

GA Kickoff - A discussion of the goals of the program.

Fri, 9/23 10:15AM • 1:19:27

SUMMARY KEYWORDS

people, clients, business, program, agency, horses, big, brandon, talking, marketing, model, audience, hop, building, connect, mastermind, questions, product, call, part

SPEAKERS

Christiane Witt, Sean Vosler, Brandon Garland

Brandon Garland 00:03

What do you think? I think so? I think so. And so, yeah, I think people are here. If you could put in the chat just to make sure that you can hear us. I will get all these fun little technical things out of the way. Hey, how's it going?

Sean Vosler 00:22

There's Christine. Oh, where are you tuning in from Germany there. Christine. Christine. Make sure I get it. Right. Wrong. Germany. Yes. Okay, we got Donald in here. We've got a couple other people coming in. So we'll take a few seconds. We are little notice email seems to have gone out a little late. I just popped it in the group too. So we'll just we'll get things rolling here in just a few minutes. But there's Mr. Eric Erickson over Erickson sent me over a message yesterday and haven't been able to dive in just yet. Oh, Eric, did I not get you in the group tech on it? So we'll clean up some of these administrative administration things here at the start, but

Brandon Garland 01:11

ministry Sean,

Sean Vosler 01:14

guys, this is gonna be fun. Stick with us here. We got some good stuff coming up. Brandon. Yes. So I can share my screen. Right. This is I should know more about dimia. This is my first time usually we use the zoom but stood still have two different logins. Yeah, well, we'll get that sorted out, Eric. I've got my list today to follow up. I've got a bunch of loose ends like that to clean up. But as long as you can access. I know you've got both emails in there. So we'll get that sorted out. But yeah, this will be recorded too if you are watching this from the recording. Hello, welcome. And we'll start here in about two minutes while people are filing in. Yeah, Donald, where are you coming in from? Dawn in here. I know you're on your cell. So it may take a sec to hop in and out. So don't feel bad if you can't chime in right away. Christine's in Germany so that means it's actually late there. Scottsdale? Arizona. Is it like

1000 degrees there right now? 8pm says Christine. Right on onto good ol Canada. Brand. Is it cold in Florida? Ohio yet?

Brandon Garland 02:29

Yeah. So yesterday, we had one big last hurrah. 94 degrees. But today it's Yeah. But today it's good. It's it's probably, you know, 70 degrees out there right now. So it's starting to cool things off a little bit.

Sean Vosler 02:46

All right. Yeah, we just got we got through our our heatwave. And now it's back to hoodie weather here in San Diego in Germany. I don't know much about Germany weather. But I hear you guys having a hot one. This summer, something like that. Or maybe that's Britain? Maybe both? I don't know.

Brandon Garland 03:00

We have popped on here. Right? Jared is on here. If you guys want to go ahead and make sure you can hear us. Okay, if there is any technical issues or anything like that, I think the best thing is to refresh the browser. Sometimes if you can't hear us, or the video freezes that always helps.

Sean Vosler 03:21

Brand have I showed you my my my newest addition to the office here? No, that's amazing. This guy, it's legit, like so I think it's a 1/3 scale. Wow. My goal within the next few years is to get the full scale. But I don't know what I would wear I'd really put it because it take up this whole desk. Oh, yeah, that's five and a half feet, the

Brandon Garland 03:42

full scale one little little baby T Rex was the baby version.

Sean Vosler 03:46

Yeah, that's the baby right there. And then we got Elon over here, who he will be, you know, he'll be on our guest today. If we need. You got to have the props. I've decided with group training. But guys, I think we'll get go ahead and get started here. If you have any questions about the actual like program, don't worry, we're gonna be talking about some of these specific questions. I know. Been getting some messages about you know, when's everything coming in when you know, wins, everything unlocked all that good stuff. So we'll be talking through that. But you know, Brian, I'll go ahead and share my screen here because I've got I've got an agenda. And I want to show you guys kind of what we're looking at what the group calls here, because this is our first one. And, you know, I went to see give you a little context last night, went to a little concert, Michael blue bleh she was awesome. And the first time I saw Michael blue bleh. I was 17 years old when I went with my wife, oh well, my now wife 17 years ago, or 16 or 18 years ago, but I got to thinking before this call about how many concerts Michael bleh must have done In between when he got started, and now, it's got to be, what 10,000? I don't know. Not good at math, I'm sure you could Google it a lot. Right. So this is our first one of these, this is not our 100th concert or not our 10 1000s. But we'll try to keep it at, at the the best quality, we can. But we again, appreciate the understanding that this is a first group call. And I want to get some of the principles down of what I'm hoping to accomplish with these group calls. You know, obviously, we'll mostly be doing q&a. And we'll try to keep like the intro part here to, you know, 15 minutes or less. But I

think this first one will be given a little more context about the program itself, what growth agent is, get everybody up to speed on that. Because we'll be bringing in people, you know, a lot of people will be watching this after the fact, later on. Right now, we're closing in on that 30 Member Mark into the mastermind here. So that's really exciting. And I want to give you guys some context about what this thing is. So let me share my screen here. And also give you guys a sneak peek of some of the hundreds of pages of content we've got together for growth agent. But let me go ahead and share my screen. I'm pretty sure I can just share this window. Growth agent outline. Here we go. All right. And sharing the window. Brandon, are you can you verify that this? Are folks in the chat? Can you see the oh, there it is? There it is? You see the screen now? Yeah. And just

Brandon Garland 06:37

to add to real quick, you know, which there could be a you know, depending on how well your internet is that could be like a 22nd delay. So if we ask a question, it might come in, like 20 seconds later, as far as when they actually hear the question. So, okay, good to know. And then also, you know, you guys got an A good time, because right now, you know, we're going to continue letting students in so it's like, right now is the time where you're gonna get a lot of attention. Because the fact that, you know, we're not we don't have a full house today, right. So it's a little bit more, you know, we can, we can actually help out there. And then also, more hands on, and then we also would Demio, which is cool is we can actually get you on camera and or if you don't feel comfortable with that, we can get you on audio to actually talk as well. So you can always raise your hand for that, too, you know,

Sean Vosler 07:28

nice. Glad to hear that. So what you guys are looking at here on the right column. And we'll be talking about this software a bit more down the road, this is what I use to manage, like everything in my life. And, you know, some people are looking for some some of those tactical tips too. So we'll be going into some of that down the road. But for now, don't worry too much. Just think of it as a bunch of Google Docs. But on the right here, we got our little agenda. So as I said, these calls, they're really meant for interactive q&a. And as you guys go through the program, you'll obviously have more questions, things you'll want to bring to the table. And just so you know, I'll say that the front here, if we haven't done a one on one call yet, I will be reaching out to everybody I've been reaching out slowly but surely to everybody to set up at least an hour long call if you have the time. They've been going awesome. We have a few of these recorded that folks are letting us use to bring some content from but I really want to get connected with each and every one of you at this early phases, we're coming into this thing. So I'm seeing a few new names in here that I haven't spoken with in person yet. You know, Eric, and Christina, I know you got with Brandon, but I think we should hop on to maybe all three of us. Donald, I'd love to chat too. But what I want to do on those one on ones is really get to the crux of what you're doing in your business specifically, and look at ways that we can apply this, this growth agent program to your business. So if you're watching this a month from now, three months from now, you know, this first group session, we may not be offering those anymore, you will, you know, see within the members area if we're able to do those, but for everyone who's joining right now, we're jumping into those calls and everyone we've spoke to so far, it's been a real blessing for everyone involved because a I get to learn a lot from those one on ones because I get to you know, learn more about unique situations that I didn't anticipate people picking this up like where they are in their business. So like Christine, I know I was talking with Brandon about your guys's call. And it was interesting. And I'm glad we were able to

set that up because I I was curious. I was like, okay, she's see she's working with people to help, you know, grow their horse businesses. I was like, that's a niche I haven't really heard of before, you know, but then we started talking about it's like, did it there is a lot of application there. So again, that's the goal with those one on one calls but for these group calls, again, we're going to try to keep these two strategy and tactical questions based on the program. Now, since we only have the prelude part one of the program out at the moment, and if you've gone through that awesome, if not definitely give it a go. We'll keep it more high level on this one, instead of going into the nitty gritty of it. But so we're down to talk about those, let me just pull, pull into this a little closer, so you guys can see it a little bit better. So, you know, the goal to with these is to get personal. So if you have any personal problems in your business, you know, a lot of a lot of the problems we have in our business are personal. So feel free to bring those to table, but try to keep them as you know, be cognizant of the the room too, we want to be fair to people's time. And, you know, if it's, if it's very personal, we might be able to work with it. But if not, might, we might send you over to a therapist, you know, I just set myself up with a new one the other day, we can talk about that, too. If we want to get personal we can. Because a lot of businesses personal accountability is another big part of this, I'm hoping by the end of each call to have specific goals throughout you guys, even if it's something something as simple as identify a new whale client that you could pursue based on this model, right? And put together a list of three of them and bring it to the next call, stuff like that. There are times that support questions may be applicable to these discussions. But you know, an Eric, this is not a thing against you, you know, you said you have to login. So let's get that sorted out. But if you have any particular like, Hey, I can't see this thing, or like I put in a ticket the other day, let's leave those to support. And we're working on that system as well to make sure it's like within a day. And I've set up this new email that's a little more specific just for us members. And this just goes to the top of the queue. So if you email GA dot support at increased dot Academy, that goes right to me and Brandon's personal inboxes and bugs us right away. So if you're if you're hitting any big snags, and that goes for anyone else, listen to this down the road, will will take care of your right away. And again, these will all be recorded, summarized transcribed, I've got a new little piece of technology and playing with where I can plug the transcription in, and it generates like a report based on that. So you'll get access to all that within the members area, of course. So let's do this. Since we don't have a huge number of folks on the call, we'll keep this next part fairly brief the introductions. And then I'll give you guys a little bit of introduction about myself little context for Brandon as well. But anybody who wants to hop on and share a bit about themselves, we're going to try to keep these under a minute or two. But they may go a little longer, we'll see. But if you if you want to raise your hand hop on, you're welcome to we'll take a little time because I know there's a bit of delay. And you know what, actually, let's do this brand. Let's save these for after this next part. We'll do some introductions. But keep in mind, if you do want to hop on, go ahead and raise your hand. Now. Christine says happy to Donald said

Brandon Garland 13:15

we can. Yeah. And then once you do that, then I'll just invite you to the call. And you can either be on video, or you can be just audio if you want, but we can have, you know, we can actually bring you on here to Donald says sure. Yeah, very happy

Sean Vosler 13:29

to. Um, I'm writing these down just so what we'll do, we'll go through some of this. I'm going to actually put this down after this part. So the beauty of putting these in the wrong order. But yeah, just keep that in mind. If you want to get your thoughts together. Those are things we'll be talking about. And your name kind of business kind of service and biggest challenge you're facing right now. But I want to talk about this for just a moment. And I'm not I like slides, but again, sometimes just easier to see it mapped out like this. Big presentation is kind of overrated if you ask me. But I want to give you guys some context about the concept of masterminds in general. Because you've probably heard Pete mastermind.com is a big thing was that Tony Robbins launched and Russell Brunson and a bunch of those guys. And the concepts been around for over 100 years now. And I started digging this a while back in my when I get into research mode and go pretty darn deep. And it turns out that the term itself was born out of this guy we've all probably heard of Napoleon Hill. He's wrote a few books that have had some influence over the years. And I thought it really applicable to what we're trying to accomplish with these group calls. A lot of times the if you're in other programs similar to this, a lot of it is like almost like an instructor teaching to a class. And to me, that's what the program itself is designed to do. It's like, you don't need me to sit there and look over your shoulder and give you homework and all that stuff. That's not a mastermind. That's a, that's a coaching program. That's classes, to me a mastermind. And well as defined by our good buddy Napoleon Hill, it's really about the, the sum being greater than the parts. So as questions come up, as people bring their problems to the floor for us to discuss, feel free to chime in. So you may be further ahead than someone else in the program, or he may feel behind in certain areas, but everybody has something they can contribute to the conversation. And I've found this myself, as I've gone through and join different masterminds different programs, there is a big difference between the ones where it's a peer group working together to grow verse, that instructor mentality. And I'm sure you guys if you've been around the the Mark Well, I don't know the marketing world or self self help or self development, business development world, they sell a lot of, quote unquote, masterminds, but really what they are those, you know, instructor coaching programs is just Miss Miss nomer. So, I want that to be the focus of what we're able to do is work together. I like Hill's little desk, that definition here of what a The principle is. The coordination of knowledge and effort between two or more people who work towards a defined purpose in the spirit of harmony. When two people get together a third mine. Notice how he uses master mind. I thought that was kind of like I've never seen it, like separated as two words. And so I started looking into, and he wrote a book about it. In 1928, mastermind alliances, and his big thing was early on, and I'm not like the biggest opinion, Napoleon Hill fan. I know there's a lot of people are like, really into him. But the big thing he brought together with this concept was like researching where success came from, at the turn of the century. That was his, that was his whole shtick, right, like, where what is success, and the big principal part of it was this idea that these business titans of the time, they would get together, you know, JP Morgan, and the Vanderbilts. Like, all these guys, they would literally get in a room and share what's working in their business and what's working for others. And he, you know, he put a little bit of a spiritual add on edge on it with this, labeling the mastermind, almost like a third party brain is created. But we can get that together in this group. It's why I want to bring Brandon on to he has a ton of experience. Chris, welcome, by the way, didn't see you hop in there. But good to see you. Brandon has a lot of experience in the advertising side of this world and communication side, where I'm more on the, you know, tactical, and, and business side of things. So it's like when we work together as a mastermind, two or more people, right? We're able to bring our different experiences to bear to help you guys. And the same goes back to you, I want to reiterate that this isn't just about us talking to you. This is a group. I know, in

this digital setting, it's a little tough, because literally we have the floor right now. But moving down the road. And if you're watching this later, I want to reiterate that we'll be growing this out. And you guys coming on here early, you're the founding members, you're the first group of this alumni. That's building out this alliance, for lack of a better term to steal his term here. So I love that concept. A lot of my personal growth in my business growth has been a result of working in and around masterminds. Most of them that I've been part of, we're kind of more of like an invite only situation of peers kind of thing. But I've paid for programs gotten involved. And just by meeting one or two people that it's like not even the course producer, but someone else in the program, right? It's led to amazing thing. So a lot of times when you're coming into these things, keep in mind, it's not just about connecting with me, or Brandon, or other people will be bringing in guests and stuff like that. That's great and all but you wouldn't it believe are? Well, I'm sure you sure you could imagine. But there are some high caliber people hopping into these programs. I talked to a fellow the other day. And I don't believe he's on this call. But he runs an agency doing about \$11 million a year right now and he joined the program because he wants to look at ways of implementing this business model on top of his already successful agency model. So if he's doing well on his agency side, imagine you connect with that individual. It's like those those connection points. Add a lot. I joined a mastermind a while back where I met. That's where I actually met Ty Lopez. And I'll talk a little bit about my story next, but trying to keep this more about you guys and about me, I could tell a bunch of stories. And, you know, maybe we'll get around a campfire one day and tell a bunch of funny, you know, business stories, but, but that's where I've met the majority of my clients, at least, especially at the start. And it's led to some pretty amazing connections over the years. And Brandon feel, you know, I'm curious, have you found that to be true in your case? Right. Have you seen this, this principle at play? And I'm thinking specifically about a few that I know you've benefited from, but

Brandon Garland 20:47

welcome. Yeah, I mean, yeah, anytime you make a shift in your business like that, or just daily routine, I feel like that, as business owners, we sort of get in our own little like, comfort zone, like right now I'm in my office, and I'm always in my office. And so it's, you know, it's when I make a shift, make a change in my routine, meet new people, and then that sort of like, ends up something else. Like, for example, Shawn and I, we just went to Austin, Texas for the copy accelerator event, and I met somebody there. And then they ended up talking to somebody else. And that person hit me up to invite me to get on his podcast, right? And you couldn't you couldn't make that up. I mean, you couldn't say I'm gonna go to Austin, Texas, meet this person, they connect to this person behind the scenes, and then they ended up you know, so what would that podcast bring, you know, you get on the podcast, and you put yourself out there that can lead to something so any kind of shift makes sense to do in your business to you know, to continue to grow and, and all Eric, what did he say? He said, These are worth their weight in gold. I'm in Brian Kurtz Titans accelerator. And that lead to me led me proofreading their upcoming breakthrough advertising master. But the hard part is picking not for Yeah,

Sean Vosler 22:07

yeah, it sounds sounds Eric, like I need to pick you up to edit my book every time my about about two or three times a week, I get a nice email, pointing out a clear issue. So there you go. We already got one connection going. But you're right, Brandon, like even just going down there. It's funny. I was having a conversation with a fella at lunch. And you know, not to get too off topic. But we can actually

talk about some of the strategies to about going into these groups and, and quote unquote, playing the game of networking, some strategies mind that Donald gotta jump understand, man, I know you're mobile. But yeah, keep an eye out for the recording man. There's gonna be some some more good stuff. But thanks for hopping on. But I ended up having a conversation I was talking to Scott he he went on a three year RV trip. And we were talking about all this stuff. And he just looked like a cool dude, you know, you know, when you see somebody that just you're gonna vibe with. And he was just telling story about his kids. And this trip, it turns out he was he's the head copywriter, slash strategist at Click Funnels. And I had no idea, you know, I really did it. And he doesn't have a huge social presence. But clearly, He's highly connected. And he recommended a bookstore and I ended up leaving the event early to go to this historical bookstore. That's a whole other story. But in general, just getting out there, even if it's virtual, you're you're never going to not benefit from connecting with more people, even if it turns out that you're the one bringing them up. It's a beautiful experience for you as well, when you can mentor people when you can help people. You know, I know a lot of people are coming into this program to learn. But I think a side benefit you guys are going to enjoy is that connecting within the program. And we're early enough in the program that I don't know exactly, if there's going to be a tactical side to that, like I know some programs have like more of a like systematic way of connecting members so they can work and network together. And I've been looking in some ways of executing that. So you can get matched with other people with similar problems, stuff like that. But we'll, we'll venture into that area more down the road. Because once you get through this program like on the left here, you'll see I've got my core outline of the program which I want to show you guys at least the first couple of modules here what we're getting into because we're going to be dropped in the first part next week for you guys to start experiencing. But you'll get through one day and when you're done you can go back through it reference it will be updating and all that good stuff. But the connections we make along the way is where that value and where that price point that we are charging for this is going to seem like such a pennies compared to the value You get out of it because that that networking part is, if we don't broadcast it a ton in the marketing piece, because it's kind of hard to, it's almost on tangible to experience it. So let's hop in we've we've talked, masterminds good stuff excited about that, I want to show you guys a little before we go into q&a, a little bit of an inside look of how this actual program is structured. You know, I know within the the bridge page, which is way too long, there's an outline of the actual program. But I want to show you guys how I have this mapped out and give you a little insider look. Behind the scenes, that sounds good you guys are we'll, we'll track and we'll feel good. I know there's 22nd delay. So I shouldn't feel bad if no one's like chiming in right away. But Eric says good, Christine says good, very high. I'm not kidding about connecting later on an editor grammerly only knows so much. Okay, so this, this tool here, this is called room research. It's a glorified Google Doc that you can connect dots. So whenever you see the blue here, it's a link, and the link goes into a document. And within the document, you can actually link in cross link to different parts of the program. Now you guys are going to get access to this actual documentation. As soon as I figure out how to integrate it with the members area. That is a technical problem, we should have resolved in the next week or two. I figured I've been talking to the makers of this program, but I want to be able to embed it. So you guys are able, because we're gonna, these are all going to be videos, right. And a lot of people enjoyed the video aspect. But I'm committed to getting this in on a documented level as well. So that you guys, if you're wanting to hop around a bit, you can literally like, like, I'll give you example. So this is just an outline the age of the growth agent, first part of this program, every time there's a probe term in here that may need clarification. Or if you're very much a beginner and not sure what these terms

mean. I am also like, if you open these up, if you click them, they open up a breakdown of what that term means. And I'm committed to going through and making this as dynamic as possible. So you can you could go in here and just read this first part, if you're say a little more advanced, you could probably knock this out 20 minutes. But if you want to dive in, go in and learn more about, you know, the classical approach of being, it's like a Wikipedia of the program. You can go in and dig into the freelance fallacy, there's inbound versus outbound, like we're able to give you guys much more depth and much more breadth to the content, as opposed to just, you know, a singular linear program, really excited about that. Because something I've learned, in my years of trying to learn how to teach people better, it's very important to keep in mind that there's really three levels of experience, there's beginner, intermediate, and expert. Lot of experts coming in here, they may not, they may not need all these different details, right. But there's a decent amount of beginners, they might not know what inbound versus outbound means they can hop in here, they could, they could jump right to that part of the video. So so that's a tactical thing within the program really excited about because as you're going through it, you're going to find that you can go as deep as you want, or keep it as broad as you want. So really excited about that technological advance of this program, we're going to have the traditional whiteboard talking, you know, teaching program alongside that, but this is one I haven't really articulated in the marketing material yet for you guys. But really excited about that aspect of this program. Because ideally, what I'm going to give you guys with this program is something with a lot more depth than just a lot more depth than just like an over the shoulder look of how to do this. I want you guys to be able to reference this anytime you have a question. And then we also have a really cool module I want to talk about just for a second. You see which one it is here. Believe it's this one. And this is one that this is probably the largest module and it's one that may sound the least important in the aspect of growing the business cited this thing, but it's actually the most important. And it's all about mastery, and how to master what we're calling growth skills, which are the skills that add to the bottom line of your customers, or even yourself, right, or your partners, whoever you're working with. So mastering these skills, so a big part of this program is learning how to learn, learning how to go out in digest information in a very systematic way, so that you can learn quickly, and apply these quickly. Because what you're going to find one of the biggest parts of growth agent is that people are going to come to you, and you're going to go to people who have business problems, that you have a good idea of how to solve, right, and you're going to charge a good amount of money for that, to solve those problems. But what you're gonna have to do a lot of times is run back to the office and say, Okay, I promised that I'd help this person, or, you know, I sold the package of doing XYZ, now, I need to learn some more of the intricacies of how to do this. And you might think that's, like, maybe a little unethical. But I want to think I want you to think about it this way. My dad is a doctor, he's a medical doctor, recently retired. But I was talking to him a while back. And, you know, I asked him, I was like, you learned a lot in medical school, but that was 2030 years ago, right? Like, what happens if someone comes in has a, you know, a torn ligament in there, whatever, like something that you don't see all the time, right. And he said, I'll go do research, right, it's not like you learn everything, you know it, and then it's stagnant. A lot of times, even even if you're a doctor, you have to come out and, and learn more intricate elements of your craft. So that's what this whole section is about. And really excited to teach you guys this. It's if you're into the nuts and bolts of how the brain works, and how to put information into your mind and apply it, you're gonna love this stuff. It's they don't really teach this in school, from, at least in my experience, how to find mentors, how to work with people. So this whole section in itself is going to be a lot of fun, for folks. But, again, we have a lot coming in, I want to address some of the questions that

have come up. And this won't be applicable if you're coming into this later. So maybe jump ahead a minute into in the video. But there are some specific questions that do do about growth agent itself. When will the full program be live? So we've been recording content in the back end, getting it with the editors, and working this as a launch as well at the same time, which probably not the best way to do it. Fortunately, we have all the content mapped out. We've had people in the lab, we had 1000 People go through the we'll call it the alpha version of this program, which you have access to, by the way. If you're coming into this, and you haven't gone through that alpha version, that mastermind recording, go ahead and watch that, that'll give you all the basic principles of this thing. But now we're going through and revising that material getting in here and these remember at the beginning here, when I mentioned we been doing these one on one calls. I've been getting a lot of feedback from people on their specific models. So I'll show you an example of a document I put together with a fellow that came into the program. Can you see that? Okay, Brandon? Yeah, I think yeah, Microsoft, sorry. Yeah, no, no, you're good. You're good. I get really mad if if this what is this program called Lucid Chart? I like the Infinity settings, and it bothers me if it's not at all, whereas it doesn't matter. All right. I'll try to let my OCD go down a little bit. But we built this on the call with him. Okay. He was somebody with an agency and a lot of people who are coming in this are they already have agencies right? And we're trying to keep an open mind to all these different people that are coming in. It just seems the bulk at the moment or agencies it really appeals to and you know what, we have a at least eight people on your as we're coming in. If you want to put in the chat, what kind of business you are running. Christina knew about your business. Eric, I'd love to hear about yours. I know Donald have to hop off. Chris, if you're still here. Pop in there. Tegan says I have no idea. You know, that's a good answer. Because that's a lot of times my answer to I'm not sure what I even do anymore. And, and that's even another good example of like, Okay, what if someone's coming in here with no business? We we have contingencies for that too. Because if you're starting from scratch, that's not a bad place. To start, I wish I would have known this when I was starting, right. But this is just an example of something we built together, me and him, you know, we did a pretty in depth call, and I'll be doing a call with each and every one here, where we mapped out, right, he had an agency, and he has about 30 clients. And the principle is pretty simple, right? He's helping them grow their business, right, just as the the growth agent program is all about, right. And we simply went out and looked at an idea based on two clients he already had, one was selling ecommerce brand building and one was selling Amazon, I don't want to go too in depth on this, because this is, of course, this is overwhelming. I'll lose y'all on here. And trust me, it's a little scary. I know, there's a lot of lines. But throughout this, we established the concept that just with two clients he already had, he had the ability to leverage even if he only did 5% or 2%, close rate. That's, that's a \$20,000 payday for him. And it's a new client in the sense that he's got a new funnel that he's running traffic to. So we'll be going through exactly what this specific model is all about. But I want to give you an example of what we're hoping to accomplish with each and every one of you is give you a map, a plan, an idea of how to apply this and help you see that there's leverage within your own businesses. And if you're just getting started, and you don't have any clients, and you're not looking to, you know, get a ton of clients. That's not a bad place to be. And I'll spend just a second on that. Because my first client in this model, I had to run a marketing agency back in the day building websites, and brand and actually, this was 10 years ago, right? 15 years ago, Brandon was working with me, we built websites, WordPress websites, and worked with them. It was just like a local web agency, which I think a lot of people in the internet marketing world probably ended up starting getting their start with. But long story short, the principle that I developed out of that is like those, the happiest clients, the good clients, the

ones I liked working with, they had good copy. And they had good marketing, our traffic marketing systems, to bring people to read that copy and buy their stuff. The other people who's building kind of like, brochures for almost like they just knew they needed a website, their competitor had a website, like they would nitpick every little detail they would they I hated work with them. And that that was the difference, right? So as I expanded in my skill set, got to know more and more of what actually helps businesses grow. I got more and more specific with the things I did. But I still had these other skills that helped me do that. Ramy, who, I don't think he's on this call today. And I hope he's able to view this recording. His he's always he's in a similar situation, he's charging a reasonable price for a service, but he's killing himself trying to do it right. By mapping this out, we found not. So here's one promotion, I'm not going to go through every single line here because it's a bit bit too much going on. Here's two clients who Remi is facilitating \$100,000 paydays to do a promotion for me as a 20,000 or 20%. partner on this deal, he's getting a \$20,000 payday. Now, that may not sound like a ton to some people. But Remi is in India, and he's charging for these full large packages. What is a decent rate for his country, and it's way less than 20,000. But we did the math, and we mapped it out. And that's what we found within his business. Are you going to have that exactly in your business? Maybe not. But that's okay. This is like just a unique case. Now. So again, if we haven't set up those one on one calls, let's do that will be let me just jump back in here. So I'm not going to crazy. You know what, let's jump into some q&a here. And let's start with just chat at the moment. And put in there you know, what, if you have a specific question, something on your mind, let's talk about it, pull it, pop it in there, and we'll start there. And then you know, maybe we'll bring some people on.

Brandon Garland 39:34

We'll bring Christine Christine on.

Sean Vosler 39:37

Yeah. Excellent. I'm looking for I can't wait to show you guys this whole system. By the way this room research is pretty wild. But for now, let's stay away from it. Okay. Eric says that's kind of me learning copywriting through AWS a copy. Chief cool. Do you have experience in web dev? Back when Things were no patent. Yeah. You know what, dude, I, I was fortunate enough to come on when it looks like we're getting close enough. But yeah, I do know the old HTML and CSS stuff.

Brandon Garland 40:14

If you want there we got real quick Sean to Oh, yeah,

Sean Vosler 40:17

let's do that. Got away.

Brandon Garland 40:21

There we go. All right. How's it going?

Sean Vosler 40:25

Hey, good. Good to see. We get to meet in person. Yeah. So Christine, are you're in Germany, right?

Christiane Witt 40:31

So it's Christian. II at the end is Altomare. I've lived in the States for 35 years I answer to any

Brandon Garland 40:40

time I'm sorry, because I

Christiane Witt 40:41

so pretend like the E at the end is an A Okay.

Brandon Garland 40:46

Christiana, okay. There we go. I'm gonna write that down. So I never forget that again.

Sean Vosler 40:53

With the pronunciation? Yeah. All right. Yeah. So you're in Germany, you run a from what I understand make, let me see if I got this. Right. You tell me if I get it, right. You run a consulting business to help people build out digital courses and things around the I'm gonna call it the horse niche? I know, there's a way better term for that. But is that is that about in the right boat? And you probably have your own program?

Christiane Witt 41:19

Yeah, I have actually, I have two. So I'm an independent contractor. So I do it on, you know, personal, like, I'm a coach to ecoin professionals. But I also I'm the head of marketing in an E coin agency. There's about 12 of us. And as you were saying, like he's driving himself crazy with the agency. Yeah,

Sean Vosler 41:46

you've been there? Are you there?

Christiane Witt 41:47

Yeah, it's just, I've been trying not last year to turn the company around and make it more system based. And it's, it's working a lot better. But it's still agency models are easy, really hard. You know, virtual companies aren't making that much easier. And so what I'm really looking here is I've been doing this for almost 20 years. This being online marketing, and funnels, and yet, the whole thing is that at this point, I would love to have two three high end ecoin clients that like you had suggested can talk to each other or promote each other. And what they often do is they, there's, they don't tend to sell these high end pieces, you know, the 1000 10,000 20,000, you know, whatever. That's not it, but they, they, some of them have gigantic memberships. So we're talking about 678 1000 people in for like, 2995, right? Yeah, that's and, but it's a really flat model, obviously. And I would love to go in and show them how you can build an ascension model, how these things connect how one sells the other. So I think they're leaving a lot of business on the table, they're not really seeing at all how that all connects. And that I would love to do with like 234. So something is happening in the horse industry, which is really funny as actually, horses aren't treated very nicely. And so there's a big movement right now, where this horse first philosophies coming forth. And these people are really stepping up and they're getting a lot of followings. I really like 1000s of people purchasing their courses. But then there's like, the course costs 150 or something like that, right? So. So it's like, they're almost like, especially through COVID have been thrown into this, but they don't know how to how to make it really viable. So I don't have like

the, you know, the Jeff Walker type clients. But I think that I can help them with the volume. And also by helping them see that some people are already, you know, to pay more than 2995 per month

Sean Vosler 44:07

or so you have a couple of really cool opportunities within the this model to apply. And I know Brandon shared a lot of these, but we'll kind of reiterate some of them on on here for the group because, you know, I know some people listening like can see between the lines and that. It doesn't matter if it's equestrian. I think that's the fancy word for horses, right? Is that?

Christiane Witt 44:30

Yeah, equine,

Sean Vosler 44:32

equine. I know it's getting close. But you know, it's funny because Brandon and maybe he shared this with you, but he had a company called furniture flipping secrets. And he had a \$29 month membership or price point somewhat lower ticket. And then through some complications, that business model, we don't have to get into all that but it's not currently in motions, but the beauty to for me as an observer, it's like it doesn't always have to Be the traditional niches that you think about that are successful. Right? And like you said, there's a new movement, they got a new type of audience, emotional appeal all this stuff and from you as an agency helping them with their model, or sorry, with their marketing, like, that's a that's a ATB relationship right? Like, I'll I do a thing for you as an agency I help you grow your, your horse first care membership site, right. And yeah, you said it you package it perfectly as the idea here is to introduce them to ascension model elements, right? The Jeff Walker's in if if anybody listening not familiar with Jeff Walker, he he teaches the ascension model and VSL production they all do. Yeah, everybody. Yeah, I do to do of course. Yeah, he was. He was the OG Yeah, I think he's one, you know. So the, the, the piece of the puzzle that I think you'll find is missing in what you're hoping to do, beyond just having the time to friggin do this stuff. Because I know how tough it is between, like, you still have to do what the marketing do you have 12 people you're working with you said within your your business?

Christiane Witt 46:14

Yeah. I mean, again, remote, I'm almost thinking of branching on out into to do this myself, not through the agency, just because

Sean Vosler 46:23

well, and you could always leverage that agency as well. Right. That's what I was thinking. So that's, that's the best of both worlds. So let's walk through a hypothetical here. You know, you've got this agency, and they're delivering a service. It's the traditional model. You need marketing, you need copy, you need email

Christiane Witt 46:42

courses, we

Sean Vosler 46:44

know you've been doing, you're doing a bit more, right, you're,

Christiane Witt 46:47

you know, no, we there's even what we call a manage, like, we manage some million dollar a year income clients, they don't do anything. The difference between coaching and them is that they are out there away from the computer all day. Yeah. They, you know, they work horses, they ride horses, they train, they give what's called clinic seminars that travel that their show, right? Then competition. So it's very different, like they are not there, right? Like, it's different from like working with the life coach, no, nothing else, but some different computer, it's

Sean Vosler 47:22

just one more equate are part of the equation to consider, right. So if that's part of it, then it's like, then your another part of your value in this equation is coming up with a method of creating a higher ticket offer that works for them in that equation. So they're not on the computer 12 hours a day kind of thing. Right. So that's another fun part of the puzzle. And we can talk about that. But but let's let's walk through a hypothetical. Okay. And I agree, and this is like part of the the hypothetical is, don't do this within that agency. Because the agency is positioned the way it's positioned, it does the thing it does, you have million dollar accounts. Awesome. And this the same discussion I had with Remi is like, don't stop what you're doing to do this model, unless you're very just set with some money in the bank. And you can, you know, chill for a bit because it takes a little while to get these programs together. For what you can do is set up, let's call this I like to call it my my business. I call it a boutique agency, because it sounded fancy, you know? And what it is, it's, it's a business development company. So it's different. It's not a marketing company. It's not a you just happen to do marketing as the methodology of increasing the business, right? But what you're really modeling is that incubator model, which is you're going to your and you really only want to do this, for anybody listening is not sure you really only want to do this with your higher end clients, or even go out and find other clients to work with who have good solid offers. Right? So let's say you that's what I was thinking, yeah. And because you really only need two to start with, right? So you take your top two, we'll walk through just the steps here. So you go to one you say I've got this new company, we've been working together through this agency for a while really loving what we're doing, you know, we've grown you're at a million dollars a month you got this, that and the other thing. Now we have another company called Oh my gosh. Not Christina Christianna Christianna called Christianna is awesome boutique business growth business. Income With better yeah, horse horses success. We go simple. Yeah. And my company, there you go. And what we do, we're not just about marketing, we're about mapping out a program to take million dollar per year businesses to two to 5 million. And the way we do that is we do do marketing, of course, that's the backbone of it, but we also are focused on product and this is where Like that ability to learn. That's why that's so much embedded into this course is because a lot of people are going to have to jump in and learn how to create offers, like the mid ticket and higher ticket offers, because a big part of this is coming in, you already said it, like, I don't even need to tell you. A big part of this is adding in a new product for them to work with. You can work with current products, but I've found you know, if you can get a 500 to 1000 to \$2,000. Niche offer, and the ascension and ascension means they're just it's a smaller segment of the audience. But it's they have a very more specific problem to solve. You can charge more for that, right? So but you want to do that, what I'm getting at is you want to do that with a different company, because it's a different type of positioning. And, you know, from marketing,

perspective, positioning is how they look at you, right? If they're looking at you as just a marketer. Right? All you are, and I had Yeah, no,

Christiane Witt 51:06

I think neither one that neither the agency nor my own company is positioned as just marketing, we do a lot of product creation, helping them create programs that sell all of that, that that all is, my biggest concern, really is that I would prefer not to do that through the agency, but by myself, sure what percentage of growth, but then, you know, the whole execution, of course, all by myself would be kind of a nightmare. So I have to kind of figure out, maybe connect with people or have a team, but the team doesn't know about this.

Sean Vosler 51:41

Well, so here's, here's, here's the thing, and I think you're partly right, but you are right, but there's another awesome thing you can do. Okay, so let's say you position you go out to one of these clients, and you say, Listen, you're making a million right now per year gross, or whatever the number is, here is my plan to get you to to, it's a \$500 offer whatever it is, you'd have to run the numbers. Sure. And and you design a product. And then you say, Listen, it's different than, say, a \$29 program. This is only for people in your audience who have XYZ problem. It's a smaller problem, right? It's a problem. Yeah. And you're, you're uniquely positioned to know what those problems are, because you're an expert in that world, right? And it may, it may be people, it may be like I'm just pulling this out of a hat, maybe people who own a stable who want to ethically I'm gonna use the word rent, but that's a probably a bad word like, like, monetize their stable, right, whatever. That shows you how much I know about the niche. But that's only going to be a subset of their audience. Most people, maybe they have one or two horses, some people maybe they have a stable of 10 horses in their barely breaking even on the stable. They they're worried about losing their horses, you know? Yeah. But then it's like, okay, they have an audience, let's say of 2000 people, right? 10% of that has this problem. That's 200 People 200 People at \$1,000 price point out the gate launch, day one, that's a \$200,000 offer, right? Numbers are all going to change. That's thing guys, like, we have to be open to the idea of running different numbers, we're not always going to know their numbers if they're not our client already. But it really helps if you already know a lot of their numbers, right. And that'll help you gauge what to develop here. Because what you're looking for is that like, half a million dollar a year, earning gross earnings for them, so that if you put yourself in at a 20% rate, it's a good payday for you compared to a traditional client. Right? And if you can get one or two of those a year, it starts making a lot more sense. So

Christiane Witt 54:06

if you create them evergreen, can you not develop something where you basically continue to be an affiliate or something? Yeah, that's right card or something like

Sean Vosler 54:14

Yeah, exactly. You can set it up, I'm really looking

Christiane Witt 54:17

forward like, towards that they sell that five years from now. And I still see the revenue,

Sean Vosler 54:22

right. So that's the beauty and like, I still get residuals from past promotions that were set up now about four or five years ago, because there's still marketing pieces out there. And you talked about the team aspect there. So there's a that's an important part. And again, the the technical part of getting the cart setup, we're going to be talking about that a lot because that is always a common question. For anybody who doesn't know there are ways to set it so it's not like they have to send you the money every time you can set up a an affiliate system where you're basically on a second tier and anything that goes to that funnel. It's it's set aside for you And there's a lot of different ways it gets complicated, but we'll move into that. So something that I found was very useful on that team element side of this, okay, is, when you're working with these higher end clients, generally, they have at least some level of competent people that they work with who are invested in seeing them succeed to which they can leverage, art sorry, that you can leverage as well. So most of the people I worked with already had some type of marketing person, even if it was just like, themselves, but they, they at least had some level of marketing person I could leverage or team, they had some type of video professionals, and anybody they didn't have, it was a chance for me to connect them with a service provider, because I'm the expert, right? Like, you're the expert, you could bring in, like, let's say you needed video work done, right. It's not like you need to fly out to their stable and shoot video and all that you already know this through your agency, of course, but you do a local contractor, get them out there and you get the video at cost two, three grand, you have them pay for it, nothing out of your pocket, and they get great stuff, you get great stuff. And on the other side, you have this agency connection already, that you can leverage if you need to. Now, right? Yeah, ideally, what happens is, let's say, you the cool part of this model, you have client a that you've you're pursuing this method with if client be pursuing this method, out the door, after they promote it to their internal audience. Okay, so they each do a promotion. And this may take two or three months just even get the ball rolling. They may have a decent success rate set separately each right, maybe it's 200, grand promotion, you get 20%, that's \$40,000. That's a good payday, right? It's not bad, especially like, if you're, you're doing similar work already within the agency, you know. Now, the fun part is when you have two of these folks that you have a percentage on the funnel. And then you say to client a, hey, client B over here has something I know your audience would love. And they have an audience that I know they would love your stuff, too. Right? And that's traditional affiliate marketing stuff. But you know this better than anybody, they're not even gonna know what that means, right? They're never, they don't even know the word. They don't know the word that it's like a eureka moment, they say, Oh, my goodness, you mean next month, I could make 50 100 whatever it does, you know, particularly, but it's money, they didn't have to, like do a ton of work to get, right. From an affiliate standpoint, they already have the infrastructure, you're facilitating the promotion. And they're excited because all they they get to go and ride their horses and look at their Stripe account. Yeah. That's right. That's, that's the perfect client, like, you know, hurray, I'm getting stripe notifications.

Christiane Witt 57:57

Yeah, that's, that's kind of the idea that I start with two that are really compatible. So they're not direct competitors, but serve the same audience. And then, and then do set it up for them. Especially I think the copywriting strategy. And copywriting seems to be the big and then tick, they're dying, you know, I have clients that have AOL at email.

Sean Vosler 58:18

So So that's actually all an advantage to you, in my opinion, from like a strategic standpoint, because, for lack of a better way to put it, the more they rely on you to execute this thing, the more leverage you have on the equity side, and

Christiane Witt 58:37

that's where I was actually thinking is that it's not as high, you know, bigger hitters as what you have, but that I can negotiate a higher percentage.

Sean Vosler 58:45

And I'll tell you, so someone I want to bring in on one of these calls is Nick Fisher. He's, he's one of these, you know, nerds in the background, doing a bunch of marketing stuff for different people. But he started this agency model, similar to growth agent. But he changed it up to where he he's doing it as a book publisher, almost where he's chart, he is charging 75% equity, to publish these folks who already have at least my challenge to that element is like there's a lot more work to bring someone up to the level of publishing them. Even if they have some audience and stuff. I prefer to start with somebody who has an offer already and has some marketing already that's working because it's just it's less work on the front and less risk for me. And I'm willing to take a smaller percentage now if you're already doing all this stuff, it's like you can negotiate those higher percentages. It's just It comes with a you know, a given take with more percentage becomes more becomes more risk and liability and headache and, you know, they can call you at three in the morning kind of stuff, right? It's more like a business partnership at that level. And if you're going to do that, the question I always bring to people if you're going to do a business partnership like that, would it just be better for you to make your own product? You know? And usually the answer is no. Right? Usually. Yeah, no, I,

Christiane Witt 1:00:10

yeah, I'm no, I'm really good at this stuff. But I'm not. I mean, there's some horse trainers right now that are discovering certain things about horses. That is like cutting edge, I wouldn't be able to educate myself on that it and it's just that selling like \$150 courses, but they're selling them 1000s of times.

Sean Vosler 1:00:29

And that's awesome. Like, that's the beauty of this is when you come in you can you can bring up those higher pieces. Louis asks for Nick's model, what are the benefits to the client? Yeah, so Louis, and I brought this up to someone else on another call, it's a lot easier to create an influencer than it is to create a great product. And Nick is doing a bit of both. So you really have that you have that distribution, and you have the product. If they have both. And they're they're doing well, they're they're selling their \$100 courses. I'm like doing like a horse here. Like that's, that's a that's a winning equation. And you're just helping them. Like, say they have \$100 product, you introduce a \$900 product, like, they'd have to sell nine people to replace the revenue of that one. It's not that you just have to up their prices, you have to increase the value and target different type of individual with an individual problem. But it's, it's like right away profit increase, right? It's just, you're bringing them

Christiane Witt 1:01:30

for those first two, would you then definitely look for somebody who has a proven has an audience and a proven product? Yes, absolutely. Then Then add product and increase audience. Yeah.

Sean Vosler 1:01:45

Or refine their current product if it's already doing really well. You know, a lot of times they're selling a \$29 program that solves a \$10,000 problem. Right? Yeah, that's kind of how I try to look at this is like, what's the dollar value of the problem? If solved, that's generally how I tried to price things is like, at least a 10x value of the problem it solves is the minimum price point. So you know, I, this program, at its price point, the goal is to add a minimum add 10 times that value out the gate to people in their business. Ideally, it's 100 times more, you know, obviously, like, ideally, but that's generally how I look at it, if they're charging \$29 for a \$10,000 solution, you could just simply go in and convince them or work with them to reframe the offer as \$1,000 offer. Maybe add in some, you know, group coaching something like that, right. Be fed up. Yeah, beef it up. Yeah.

Christiane Witt 1:02:46

Different platform like they, some of them run it in Facebook groups.

Sean Vosler 1:02:50

Yeah, exactly. Like make it more of a mastermind level thing. If it's like, I liked that for, you know, if it's, if they have peers in their group that look up to them, like, often do, yeah, they, they could even sell a \$10,000 program where it's like, you get full access to my business and what I'm doing behind the scenes, like, we meet four times a year, that's where those \$10,000 offers come in. And, and they're a bit tougher to to facilitate, but that's why they're paying you so well. And you're, you're well positioned as a service provider, because you've, you've done all the work as for individual folks, so you've experienced all the problems that can come along the way right? All of them. So the trick, if there is a trick to this is try and avoid bringing on new clients who you have to do so much work for that if that effort was put into a program that with these million dollar clients, it'd be worth 10 times more of your work of your time. Right. And that's, that's yeah, tricky. Transition.

Christiane Witt 1:04:04

Okay. But what you also mentioned, like when we message like, this isn't pretty untapped market. So if I hit go for the highest level with confidence, and you know what I'm doing, then, then I get the ones that have an established product and an established market. And then later I can go for like, maybe the, you know, the more risky, risky ones, right. And you prefer not to move through the agency with it. I am so tired of managing 1213 people.

Sean Vosler 1:04:38

Yeah, I feel that almost

Christiane Witt 1:04:41

almost get it done faster myself than constantly, you know, reviewing copy and fixing.

Sean Vosler 1:04:47

Yeah, when you're working with a bunch of clients, too. It's like you're shifting your headspace a lot. So you're going from client a, it's like, I gotta remember exactly what was going on there. Okay. Oh, yeah. We're gonna see now and then D it's like, oh, there's a fire over here. That is, is the same exact experience I hear over and over Same for me was like, it just was unsustainable, unless you want to actually build out a traditional agency with a sales team a marketing, like, it's like it takes this whole infrastructure for a 10% margin, right. And there's a place for that some people do that they scale it up to, you know, that's why there's the landour agencies of the world out there that have a \$4 billion a year market cap, right, these big marketing agencies, because they're happy with their 235 percent margins. So you have the system so. So I love where you're heading with it. The thing I'll say is like, as far as like tangible ways to put this into motion, just focus, as you're, you know, in the background, as you're working on these other things. puzzle, like come up with your own positioning, it could be like one page of like, what it is you do in this business, which to me is like I take million dollar businesses in this niche to 2 million or more. And that's, that's all you do. Right? That's the line. Now, the beauty of that is like, then you get to go out and find the clients as opposed to them coming to you. Because you don't need them to guess

Christiane Witt 1:06:16

that's definitely not because I just want to clients to three clients. So I figured direct outreach, that's how I'm kind of really curious and how you position the email, copy, you know, as it as it goes out, because here from Germany, I'm not doing that type of networking that you guys are doing.

Sean Vosler 1:06:31

Sure. Well, the beauty of it is, it's not like, I'll be honest, I've never emailed one of my clients that I'm working with, right? It's like, generally, we're connected through some other means, or, like, in your case, your connection, maybe through the agency, and you at least get the conversation started that way, like, Hey, I know your view, I have this other venture and, and here's what I'm doing kind of thing, it could start the conversation. But generally, you have a connection, some level already with the folks that you're reaching out to, if you're doing it cold, there's definitely like more tactical approaches, but you kind of look at the relationship you have and say, Well, how, what makes sense for reaching out to this person? Are they? Are they somebody who, like, what in their world? is a big motivator? A lot of them? It may not be money. Most of the time? It's not, I would

Christiane Witt 1:07:25

say mainly, its impact on helping the animals. Yeah.

Sean Vosler 1:07:29

So you can go from that angle and say, Listen, you're helping a lot of people, but listen a \$29 program, you have 10% of people who actually go through it 5% who apply it, you know, that's, that's still good numbers. But you know, with a higher price point with a little more hands on. For very specific people, you're gonna see a 90% fulfillment rate, you're gonna see more people getting these programs and into their stables and helping more animals. And it's not just about increasing price, not about making more money, but that never hurts, you know? So that's the discussion point, you know, I was talking with someone the other day about this, this particular concept, it's like, what, what do people like? What do What does anybody want, right? When you get past a certain level, money wise, at least internally, your

mindset changes, when someone comes to you, hey, I'll make you this extra money. You're a just skeptical and be it's just like, Okay, what's it gonna take for me. But if you can identify what they really want, for me, for from an affiliate marketing standpoint, when I'm talking with a high end person who may promote a thing, generally, one of their biggest concerns is like, anytime I've promoted affiliate stuff, it's been a headache. My audience sudden subscribes because they think I'm just pushing random stuff. And you know, my audience is so important to me, I don't want to alienate them. So I come from that angle, I say, Listen, the difference I bring to the table is I write the copy from your perspective, and we don't promote the product, we promote the solution to a problem, we teach them about that solution. And just so happens, we also have this product that makes that easier to do. So, so that that's just a lesson for everybody, like when you're positioning these promotional pieces, because you're working with these higher end folks, you will have to anticipate it can't just be an email, but depends on the person some people are very money motivated. And you

Christiane Witt 1:09:34

know, for mine, it will be like this triple thing about having more time because then of course people work incredibly hard and it's a very hard physically hard job. And and they want to make a bigger impact and they want financial peace of mind. So it's usually not the millions it's it's feeling okay financially, helping the animals and having some time for themselves. So I have to figure out how to make that into one mind positioning. It's

Sean Vosler 1:10:00

almost like your, as you know, as a copywriter, and a web designer and all that good stuff like, it's your hero webpage, is that right? It's like, I help you get more time to spend with the things you love by leveraging blah, blah, blah, it's like your, that's your picture your painting. And then you know, there's a section in the program, about positioning and brand building, like my websites are there just to establish. So if I go and talk to somebody, and they do a little bit of research on me, I want them to see that I know what I'm talking about, right? And that's 90% of why I'm building that stuff out. Just a quick sidenote, I don't do any inbound marketing, because when people come to me, generally they have an idea of what they already want. And there's not much that I can bring to the table beyond, like, if they came to me, I would have to steer them a whole different direction. Usually, they're pretty set on what they want. They want a webinar, they want that blah, blah. And they're less open to profit share potential. So why don't we see Christina, or Christianna, I got it this time. Look at me. I know it's getting late there. I want to see if anyone else wants to hop on. But let's, let's keep this conversation going. And it, it reminds me to of like, big part of this program, I'm hoping, as far as like tangible aspects of it, is the check ins. And sorry, we didn't get to say by formally, but thanks for hopping in. What I want to do, like, on our next call, what I'd love to see from you is just it could be a paragraph like a couple bullet points of the start of a plan to reach out to client number one with an offer to create a mid ticket high ticket offer that they can bring to their audience with the idea of in the future doing that again, and then cross promoting your two new clients in this new agency thing. So if you can do that, by next time we jump on, message me beforehand, and the group posts you know, let's talk let's keep that conversation going. Because guys, I'm telling you, that's like a big part of this as a slow burn. 99% of you I'm going to advise like the goal here is one to five new clients in the first like literal year, like you don't have to drop everything you're doing and jump into this to get these 2030 50k 100k Plus clients. It's about being more strategic, doing a bit more work on the front end. So that and here's the beauty of it. Okay, guys.

It's not like they're paying you 2050 100 grand up front, and then you have a bunch of stress to go and execute. That's not fun, either. I've been there. And I'm sure some people watching this have experienced that too. Where it's like, great, I got a great payday. Holy crap. Now I got to deal with this stuff. This does, this is a little bit more of a psychological play for our own mental well being. But there is something beautiful about you take a little more risk on the front end, bye. Doing it on revenue share. First, you can still add entertainers and stuff if you have overhead blah, blah, blah, of course. But it takes a lot of pressure off you so that you can focus on doing the thing you know you got to do and take your time to do it. Right. It's better to do it right in my experience than to rush it even if you're getting paid well and it not do as well. I think that video game if anyone's a gamer in here, Zelda Breath of the Wild, it took them like seven years to develop the first game and all the gamers were pissed it was delayed. Same with the new one that's coming out. It's delayed. But guess what, when it comes out, it's a homerun. It's not about being a perfectionist. It's about knowing what works and what doesn't. Part of what I want to do too in this group is as he put together promotions, and offers, bring him to the group. Let's talk about him in the mastermind group and talk about it. Anybody else want to hop on just like Chris Christianna did happy to bring you on here. Welcome. Lewis Lewis did ask a question here for Nick's model, what benefit to the client is everything done for them? So Louis, I am excited to have him on because his model, it's the same principles, but again, he's doing it as a publisher. The big benefit is it's like all manage, right? And they bring the business model to so it's like they'll go to an influencer who doesn't even have a product like maybe they're Hawking affiliate offers and stuff. And they'll build them a whole platform from scratch. It's kind of like if you're a New York Time Best Selling Author good for you. But your your publishing company got you there and they're going to charge you for it right. Christiana, you're welcome I really appreciate you hopping on I know hot seats are always fun. Yeah, raise your hand or if you have a question comment, put it in the chat. But Brandon, yeah, I think you know the, the beauty of these group setting things is we are going to be able to Do as we're bringing people on to talk to them about their business. I know because I'm there to like, I know someone else has that same particular issue. Right? Have you found that in your your coaching calls? I'm sure you've seen that where it's like, a unique angle you didn't think of that we need to add into the program? You know, those are the things I'm excited about.

Brandon Garland 1:15:21

So, yeah, and I agree with that. Brian is asking, Will there be a replay? Yeah, so we're going to take this replay here, we're going to put it into the members area. And we're going to do that each time. And you know, you guys, like I mentioned earlier, you guys are in a good position, because you're here at the early bird launch moment. So that means that you're going to be able to come on just like cristianna did, and you know, get more time with us as more people come on probably even the next call, we're going to limit that to about 10 minutes. And then that way, you know, you have the 10 minutes, you can come up here and ask questions, you know, technical question, mindset, client questions, you know, any kind of support that you guys need. So that's what these calls will be good for. And then like I said, we'll pop those into the replay, or will pop the replay into the members area as well. So that'd be that would be really, really Yeah,

Sean Vosler 1:16:15

I think what we'll try to do to there, Brandon is just set it up. So it automatically notifies people of the replay, because we know like everybody's different time zones. There's a lot of different stuff. So

Shawn, how do we get access to the program? Yeah, so Luis, excuse me, I should have brought some more water. We will be emailing out folks who were in the original program, details on how they can join. We did limit that to people who submitted those testimonials and stuff. But we'll send out some more details as we move along here. Martin, thanks a lot. It's very interesting. Yeah, we're getting there. Right. So I'll tell you what, guys, we're at about the hour mark here. We'll stick around a little bit, we're trying to keep these to an hour because they can go pretty darn long. And I will, I will say we we started with the bi weekly format for this, we will probably end up going to weekly. But we didn't want to, you know, over promise right out the gate, we're still kind of getting all these moving parts, you know, oiled up and, you know, get the kinks out. But I'm thinking this could be more of a weekly equation. And we'll try to mix up the days. So if you can't make it on a, you know, Thursday at 11, you know, maybe a Monday at 9am might be better stuff like that. But guys love this. This principle we have going here of bringing our minds together. I'm learning brands learning, you know, I know you guys are able to bring in a lot. So let's set up some goals for next time. We're on a call here, guys. We gave Christianna. An objective default objective I'll put for you guys is get logged into the program and set up the or go through that introductory the prequel section. The next modules will be dropping next week. And we'll be emailing you as those come out. And if you have any questions, there's also within the members area there is a support portal thing that is quarantined off just for us to reach out connect with you guys. But with that in mind, I think we'll wrap it up here Brandon, we got Martin in there saying sounds

Brandon Garland 1:18:37

good. Absolutely. And once this replay takes a little bit of time to process but we'll get that in the members area that you we we cover a lot in this call. So you can go back and you know, pause where you want to, you know, gain in the information from this call. So looking forward to the next call. Thanks, Eric. Glad to have you here as well. Thanks, Christiana. Thanks, everybody a break Brian Lewis, everybody. That's great. I love it. I love how we can all just come together here from different parts of the world and just have that ability to to do that. So all right, well, we will see y'all next time and keep a lookout for it in the members area. And yeah, we'll talk to you soon.

Sean Vosler 1:19:21

Love y'all. Thanks again for coming on.