|  |  |
| --- | --- |
| Dave: | Hey, everybody. Welcome to FunnelHacker Radio. I am super, super excited today. I have one of my favorite guys I've been trying to get on this forever. He's next to impossible and primarily because he deals with so many A-list people and running their businesses, and really most-importantly, helping them really scale things. Welcome, Sean Vosler. |
| Sean: | Dude. David, awesome to be here and really excited to break down some fun stuff for us today. |
| Dave: | Thanks. I'm super excited. Again, I've followed Sean for a long time. I've seen him at a lot of different events. We've ran into each other and just with schedules and everything else, it's tough to tie him down. Most importantly, Sean has such an awesome track record for scaling businesses and going from basically your typical web design developer to a man who has a huge, huge business helping all the big boys play the real game here of using funnels in their marketing. |
|  | With that, Sean, let's go ahead and just dive right in. If you don't mind, give people a little bit of background on you so they know where you're coming from and then let's talk about this main topic later. |
| Sean: | Yeah sure, Dave. It's funny you mentioned the scaling side of things. In my own business, it's been a fun learning experience. One that it's kind of feels sometimes like you're running through a dark hallway and running into things. Over the last 4 or 5 years, I had a web design job, so I actually worked for a company as a web designer, which was a lot of not fun. Slowly worked up learning and earning over the years to managing a lot of companies. Marketing's now with my agency, and changed the pricing models quite a bit, and changed the structure quite a bit, but some of the fundamentals stay the same. |
|  | (2:06) Today, I'm hoping to help anybody who is in that world of building funnels for people or even for themselves, sharing some of the tips and tricks there. If you're a service provider, I'm really hoping to share some of the insights that have helped me go from basically scratching at a few bucks an hour to hitting the first set of 6-figure months in my own business without killing myself in the process, which is always a nice addition. |
| Dave: | Well, let's jump right into it because I know one of the things we were talking about, you made mention of, is really trying to find a way of building a business to where you can start landing not just a couple thousand dollars for a funnel, but you're getting big, 5-figure deals here. If you don't mind, kind of dive right in and tell people how do you do it? |
| Sean: | Sure. It's a fun topic because I think a lot of people, service providers in general, there's 2 types of service providers. There's the ones that focus so much on the sale and the pricing and everything, that everything else doesn't seem to matter, so they oversell. Then there's people who basically undersell. They worry a bit too much about the deliverable, which you really can't think too much about that part of it, but then they don't do the pricing right. They charge $1,000, $2,000 for a website. When I first started, I looked at a $2,000 website as the best thing in the world. I was like, "This is amazing. I can't believe it." |
|  | Then you kind of hit this feast-and-famine, up-and-down roller coaster where you'll sell a website or a funnel - and we'll talk a little bit more about the verbiage there, what's a website, what's a funnel, what are we actually selling here, that's a big part of it - but you might sell it for $2,000 and even $5,000, but then you have to shift from salesperson over to developer, designer, and implementer. Depending on how much of a pain that client is or how oversold it was, you might find yourself with a month of really heavy lifting to deliver that funnel or website, whatever you're actually selling. Then you don't have time during that time to actually sell the next product. That's why they call it the feast and famine. You get paid, then you have to work, and then you have to go back to the selling floor. |
|  | (4:40) At first, I started at a company at $13 an hour doing that and my car was falling apart. It wasn't going to be able to pay the bills doing that. I quit. Started my own business and I fell into that cycle of sell a website, build it, sell a website, build it. It basically turned into another job. It wasn't a business. That, to me, I really had to find another way. |
|  | There's this little sidetrack to my story where I went from the corporate web design world to more of the, we'll call it the internet marketing world. My first boss, if you want to call it that, in the industry was a fellow named Lewis Howes and started with him 4 or 5 years ago. What was funny to me was at that point in my life, I had just gotten out of school, I was in a crappy studio apartment in Ohio, I was like, "I'm not sure exactly where I want to go. I know I'm not happy with what I'm doing exactly, but there seems to be this weird world of these entrepreneurs that I don't know what they're doing, but they're traveling all the time, having fun, lifestyle kind of businesses." I was like, "What are they doing?" |
|  | (5:50) I figured the best way to learn that was to actually work for them. We'll call it my first 5-figure deal, which really turned into another job, so you've got to be careful of that. You might close one and it turns into a year-long job. This was my first $4,000 a month client. What I did was basically I really studied their stuff, really got to know their business, what they were doing, how they were doing it. We'll talk a bit more about that client-getting process, but I knew what I wanted in a client. I didn't want these mom-and-pop kind of businesses that their budgets just weren't there for the kind of business and lifestyle I was really looking to build. |
|  | I started looking out, just studying the different types of businesses out there, the different kind of entrepreneurs and things like that. I came across this world, we'll call it the "solopreneur," the lifestyle-type of entrepreneur. My very first client in that world, or who I wanted to be my client, I guess, was a fellow named Lewis Howes. I was kind of studying what he was doing. He seemed to be doing some really cool stuff online and I knew I wanted to be involved. That's where the first part of this transition from the feast and famine to being able to actually build a real agency business around the website and funnels I was building started was realizing that I needed to change the kind of clients that I was going after. |
|  | I won't tell the whole story, but basically I stalked Lewis for a couple months. Yeah, I knew they were who I wanted to work with, but I didn't want to just go in and try to just sell them on hiring me. Actually, I kept giving them good feedback on their pages and their sites. I had a skill, so I said basically, "I'm going to earn their respect." I didn't really have portfolio pieces in their world yet. I had a good client history from more corporate structure, but in their world, I didn't have that yet. |
|  | (7:55) I would give them tidbits here and there. Give them some feedback. Do some reviews on their pages and help them with little things here and there, some graphics, things like that, but I never really charged them and never really proposed anything big. I wanted to build the relationship first. That's really the first key point for selling to the right clients is building that connection if you know it's someone you want to work with and you know that they have the budget to actually pay what you're wanting to charge. Don't be afraid to give value first to earn the conversation. |
|  | Over time, and it's amazing how often it seems to be that these spontaneous things tend to happen in business, but they were in the middle of a product launch. I remember it was 12:30 at night one time. I got a call from Lewis Howes' business partner, Sean Malarkey. Basically, right in the middle of their launch, their website just crashed. Everything had broken and seemed like everything happened. It was one of the situations, we've all been there with launches. |
|  | Their developer, basically they'd been outsourcing and they couldn't get a hold of him and it was a mess. They gave me the login and I went into the database and did some stuff and got it back up. Didn't charge them, it was just like I wanted to prove that I was reliable at this point. I really wanted to get that in their heads. Basically after that, it did start a good conversation of what I could do with them, how I could help them better in their business, and I got them as that first client, something around $4,000 a month. |
|  | Fast-forward quite a few years, worked with them for a few years, and brought on other clients in that world, and really built out, I guess we'll call it the collection of clients. It started leading me down this path of mapping out the strategy and system that I actually use to get clients and provide value. Anybody who's listening to this, I'm sure they're looking at their business if they are a service provider and saying, "You know, what are some ways I can sell my products for more? What are ways that I can implement those things that I sell faster and bring better results for my clients?" Those were really the 3 key things that I was looking at my business. I started with that. |
|  | (10:25) I guess the first part of this really is defining a bit better of what you're actually selling. Click funnels, when you look at it as a tool, it's very specific what it does. They're not a big bag of tricks. They're not trying to be everything to everybody. They're not trying to be a project manager system, they're not trying to be all these different systems. They have a few set of core things that they're really good at, they're very specialized in. |
|  | The same started to go for my business. I used to be kind of a jack-of-all-trades. What was I actually selling? I would do video work, graphic work, web design, funnels, all this stuff. For me, at the time, it made sense to try to do everything for everybody, but it turned out that I was actually convoluting my brand quite a bit. Anybody out there, that's kind of the first step if you have a service business is get real clear on what you're providing people. Now I have a very, very clear set of deliverables for my clients. I make sure that they understand exactly what I'm going to be doing, what I'm going to be providing for them. |
|  | It actually changed quite a bit and this is kind of a big tip if you are selling funnels or websites or using click funnels as a foundation for services that you provide, you're not actually selling funnels. You're not actually selling websites. You're not actually selling online presences. If you want to charge the prices that you need, I believe, to sustain a business, my minimum now for a funnel - we'll call it a funnel, I don't even sell it like that anymore, I'll explain why in a second - is $20,000. That's the bottom level. That will get you maybe a page. It's not particularly pertinent what I'm building for somebody. It's more important why I'm building it and this is the key to selling these high-ticket funnels or websites is getting to their end goal and doing a little bit of math. |
|  | (12:40) Dave, I think this is interesting when you look at click funnels, the pricing compared to something like WordPress. If you compare the two by price, you look at, "Okay, I can set up a WordPress host and it's $10 a month and then I can go set up a free WordPress," the total budget for a WordPress site is like $10 or something if you did it for the bare bones. Click funnels is more than that. The funny thing is, click funnels isn't trying to sell you that they're a competitor to WordPress. They're actually selling that they're going to save you time and money because they do. |
|  | That was a big thing in my business when I started switching over to click funnels, my per hour, per project instantly started to be cut in half and now I can build out a full funnel in a matter of hours. Where if I had to set up a server, the domain name, and make sure everything was working with WordPress, install plugins and all this stuff, I was out dozens of hours, where I can just go on there, add a domain, set up a page, I already have a couple funnels pre-built. I just go in there and swap and copy. I can have a funnel ready to go in a day. Easy, easy. |
|  | (13:55) To me, the same thing needs to apply as a service provider, what you're actually selling. You're not selling funnels, you're selling the end result. Maybe you're going after a customer, and this is kind of seguing into the next part, like how to find potential customers. If you want to make a $20,000 sale, you need to be able to deliver about 10 times the value. That's the rough figure. If it's a $20,000 sale, it should be bringing them about $200,000 worth of real-world value in a certain amount of time, so about 10%. |
| Dave: | Sean, I think that's real important people understand that part because I think too often this becomes such a commodity. They're thinking, you made mention, "Oh, it's a website or it's a funnel." If you start looking more at the ROI aspect of it, I think that's fantastic because that's how you can charge for that kind of value. You're almost selling money at a discount. It's going to cost you $20,000 or you're going to invest $20,000, and you're going to make $200,000. |
| Sean: | Right, a lot of people look at that, and this is the biggest objective I get from web developers, is that, "Well, it feels like I'm cheating somebody or something." Right? If you're in the world of freelance, here's the truth. You're no longer a freelancer unless you just want to have a job all day, everyday, and be a kind of a slave to the clients. You're a business owner and businesses have overhead. They have expenses. They have taxes and it gets really expensive to run a business. |
|  | People don't tend to do the math. A $20,000 project for my business, I have my overhead, I have my expenses. It's not an amazing win because I want an actual scalable business, not just me sitting in a room building pages all day. I don't want that anymore, so I built a business so I had to change the way that I sell those services to actually reflect the results that they're going to bring. |
|  | (15:50) Dave, to do that, it was just a matter of changing the vocabulary. That was it. In my own mind and also with how I discussed with clients and going after the right clients. Once I found the right type of client, and that usually comes down to math, "Okay, how much are they generating per year?" If they're not doing over half a million a year, I'm probably not going to be able to help them all that much. |
|  | That's one interesting, funny thing. If you're just working with brand new businesses, unless they have a pretty big budget for ad spend, marketing, or they have a big email list, if you're coming in and building a funnel, you're just going to have to really rely on the traffic that they're producing, which they might not even be producing yet, to get that end result. Most of the time, I've found you're setting yourself and them up for failure. They might not have a plan to actually get people to the funnel you're building, which really, really makes it hard to make your funnel work. I found that that's a huge part. |
|  | What I would do, I really like working in the infomarket world and software world, so I would go out to find potential clients. It's the simplest technique in the world and anybody can do it. It's really a 2- or 3-prong approach. I would start with finding products that I like or I can believe in. I actually promote click funnels as an affiliate because I use it, I really believe in it, and it's easy for me to sell to my audience. I also, from a client standpoint, I want to be able to believe in their product or their services. That's the first criteria. |
|  | (17:50) Next is that they can actually afford it and they have somewhat of a marketing budget. I had a mentor of mine who would teach basically the idea of once you find your potential client, sending them what's called lumpy mail, where you'd send this direct mail piece with a trash can and a mailbag and inside was a link, "Your marketing sucks or should be thrown away. Let me show you how to make the most out of your marketing budget." He’d send that to people in the Yellow Pages who are spending $20,000 on a Yellow Page ad. |
|  | I took a little bit different approach. The technique I use, and it mainly just came naturally to me, was I would find out who the decision maker was. If it's a company I wanted to work with or a brand or product, I'd find out who that was. I'd friend them on Facebook. It's a little tougher to do now just because people are a little more not crazy ad-friendly anymore. We used to be able to just add everybody. Yeah, I don't think me and Russell are even friends on Facebook. Sometimes it doesn't work as well. |
|  | I'd add them and then I'd do one more thing that's really important for long-term relationships. I would actually set them as what's called a close friend. You can do this by going to their page and clicking under the friend. There's a little drop down. You can set them as a close friend. What that did was notify me whenever they made a post. |
|  | Now, I'm a pretty outgoing guy. I like networking and it was a good way for me to create a personal connection with people by actually interacting with them. The first thing, and this is a Gary Vaynerchuk thing with his book, Jab, Jab, Jab, Hook, the jab is giving value. I did this with Lewis Howes. I got that first big-break client. I would go out and any time they'd post a question in a Facebook group, I would give them a good response. If they posted something about their business, I kept it pretty business, but I kept it business casual. Facebook is a business casual kind of area. |
|  | (19:55) I didn't like LinkedIn because I always felt like somebody was trying to sell somebody in LinkedIn. I know a lot of people have a lot of good results there. For me, it wasn't quite my cup of tea, so I stayed where I felt comfortable. Over time, and sometimes within a few weeks, I'm not a very aggressive sales person because I know the strategy works so well that they'll end up coming to me. Eventually a conversation would strike up. Eventually some way, whether it would be a Facebook message from me or them, it would start up. They either asking me about what I'm doing or I'd reach out and I'd do something specific like, "Hey, I see you're launching this product or service. Here's some thoughts. Maybe you can apply it to your marketing," and 100% of the time it would start a conversation and usually would lead to a call. |
|  | Dave, this is the interesting thing that I think people, they just don't have the patience for it, but if you know exactly what you're looking for in a client, you're going to be willing to build that relationship first. Then, at the next fork in the road is really evaluating together whether it's a good project. You'd have the conversation, here's what they're looking to do, and this is what I call the math phase. We've already kind of done a little bit of math. We have a good idea of what their business generates per year. At the next phase, before I would even try to sell them on anything, I would really try to get an idea of what their goals are, where they want to be, and how they plan to get there. |
|  | Dave, let's pretend for a second that you were a potential client of mine and friend through Facebook. You are about to launch a product and you need a funnel. You might even have your own funnel team. A lot of my clients already have a team of web designer or internal marketing team, or whatever. |
| Dave: | (22:01) Sure, yep. |
| Sean: | You reach out to me and you see one of my blog posts or something that says, "How to optimize your launch so you can make more in less time." Something like that. You reach out to me. You say, "Let's have a conversation. I saw this post you made about how to optimize a launch," which is another kind of segue over to another part of the strategy. It's kind of complicated. I need a whiteboard to show it thoroughly, but basically I like to build my authority. |
|  | In the funnel world, I have a blog where I write about this stuff and I give away the treasure map. I tell people exactly how I market, but they don't want to do it. That's the funny thing. They don't want to build out these funnels. They really don't. They want to focus, and they really should be focusing, on what they do best, which is building a great product. |
|  | They'd come to me, or we'd have this conversation, Dave, where I'd ask you about what you're launching. You'd tell me about the product. Most of the time, and I'm sure you've experienced this with your team at ClickFunnels, your team is so passionate about the product that a lot of times they don't really think so much about the product. I'm sure Russell does. Or the marketing. I know Russell does and you do, but as a team, it's very product-focused, I'm sure. |
|  | I usually have to drive the conversation and say, "Well, what do you need to generate this year in sales to be happy with where your business is going?" They'd tell me their goal: "We're doing about $200,000 a month now and we want, by the end of the year, to be at $400,000." Basically, they want to double their sales. At that point, I have a very key figure, which is their goal is to double their sales over the course of a year. I say, "Well, what's your plan to do that now?" They may have a strategy and they'll explain that to me. |
|  | (24:03) What I like to do at that point is say, "Well, okay, your product is $100 and for $200,000 a month, you'd be selling 2,000 units. Okay, so you need to go from 2,000 units to 4,000." Then I would just start doing math. Literally, I'll pull up a calculator or a spreadsheet and start doing the math. Eventually, we'll get to a lead number. A number of leads that they need to generate per month more to double their money. All the while I know that if I can hit that number, which in this case would be 2,000 more sales a month, if I know that I can hit that number, then to them, that is worth $200,000 a month. Right? |
| Dave: | Perfect. |
| Sean: | That's a beautiful thing to know. If you don't know those numbers, you're not going to be able to know how to price it and prioritize it in your world of influence. If you're courting a couple different clients, for your time-to-money as a business owner and as an investor, you're going to want to pick the client who you can do the best for it and who's going to bring you the highest ROI and bring the most value to them. |
|  | If you know you can bring them 2,000 more sales and it's worth $200,000 more for them a month, then you shouldn't be afraid to say, "Well, for what you're looking to do, it's going to take us X amount of time," and it goes into the proposal phase, right? Usually now, instead of saying, "Okay, that would be $20,000 a month," I will, if I'm confident in my ability to reach that number, I'll just do it purely on equity. That's where my business is now. It's shifted from a retainer to equity. I'll charge anywhere from 10-50%, depending on what I think is fair to actually built out the plan to get that extra 2,000 sales. |
|  | (26:01) Over the years, I've learned a lot of different ways to do that, but that's all the conversation is. It's not really how we're going to get there. We'll discuss that at a later date. I will literally put it in my wheelhouse, say, "Listen, if I can't reach it, you don't have to pay me." I take a lot of risk. |
| Dave: | No, I love that idea. |
| Sean: | Yeah, that equity risk I only take with the perfect client. The client I know I can get there. They have the budget. They can get the traffic. I know that my type of marketing will work. |
|  | I'll be honest, Dave, webinars seem to be for me, right now, the kind of the cream of the cream for what's working for most folks. It's mainly because it's just a controlled environment where we can get the message, the problem, the solution, all that across in the webinar. I'll have that conversation with them. I'll share with them some ideas and I'll say, "Listen, we don't have to make a decision on this call." |
|  | This is the first call, by-the-way. I don't particularly like to put people on the spot to make the decision right there because at the end of the day, I have about 100% close rate with this method. I'm like, "Why mess with that?" At this point, I'll say, "Listen, let me go back. I'm going to put some ideas down on paper and I'm going to send them over to you because I want to give it some thought." Truth is, a lot of times I will have to give it some thought. Like, "How are we going to get that number?" |
|  | Then that's what I'll do is I'll go, and here's kind of a fun thing, I actually usually make proposals themed. One of my first big sales was with a client who was doing a launch and ended up selling a $20,000 package. They ended up doing a million in sales in 2 weeks, which I was kind of bummed that I didn't do equity on that one. I was like, "Okay." What I did was I actually made the proposal House of Cards themed because I knew he was a huge House of Cards fan. He had been talking about it on Facebook. I made the proposal, I put in all the normal things you put in like timelines, what we'd be doing, how much it would cost, all that, but I put in between the main points in the presentation, I'd put a picture from House of Cards and a quote. He literally posted on Facebook the next day, he's like, "I just got the best proposal I've ever received." |
|  | (28:38) That was kind of a fun thing. I've done that a few times with bigger clients that I definitely know that it would be appropriate for them. It might not be good for a corporate type deal, but you never know. The idea is you want to stand out at that point. A lot of people get a lot of proposals and if you can come to the top of the pack, that's always a good thing. |
|  | Yeah, at that point I'll send them a write-up. Sometimes it's super simple, sometimes it's more advanced like that proposal I was talking about, but I'll spell it all out. I'll do the math for them. Then I do something that we all do on our sales pages, but a lot of times we don't do it in a presentation, is I'll actually, in the close of the presentation, I'll explain to them the risks. For better or worse, that is what most people are driven by emotion to buy, almost everyone really is, so if you explain the risks of going with someone else or doing another method, you're making a pretty compelling argument at that point. I'll literally spell out, "If you go with someone else and they're delayed a couple weeks because most people are unreliable, I have a track record, blah, blah, blah. You might lose out on X amount of revenue by not being ready to go next week," kind of thing. |
| Dave: | Sean, that's really cool. I don't think people understand the importance of that. It's almost a risk reversal. |
| Sean: | Yeah, exactly. |
| Dave: | That's really cool. |
| Sean: | (30:09) It’s something simple you can do and, when anybody's familiar with copy, that's what you do. You explain the risks of not taking action. A lot of times, it's opportunity costs. "Here's the opportunity and here's how we're going to do it. I can't guarantee that we're going to reach this number. I never do, but the risk is all on me at this point because I'm doing equity." If you're doing a retainer, that's totally fine, too. I've found it's more of a headache. I prefer to do equity and just get the right kind of client because retainer generally, to the client, they see it as a piggy bank of time. They say, "I'm going to call everyday and see exactly what ...", which is not fun for most people. |
|  | Anyway, I'd give them that and I'd say, "Listen. Let's do a call once you have a chance to look it over." A lot of times, I'll just leave it open-ended. I've found that it works so well that they're begging me to hire me at that point. That's a beautiful change of pace for most freelancers is the client's chasing you at this point because they want that end result. Don't oversell. It's always better to undersell and over-deliver, of course. Usually, I'll take my estimates and cut it by a 1/3 just so when I do hit that big number, they're happy, right? |
| Dave: | Of course. |
| Sean: | That's really it. Obviously you want to be able to execute it fast. Not to make it sound like a huge pitch for ClickFunnels, but that's a big benefit for me from ClickFunnels. It's why I agreed to do this podcast is, at the end of the day, the faster I can build things, change things, test things, the faster I can get to the end result that I promised the client. ClickFunnels being drag-and-drop, no server setup, all that makes it super easy from a service provider perspective to go in, set up a funnel for them. Usually I'll have them sign up for their own account because I don't necessarily want the volume all through my account. |
| Dave: | (32:16) Sure. |
| Sean: | Yeah, that's the beauty of it. It's fast, it's easy, and has 99% of the functions I need already built-in and anything else I usually can figure out anyway. That's the beauty of having that fast-action software piece to it. |
|  | Again, I want to stress just one more thing because I don't think I've stressed it enough. You have to know what you're actually selling. That's really the bottom line. All these other techniques I was talking about, principles, things like that, pretty cool. You can use them and all that, but the big, overall picture here is you're not actually selling funnels. You're selling growing their business. You're selling increasing leads. |
|  | Sometimes I'll redo their whole product. Not me, personally, but I'll give them all the things they need. I'll redo their pricing. I'll say, "Listen, if you want to reach that number, it's not going to happen like this. You need to actually increase your pricing." There's some strategies that you, as a consultant now, you're no longer a funnel builder, you're someone who's helping them with their business. You might have to change their pricing. You might have to change the brand name. You might have to do more than you feel that you'd necessarily be comfortable with sometimes, but it's not about what you're comfortable with. It's about the end result that you're going to bring them. Know your numbers, know exactly what you're selling, and change your vocabulary around. If you're calling yourself a funnel expert now- |
| Dave: | Sean, that is awesome. |
| Sean: | Well, there you go. Thanks, man. |
| Dave: | (33:51) I hope everyone is understanding the importance of that. Too many times people think of this, they're selling a commodity. When you can start getting into more of a consultative type of selling, especially, obviously, it helps when you've got equity on the line there. Even if you don't, as soon as you can raise yourself from, "I provide a website," to, "Listen, I'm helping you scale your business," that changes the game completely. I think that's really super cool. |
| Sean: | The beauty of it is you can start with the skill you have. A lot of people who are working with ClickFunnels, they might be copywriters or actual web designers who are good with graphics. When you actually get the right customer and they're paying you enough, you can supplement the skills that you're not good at. If I'm selling you a $2,000 website, I have literally 0 budget to hire a copywriter. If I'm doing $20,000 a month with a client, I can hire a copywriter to build off of what I basically know is good copy, but they're an expert at it. I can say, "Listen, redo this sales page. We'll test it," and I have a budget for it now. I can bill the client if I want, but usually I'll do it just out of my pocket to up my own value. |
|  | That's the beauty. It's the right way to sell it, not just for your business, but for the value you're bringing your customer, because you're going to be able to invest in things that are needed to hit those numbers. You might have to pull out of your own pocket to do some ad testing. There's things you might have to do, but at the end of the day, you're no longer a freelancer web designer. You're now a marketing consultant or business growth consultant, whatever you want to call it. I don't particularly have a title. I adapt to the situation, I suppose, because everyone's going to have- |
| Dave: | (35:40) I totally agree with that. Well, that is awesome, bud. Thank you so very much. I know we're kind of wrapping things up. I know you've got a ton going on on your side of things and I really appreciate the time and everything else you've spent with us. Obviously, people are going to listen to this and go, "I need more of Sean. How do I get more Sean Vosler in my life here?" As people try to reach out to you, what's the best way of getting ahold of you? |
| Sean: | Sure. I'd say the best way is to jump over to my blog. I tend to catalog all the fun marketing stuff I'm learning as I work with clients. I write a bit about this agency stuff. That site is increase.academy. It's one of those fancy new domain name things. It's not increaseacademy.com. It's increase.academy, and you'll find my blog on there and links to social media. You can connect with me on Facebook and all that fun stuff. That's usually where I'm hanging out is on the old blog. |
| Dave: | That's fantastic. I really, really appreciate your time today. Again, we'll put those down in the show notes for sure as far as the link. Again, this is going to be one of those podcasts, especially if you're a consultant or working with clients, this is one you're going to want to definitely listen to a couple times and take good notes on. Sean, thank you so very much. You always over-deliver and I really appreciate your time today, bud. Thanks. |
| Sean: | Absolutely, Dave. Look forward to growing with you guys as we keep improving ClickFunnels and building out awesome stuff. |