so now we needed to deploy a bunch of backup plans so we could reach that milestone.

After figuring out the math (including taking a holiday break), we figured out that we needed to make an extra \$100k per day for a week straight. That's when we decided to throw a bunch of Hail Marys and hope that we could catch two or three of them.

It'll be different for your business, but the best thing to do is to start looking at where you can follow up. In Secret #78, I talk about the piles of money you're leaving everywhere. Start there.

For us, we noticed that over 14,000 people had watched our certification webinar but lots of them didn't actually sign up. So we created an email campaign targeting those folks and pushed them to take action before the end of the year. Hail Mary one.

Another place you can look is in your support requests and tickets.

We reviewed our common support requests. Lots of people ask to be able to pre-pay their subscription 12 months out, especially in December when they want to pay off expenses to reap more tax relief. So we cre-

ated a pop-up offer where people could buy a year in advance and get two months free if they did it right then. Hail Mary two.

After that, look ahead in your business. What future events and plans can you act on RIGHT now?

Though we were about three months out from Funnel Hacking LIVE, one of my partners (Dave) decided to call people to ask if they wanted to sponsor a booth at the event. He was able to close about four people within the week. Hail Mary three.

Finally, leverage your existing products and services. Is there content you're not using? Items growing dusty on the shelf simply because you didn't give them a new package or enough time in the spotlight?

We decided to take a ton of never-been-released content, and trainings and videos from events, and bundle them into a product called Funnel Immersion. Hail Mary four.

By the end of the year, we had hit our goal of tripling our revenue.

As you can see, setting goals and creating Hail Marys are so vital in business. If we hadn't made that big, hairy goal in the first place, there would have been no reason to push. And if we hadn't thrown our Hail Mary passes, we wouldn't have met our goal.

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Secret 87

ADD HUNDREDS TO YOUR MEMBERSHIP WITH THIS SUBSCRIPTION SELLING SECRET



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Add Hundreds To Your Membership With This Subscription Selling Secret

Memberships are difficult to sell online. So here's a selling strategy that gets people in by the hundreds. The key is a combination of scarcity and framing.

Here's what you do. You lead in with a hook of discovery. Something like, "Hey, guys! You'll never believe it. I just learned this cool new thing and I want to show you. I'm going to walk through it live and take you behind the scenes."

This is an invitation to a webinar-like event. You can do it however you want, with whatever tools you want, but it must be live! Build curiosity and buzz and get people registered to attend. This event should also be free. Send out a couple of emails and go on your social channels and talk up the event.

The live event will be a modification of the perfect webinar but not exactly the same. It's a 45-minute presentation where you show them the WHAT of your discovery.

I used this exact same strategy when I discovered how to generate 3,000 leads a day. I didn't show them how to do it step-by-step, but I told the story about how I discovered it and what I had done.

Storytelling is important here. Show the journey to your discovery. Explain what you found. Show them what it's doing for your business. For my example, I showed them how we found CPA networks to sell us leads (something I do not recommend now, by the way), and I walked them through how these leads were getting plugged into our autoresponder.

By the end of the 45 minutes—if you do it right—people are going to WANT to do what you're doing. What they won't know is HOW to do it. Using my example, they didn't know how to find the best CPA offers, how to negotiate, how to pay, or things like that. There were all these

missing pieces.

Right at the end of the presentation, you want to say, “Okay, so I’m going to be doing a 90-minute breakdown of this training in my membership group, where I’ll show you exactly how to do this. I’ll go step-by-step through each detail so you can replicate it exactly in your business.”

Then you can say something like, “If you’re a member, congratulations! Log in to the members area, and the link for the live training will be right there. I’m not recording it, and I’m not going to share it ever again. It’s happening one time and one time only. If you want it, now is the time!”

This frames all the listeners on the call so they understand that if they are not members, they are going to lose out.

So you say, “If you’re not a member yet, you’ve got exactly 15 minutes before this training starts. In 15 minutes, I pull it off the page, and if you wait even 5 more minutes, you will miss your shot. It’s gone forever. The only way to ever understand how to do this is to be on that live training. In fact, we have three other experts—the people you need to meet who will help you get this thing started—are going to be there on the call. But this is a one-time-only offer, it’s not being recorded, and it starts in exactly 14 minutes. So you better hurry. Go sign up right now for the trial at...”

You’ll get a ton of signups because people don’t want to miss that live event. And yes, some of them will cancel after it’s done, but some of them will stay because of your cool content and other live event trainings.

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Mindset



Introduction

There's one word that describes the entrepreneur. That word is momentum. The sense of moving forward and making progress. When you lose momentum, everything feels hard. Confusing and foggy. Things like shiny object syndrome and paralysis set in.

I notice this the most when I'm on vacation. I actually don't mind all the prep to leave for vacation because I'm getting things done and making progress. But then vacation comes and everything just stops.

Family and friends will say things like, "You're on vacation, you're not allowed to talk about business." And I'm like, "If I don't talk about business, everything halts and stops progressing in my life." And the lack of momentum, the lack of movement, the lack of direction is what makes me feel depressed and sad and stuck.

It happens at other points in business too. Rejection, team management issues, poor planning, wasted money, slow sales. All these things ruin momentum and send most of us business owners into a tailspin.

This is why this part of the book is the most critical. It's about mindset. It's about how to keep your brain and thoughts in check even when things don't go as planned.

It's all the hacks and strategies I've used to leverage my brain to keep momentum.

Secret 88

THE WORST-CASE SCENARIO



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The Worst-Case Scenario

Positive thinking is awesome, but so is worst-case-scenario thinking. Every once in a while, going to the worst-case scenario can get you unstuck.

A while back, we had our merchant account shut down. We had 100 employees who had almost a million dollars a month in payroll, overhead, and expenses, and we lost our merchant accounts. I had this paralyzing fear. I didn't know what to do, and I didn't know how to move or react. I was just stuck.

I remember sitting there thinking, Man, I'm kind of in a bad spot. Then I sat down and thought about the worst-case scenario. Worst case, I've got to shut down our company and lay off some people, and I'll have to file for bankruptcy.

I listed all those things out and thought about it until I became okay with it.

Suddenly that paralyzing fear disappeared, and I was able to step up and do what I needed to do to break through that fear and create something better than the worst-case scenario.

Wherever you're paralyzed, dig deep. Why are you so scared? What are your real fears? If bankruptcy is the worst-case scenario (as it is for so many entrepreneurs), what are your fears about that?

Maybe you're afraid to lose your house. Okay, so go there. Imagine what it would be like to lose your house. It would probably really suck, right? But then what? You'd rent a place. Maybe you'd file for bankruptcy. Maybe you'd have to go live with Mom and Dad for a few months.

Is your health gone? No. Are you still alive and breathing? Yes. Does your family still love you? Unless they're idiots, of course! That's the worst-case scenario in business.

When you can come to grips with the worst-case scenario, you'll be willing to gamble the dice and take calculated risks. If you can't stare

down that fear, it will always haunt you. You'll waste so much time and energy pushing those thoughts away, and it will erode your confidence and your foundation.

As leaders, we must have a vision of where we want to go, and then be willing and able to guide ourselves and our team and get there, to act and move. Play out the worst-case scenario and become okay with it. You'll be free to take the risks we ALL have to take sometimes to make it in this game.

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Secret 89

HOW TO KNOW IF YOU'LL BE SUCCESSFUL IN BUSINESS



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How To Know If You'll Be Successful In Business

There's a very easy way to tell if you're going to be successful as an entrepreneur. And once I tell you, if you think, Well crap, then I'm screwed, don't worry—you can change your focus and become successful.

Ready?

The people who are typically NOT successful are people who just want to make money. They go into business for the financial rewards only.

Or they care so much about their product. They are obsessed with their invention or course. It's their baby and they can't see outside of that perspective.

Those are the people who fail.

The people who are typically successful? They are the ones absolutely passionate and excited about marketing.

Apple is not in the iPhone business. They are in the business of SELLING iPhones. That's what Steve Jobs understood and why he was such a big deal and grew the company to billions. He knew we was in the business of marketing and selling. Not in the phone business.

Just remember this—it's not the thing. It's the selling of the thing. Those are the people who succeed.

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Secret 90

HOW TO BARRICADE YOUR SUPERPOWER



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How To Barricade Your Superpower

You know what happens when businesses start to grow? The business owner forgets to barricade their superpower.

There is one thing you do REALLY well. Maybe it's two or three things, but it's not everything. But when businesses first start, you have to suck it up and just do all the things. The problem is, at some point that must change if you're going to scale. You'll have to stop doing everything but your ONE superpower.

I remember when I had this aha moment about my to-do list. I was doing everything. Support, design, copy, admin—you name it, I did it. But the one thing that made us the most money was when I was on a webinar pitching. I would make more money in 90 minutes than in the rest of the month combined. That's when I realized I had to build a business that allowed me to be on webinars as much as possible and forgo everything else.

I had the same epiphany with my partner Todd. He's one of the most amazing developers I've ever seen. But at the beginning, he was doing so much tech support and so many bug fixes—things that weren't his superpower. Both of us knew this stuff had to get done, but it held us back from our true gifts.

Barricades can also be people. Hiring more staff or the way you set up your office or workspace so you aren't distracted. Barricades can be standard operating procedures and self-inflicted guidelines that keep you from saying yes to any and every opportunity.

Use the 80/20 rule. If you typically spend 80% of your time doing things that are not your superpower and 20% of your time working with your greatest gift, then just flip it. Try rearranging your day so 80% of your energy is on that superpower and 20% is all the other stuff.

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Secret 91

STOP FOCUSING ON THE WRONG THINGS!



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Stop Focusing On The Wrong Things!

Every day, I go into our Facebook group and see people who are focusing on all the wrong things. They are focused on cool tactics, on creating super complicated funnels that require special coding. They are distracted by the latest trend or formula from some new guru. In fact, the majority of support requests for our software come from people who are focused on all the wrong things.

They want fancy integrations or features that overcomplicate the process. Meanwhile, as each day goes by, they continue to NOT make money.

I had a conversation with a guy who wanted to use ClickFunnels but hadn't bought it yet because of an integration issue with Infusionsoft.

Customer: "Russell, I want to use ClickFunnels, but I can't because your integration with Infusionsoft doesn't pass all the data. It only passes part of the data."

Me: "Why are you using Infusionsoft?"

Customer: "Because I need advanced segmentation for my email campaigns."

Me: "Are you at \$10 million in revenue yet?"

Customer: "No, I haven't launched yet. I'm building my infrastructure first."

He didn't even have a business yet. He hadn't sold one of his products. Many of our customers doing millions in sales each year aren't worried about tagging and advanced segmentation, but they are making so... much...money.

You know what I told this guy? *I told him that once he got to \$10 million in sales, he could start stressing about segmentation...and then use our software to do it, not some bloated program that built an entire business*

on overcomplicating stuff. Until then, his only job was to sell.

What are you focused on right now? If you're not making money yet, it might be because your focus is all wrong.

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Secret 92

COMPOUNDING FOCUS



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Compounding Focus

About 95% of entrepreneurs have more than one business. Scratch that—actually more than three or four businesses. And that’s a very bad idea.

When you focus on one business, everything you do has a compound effect. Just like compounding interest (considered a wonder of the world), all the traffic you’re driving—the launches, the rollouts of new offers—it’s all leveraged because your customers coming in are able to spend more and buy more often.

If you’re doing more than one business, stop. It doesn’t compound. Every one of your efforts is actually watered down by half because you’re splitting your focus and time with each separate business. Now imagine how watered down efforts are when you have three or four or five businesses.

Second, in your ONE business, there should be ONE focal point. That means no matter how many products or funnels or campaigns you create, they all eventually lead to that one core product you’re trying to sell. For me, it’s ClickFunnels. Every book and free webinar and extra piece of content is all driving toward that ONE core product in the ONE business.

It also gives you a chance to get better. To practice and tweak and optimize your sales process, so that over time your systems are perfected.

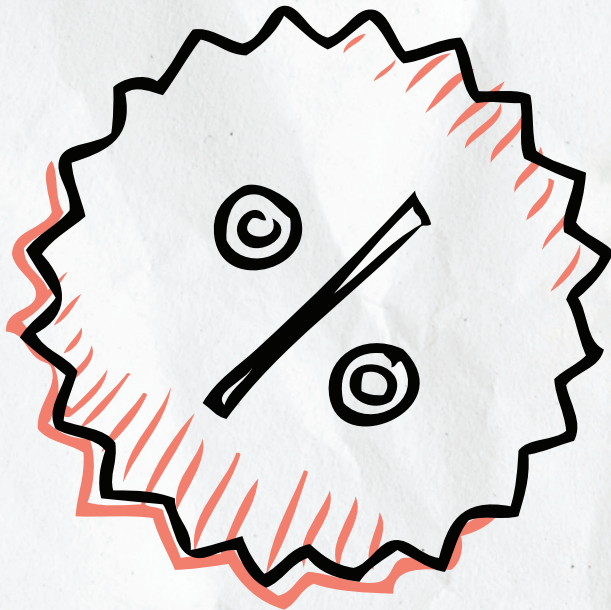
Compound your focus with one business and one core product and everything will get worlds easier.

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Secret 93

ATTACHING ROI TO EVERYTHING



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Attaching ROI To Everything

Most of us entrepreneurs live in a world where return on investment (ROI) is everything. No matter what we're working on, we want to see where that time goes and how it comes back in money.

If you're struggling to get things done—either in business or in life—you're most likely procrastinating because you don't see the return on your investment. In my life, I see it in things like going to the DMV. I bought a new car and had to go to the DMV but procrastinated for two years because I convinced myself I would not get pulled over. There was no obvious ROI and it wasn't until a team member at my company actually DROVE me there that I got it done. We used the time to brainstorm and talk business, and all of a sudden, the ROI was there.

Remember that there are a lot of other types of ROI we can measure. Time spent with family, developing meaningful relationships, saving money. All investments worth making, right? Making money is the easiest ROI to spot in business, but when you need motivation for a task you can't find immediate ROI on, find something else to measure and use it to take action.

We have this giant pool, and I couldn't bear the thought of sitting for two hours to wait for the pool guy to show up and get his work done. So I figured out that if I change my focus to spending time with the kids, then it becomes an ROI I can measure and see and want to invest in. So I gathered up the kids and we played in the pool for the two hours it took for me to wait for the guy to show up. An ROI that mattered to me made the task completely worth it.

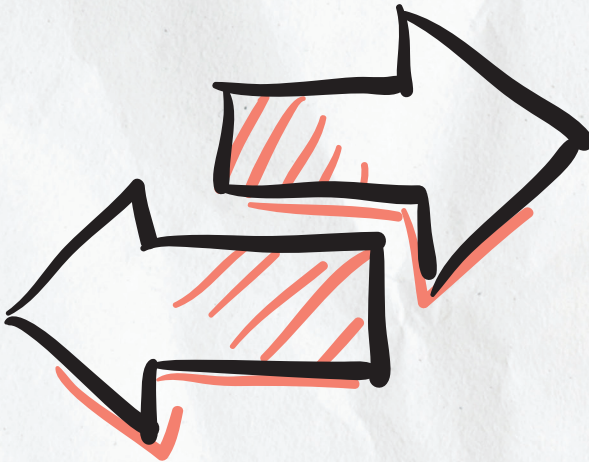
Recognize that entrepreneurs need ROI to feel motivated.

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Secret 94

SOLUTIONS OR PROBLEMS



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Solutions Or Problems

There are two kinds of people in the world—people who find problems and those who find solutions.

A lot of people who are good at finding problems, they could find the answer if they just thought a bit harder or took some time to do research. It's like a default mechanism that becomes habit. "Here's a problem... Oh there's a problem. Oops...another problem."

Take a good, hard look at the last 20 or 30 emails, texts, posts, or conversations you've had with your team or your boss or your partner. Are they all focused on identifying problems or finding solutions?

How do you become the type of person who finds solutions? First, recognize that you might just feel unsure of your own ability to come up with the answer. You might be looking for outside validation before you implement the solution. The funny thing is, if you stop looking for validation and just try it, you'll cure yourself of this problem.

Another reason you might be a problem-finder rather than a solution-finder is because you lack motivation. Look at it this way—finding problems is the easiest skill in the world. The whole population knows how to do this and do it well. But only a small subset of the population can solve problems and find solutions. If you aspire to be better than most, finding solutions is a superpower you can leverage whether you want a raise, a new job, more sales, more visibility, or power.

There's another reason you might be this way, and this one is actually not your fault. Sometimes there are just a LOT of problems going on at once, and you haven't given your brain enough of a rest to find the solutions. Remember that solutions require creativity, and creativity requires a certain type of environment.

In the beginning days of our company, I made a year's worth of decisions in a day. It was exhausting. At the end of the day, I would lie

down on the couch in my office and just stare into space and feel so overwhelmed. I couldn't find the solutions. I could only find the problems.

It wasn't until I took a nap or a walk in the woods with the kids that my brain had time to reset and tap into its creativity again. If this is you, let your brain reset to create an environment that allows for ideal problem solving.

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Secret 95

DEALING WITH HATERS



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Dealing With Haters

Tony Robbins once told me, “There are two ways to build the tallest building in town. The first way is to go out there and put a lot of sweat and effort and all of this stuff into something and build the tallest building in town. The second way is to go around to everybody else’s buildings and knock them down, and that way you’re the tallest one.”

If you haven’t encountered a hater yet, you will. In fact it’s a guarantee—even if you think you run the most noncontroversial business ever. More visibility and recognition just attracts the building crashers. Most people do not want to go out and work their butts off to build the tallest building. They want to go and tear everybody else’s down because it makes them feel bigger. And every hater you encounter in your business journey will be this type of person.

Here’s the plot twist. It’s also important to *make sure you are building* and not just tearing other buildings down in an effort to grow. Competition is great and necessary in a free market, but there is a difference between competition and animosity.

Do you deliver INCREDIBLE products, GREAT courses, AMAZING coaching? Do you perform and try harder, even when people don’t demand it of you? This is how competition works. Train harder and faster than everyone else so you can beat them fairly.

The people who choose the second method don’t actually create anything new or original. There is nothing you can point to and say, “Look at what they built!” Rather, everything they offer is to fix what others do poorly. Everything is designed to “undo” something else that was done badly or wrong. Haters will create entire businesses based on fear, suspicion, and “saving” others from the tall buildings already in existence.

Really talented haters will make it look like they are doing a great service to the world. They are saving us all. It’ll be a crusade masked as

a good cause. They will tell you the buildings **MUST** be knocked down because they are all evil.

Don't give your haters any attention. Focus on your own building.

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Secret 96

TURN YOUR 'NO' TO 'WHAT IF'



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Turn Your NO To What If

The first time I heard that butter was good for you, I thought There's no way. Butter is bad. It's always been bad. My first instinct to hearing something new was NO.

But over time, I've learned to turn that no to what if. To give things a chance that I wouldn't normally. In the case of butter, I learned that a high-fat, low-carb diet does actually make you leaner and healthier. I wouldn't have learned that if I didn't know how to turn no into what if.

If this is hard for you to do, this might be why: In our society, we're taught that school comes first, a job comes second. When you graduate, you stop being a student and find a job where you contribute to society. We don't have a lifelong culture of learning and education. When we turn off the "student" part of ourselves and close up shop to learning, no becomes our new default.

After all, we've already finished learning, right? Now we know stuff. So anything that doesn't fit our current knowledge base is cast aside.

In order to retrain your brain, you must open yourself up to learning again. To trusting that there are other people who can teach you new things even if you're an expert.

One time when I attended a Tony Robbins event, people were jumping around, going crazy, and singing and dancing. For the first five or six hours, I sat there with my arms folded thinking, No. I'm not dancing. I'm not jumping. All that stuff he's saying is BS. I don't believe it.

I was completely shut down. My instinct was NO. But Tony's got a way, and he's pretty good at what he does. After about five or six hours, I finally thought, You know what? What if...? What if these people are actually happy and having a breakthrough? Why can't I just jump around and be happy? Maybe Tony's right.

It absolutely changed my life. It transformed so many things for me.

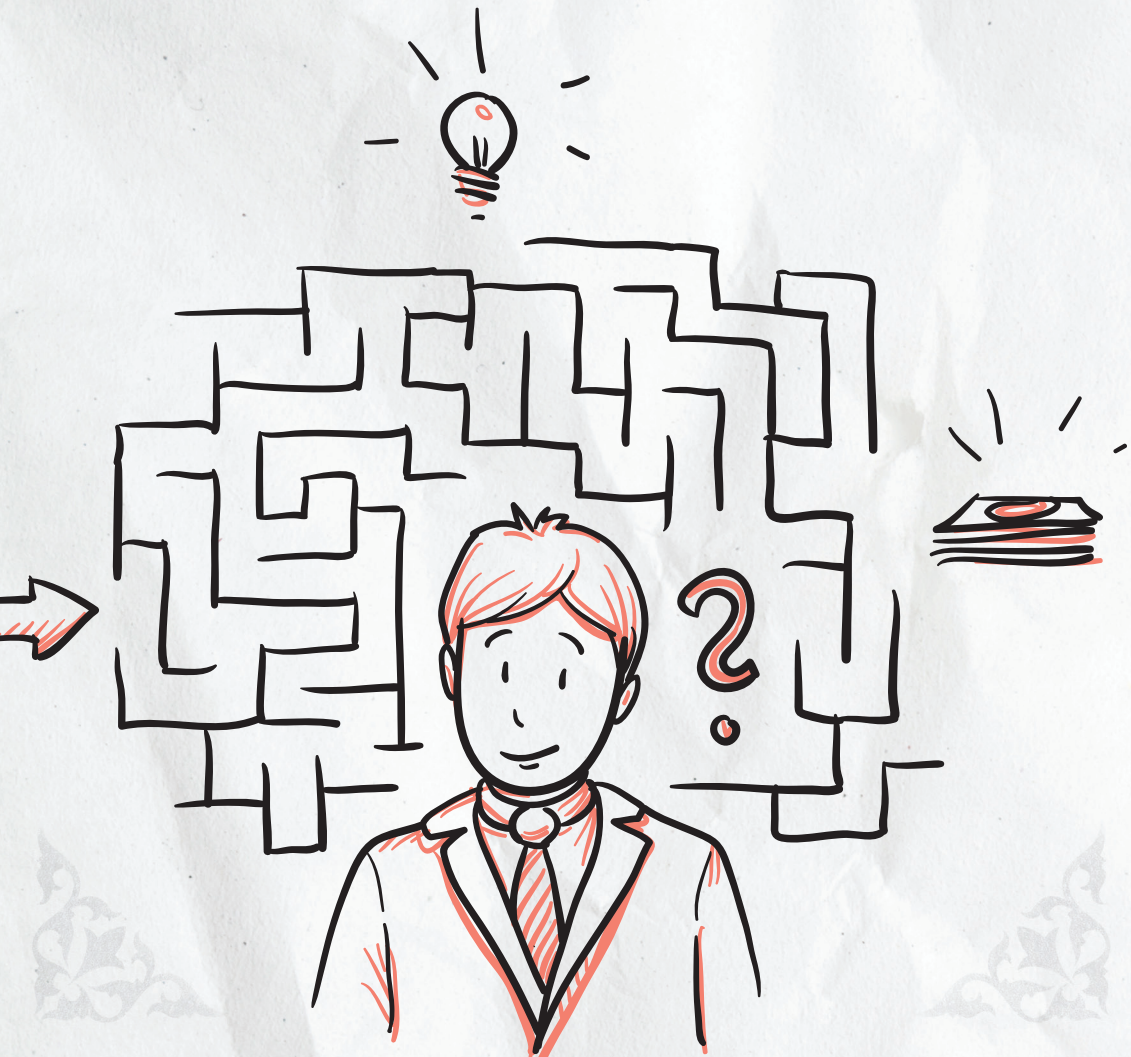
Most of all, it taught me how to get back to the student mindset again.

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Secret 97

IMPERFECT ACTION



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Imperfect Action

Marlon Sanders, one of the original internet marketing guys, used to say, “Look, I don’t care how great you think your product is. A dead duck can’t fly. You can keep making new sales letters for it and new videos and do everything you can possibly think of, but it doesn’t matter. A dead duck won’t fly.”

I see this all the time. People pour so much love and dedication into a product and then the market just doesn’t care. This one guy Ken who came into my life was selling an e-book. He was so passionate about it. Over and over again, he kept trying to sell it but nobody bought it. It didn’t matter what tactics he tried, it flopped every time.

I said to him, “Ken, I don’t think anyone wants to buy this book. You need to create a new product. You need to try something different. You’ve got the skill and know-how to write a book. You know how to put up a sales letter. You’ve done the whole process once, so now you need to create a new book.”

But he couldn’t let it go. Why? Because he’d let perfection get to him. After so many years struggling over the book and perfecting it, he wasn’t in a position to let it go and try something new.

This is one of the problems of perfectionism. Aside from it slowing down growth, it creates a bond between you and your product that is so strong, you can’t handle the truth of the market when you finally get around to putting it out there. You can’t hear the traffic screaming, “*WE DON’T WANT THIS!*”

Perfectionism binds you to the product you’ve created. It’s hard to let go. It’s hard to hear the truth. The cure for this of course is *imperfect action*.

Imperfect action means you create the minimum viable product and test it as soon as possible. Let the market vote with their credit cards

and tell you whether you should spend more time and money on it.

Imperfect action builds more millionaires than perfection, every day of the week.

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Secret 98

THE POWER OF HONESTY



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The Power Of Honesty

I remember the day our servers crashed. I was traveling to London and had just deplaned.

You know how once you land, your phone starts dinging with notifications after having been in airplane mode for hours? My phone nearly exploded from all the text notifications. My partner Todd sent me a message with the phrase “if we survive this.” I won’t bore you with the details, but it was bad. Servers down meant thousands of angry customers and a LOT of lost revenue.

In that moment, I had a choice. I could try to put on a brave face and appear polished, as if everything were okay (when it certainly was not)...or I could be honest and face reality.

Once I got to my hotel room, I made a video . People could tell I was angry and upset. It wasn’t scripted or polished. I simply told people honestly what was going on and how we were attempting to fix it. About an hour after it was posted, my phone was flooded with messages of encouragement and support.

Almost all of them said the same thing in different ways. “Thank you for being honest and transparent. We’re here and with you and not leaving the software because of one hiccup.”

Leadership is so backward sometimes. You think showing strength and invincibility will make more people follow you, but your humanity and vulnerability is actually what they want.

There’s this woman Natalie Hodson in our Inner Circle program. She has built a multimillion-dollar company being so honest and vulnerable...and it’s not easy stuff.

She actually told the world that after having babies, she couldn’t exercise without peeing her pants. After a horribly embarrassing exercise video she produced where she peed her pants right there on cam-

era, she chose not to delete it...but instead, she admitted that this was a problem she was facing.

As it turns out, millions of women resonated with her honesty, and she went on to make over \$1 million on a \$37 product in 6 months because she was honest.

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Secret 99

PLEASURE VS. PAIN



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Pleasure Vs. Pain

Our brains always move us either away from pain or toward pleasure. When you learn how to use this to your advantage, you'll get so much more done!

The launch of one of our websites took months longer than it needed to because I was procrastinating on my part of the project. I had associated so much pain and suffering with it that no matter how many times I came in early, I figured out ways to avoid doing it.

I see this happen all the time with people who are ready to turn on their Facebook ads to their funnels. They associate so much pain with spending money on ads, they instead spend more and more money on additional training and courses and coaching and seminars. Their brain is trying to find pleasure and move away from pain because the fear of the ad not working is so strong. Somehow the success of the ad becomes a symbol of the total failure or success of the business. They believe that if the ad doesn't work, then the offer is terrible, and the business should just go in the trash can.

Back to my procrastination, I spent 6 weeks delaying a task that took me 20 minutes to do. The pain in my brain made it so much worse than it actually was!

So how do you use your brain's natural tendency—to find pleasure and avoid pain—to your advantage? What I had to do is create something that had so much pleasure and excitement my brain felt like, "I want that! I want that more than I care about the pain." That's step one. Create that thing. (And no, I don't want to tell you what it is, because it's stupid and childish, but it was a pleasure thing for me.)

Step two is to tell yourself you can't have those good feelings until the painful task is done. The pleasure eventually dwarfs the pain (if you do it right). Like a magnet, it pulls you to complete the task.

Step three is to recognize the next time it happens. Remember how big the pain felt and how once you actually did it, it really wasn't as bad as you'd made it out to be in your head.

I used to do this all the time in wrestling. I would go three or four days without eating any food and two days without water, and I was in the worst physical pain. I would do this while wearing plastic suits during wrestling practice, trying to lose 20 pounds within 3 days. Why would I do that? I got so much pleasure from winning a match. That pleasure, that high was so big, I was willing to sacrifice food and water and social life and everything. Just because I wanted my hand raised after a match.

Find a pleasure big enough to override the pain associated with tasks you don't want to do and get them done.

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