

## **SPECIAL REPORT**

# High Paid Consultant

How I Created a \$175,000  
per Month Consulting Business

**By Frank Kern**

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## ***What I Did and How You Can Use It***

**The name of this book is “High Paid Consultant: How I Created a \$175,000 per Month Consulting Business.”**

And before we go any further, please let me make it very clear that my results are not typical.

Chances are we have not met... so I am not making any claims or implications that you will duplicate my results or achieve any results whatsoever.

I’m going to show you what worked well for me, and it’s my hope that you will be able to utilize some of the information that I share with you to get the results that you are personally after.

I’m going to show  
you what worked well  
for me.

So if you’re looking for one of those “get rich quick on the Internet” deals, this isn’t it.

BUT - if you’re a “real person” who’s got some skill, the ability to help others, and the willingness to work for what you want, this is for you.

In 2013, my business averaged just over \$175,000.00 per MONTH in revenue. I have one employee (who lives roughly 2,000 miles from me) and I work from home.

In this book, I’ll tell you how I did it and give you a plan that you can use too.

## ***Part 1: Why There's a TON of Money in Consulting***

The only way I can describe the consulting business is like this:

### **CASH COW**

And there are a few reasons (aside from my personal experience) that make me say this.

First, there's the amount of money being spent on consulting right now.

***According to Forbes, consulting is a  
\$100 billion per year industry.***

Here's why that's important...

You probably hear every day that the "big thing" is "Internet Marketing", right?

According to market research, "Internet Marketing" is about a \$19 billion dollar industry (in terms of money spent by small businesses to advertise online).

And last time I checked, there was about \$48 billion being spent on direct mail every year.

***As a whole, people spend more on consulting than they do on  
internet marketing and direct mail marketing... combined.***

So while everyone else is trying to make it as an “Internet Marketer”, consultants are quietly raking in about 500% more money... and counting.

Second, it's got something most industries don't have:

### ***MASSIVE GROWTH***

Even though the economy is in a slump, the US Bureau of Labor Statistics reports that consulting is predicted to grow 83% by 2018!

So while the rest of the economy is going to hell in a hand basket, consulting is almost doubling in size by 2018!

That means more money will be paid to consultants every year!

And which would you rather be? In an “economic downturn” or in a \$100 BILLION dollar per year industry that's growing by leaps and bounds?

While the rest of the economy is going to hell in a hand basket, consulting is almost doubling in size

But that's not all.

Consultants can also experience another thing most people miss out on:

### ***VERY HIGH NET PROFITS***

A great thing about consulting is it's very high in terms of net profits. At least, I've certainly experienced that in my own business.

One thing that can make this such a profitable business is the **low overhead**.

Take my business for example. I don't need any fancy equipment, and I don't really use any office space at all.

***I work primarily from home.***

Marketing costs are minimal, and **I don't have any fixed costs to speak of.**

My tools include a laptop, a legal pad, a pen, and a telephone.

So it can be extremely profitable if you set everything up right.

It can be extremely profitable if you set everything up right

### ***7 Reasons Why You Should Offer Consulting***

The fact of the matter is that if you sell any type of "How To" information right now, you really, really need to add consulting to your business.

It's way more profitable than selling courses, classes, e-books, membership sites, "products", or anything else.

Let me give you 7 reasons why this is true:

#### ***Reason #1: Recurring Monthly Income***

Now a lot of people think consulting is done on an hourly basis.

I don't set my business up that way and I'm going to show you how to avoid it. Instead...

***I want to show you how to build your business to where it provides you with recurring monthly income.***

Yes. My clients pay monthly.

That means I don't have to constantly get new clients. I don't have to sell new stuff to maintain revenue. I'm not on the hamster wheel that you might be feeling like you're on right now.

I don't ever, ever have to worry about that because my clients pay monthly. And they stay a long time and I don't need very many of them.

So if that type of scenario sounds appealing, keep reading. I'm going to show you exactly how to do it right here in these pages.

In 2013 I average \$175,000.00 in revenue every month.

My clients pay  
monthly and stay a  
long time so I don't  
need very many

Month in, month out.

That's really, really hard to beat. And I work part time - often from home.

***For most people, that's a big reason for consulting – the predictability, and never really stressing out about money.***

Never being at your kid's baseball game or something ...with your mind somewhere else ...worrying about where the next dollar is going to come from.

In the model I'm going to show you here, we just have a small client base that pays us a LOT on a monthly basis.

They're happy, we're happy, everything's great.

**Reason #2: SPEED**

***With consulting, it only took me 90 days of semi-focused effort to build my practice up to \$175,000 per month.***

That means I didn't have to create a bunch of products, I didn't have to go through all of the trouble to build complex sales funnels, and I didn't have to rely on a bunch of affiliates or resellers.

I just went out, found some people that needed help; I helped them, and got paid.

You can implement what I'm going to show you here and start talking to prospects and clients NOW.

Not months from now after you've "finally gotten everything ready."

**Reason #3: FREEDOM**

My hours of business are from 9:00am until 12 noon on Monday through Friday. This is a truly part time business and if I need to take a week off and I don't want to work those three hours, it's not a big deal.

I can arrange it with my clients in advance. There is a tremendous amount of flexibility if you do consulting the way I want to share with you here.

I went out, found some  
people that needed  
help; I helped them  
and got paid

And that ultimately leads to TIME FREEDOM AND MENTAL FREEDOM.

You're free of worry. You're free of stress. You're free of hassles.

So it's truly a fantastic approach to this business.

#### ***Reason #4: HIGH NET PROFIT***

The way I'm going to show you to structure your operation is very profitable in terms of net profits.

This is due to low overhead and low fixed cost.

For example, I don't have a real office, I work largely from home; I have one virtual assistant, Jeryl.

She's worked with me for 10 years.

I have no other employees for this business at all. I rarely have to advertise.

And once you get your client base established, I doubt you'll need to advertise very often either.

Clients in this type of consulting arrangement typically stay for a long time.

Because we don't have to spend a lot of money on marketing, and we don't have any real significant high fixed costs, that means that the majority of the revenue that comes into a consulting practice should be net profit.

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***That is money you can spend on whatever you want to spend your money on.***

Family vacations, cars, houses, charity - it's your call.

The money is yours. It doesn't go to expenses.



***Reason #5: LOW TECH AND LOW STRESS***

Consulting is very low stress and low tech, you don't need to keep up with nine million WordPress plugins when you're using this business model.

I use Skype, a laptop, a legal pad and a pencil.

Occasionally I get fancy and use a calculator.

Those are pretty much my tools with this business.

Very low stress, very low tech.

Look, I've got an opt-in page, a PDF letter; I have one email in my follow-up sequence. Occasionally I will do a webinar to get consulting clients. By occasionally, I mean I've done it three times in the past year.

This approach simply isn't that complicated.

***All that overwhelming, complicated stuff that's freaking you out right now, you could kiss it goodbye forever and never think about it again ever, for the rest of your life.***

Because if you do the consulting business model properly, you'll have a very stress free, low tech, easygoing fun life and you'll have happy and satisfied clients as well.

***Reason #6: HAPPIER CLIENTS***

Like I just said, because you're working with your clients directly, and you're actually interacting with them and you're personally helping them, they're going to get results way faster than they could ever get if you just like gave them a course or something.

And because of this, they're very happy, they're getting fast results.

***Because they're getting results and they're very happy, they want to keep on doing business with you.***

And because of that fact, you don't need many clients, right?

You could just get a few clients; we'll go over how to determine how many you need in a minute.

But the fact is, you could just get a few clients; you could be super selective about who you work with, you don't have to be selling all the time and you never have to deal with any weirdos or flakes, ever again for the rest of your life.

Consulting is easier to  
sell than products or  
anything else you  
might be trying to sell  
at the moment

So that's a really big draw when it comes to considering consulting.

### ***Reason #7: CONSULTING IS EASIER TO SELL***

Last but not least, the fact of the matter is – and I'll prove it to you here – consulting is easier to sell than products or anything else you might be trying to sell at the moment.

The reason why is because of its position on the LADDER OF DESIRE.

See whenever someone buys an info product, attends a class or pays for consulting, they're doing it to get a specific result, right?

Well, let me tell you about it.

## ***The Ladder of Desire***

There are three different types of services sold in the info world, in terms of helping people get results.

All three of these, represent a rung on the ladder of desire.

### ***Rung #3: “Just Read the Manual”***

So let’s start with the least desirable thing that we could offer to people which ironically is what everybody else is trying to sell. That is rung number three, the bottom rung; I call it ‘just read the manual.’

But rung three is the least desirable thing to offer.

This is the equivalent of somebody not knowing how to program their DVR.

Let’s say you want to figure out how to record Seinfeld, right? And you’re like, “Man I could totally use some help recording this DVR; this is totally giving me a hassle.”

And someone goes, “Here dude, let me give you this 9,000 page owner’s manual. Read this owner’s manual and then figure out how to program your DVR. “

“Good luck, here’s your manual. Yay, thank you, that will be \$97 or whatever.”

***That’s the last thing anybody wants. But that’s what everybody else tries to sell.***

So, when you see products being sold and all these launches and all this hype, they have to use all of that chicanery and those high pressure sales tactics because they are selling the stuff that people simply do not want.

But they are buying anyway because they do not have any alternatives.

### ***Rung #2: "Show Me How to Do It Right"***

So let's talk about rung number two. It's one step up here, it's a big step up, that's 'show me how to do it right.'

This time, instead of your friend saying, "Alright dude here's the manual, good luck," he says something else.

He says, *"Oh, you want to know how to record Seinfeld? No problem dude, here let me show you. Okay, see that home screen button right there on the remote. Press that home screen button, cool. Alright, now you see where it says select show, yeah, you want to click on that one and then you go to like S, alright. See where it says Seinfeld, click Seinfeld and press record. See, yeah, that's all you have to do."*

They have to use high  
pressure sales tactics  
because they are  
selling stuff that people  
do not want

Now you see how that is much more desirable – to have someone walk you through that process – than it is to say, "Okay dude, here's the manual". So that's rung number two.

It's much easier to sell, exponentially easier to sell, than rung three, which is just read the manual.

***Rung #1: "Do It for Me!"***

Now let's talk about the pinnacle, right? The pinnacle is, 'Do it for me.'

In some cases – not all but in some cases – the most desirable thing of all is to just have your buddy program the DVR for you so you don't have to mess with it.

Of course this is a very easy sale to make. In some cases, rung two is more desirable than rung number one but when you're operating on these two rungs, that's the sweet spot.

***When you sell a little bit of "Show me how" and a little bit of "Do it for me", that's the sweet spot.***

That's the highest pinnacle on the ladder of desire right there; thus it's the easiest to sell.

In my business what I do is I advise my clients how to build marketing sequences, design winning campaigns, and I tell them what to plug in for the back end and all this kind of stuff.

So that's rung two, that's me doing it with them and showing them how to do it. I'm like, *"Ok, dude. Here is what I want you to do, you see that opt-in page, now let's change that color here and how about we offer this as a bribe to get them to opt in, and let's send these three emails out in a sequence as part of your sales funnel etc."*

That's all rung two; that's 'show me how to do it' – that do it with me, side by side thing.

Occasionally I'll step up into rung number one and do some work for them. For example, let's say we're working on a sales video or a sales letter, and they say, "Okay man I wrote this letter based on what you told me; what do you think about it?"

Sometimes when they send it over to me I'll just fix it. I'll change their headline personally, I won't even call them, I'll just re-write some of it or I'll just rescript their video or whatever.

This is rung one because I'm actually doing this work for them.

***In the consulting environment, this is the pinnacle of desirability because I'm helping them get the results faster and I'm doing some of the work for them.***

Although I'm still educating them on having the power to do it for themselves, that way they're never independent.

So this is the easiest thing to sell but, thankfully, very few people ever offer it because they're too busy selling them the manual, which they don't want in the first place.

### ***Recap of Keys to Consulting***

Alright, so, just as a quick recap, here are some key points so far.

- Consulting is MUCH MORE SELLABLE because of where it sits on the Ladder of Desire.

As a result of this, it's just a massive opportunity for anyone with more knowledge about how to get a result than their clients have.

- Consulting is VERY PROFITABLE because it typically has very low fixed expenses. Like I said, I work from my house; I have an opt-in page, a PDF letter, one follow-up email; I've done two or three webinars ever. My tools of the trade are Skype, which is free, a legal pad and a pen; occasionally I get fancy and whip out a calculator.
- You could ENTER THE MARKET QUICKLY. We don't need to make a product, we don't need to invest in all this technical stuff that's going to freak us out and bog us down.
- It's STABLE AND RECURRING. Listen, if you use the monthly billing model like I'm going to show you, you don't really have to worry about going out getting new clients every day or every month.

If you do a good job,  
your clients are going  
to stay with you for the  
long term

Usually if you do a good job, your clients are going to be thrilled. They're going to stay with you for the long term and that's great. That means you don't have to go out and constantly be filling your pipeline.

All of these things represent why consulting is a huge opportunity for us right now to make a tremendous amount of money – while simultaneously providing maximum results and doing the most good we possibly can to our target markets.

## ***Part 2: What Consulting Really Is***

So, let's talk about what consulting really is – because there are a lot of misconceptions about it.

The first thing, according to the dictionary, consulting is nothing other than when:

***“One person provides professional or expert advice to another person.”***

That's it, right? But there are all these myths of consulting. One reason I didn't get started in consulting until I finally did was I had all these preconceived notions in my head.

### ***The Myths of Consulting***

Myth number one is that consulting is primarily a bunch of dudes in suits, sitting in meetings all day working with huge corporations.

You know what I mean – they're in those glass conference rooms and someone invariably has a flip chart and then there's a flow chart and there are a couple of dudes with laser pointers, and you know, that kind of super stiff environment.

I had all these  
preconceived notions  
in my head about  
consulting



That's what I thought consulting was. Sure there is some of that in consulting but not all of it.

I also thought you had to go to a special school to be a consultant, like you needed some sort of certificate or diploma or some permission or something like that. Because it just sounds so serious and hard core.

***None of these myths or beliefs are true whatsoever.***

### ***Types of Consulting***

Check this out; there are all types of consultants – not just the dudes in the suits.

For example, if you do a search in Google for “productivity consultant” – of which I have trained one of these people, by the way, to get clients - there's 27 million Google search results.

“Sales consultant”, clearly no surprise there – 148 million Google search results.

“Dating consultant”, yes, that's a real thing, a dating consultant – 28 million Google search results.

Here's my favorite, “raw food consultant” – 3 million Google search results.

When I did a search for it, I saw people advertising themselves as raw food consultants. You have to wonder, what are they saying to the client?

You know the client calls them up:

*“Okay Bob, I think I'm going to make some lunch today, what are your recommendations”*

“Well Jim, I’ve given this a lot of thought and I think you should avoid cooking it today.”

*“Great Bob, thank you very much.”*

“This concludes the session, goodbye.”

Whatever it is to them, that’s great as long as everybody’s happy, right?

But there are all types of consultants out there.

### ***The Google Test***

As a matter of fact, if you’re wondering right now, “Well gosh, I wonder if I could take my knowledge and build a consulting practice around it,” simply go to Google and type in your area of expertise and type in ‘consultant’ afterwards.

See what happens. Or type in ‘coaching’, or ‘information’ or ‘advice’.

***If those search results look favorable to you, then  
chances are there’s a market for it.***

The fact of the matter is, the US government says consulting is slated to grow by 83% by 2018 – that’s a big growth spurt.

It’s already a \$100 billion per year industry, that’s crazy, right?

So it’s not just stuffy old dudes in suits. Yes sure you’re welcome to be one of those guys if you want to, but you don’t have to be.

You could do it on your terms. And we’re going to talk about how to do that here in this special report.

### ***Part 3: The Two Factors Holding You Back***

So if consulting is so great, how come everybody's not doing it?

How come all the big gurus aren't doing it?

Well, some of them are, thanks to me. As a matter of fact, you've probably seen some of them slowly vanishing from the scene to go into private practice as a consultant.

Right, but how come the general population is not considering consulting?

Well, first of all, people are paralyzed by the CREDENTIALS MYTH.

They think, *"Well I don't have the credentials, I don't have letters after my name or certificates or something. Therefore surely I can't call myself a consultant because no one has given me permission to do so."*

Understandable, right, and that's reason number one.

Reason number two is, if you try to sell it wrong, you're screwed.

Because everything you've ever learned about marketing fails if you use it to get consulting clients, and we're going to go really deep on that in this special report.

***This is a different game in terms of getting clients  
than the stuff you're used to.***

The good news is, you don't have to get all of the complicated douchey stuff that you're used to seeing and you're tired of being exposed to.

But these are the two big reasons, right?

Surely I can't call myself a consultant because no one has given me permission

### ***The Credentials Myth***

So let's talk about the credentials myth, okay?

This is such a shame and I've done it myself but...

***Most people let self-doubt stand between them and the fortunes that they deserve.***

It's not that there's some hidden force out there preventing us from achieving what we're destined to achieve and helping the people we should be helping. It's between our ears; it's the self-doubt.

Where this little voice says that we're not good enough:

*"How dare you think that you could do this?"*

*"Who are you to say that you can help someone else?"*

That's nothing but self-doubt. It's just this little voice in our heads that's, for lack of a better term, bullshitting us. But we all fall prey to it. I know I've certainly done it.

***We've spent our lives almost waiting for someone to anoint us as worthy.***

In reality the power was within you and me all along. The fact of the matter is this...

***If we could help somebody get the result for themselves faster, easier, more efficiently, than they could do it for themselves, that's all the credentials we need.***

The results speak for themselves, right?

But we all fall into this trap.

### ***Some People Who Lack Credentials***

I want to introduce you to some other people that don't have any credentials. If you're thinking to yourself 'Well I don't have any credentials, I couldn't possibly do this; no one's given me permission,' I understand.

Here are some other people that might have had the same situation.

- Numero Uno is a little fellow you might have heard of before who made one of those Windows Microsoft computers years and years ago, **Bill Gates**.

Dropped out of college, he sure did. I don't know if he had any real credentials before founding Microsoft. In fact, I don't know if he has any now. Other than 'dude who founded Microsoft,' period, the end. You know what I mean.

- Here's another one. A guy by the name of **Mark Zuckerberg**; no fancy credentials for this dude either, other than 'dude who started Facebook,' period, end of story. But he didn't wait for anyone to give him permission.

- And where would we be without **Steve Jobs** – a guy with absolutely no “legitimate” credentials at all, also a college dropout. He and Wozniak started Apple Computers and changed the face of the world forever. No credentials.

I did a little more research into this, on the big old list of billionaires out there.

Thirty-one of them are college dropouts, meaning no formal credentials at all.

- One of my favorites, **Ted Turner**, no credentials whatsoever, changed the face of media forever by creating the Cable News Network.
- **Kirk Kerkorian**, not a single bit of credentials going on there right?

We could go line by line with these things...

- **Lawrence Ellison** – nothing.
- **Michael Dell** – nothing other than founder of Dell computers!

So really, the bottom line is this. I know how you feel. I used to feel the same way. Trust me I did.

Here's the thing about me. Here are my credentials: Number one, I technically should not even have a high school diploma.

I graduated high school because my college algebra teacher - that was a course in high school which is weird, it was a high school course, called college algebra - I failed it in my senior year of high school.

My teacher, on the day prior to graduation, looked at me, looked at my failing grade, took her pencil out and erased the D and changed it to a C - so I could graduate. She said 'Go ahead, get out of here, you're my favorite deadhead.' (She and I were both fans of the band The Grateful Dead.)

That's how I graduated high school, out of kindness. So I technically shouldn't even have a high school diploma. I just kind of got lucky on that one.

Then because I had two major requirements which could get you admitted to the University of Georgia back then – which were a check-book and a pulse – I was able to attend college for the minimum amount of time you could go prior to being kicked out.

I lasted the least amount of time humanly possible which was three quarters and they kicked me out.

I graduated high  
school, out of kindness

Prior to kicking me out, I was doing so badly, the guidance team at UGA asked me to come in and take an aptitude test where they would recommend your vocation.

Have you ever had to take a vocational aptitude test? These are great, I had to answer all of these questions like multiple choice questions, you know. I'm in there filling out my answers and stuff, hoping I'm doing a good job and they feed my answers into a computer.

The computer spits out the answer of what the suggested vocation is for your boy Frank Kern. Do you want to know what they told me I should be?

Garbage man.

So my credentials are:

***I had a good opportunity to be a garbage man, but squandered it to go into this marketing thing.***

Literally, swear to God, according to the University of Georgia's vocational aptitude test, I should be a garbage man – which, hey, is not a bad gig really; pretty stable.

Also I've never had a real job. The closest thing I've ever had to a real job was working for a BMW dealership, in the used car department, in 1996. Other than that, pizza delivery guy, short order fry cook, I used to make hero sandwiches at a Greek place, I sold credit card machines door to door for a while. Does that count as a real job?

So I could put in my consulting resume, *'Yes, you can count on me, I can deliver a pizza most often in 30 minutes or less, assuming I don't get lost. If you need a hero sandwich, I can do that for you as well.'*

I mean come on, never had a real job ever, no education at all. Right on top of that, how about negative credentials?

Ten years ago I was publically sued by the Federal Trade Commission. That's like an anti-credential.

But I was still able to go out and not only become successful in business but put all of that stuff out of my mind and go forth and become a consultant and build up a wildly successful practice in a very short amount of time.

So, the fact is, if you're freaked out about your lack of credentials, I understand. But you have to realize, you've got what it takes.



The bottom line is you can do this. And here's where I learned it from – Aristotle Onassis, another billionaire. Some could argue he had absolutely no credentials at all but he had this quote that I read one time and it said: 'The secret to business is to know something that nobody else does.'

I got to thinking, well, you know, we're in the internet age right now. When he said that, there was no internet at all – it was the telegram age or something.

So I was thinking it's rarely ever going to be a situation where we know something that nobody else does but, as it applies to consulting, I think that the secret to consulting is to simply know more than your client does.

The secret to consulting is to know more than your client does, period.

See, here are all the credentials you need...

***If you can get that client the results faster than he can get them on his own, then that's all you need.***

That's all that client cares about. They don't care where you went to school, or what kind of letters are after your name. If you can demonstrate you can get him results and, God forbid, you actually get him those results, he's thrilled. That's all that man cares about.

The secret to consulting is to know more than your client does, period. Who cares about the rest of the world? The rest of the world is not paying you.

The bottom line is; you can do this. You can get results for people faster than they could get them on their own and I'm going to show you how, right now.

## ***Part 4: How Much Do You Want?***

So before we go further, let's talk about goal setting.

In a minute I'm going to talk about how to get clients, how to build leads, how to instill confidence in your prospects and how to turn them into customers. I am going to cover all that in this special report.

But before we go further, I want to set some income goals.

Let's figure out where we want to go.

So, what I want you to do is take what you want to make from consulting over the next 12 months. Whatever your number is is fine.

Yearly goal: \_\_\_\_\_

Then we're going to divide that by 12 to get your monthly income goal.

Monthly goal: \_\_\_\_\_

For example, if your yearly goal was \$250,000 and we divide it by 12, that means that your monthly goal is going to be \$20,833 dollars.

Now stop! I'm not telling that I'm going to somehow make you a quarter million dollars or 20 grand a month; nor am I telling you that this is what your goal should be.

Listen; if this goal seems too low for you, then I commend you. If it seems too high for you, then that's fine too. Whatever your goal is, is fine.

I'm arbitrarily pulling these numbers out of the ether so we can set some hypothetical examples, ok? That's all.

There's no income claim here. I think you understand that. I just want to make it clear.

So \$250K a year equals \$20,833 a month; now let's do some comparison, okay.

### ***The Product Route***

If we were selling products, like in a typical product world, and we're selling them for \$100 each, to make a quarter million dollars a year, you would have to sell 2,500 copies of your products. That's 2,500 yesses.

Now here's what's interesting.

***What I found is, to get a yes for a \$10 purchase is no easier than to get a yes for a \$10,000 purchase.***

So are you comfortable at the prospect of having to go out and get 2,500 yesses over the next 365 days? That's a lot of yesses. It's pretty hard.

And I was thinking about this in terms of reality! So, let's say we're buying traffic and we're converting 1% of that traffic.

So 1 out of every 100 people who comes to our website and enters our sales funnel buys. If that's the case, we need 250,000 clicks if you're doing the old school product route.

So if you're paying a dollar per click, what would your net profit be? It would be \$0.

## ***The Consulting Route***

Right, now let's compare this to consulting. First of all, how many clients do you need to generate a quarter million dollars a year in consulting?

Well, it's a good question; the answer is "it depends". It depends on your pricing structure. I charge by the month; I don't do hourly; I don't try to rope people into contracts or anything like that.

It's really very low key. My clients stay until they have what they need. This makes it a very easy sale for me. I say *"Hey, you want me to help you do this stuff, great; it's this much per month and you keep working with me until you feel like you don't need it any more. Sound good? Cool, let's go."*

Super relaxed sale. So it depends on what you charge, okay?

***My clients usually see such a huge return on their investment that they stay with me for a long time.***

I'm going to show you how to engineer that same situation for yourself.

So let's look at some hypothetical scenarios of how many clients you might need to make or exceed that quarter million dollar per year goal.

Remember the key word here is "hypothetical". I'm not making an income claim; I'm just illustrating what is possible and some things you might want to consider.

- If you charge \$9,750 a month, like me, then you would exceed that goal of a quarter million dollars a year with only three clients. That would make you something like almost \$30,000 per month with just 3 clients, which would be fine.

- If you charged \$3,860 a month, that's a completely different number, seemingly random right? Well you would only need six clients to exceed your goals.
- Let's drop it down. What if you charged \$2,900 a month? In that case, you would only need 8 clients to exceed your goals.
- If you charge \$1,800 for your advice in your marketplace, you would only need twelve clients to exceed your quarter million dollar goal of annual revenue.

Now here's what's interesting, getting those twelve clients in that same situation; if you only converted 1 out of 100 people who entered your funnel to get those twelve clients, you would need a whopping 1,200 clicks.

***Which would you rather try to generate 1,200 clicks  
or a quarter million clicks?***

### ***Case Study***

Check this out. A few months ago I was in Ontario, with my wife Natalia; she was doing a photo shoot for Oxygen Magazine. When I was up there, I figured I would run a little marketing test.

For some reason, every time I go out of town, I seem to have successful marketing tests. I don't know what it is! So I did this test, I ran an ad on Facebook PPC – that's those little ads on the right hand side of the page with the picture and all that kind of stuff.

I got 4,000+ clicks on that ad; it brought me a total of 1,200 leads or opt-ins. Of those 1,200 leads, 13 people applied to be clients immediately.

There was no follow-up. There wasn't a nine-part email sequence. It was like *'Hey, you want to become a client? Great.'*

13 of those 1,200 people said, *"Yes, I want to become a client. I know how much you charge, let's do business."*

Now interestingly, before I did the test, I only wanted two clients, I had no idea it was going to work so well. And I took two clients, which means I now have this waiting list of 11 potential prospects who want to give me money. But here's what's interesting about that.

***That one little campaign brought me \$234,000  
in annual revenue.***

Of course, that's assuming my clients stay with me for a year but my clients, like I said, stay with me a long time. I want to show you how to get your clients to stay with you a long time as well.

Not through manipulation and shenanigans, but by doing a damn good job for them and keeping them happy. That's what I'm talking about; that's a really good return on investment. So which situation would you prefer?

- The treadmill of the product world, the affiliate world or something like that? OR
- Just run an ad and get some clients and call it a day?

I want to show you  
how to get your clients  
to stay with you a long  
time as well

So let's focus on how to do that.

## ***Part 5: How to Identify the Right Clients***

The first thing you need to do before we go forth and start trying to get clients is to choose the right segment of your market.

For example, let's say, you're a florist, right?

I know this isn't consulting! I just want to give you some hard statistics.

Let's say you're a florist. Well according to the National Floral Marketing Institute, men under the age of 35 spend \$30 on flowers for Valentine's Day while, simultaneously, men between the ages of 45 and 60 spend 350% more.

Interesting isn't it? Well, guess what? There's no difference in the flowers.

***That 350% increase in revenue can be attained simply by targeting the right segment of the market.***

So when I say choose the right segment, I'm giving you this illustration to show to you how critically important it is to realize that, just because you might be used to selling stuff inexpensively to one section of the market, doesn't mean you have to live there.

That same florist who is targeting men under 35 can get a 350% pay raise simply by sticking the same flowers under the noses of slightly older dudes.

So that's what I want to talk about on this next little segment of this special report.

Think about it this way. In order to do this, I want you to decide what segment of your market is going to benefit the most from working with you.

***Who can you help the most right now?***

The reason this is important, is because the segment you get the most and the fastest results for is likely to pay you the most money with the least resistance.

I know it sounds strange but I'll illustrate it in a minute. Here's how.

It's a lot easier for me to get a 7-figure client, someone with a million dollar plus business to pay my \$9,750 per month fee than it would be for me to get a newbie with no business and no product.

Even though the advice to both clients would be the same; it's not like I'm going to tell the 7-figure guy something else than I would tell the newbie guy.

They both have to have good marketing funnels, good messages, good product descriptions and good products – all the normal stuff.

But it's so much easier for me to get the multi-million dollar client to pay my fees than it is a newbie. Why?

Well, the fact is, my clients, these million dollar plus clients, they've already got a big list, and they've already got lots of traffic.

The market segment  
you get the most and  
the fastest results for is  
likely to pay you most

They're already selling awesome products with high profit margins.



And because of that, it really doesn't take me too much effort to make them a lot more than they pay me.

Why? Because they have momentum. That's the bottom line.

These clients have momentum.

So, what I'm trying to get you to really think about here is that you can set yourself up for success by only working with easy wins.

Now I don't want to talk about myself, I'm just using my business example to illustrate what your business could be as well.

In my business, it's super easy for me to keep a client happy if he's got a big list, and he's selling expensive stuff.

You can set yourself up  
for success by only  
working with easy wins

All we've got to do to make way more that he pays me is to send an email out that we come up with together on the phone and he's made four times more than my fee by pressing send.

That's a really easy win scenario for me; that's a really easy win scenario for him as well. You can generate the same type of thing in your business by starting out focusing on the proper segment of the market place.

### ***Keys to Market Selection***

So here are some key points so far on this market selection.

First of all, if you do the consulting thing right, you're probably not going to need that many clients to hit your income goals.

Right? Remember the hypothetical numbers we went over?

As a result of this, you can be very targeted and picky.

***You don't have to try to work with everybody,  
just work with the best people.***

So decide who's going to benefit the most and the fastest from working with you and make this group your target market.

When you do this, you're going to sell with much less resistance.

Finally, of that crowd, make your life easy by only accepting clients you can quickly and easily get results for.

That keeps your clients happy and eliminates stress from you.

## ***Part 6: How to Get Clients – the Old Approach***

So let's talk about how to get clients. I know that's what you wanted, I know that's why you're reading this and that's what I want to deliver for you here.

First of all, this consulting model is a lot easier to operate and maintain compared to traditional info marketing with the products and the launches and all that.

***Remember we don't need a lot of clients. If you  
do a good job, they pay you monthly.***

You don't have to make a lot of sales in order to be successful.

Remember that twelve client scenario, that's twelve sales ever.

If they stay with you for the year, I mean, how hard is it to get twelve yesses vs. say 2,500 like in the info product example?

Like I said, if you do a good job, your clients should stay with you a long time.

So there's not as much marketing and selling needed, and you don't have to constantly add to the pipeline.

You don't have to  
make a lot of sales in  
order to be successful

But listen, you've got to pay attention. You've got to do this right.

This approach is very different from the process that you're used to. Look, we're all on the same lists.

I know we're all in the same community so you're probably used to seeing normal internet marketing promotions. Like product launches and affiliate promotions, and all the usual stuff.

Well, here's the deal, right?

***Almost everything you've ever seen is practically guaranteed not to work if you try it with consulting.***

If you're going to try to go out and get consulting clients and you do the stuff that you're used to seeing other people do to you, you will likely fail.

So please pay very close attention to this next segment because I want you to succeed.

I want you to say, "You know, that Kern has a lot to say but holy crap was that a good special report; I went out and got me some clients and Frank Kern really is my homeboy!"

So let's make that happen right now. Here's the deal.

What you're used to seeing is something called the SIGNIFICANCE MODEL.

That's what everybody else is doing to you right now. Tell me if this sounds familiar.

New product comes on the marketplace. It's time for them to get your attention.

What's the first message you see?

***The product creator says 'I'm awesome' and then it's followed up with, 'Look at all my awesome stuff.'***

Now this is the equivalent of the dude in front of the fancy cars and the mansion and the money falling from the sky and he's flying on the gold plated unicorn and all of that stuff.

So the next step in that marketing funnel is, 'hey, not only am I saying I'm awesome, you can certainly believe that I'm awesome cause look how awesome all these other people say I am.'

Then of course the affiliates jump in and say 'oh yes, this guy's extremely awesome, you wouldn't believe how awesome this guy is and you should really believe how awesome he is because I'm going to get a bunch of money if you give him some money.'

So then the next step is, 'listen, if you want to be awesome like me, then you need to give me some money,' aka buy my stuff, right, and then, you'll either buy or you won't buy.

Of course most people don't buy right there because who wants to respond to that type of message?

Most people don't buy because who wants to respond to that type of message?

So then the next phase comes in and says, 'listen if you don't give me money immediately, the terrorists are going to win'.

Okay, so far, no one's overtly come out and said that. But it's kind of implied, especially with the scarcity.

You know, so you better order right now because we've only got 700 million downloadable copies of this eBook left or whatever it may be. I call that the significance model.

It's based on "Look at me, look how awesome I am, look at what a big guru I am."

Well here's the thing about this. If you've ever resented that model, if you've ever had a hard time seeing yourself selling that way, there's a good reason for it.

And you're inherently right. Here's why.

***It's the worst approach ever in history period  
when it comes to selling something.***

It's absolutely horrible. First of all, it's douchey.

I mean think about this, are you going to go to someone's house? Imagine someone said, "Hey I was wondering if you could come over and meet with me in my home and talk to me about what it is you have to offer." Could you imagine going into their house and going:

*'Hi, look at me, look how awesome I am, look at all my awesome stuff. Look at how awesome these other people said I am. Hey listen Bob; if you want to be awesome like me, you need to give me some money. Wait! What? You don't want to give me some money now? Well you better give me some money now because the whole world is going to end.'*

Right, that's so lame. You'd be kicked out on your ear in a minute, it's so douchey. It doesn't help the client in any way whatsoever.

It doesn't instill any confidence in you at all in their mind. Why? Because it's all about you, right?

No one is going to have you come up there and talk about yourself because the clients, the prospects, they don't care about you or me or the next guy. All they care about is themselves and, more importantly, they care about the result that they want to attain.

Thank God for that, because it relieves the pressure from you and me; we don't have to convince them that we're cool.

The guru-centric  
significance model  
does not instill any  
confidence in the  
buyer

All we've got to do is help them. It's so great.

So, finally, that guru-centric significance model does not instill any confidence in the buyer. They don't have any confidence in you when you do that douchey significance model.

And this is a writer-downer. My good friend Diego Rodriguez, probably the most talented local marketing consultant I've ever met, said this on a webinar one time, he said:

***'The amount of money someone is willing to pay you  
will be in direct proportion to the amount of confidence  
they have in your ability to get them results.'***

Now doesn't that make sense?

You don't want some guy to get in your face and say 'look how great I am, give me some money.'

Hell no, that doesn't make you think this guy can get me results because he said he's great.

It's not the way it works is it? The way it works is the guy says:

*'Oh man you need some help? Well here's five ways to solve your problem. Here why don't you go ahead and try this, this and this; now how did that work for you? Alright cool, great, why don't you try this next?'*

Then he might say, 'Hey do you want me to help you do the rest of this?'

Then you have a lot of confidence in him so the question becomes – if what Diego says is true, which it is, that the amount of money that someone is willing to pay you will be in direct proportion to the amount of confidence they have in your ability to get them the results that they want – the question becomes, "How do we build that confidence?"

The question becomes,  
"How do we build that  
confidence?"

What's that magic secret to building that confidence? Well here it is. Let me walk you through it right now. I call it the client-centric model.



## ***Part 7: How to Get Clients – the New Approach***

Here's how the client-centric model works.

First of all with this model, we don't really talk about ourselves very much.

Why? Because they don't care about us, they care about their results right?

***We certainly don't brag about how awesome we are.***

We don't use any of the technical, internet marketing crap that you're sick of and they're sick of as well.

Instead we simply demonstrate we can help them – here's a novel concept – by actually helping them in the first place; I know that sounds simple. So this causes them to pursue us, instead of the other way around.

And here's a weird way to illustrate this. Imagine that your home is being attacked by apocalyptic zombies. You're in your house, the zombie apocalypse has occurred; there's a hundred zombies outside and they're trying to get into your house.

They don't care about  
us, they care about  
their results

Then, all of a sudden, Arnold Schwarzenegger shows up with his super anti-zombie gun and he shoots 50 of them for you.

So, after "Thank you Mr. Schwarzenegger," what's the next thing that's going to come out of your mouth?

*“Would you please kill the rest of those zombies for me?”*

Well that’s exactly the situation we’re going to try to engineer now.

I’m going to show you how to do it, but of course without the zombies. Well I should say zombies optional!

Here’s how it works in the real non-zombie world.

We start out with some traffic.

We send traffic to an opt-in page with a compelling offer. I’ll tell you the details of that in a minute.

We follow that up immediately with a seven-step process, which includes what I call irresistible intrigue; that leads to the next step which is where the prospect qualifies himself to you.

Then you turn that prospect into a customer by using the collaborative close process and then the client gives you some money.

You want me to show you how to do it?

Let’s rock and roll. We’ll start with getting traffic.

## ***Part 8: Ninja Tricks for Getting Traffic***

There's a billion ways to get traffic out there.

In the consulting world, for my business, I've only ever used three:

1. **Facebook PPC.** No, I'm not talking about putting pictures of cats smoking cigars on your page and trying to get it to go viral. I'm talking about actual advertising on Facebook. Super-easy, super-fast; Facebook PPC right now is kind of like AdWords was back in the good old days.
2. **LinkedIn PPC.** If you're going to get jiggy with some of them professionals, then you might want to advertise on LinkedIn PPC. It works just like AdWords and Facebook, except it's on LinkedIn.
3. **Direct Mail.** I had a lot of good luck with direct mail. That is the secret weapon.

Let's start by talking about something that everyone's familiar with - that's good old Facebook PPC. Let me tell you something right now...

### ***The name of the game has changed with Facebook.***

There's so much you can do with Facebook now and I'm not talking about the pictures of cats jumping rope and smoking cigars going viral on your page or any of that stupid stuff.

I'm talking about advertising.

Check it out, Facebook has teamed up with three of the largest consumer data providers on the planet to give you some of the most advanced targeting ad opportunities that we've ever had available as marketers.

We've never before had an opportunity to get in front of the perfect prospect like we have now. And all of this stuff just recently happened – a matter of weeks ago. Check it out!

Now when you're placing an ad on Facebook, you can go to the power editor, select some of these data partners and say:

- Show me everybody that meets these certain demographics.
- Show me everybody filtered out by levels of affluence.
- Show me everybody filtered out by job role or purchase history, or type of vehicle they drive.

There are more than five hundred new categories like this that have just been added. Here's one in terms of job roles:

The screenshot shows the Facebook targeting interface. On the left, under 'Categories', the 'Demographic' category is circled in red. The main area displays a list of 'PARTNER CATEGORIES' with their respective user counts. Two categories are circled in red: 'Financial Professional Category' (821,100) and 'Medical Professional category' (3,026,900).

PARTNER CATEGORIES	
Educator Category	297,600
Farmer	287,100
Financial Professional Category	821,100
Homeowner	4,075,900
Legal Professional Category	152,900
Medical Professional category	3,026,900
Minority Categories	270,600
Professional / Technical Category	10,708,400

FACEBOOK BROAD CATEGORIES

If you want to reach only financial professionals with your ad, well, you could reach 121,000 of them preselected by Facebook and their partners.

Oh, you don't want financial professionals, you want medical professionals?

No problem, Facebook's already identified three million of them for you.

***There are over 500 categories like this now available to you through Facebook's Super Ninja targeting.***

You know how much it costs extra?

Nothing; it's available to every single one of us right now for free.

But it doesn't stop there, check this out. Let's say you wanted to reach general contractors. For some reason, general contractor data wasn't already available on Facebook thanks to their new partnership stuff. Well, there's a Ninja little workaround.

This is a website that I went to where you can just buy a list of business types or consumer types or whatever.

This website has 312,000 US general contractors listed that we can just buy a list of complete with phone number.



Now why would we want their phone numbers? I would never, ever in a million years recommend that you just call somebody out of the blue unless they specifically ask you to, right?

But their phone numbers can still be useful to us within the context of Facebook.

Why? Let's check this out.

Facebook's got this ninja little thing now called a custom audience. Do you know what it enables you and me to do?

We can go to that website, we can buy that list of contractors or dentists or people who like Tony Robbins, or whatever it may be, it doesn't matter.

We can strip out all the phone numbers and we can upload those phone numbers into Facebook.

Facebook will say:

*"Okay Frank and marketing friends, thank you for that big list of phone numbers; what I'm going to do, I'm going to go and I'm going to match that list against my entire user database and everybody on Facebook who has a match that's on that list, I'm going to save them as custom audience for you. And then I'm going to let you display your PPC ad only to those people."*



You know what this means? It means that if we wanted to put our ads in front of those 312,000 contractors that may or may not be on Facebook, we just upload that phone number list right onto Facebook, create a custom audience list and then show our advertisement only to the people with the matching numbers.

That's the most targeted PPC you can get right there.

What I'm trying to show you with this is if you think Facebook PPC, new doors have opened for you and me my friend.

As a matter of fact:

***We have never, ever, ever had such an incredible  
opportunity to get in front of our perfect audience  
so quickly and easily than we do today.***

And you know what?

That's just Facebook strategies that I've covered in the last few pages.

There's still LinkedIn and direct mail and all kinds of cool stuff.

But the fact is, you probably won't need that many different strategies as we probably don't need that many customers to begin with; do we?

So let's talk about how to get some of these customers because you could never get in front of them easier than you can today.

The first thing we do, just like any process, we generate leads, right?

## ***Part 9: The New Approach to Lead Generation***

This lead generation method is the simplest marketing strategy ever. Here's how it works.

***You simply find out the most logical question your prospects are going to be asking themselves and then you want to offer the answer to that question for free.***

This is an example of a compelling lead generation strategy versus convincing. And this is a little different from what you're used to.

Now I'm going to use an example that you're familiar with. Let's talk about real estate. Obviously this special report has nothing to do with real estate but we've all either bought, sold or lived in a house; so we can all relate to this.

Now let's say you're a realtor and you want to get leads because you want people with ocean-front homes to choose you as their real estate agent. Well, here's how you do it.

The old way to  
generate leads would  
be to create a free  
report

The old way that you've seen a million times would be to create a free report, right? And the free report will be 'The 7 Questions You Must Ask Any Realtor Before You List Your Ocean Front Home.'

Then you stick that report in front of your target market as a way to generate leads. They request that report and you follow up with it.



Well, that's the old way and it's worked pretty well. You follow up with them, you tell them that you're fabulous and some of them would begrudgingly agree to an appointment with you. Then some of them would list their house with you.

Then, if you repeat that nine billion times, you'd get enough people, right?

Okay, so that's the old way we've all seen this. That's an example of convincing marketing, that's a little more push than it is pull.

Here's the new way to do it. But, first of all, before I show you:

***You don't want to do it that old way  
because it screams "salesman".***

It doesn't get as good a response because you're trying to convince them to pay attention to you and they've seen it before, right?

The right way to do it is to simply give them the most obvious thing they've been looking for and then continue to help them until they raise their hands and say 'Thank you so much; can you just help me out with this a little more?'

### ***How it Works in Practice***

So here's an example of compelling marketing. Let's go back to the real estate thing. Let's say you and I are partners, we own a home in La Jolla, on the ocean and we want to sell that house.

We say, 'You know what man, let's go out and let this house roll, let's split our profits and go buy some comic books and candy bars' or whatever it is we want to squander our new-found profits on.

What's the first question that's going to be on our minds if we want to sell this house together?

Probably, 'I wonder how much we can sell the house for.'

Don't you think? Probably that's the most logical thing we're going to be asking.

We won't say, 'Who should we list it with?'

We are going to say, 'Wonder what we can get for place? Wonder if now is the right time to sell? Wonder if we can get a lot of money for it? Maybe the real estate bubble is still messed up. I don't know. I'm freaked out!'

That's going to be the first thing we're going to be asking ourselves.

So, a compelling offer to generate leads from guys like us would be to give away a report showing oceanfront home sales prices for 2013 – or more specifically a La Jolla ocean front home sales prices for 2013.

If I'm out there thinking about selling my house and I'm wondering how much I can sell the house for and I see an ad that says 'Thinking of selling your house? Here's a report of La Jolla ocean front home sales prices for 2013,' I'm probably going to respond to that because it's very compelling.

So here's why this is better. First of all, it's non-douchey. In fact, it really doesn't have any evidence of commercial intent at all.

Secondly, it attracts people who are interested in this stuff you can help with. No-one's going to respond to that ad unless they were thinking about selling their house. So it attracts the perfect market.

Third, it actually helps them. So it's not one of these stupid fluff-ridden reports of the "Seven Deadly Sins" that all realtors commit except me, or whatever.

It's something that actually helps them. It's like okay, the first quarter of 2013, there were 47 properties sold in La Jolla of those 47, 36 of them were ocean front, here's the square footage, here's the price they were purchased for, here's the price they were sold for, here's the agent that sold them, here's the time they were on the market, blah blah blah.

***It actually gives the prospect what they want.***

***It actually helps them.***

Remember, our formula for getting people to have confidence in us is what? Demonstrate that we can help them by actually helping them. That's what this type of compelling marketing does.

The final thing that it does is that it sets you up for the next steps. Remember, what is generating leads now? Up until now, what we've done is we've taken some traffic and we send them to an opt-in page where they request our compelling report.

In this example, it's the ocean front home sales prices report.

But, now that they're in our funnel and they've seen that we're not peckerheads; that sets us up for the next steps which is to get them raise their hands and say 'Please help me.'

This attracts people  
who are interested in  
the stuff you can help  
with

So here's how we do it.

## ***Part 10: The 7 Step Risk Reversal Process***

Let me walk you through the steps that happen after they opt in, which I call the risk reversal process; it has seven steps and these are:

**Step #1: Offer Help for Free:** We start by thanking them for their interest and giving a simple offer to help them for free.

**Step #2: Explain the Benefits of Your Help**

**Step #3: Explain Why You're Doing This:** Answer that question in their mind by explaining why you're offering help to them in the first place.

**Step #4: Eliminate Sales Fear:** They're going to be naturally skeptical about anyone offering something for free so eliminate that fear.

**Step #5: Create Irresistibility and Intrigue:** You need to pay very close attention to this because nobody has ever shown you this before and no one ever will because they don't have the balls to.

**Step #6: Takeaway Non-Selling**

**Step #7: Qualify:** This is when they qualify themselves to you.

Now I'll walk you through every single one of the steps in detail so that you can put it to work in your business.

**Step #1: Offer Help for Free**

In the first step of the process we thank them for their interest and we offer to help them for free. We might put our offer to help in a letter, a salesletter, a video, a PDF that we email to them or an audio reading of it; it doesn't matter.

***The language is more important than the medium.***

We would say something like 'In the report you'll notice that two nearly identical houses had dramatically different sales prices. Would you like me to show you how the one that sold for the most money got such a great price and how you can get the most money for your house?'

Boom; stop! That's us offering to help them for free.

**Step #2: Explain the Benefits of Your Help**

Step number two is where we explain the benefits of our help.

Here we would say something like this: *'I'm happy to help you design a custom marketing plan for your home, identify your perfect target market of prospective buyers and show you how to present your home to them for the maximum price possible. This way you'll be able to sell your house quickly and get the highest price you can without wasting time or money. There's no cost to this and there's no obligation of any kind'.*

Stop! All we did right there is simply to explain the benefits that our help will provide them.

So if you look back, you'll see:

- Custom marketing plan = benefit.

- Identify perfect target market = benefit.
- How to present your home for maximum price possible = benefit.
- Sell your house quickly = benefit.
- Get highest price you can without wasting time or money = benefit.

So all I'm doing is explaining the benefits right there. I'm not going on forever about it. It was just two or three sentences wasn't it? That's all, three sentences.

### **Step #3: Explain Why You're Doing This**

Now as you know, at this stage, psychologically they are like 'Wait a minute, what's the catch here? What's going on?'

Well, now we've got to tell them why we're doing this. And this is where we do the unthinkable and this is to be totally transparent and forthcoming in our marketing. You say something like,

*'I offer this free service because I'm a realtor and I sell La Jolla ocean front homes exclusively. And there's a good possibility I have a buyer who might be interested in your house especially considering the recent demand for properties like yours. So if you find value in the help I give you, you might want me to sell your home for you.'*

Stop! That's all, we're not telling them how great we are, we're just coming clean. "Hey, I'm offering to do this for you because I'm a realtor, right?"

They appreciate your honesty. We're not selling right now, that's literally the end of this segment.

**Step #4: Eliminate Sales Fear**

Now let's go to step number four because now they say 'Hey, realtor, sales consultant, marketer, run for the hills', right? So now we've got to work with that, we want to eliminate the fear of salesmen.

Here's how we can do it in three simple sentences, *'With that said, please understand that I'm not offering a sales pitch in disguise. I promise not to pressure you or pester you in any way at all, in fact, if you feel like I've wasted even one second of your time...'*

Stop! Now what did we just do in those first two sentences, we eliminated the sales fear.

We flat out promised we're not going to pester them or pressure them. We promised them that this isn't a sales pitch in disguise. We addressed their fears and said 'Look, that's not what this is.' But they're still going to be a little hesitant, aren't they? Of course.

So that's where the next step comes in.

**Step #5: Create Irresistibility and Intrigue**

This is very, very important. Now, I call it irresistibility and intrigue. So here, let me go back to where we left off in the last step; we said; 'in fact, if you feel I've wasted even one second of your time...'

Here is where we insert some sort of bribe "...let me know and I'll immediately write you a check for X amount of dollars" or immediately send a brochure about your home to a thousand potential buyers on your behalf on my own dime. Or I'll pay your realtor's marketing cost.

Whatever it may be, you make it irresistible to them, right?

Now what this does is clearly irresistible. They're like 'Oh my God, this guy's offering me free help and if I think he wasted my time he's going to give me money or do this stuff for me for free.'

That's irresistible. But it also provides this massive intrigue where the person is saying 'This guy is so confident, what in the world kind of magical sauce can this person have to have that much confidence in their ability to help me?'

When you display that confidence in yourself, what does it cause to happen within them?

Exactly, you're right, increased confidence in you on their behalf as well.

***Now that they're intrigued, they believe you can help them;  
they are starting to get a little bit interested.***

#### **Step #6: Takeaway Non-Selling**

Now you can start protecting yourself and we start doing the take-away, right? This is a very, very powerful psychological trigger.

Now they go 'Oh, shit I have nothing to lose, this is great, you know?' And now we're starting to take it away.

We say *'Now wait a minute, before you go any further, you need to know that I can't help everybody. I can only be of benefit to people whose properties are directly on the ocean, in good sellable condition, not under foreclosure, etc.'*

It's irresistible but it  
also provides massive  
intrigue



Right here is where you're listing the criteria that they must have in order for you to work with them. Now why would you want to do this?

Because it protects you against time-wasters, number one. Number two is it shows them that you're the last thing in the world other than just another sales person.

No one else has ever said 'Look, I cannot help everybody.' Here are the only people I'm willing to work with.

***Now you're in the position of authority, they're  
qualifying themselves to you internally.***

But that's not all. They're going to qualify themselves to you externally now as well.

### **Step #7: Qualify**

Here's what we do next. So now that you've listed your criteria, you made it irresistible, you've built all this intrigue, here's how you phrase it.

You say, and again this could be in a letter format, on your webpage, it could be a PDF, a video; it doesn't matter. It could be an audio, it could be a voicemail greeting; it could be any of these things.

What you say is a lot more important than the media you're saying it on.

So here's what you say, *'Here's what you do next. If you want to schedule a planning session with me, simply click the link below. When you click, you'll see a form with a few questions about your home and what you're looking to accomplish. Once I have that information, I'll do some market research for you and we'll set up the time to go over it together.'*

Now when they go to that form and answer your questions they're qualifying themselves to you.

They're saying 'Here's the information on my home. Here's the condition it's in, here's how much I want for it. Here's all the information you need Mr. Realtor in order to make a decision on whether or not you should make time with me. It's the perfect totally reversed selling 101 and it works beautifully.

### **Reviewing the Process**

So here is what this process gives you if you go through the seven steps.

By step number seven, you have all these people coming to the funnel and the ones that go through all this process, by step number seven you end up with this targeted group of highly responsive prospects who know what you have to offer and are literally asking you to help them now.

***They wouldn't be asking you to help them if they  
weren't interested in becoming your client  
because you just told them what you do.***

In this example we said 'Listen, you know I'm a realtor, I list houses and maybe I can help you; you might want me to list yours.' So there's no guesswork, there's no surprises there.

Plus, they're essentially applying to talk to you by answering all of these questions. You're therefore protected from dealing with any weirdos because you would never talk to anyone whose questions indicated that they were not a good match for you, right?

So let's talk about this now.

## ***Part 11: The Client Conversion Process***

Now that you've got this little list of people who have qualified themselves to you and are asking for your help immediately, how do you convert these prospects into clients?

Well, that's a very good question. Here's my personal approach. Here's how it works for my business.

My prospects go through the same irresistible intrigue process I showed you just now. I offer to tell them how to generate massive profits immediately and then offer them \$15,000 cash if they think I wasted their time.

That's before they ever become a client, right?

Nobody has ever requested that \$15,000 from me but man, with an offer like that, I've got to be on my toes. So here's the deal. Here's how I protect myself against getting hosed.

When they request an appointment to talk to me, they fill out a form with some basic questions like what's your website, what's the list size you've got, how much sales volume did you do last year, what are your sales goals for next year, what are your challenges and so forth, right?

So I get all this information as soon as they request to talk to me.

Now, I only actually schedule appointments to talk to people – whether it's over Skype or on the phone or, in rare circumstances, in person – after I've read their answers, checked them out and determined that I can help them.

***Before I ever take a second talking to another human being,  
I've already got a very good idea of how I'm going to advise them.***

I know from checking them out that they're a good match for me; I know that they've got the momentum that I need and I know that I can help them.

That way when I go to talk to them, I already know that I'm dealing with a perfect match.

So, once I get them on the phone in that conversation, here's how I turn them from a prospect into a client.

I call this process the COLLABORATIVE CLOSE.

So, here's the deal. Remember; the people that I'm talking to, the people that you're going to be talking to, these people have specifically asked you to call them.

They're very hot leads who need and want your help.

They have answered your questions, they have qualified themselves to you, therefore with that said, there's never, ever, ever any cold calling, any sales calling.

There are no surprises on the phone with these people; there's no funny business. We're not talking about becoming a hard closer or anything like that.

They're very hot leads  
who need and want  
your help

You're genuinely just going to get on the phone and help some people out.

We close the sales on the phone or in person by not selling – as strange as that sounds. We're actually going to generate clients by anti-selling which is weird.

Basically here's how it works. All you have to do is demonstrate you can help them by actually helping them and then, when you're done with that, offering to help them even more.

I know it sounds really mundane, but actually there's a scripted structure to follow for this process.

So let me walk you through it right now.

### **Phase #1: Collaborative Bridge Building**

Phase one, I call collaborative bridge building. We begin by asking some questions to find out where they want to be, what their desired result is from working with you.

One way I do this is I say *'Listen Bob, if we were having this conversation twelve months from today and you were looking back at the past twelve months, what would have needed to happen for you to be happy with your results?'*

I learned that question by the way from a book called "The Dan Sullivan Question". You can get it on iBooks for like \$11. Great question, isn't it?

What this causes my prospect to do is to think twelve months ahead in the future, picture himself having worked together with me as a client and then tell me exactly what needs to happen for him to be happy in that circumstance.

This makes him think  
12 months ahead and  
picture himself having  
worked with me

That gives me a very, very clear idea of where he wants to be.

Next thing I do is I ask him questions to find out where he is now; then I ask more questions to lead him to the right steps he needs to take in order to get where it is he wants to go.

***When I've asked all my questions and got all his answers,  
I simply help formulate a plan based on their answers.***

Sounds kind of ethereal, I know; let me kind of spell it out for you.

I find out where they are, where they want to be and then – through these questions – I get all the stuff I can get from them, all the raw materials and I build them a bridge to get there in the form of a plan.

To really show you how it works, I'll give you some example questions.

Let's say I said 'Hey if we were working together for twelve months, what would have needed to happen in the past twelve months for you to be happy?' And he says 'Well, I want to have 2 million dollars a year.' And I say 'Okay, what are you doing right now per year?' And he says 'I'm doing a million dollars a year.'

So I know that he's at a million – that's where he is – and he wants to be at two million, now it's time to build that bridge.

So the question that I ask him is 'Well, cool, how many customers are you getting per month right now?' And then he might tell me and I'd say 'Okay, well, let me ask you a question, do you think that there might be an opportunity to start selling more stuff to your existing customer base?'

He might say 'Yes, as a matter of fact, a lot of people are always asking about XYZ. ' I'd say 'Okay, well, cool, what do you think they might like to buy the most from you right now, your existing customers?'

And he might say 'Well, they're buying a course on how to build a list but I think they'd really like to buy something else that tells them what to do with the prospects on the list once they have a database.'

***Now I'm starting to get a plan from this guy, we're collaboratively building a plan together.***

Then I might say 'Okay, what do you think would happen if we offered this product to your existing customers that you're telling me they want to buy?' And then he might say 'Gosh, I think some of them might buy it.'

'Okay, cool' and then I ask some more questions. 'Well, that's great. So tell me, what does your current sales process look like?' And he would tell me. And I'd say 'Okay, do you think you might make more money at the point of sale if we added some one click upsells for your existing offer?'

He might say, 'Yeah, as a matter of fact, I could see that orders increase our point of sale transactions and grow our monthly revenue that way.'

Then I might ask some questions like 'Well what happens if somebody doesn't buy right away?' And he might say 'Well, nothing, they go to our general list and we email them an affiliate offer every 30 minutes.'

Then I might say 'Well, what do you think might happen if we ran a four day cash machine automatically to everyone who hasn't bought within the first five weeks of your funnel and we just offered them a discount on something, what do you think might happen?'

They might say ‘Well, I don’t know, we’ve ran a four day cash machine before and it really did well, I think we might do pretty good.’

You see I’m not pushing any agenda on him; I’m just asking these questions; what do you think would happen if we did this? What are your ideas around this?

So, once I’m through with this process, and now in my mind I already have a bag of tricks. I’m a marketer, I know, I’ve got my little bag of tricks; I’ve got my four day cash machine, my boomerang campaigns, my one-click upsell strategies, my back-end strategies.

***You probably have a bag of tricks, too; stuff that you know that your average client can really benefit from.***

So I’m kind of pulling from my bag of tricks during that. Once I’ve built out all my raw material for my bridge, I know the guy’s told me that he could run a four day cash machine and he could probably make another product, he could probably offer it and get this many sales, yes he could probably do some one click up-sells.

## **Phase #2: Prescription**

Once we have all this information, now comes the prescription.

Now nowhere at any point during our conversation have I told this person what to do. Instead, now I’m going to start prescribing activities.

I will say something like this ‘You know, based on what you’ve told me, it sounds like we should generate immediate cash by offering XYZ product to your existing buyers.’



And he might say 'Yeah, I think that's a good idea.'

And then I'd say 'You know what, it also sounds like we could generate immediate cash by running a four day cash machine promotion to your unconverted leads.'

Then he might say, 'Yeah, that's exactly what we've just discussed earlier, I did tell you this.'

Then I'd say something like 'Then going forward, you could deploy one click upsells in your sales process immediately to start seeing a spike in revenue today.'

I'm not pushing any agenda on him; I'm just asking questions

You could also add a four day cash machine to your follow-up sequence, for everyone who hasn't bought in the first five weeks.'

And he might say 'Yeah, mmm hmmm, yep, sounds right.'

### **Phase #3: Pre-closing**

Now, once I have that soft prescription there, that conversational prescription that we've just had, here's my pre-closing question.

I'll say something like this: 'Hey does that sound like an effective plan of action to you?'

***Basically I've just given him all the answers he gave me, created a plan of action out of them and asked 'Does that sound like an effective plan to you?'***

#### **Phase #4: The Closing**

If he says yes, then here's my closing question. Are you ready?

Here it is; my hardcore close.

I say 'Would you like me to help you implement this plan going forward?'

Guess what? 80% of the people I talk to say yes.

**80%.**

Out of ten clients, out of ten conversations like this, I might have 8 of them say, "Yes, I would like you to help me implement this plan going forward. How do I sign up? How do I become a client?"

So that is how you do the collaborative close. That's a big picture overview of it.

You don't have to be a salesperson; nobody wants to be pitched at. They want to be helped.

You can demonstrate you can help them by actually helping them.

## ***Part 12: The Opportunity***

Everything that I've told you probably sounds really easy, doesn't it?

It's probably like, "Oh gosh, that's pretty obvious, of course they could institute a back-end sales sequence; of course they can run a four day cash machine."

Well it's easy to you because you're the consultant.

But it's not easy to them because they can't see the forest through the trees. They're working in their business every day. You have the advantage as a consultant of that 30,000 foot view.

***What seems simple to you is not simple to them because they're in the day-to-day grind of running their business.***

Or doing whatever it is they do in their marketplace, right?

So here's the thing. This very same method I just outlined to you is what I personally used to generate a client base paying \$175,000 per month in revenue working part time. I work from 9am until noon Monday through Friday.

It's not that hard, it's great.

The fact of the matter is consulting is an incredibly lucrative, stress-free, fun and respectable service that's simple to add to your business or offer exclusively on an on-going basis.

The bottom line is if you can help other people and you're willing to help them then you've got what it takes to become a consultant.

It is one of the highest paid professions on the planet; a profession that does \$100 billion in revenue every year according to Forbes.

Consulting is one of the fastest growing industries in the world – 83% growth between now and 2018 according to the United States government.

People need you now  
more than ever and  
the numbers don't lie

If you can help someone else get the result that they want faster than they would be able to get that result if they were trying it by themselves, then congratulations, you have what it takes to ask them to become a client of yours.

You are now qualified.

***If you are waiting for someone else to anoint you as worthy,  
then you are going to be waiting for the rest of your life.***

Help other people. Start taking action, and take advantage of this incredible opportunity that we are all facing right now to be a part of a \$100 billion annual industry that is growing by 83% when the rest of the world's businesses are faltering.

People need you now more than ever and the numbers don't lie. Consulting is growing by 83% for a reason... this is your time.