

The Forge: Exclusive Members' Training Session September 17, 2025

Live Webinar with Syd Michael & Vanessa Roberts

(Raw transcription; not proofed for grammar or spelling.)

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0:21

Hey, Wednesday, 11 o'clock, I got to unmute myself.

0:27

What's going on? Yeah, I've been, I've been—let me, let me know my audio is okay.

0:34

Just to make sure, so I feel confident.

0:44

But yeah, I've been, I've been struggling with, I mean, I guess it's like sciatica or something, man.

0:52

I've always had a little bit of back problems, but about Friday I got crippled. But it seems to be doing a bit better.

1:00

Got myself a nice heating pad. That helped more than Advil.

1:04

I can tell you that. But, um, how's everybody doing?

1:12

Hey, said—hey, Vanessa, what's up?

1:15

How are you doing?

1:17

I thought I was going solo today.

1:20

My audio is crazy.

1:21

When I come into the Peachtree City office.

1:24

Yeah.

1:24

Here with Brian, I have to reset it up every time, so I'm sorry.

1:29

That's okay, no problem.

1:34

Now, you've struggled with sciatica, yep.

1:38

And listen, I didn't know what it was.

1:40

I started getting retargeted with YouTube ads that go from me just talking about it.

1:44

Isn't it funny how that works?

1:46

Scary.

1:46

They're always listening.

1:48

Always listening.

1:49

Right, it's crazy.

1:54

So, FOMC meeting today. Hopefully, you're going to get a rate cut—kind of hard to predict, you know? The market's been pumping pretty good the last eight, nine days.

2:06

So is it pumping in anticipation of the rate cut?

2:10

And then we're going to see a red day after two o'clock today? Or is it going to skyrocket?

2:16

I don't know.

2:17

I don't know.

2:19

You never know.

2:21

It's a two o'clock guy.

2:23

I know this is DCA and buying the dips.

2:28

You can never go wrong.

2:31

DCA. I took a little bit of a gamble.

2:38

We used Grok to tell me which mortgage bank lender. I wanted something like small to medium cap, something low, around \$20-something a share, and bought some options.

2:53

However, I bought some very quick options.

2:55

This is how much of a gamble it is.

2:56

I bought some options that expire Friday.

2:58

So at 2:30 today, either you're gonna hear me screaming all the way down here in Jacksonville, Florida, or you're gonna hear me crying.

3:06

We'll see.

3:07

I bought them right at the money on them.

3:08

We'll see what happens.

3:09

It's definitely a gamble, but it's fun.

3:13

Donald says, I'm working on an organization with over 1,300 paid business members. Attaboy. Not required yet, but what would be the best way to deliver a live demo?

3:30

Well, honestly, if I can get in front of people personally, I would choose that over any method.

3:36

If they're out of state and the only way you can get in front of them is like TeamViewer or Zoom, I would use that method.

3:44

But if I could personally get in front of them, I like that always better—always better.

3:55

I know I ain't got to tell any of you all this, but if you ever do meet somebody in person, always dress the part.

4:00

Don't be cargo-short knit.

4:03

I know a lot of us marketers tend to get comfortable.

4:11

Suit up if you're going, if you can—or at least a golf shirt.

4:26

Vanessa, how are we doing on the marketing materials?

4:28

Are we getting that into the—

4:31

Yes, so last week I sent everyone their smallbusinessadvantage.net membership login and password.

4:40

And inside the Small Business Advantage membership site—not the Forge site, the SBA site—we have a marketing materials page and everything we've got is loaded up and available for you.

4:54

Have we created anything yet that shows comparison of our telehealth compared to average telehealth?

5:03

No? All right, I'll do some research on that.

5:08

OK, yeah, we've got the data.

5:09

I could definitely whip it up.

5:12

Yeah, the data is the whole part of it.

5:14

But I mean, because everybody I talk to, right?

5:17

I mean, I'll give you an example.

5:19

When you're talking to somebody, some people will say, "Well, I already have telehealth," right?

5:25

Some people will say that.

5:26

And if they do, it's very simple.

5:30

Immediately, what do you do? Rule number two.

5:33

What do you do? What's rule number two? Anybody remember?

5:41

Value over price equals sell. So you drop back in the pocket and you get to start building value.

5:45

The way you build value is to make sure you're comparing apples to apples, not apples to oranges.

5:50

Just because you have telehealth or just because you have reputation marketing doesn't mean that you got effective reputation marketing.

6:00

So you have telehealth—doesn't mean you have it.

6:02

When I talk to people, a lot of people have even copays on their telehealth, or they also have a limited version, like where they're only gonna do so many calls.

6:13

Most of them, I would say, I haven't found one yet that covers you, your wife, and up to six dependents.

6:20

I haven't seen that at all.

6:21

I've not heard—anytime when I dive in and start questioning, "Well, let me understand exactly what telehealth you have," none of them have been as good coverage as we got.

6:44

Great question, Thomas.

6:48

You guys are just going to get a little bit more—you guys are just going to have a little bit more access, so to speak.

6:56

I don't know, we're going to talk about that.

6:59

Um, because I don't want it to be a repeat, you know what I mean? Where a lot of it might be repeated. But with Forge, it's more of the access that you get, but nobody wants to sit down and watch a repeat.

7:14

I agree. I was going to talk with Brian and Vanessa about that.

7:20

Um, I'm going to ask who pays the doctors and therapists for services provided.

7:37

I gotta understand your question a little bit better, Reggie.

7:41

Yeah, so Reggie, it's part of a larger network.

7:47

So these service providers are contracted with the fulfillment company, right?

7:52

So it's the law of bulk, right?

7:57

So they are compensated and they are in agreement to cover all of the contracted members, right?

8:06

So you don't pay them directly. You are paying into the pot. The membership you pay covers all of your services.

8:15

Does that answer your question?

8:22

I'm not 100% sure you do talk to a therapist on telehealth.

8:25

I mean, I don't think you do like a 30-minute or hour session, although a lot of therapists are using telehealth.

8:31

Yeah, yes, we do have mental health support through Illusional, and your question might be, do you have to pay more for the actual appointments?

8:44

Because Amazon does that.

8:45

Amazon charges you—I forget the exact number—like \$14.99 a month, but then you'll also get hit with like a \$189 appointment fee, like a copay.

8:57

This is not that.

8:59

There is not an additional charge for your appointments.

9:13

Thomas is asking, what will be the difference between the Forge meetings on Wednesday and the Small Business Advantage meetings on Thursday?

9:20

Once we launch the Small Business Advantage meetings, we will not be talking about Illusional and telehealth on the Wednesday calls. Right, Sid?

9:29

Pretty much, yeah.

9:31

Yeah.

9:32

Yeah.

9:33

Hopefully, of course—I don't know dates—but hopefully we're going to be talking about maybe even some other things that are coming up. The good news is when something new comes up, the Forge members get access to it first. Yep. All right, so, real quick—who's who? Give me another objection. Tell me some other things. I need some action here. Has anybody walked in and talked to anybody? Tell me who you talked to. Give me what you've been doing this week.

10:17

There's only a handful of us, but I want to hear.

10:29

I see Tommy just jumped on too, so maybe he can answer Reggie's question a little better.

10:36

Yeah, I just hopped on. What was the question?

10:39

He's asking, who pays for doctors and therapists for services provided?

10:46

I'm not sure. What do you mean, who pays for it?

10:48

It's included in the subscription.

10:53

Yeah, I didn't understand.

10:55

Yeah, so—no copays, it's not deductible.

10:58

The \$39.95 a month gives you access and that's all you ever pay.

11:05

That answers your question?

11:07

I think so. I mean, yes.

11:10

There's no company deductibles, no bill, nothing.

11:14

It's \$39.95. You can use it every day of the week if you want to, and all six people in your family—for dependents plus the wife and others.

11:27

Nice, Tim. Tim helped you out, guy.

11:28

That's good.

11:31

Talked to a local chamber and they said they can't receive funds directly.

11:37

We talked about that.

11:39

I think Tim found a workaround on that.

11:41

So he found a way that we can make that work.

11:45

That's awesome.

11:46

I mean, guys are still working on that.

11:47

If I'm not mistaken, I think they're going to try to find a workaround and make sure that they can figure that out.

11:54

There are six people in total.

11:55

It's not you, your wife, and then six kids.

11:58

Or is it eight people total?

12:00

There are eight people in total.

12:01

So you, your spouse, and up to six dependents.

12:09

So it could be, Sid, you, your life partner, your six adopted children.

12:15

All right, very nice.

12:24

If you're not getting out and talking to anybody, tell me why you're sitting on your hands.

12:29

What is it I can help you with to get you out there?

12:34

Steve says you talked to a personal trainer and a plumber that you're considering a follow-up schedule. Good job.

12:41

Does anybody just not talk to anybody yet?

12:53

Hey, Sid, so what we found is working for us is when you first talk to them, they're all excited and ready to go, and then unless you get them on the computer and get them signed up right then, you have to follow up.

13:06

They're not going to call you back.

13:08

Like any sales, you have to follow up.

13:10

So set yourself a reminder to send them another email, make a phone call, go by and see them again, and they'll sign up.

13:18

You just take the time to keep following up with the follow-up games.

13:23

Follow-up games are imperative in any sales.

13:29

Yeah, we might have gotten a little spoiled with some of the RTC, but even with a lot of those clients, we had to follow up pretty relentlessly there for a little bit, right?

13:42

One thing I have found, Sid, is these small business owners, these guys, I mean, they just do. When you think about it—

13:50

These guys, they got a lot on their plate.

13:52

They're managing, they're wearing six different hats, and they're busy.

13:55

They're cleaning the bathrooms, and they're also doing the insurance, and they're also doing the maintenance on a vehicle or whatever.

14:03

So they stay busy.

14:04

So don't be discouraged if they don't give you the time of day right up front.

14:10

Just make sure you follow up with them because it's something they need and it's something they're interested in.

14:14

We've been very successful, but if you can get access, the follow-up game is big.

14:21

And don't forget the power of reciprocation, right?

14:25

Like, if I'm meeting with somebody pre-10:30, I'm taking donuts or sausage biscuits every time, just so you know.

14:35

Without a doubt, without a doubt.

14:48

A guy asked—and this might be a better question for Tommy—

14:51

Tommy, he says, if we have them on the phone, can we talk through enrollment questions with them on the phone and get it started for them?

15:02

Absolutely, just walk them right through it.

15:05

Yeah.

15:05

In fact, I would highly recommend that.

15:08

I think you take people as far as they let you go until they say, "Hey, I got a kid crying, I'll call you back."

15:14

Or, you know, for Brian, "Rebecca's calling, we'll call you back," right?

15:19

I mean, until they say that.

15:19

That never happens.

15:21

Yeah.

15:23

You talk as long as you can and take them as far as you can, right?

15:27

So, I see a lot of people get nervous and scared when they're talking to a customer because they're uncomfortable, and they want to get off or get away as quickly as possible. And that's why they both accept, "All right, I'll email you some information, you take a look at it." Well, you just got closed, bro. You should shut down, because that's right. And the most abused customer is the current customer. I mean, same thing like in the car business—how many times the salespeople, you know, after that, once they signed them up, they'd let them rot in the TV room for three hours, waiting on finance.

16:06

I thought, I always thought that was horrible.

16:08

It is warm.

16:09

And you know, how many times does a sales manager say, hey, go sit with your customer, go sit with your customer?

16:15

Yeah.

16:22

Finally, I finally retired.

16:23

Good for you, buddy.

16:26

Remember these—these are some really great customers that we're targeting, guys. I mean, they're the salt of the earth, you know, small business people, and they're not pretentious.

16:37

It's not like you're trying to talk to a CEO of a Fortune 500 company or something.

16:40

These are just people that have a need, and we're so easy that we're able to hire them.

16:51

You know what?

16:52

We had a call yesterday, Sid.

16:54

You and I were on with somebody, and one of the questions was—and he's a big internet marketer—one of his questions was, how were you able to get this so cheap?

17:07

I'm like, well, here's the thing.

17:11

Fifty-two years of relationship with the company, the guy who works at the company. So negotiations went down on the pricing—that's how we were able to do that.

17:21

Here's the other thing, we're all able to eat really well at this number.

17:25

There's an old saying: pigs get fat, hogs get slaughtered.

17:28

The whole idea here is I want to provide the best possible service, which this company does, for the least amount of price.

17:35

So that when somebody looks down at that app, they go, man, I need to delete this because it's 39.95, but I really can't because it's me and my wife and all my kids, and we have this great opportunity to use this whenever we need it.

17:45

I want them to find it extremely difficult.

17:47

Because the last thing—we said this before—the last thing I want to do is churn customers.

17:52

I want to build off of the customer base, right?

17:54

Because that's the key to this whole residual income thing.

17:57

Keep the customers you have.

17:58

Churning customers sucks.

18:00

I don't want any part of that.

18:01

I don't want to replace customers.

18:03

I want to keep customers and build from that going forward.

18:05

And this is a perfect recipe for that.

18:07

Sure.

18:07

We can sell it at 79.

18:09

Ninety-five, and probably could sell it.

18:12

But in case of somebody canceling at 79.

18:14

Ninety-five versus somebody canceling at 39.

18:16

Ninety-five is a whole lot more.

18:18

I'd rather take a little bit less money.

18:21

Keep the people, not worry about replacing customers. Because you'll hit that wall eventually, now I've had the maximum amount, and I'm just replacing it every month.

18:29

I'm not continuing to build.

18:30

We want to just continue to build, Amazon-style.

18:33

I want everybody to do all this. Make sense?

18:36

Steve Brand says the gym membership never gets canceled, and you're right.

18:39

That's exactly right.

18:41

It's \$39 a month for the gym, and it's like, you know what, I might use it next week.

18:45

You have to go jump on a treadmill or hit the gym for a class, right?

18:49

Same thing.

18:50

If it's \$129 a month for gym membership, it's like, okay, well, I know it's not worth that. But at 39.95, all the inclusions—again, I keep saying it, but it's so important that the family plan, it's so

important because nobody else offers that, guys. Nobody else out there has what you have available right now to have eight people, no deductible, no copay.

19:17

I mean, that's the sizzle. That's the sale right there: no copay, no deductible, eight people in your family.

19:22

Two to 25—you can add these folks. And to be honest with you, when they hit 25, we're going to sign them up on their own account, and it's not going to charge them.

19:32

I've got that worked out too, so almost unlimited. Unless you've got a family of 10, it really doesn't apply, but we've got everybody covered. So it's pretty exciting, actually. I mean, this is the best product I've ever seen for the pricing.

19:46

And just nobody really says no.

19:50

It's just a matter of getting them signed up and following through.

19:53

It's a little bit lengthy, which is okay, because once they get through it, now they've got a really good product.

19:59

If you haven't had it and you haven't signed up and seen the app, the app is pretty slick.

20:04

So it's a really good job that the company that's working with us—our partner company—did a really good job on the app.

20:11

So really excited about it.

20:12

Steve asked a great question.

20:13

He said, can we sign up a non-business owner, like someone who the owner is not in—like the employee?

20:21

Absolutely.

20:22

Somebody's gonna have the business owner, the business sense.

20:27

So once you have one, somebody's gonna get a business sense on it.

20:30

So if you want to sign up somebody and the owner goes, I don't need it, but I want to sign my people up, you can do that. But just say, okay, well, which one of your people are we going to give the business sense to?

20:42

But they're gonna have all the health benefits, which doesn't really make sense for a person to have all those, because a lot of the business sense things are based on what a business would need.

20:56

An individual wouldn't necessarily need business sense or all the business sense benefits. But if they don't use them, they don't use them. It doesn't matter. We're selling at the same price.

21:09

If you run into that situation, just let us know. Again, everything we do here is we find a way to yes.

21:16

If you haven't noticed that, we will find a way to say yes.

21:18

Somebody's going to go away with this product.

21:20

We're not telling anybody that they can't have this, or no. We're going to find a way to make it work somehow, some way.

21:27

If I have to use Illusional and sign them up under Illusional as an employee, I'll do that.

21:33

Somehow, some way, we will make sure that they get it and we'll track it back to you.

21:37

So now that the end goal is we'll find a way to yes.

21:43

One hundred percent. One hundred percent.

21:45

They may answer the next three questions: yes, yes, yes.

21:48

Somehow, some way. Right. Absolutely. Absolutely.

21:53

Yeah.

21:53

And, you know, I highly recommend it if you don't have—you know, I went and bought a Sleep Number bed over the weekend, right?

22:02

And to be honest with you, I thought the sales lady sucked.

22:05

But, you know, I was being overly critical.

22:06

But the fact that when she went to show me how it worked, she pulled out her own phone and started showing me on an app where she and her husband actually have one of these Sleep Number beds.

22:18

At that point, I thought, if this lady is willing to fork up her own money to get it, then it must be worth it.

22:25

To be honest with you, it's what pushed me over the edge and made me spend \$5,400 on a **** mattress.

22:29

It's a great demo too, Sid.

22:31

Not having it on our phones, but let me show you the app.

22:35

This is what you get.

22:36

Like I said, it's pretty impressive.

22:38

I know some of the guys on here probably already have it.

22:41

I'd like to hear your feedback on what you think about the app if you have it on your phone now.

22:46

Hey, I haven't signed up for it yet, but I'm going to.

22:50

They're saying that you mentioned 25.

22:53

Is there a limit on 25?

22:56

Say that again, Sid?

22:58

Tommy was breaking up a little.

23:00

What was he talking about when he mentioned 25?

23:02

Yeah, so your dependent ages—from the age of two, we don't do anything under two on the DLL—but at two years old, they start to qualify. And then at age 25, they would not qualify.

23:15

But if they're 25, what we're going to do is we're going to move them to their own app on their own, and we're going to figure out a way where we just tie that back to the original.

23:23

And again, those are the one-offs.

23:28

I'll make sure that gets handled and taken care of.

23:31

Yeah, from 2 to 25 are the ages that the dependents would be on there.

23:38

They don't have to live at home. They can be off at college.

23:40

You know, this is a great thing for kids in college.

23:44

Send this to them, right?

23:45

All they have to do is go on there, do their telehealth.

23:47

You know, with all the turmoil in the world, we do the psychological stuff on here now.

23:57

So they have telemed for that.

23:59

They can visit the shrink online.

24:00

And they can do a psych visit online.

24:02

There's enough stuff going on in this world right now, guys.

24:05

It's tough.

24:06

And these kids that are off in these colleges, they may need to talk to somebody.

24:10

This is a great opportunity for them to have that available.

24:16

100%.

24:17

Yeah, 100%.

24:20

Yeah, yeah, especially for this past week.

24:24

Um, all right, um, I also see, uh, um, how many people are sending any emails?

24:35

Anybody tried any cold emails? Let me, let me, let me remind everybody real quick.

24:39

I want to talk about this.

24:40

You know, there was a short little time where we had our original group into the ERTC and everybody, you know, it was an open playing field.

24:48

And then after about four or five months, people started going, man, it seems like everybody's about the ERTC.

24:54

You guys are in that time right now, because we've not promoted this yet. But when we promote it and we get a few thousand people out there running this, you're going to wish that you took advantage of being first to market.

25:07

You're going to wish you took advantage when you were the first one to talk to people about it. And then I don't want to hear anybody talk about, oh man, so they said they talked to somebody this morning—was it one of the people in our thing? It tends to get pretty popular.

25:25

There are several things that Brian and I have promoted in the past that got very popular, and other marketers started doing copycat-type courses.

25:34

I wouldn't doubt it if somebody doesn't try and somehow copy this.

25:38

Now, they don't have Tommy and Tim that were able to, you know, get the pricing and stuff, but you never know what they come up with.

25:44

Right now you have an open market that's only available to you. Don't waste this time.

25:51

Right now is the most valuable time out there.

25:53

I just want to point that out.

25:55

All right.

25:55

Just so you know.

25:57

So again, I can't hype the product enough.

26:00

And like Sid said, you get somebody else that tries to copy this.

26:03

Well, maybe they say or do something that's not quite exactly accurate.

26:06

The customer has a bad experience.

26:08

Now it's even tougher for us to get in there and to bring our product to them, right?

26:13

Well, I mean, we have a lot to show on bogus ERTC stuff, and they weren't set up properly.

26:19

But we still had to compete with them, because they were out there going after the same customers that we were going after.

26:25

And how much easier would it have been not to have that roadblock in front of you?

26:29

That's where we are.

26:29

It's what you're saying, right?

26:30

I mean, right now, this is where we are.

26:31

We don't have—

26:32

Right now, we're the first to market.

26:34

Like, right now, the world is ours.

26:37

100%, without a doubt.

26:55

The telehealth plan pays the doctor, Reggie, right?

26:59

You don't—it's not just like a telephone to a doctor and then you pay the doctor, right?

27:05

That's right.

27:08

Let's—I'll give you a great scenario.

27:11

Husband's at work, wife's at home with three kids.

27:14

One of the kids has strep throat.

27:15

We've all known, you know, strep throat is what it is, right?

27:18

So she pulls her phone out, does a telehealth visit with a doctor.

27:22

The kid's got strep throat.

27:24

The doctor says, looks like strep throat to me. Fine, I'll call your prescription into Walgreens, CVS, whatever—sends it over.

27:31

She didn't have to take the kids and put all three in a vehicle and try to go get an appointment at the doctor or regular care if they have insurance, or take them to the emergency room and spend time with her other two kids, you know, running around doing that, or try to go to, you know, a doc-in-the-box, the telemed, or the Med First, which all cost two, three hundred bucks if you go to any one of them. Now it's not getting any cheaper.

27:55

She calls her husband up—hey, on your way home, do me a favor, stop by Publix or CVS, Walgreens, and pick up the prescription. We called it in, we're good.

28:04

He takes his discount prescription card over, scans it at the pharmacy, picks up the prescription, and comes home. There is no other cost.

28:12

It's zero cost.

28:16

Who wouldn't be okay with that?

28:19

I know it's a—when my mom tells me she has a telehealth appointment, I'm like, thank God, I ain't gonna drive her to another doctor.

28:30

You know what I mean?

28:31

Like it's a break.

28:34

You know what, Sid, that's a great testament. In the car business, we started introducing technology, right? Everybody started to go to Vroom and these other platforms where, when you go through the process, guys, you would get an iPad. And we had all kinds of pushback—oh man, these old people, they're not going to deal with this, these older people are not going to deal with this. That's telemed today. The age group is taken out. My mom's 72 years old. She can use an iPad and an iPhone as well as anybody else, right? So there's no excuse for anybody out there saying somebody's not familiar with this. This is not taboo stuff anymore.

29:11

People—actually most of them—want to do that, because you have the privacy of your home, you don't have to get in the car and drive somewhere. You know the copays, you know the deductibles. To make appointments, it's right there at your fingertips while sitting on your couch.

29:25

You do the appointment right there.

29:31

Yep, right. Sid says a client mentioned there's going to be some upcoming changes.

29:38

Well, I mean, anytime two people meet a sales mate, I would let them know that you can, you know, execute that right away.

29:46

And if you don't want to pay it, offer it to your customer, offer it to your employees, and let your employees choose to join or not.

29:53

Yeah, you still pay your old adult.

29:55

Let them have the opportunity, you know.

29:58

Thomas is asking, can we hear more about the prescription discount? How does it work and what average discount?

30:07

Yeah, so it's basically good. I mean, I can't go through every prescription because there are millions of prescriptions out there, but it sort of mimics GoodRx. So if you don't have insurance, you use a discount card instead of insurance, and it knocks the price down.

30:21

It just depends. Some are actually free. Some, you know, some are half price, some are less.

30:26

You know, it's hard for me to sit here and go, okay, well, you're on Amoxicillin—maybe that's free.

30:31

You're on Lisinopril for blood pressure—maybe that's free. It just depends on your pharmacy.

30:37

And like I said, it's kind of like GoodRx. It's just a discount.

30:40

And if you look, it also has dental and vision discounts, which are huge.

30:45

Some of these are like 50% off dental procedures.

30:50

And I think I was looking on the app, and there's—LensCrafters is a big proponent of giving discounts for eye care.

30:59

And it's a lot of preventative stuff, discounts on glasses and contacts and those things.

31:03

So there's a ton of value in that, in those discounts.

31:11

Just sign up, guys.

31:13

If you haven't signed up, sign up.

31:14

Get that app, go through it, just like I did.

31:17

That's how I know what this is.

31:19

I can go through there and I can search for discounts on the medical, I'm sorry, on the dental and the vision, and I can look for the pharmacy discounts.

31:27

All those things are right there in the app.

31:28

So you just get on there, play with it, and then whenever you sit and talk with somebody, it's really easy to go, hey man, let me just show you.

31:34

Let me show you what it is.

31:35

And if you sign up yourself, by the way, you get credit monitoring, you get phone insurance as well.

31:41

Hey, be sure if you do sign up, if you have your link, sign up under your link because that's how we're giving the discount back to you. You're going to get your commission back on your own subscription, just so you guys know. Don't sign up under neuralucho.com. I appreciate it, but I'd rather you guys have that for yourselves. I don't want to take that. Yeah, it's a no-brainer. It's a no-brainer. I'm signing up for that. All right, um, you said your girl, you can sign, uh, you sign your girl up on there as a dependent for you. Yeah, so that's a no-brainer. Yep, your girlfriend, you're very much a dependent. I follow your Facebook, I see it. No, I've been blessed, man. It's a lot of good girls too though, buddy. Yeah, we've both been pretty blessed. Yep, um, all right, any other questions? Any... Now, we've got Tommy with us that can answer some of these more technical questions, because I'll be honest, I don't know the answers to all the actual questions.

32:51

He knows it in and out.

32:53

If I don't, I'll find it.

32:55

Again, it's probably going to be yes.

32:56

If there's a way to do it, we're going to try to do it anyway.

32:58

The whole idea is to generate sales.

33:00

We're not trying to put a roadblock in front of anybody.

33:02

If somebody wants something, I want to give them an opportunity to buy.

33:06

100 percent. I'll give everybody a second.

33:15

If we don't have any more questions, with respect to any time, any success with emails yet?

33:21

I personally have not done the email strategy, but that's why I kept asking if anybody would send the emails because I wanted to find out.

33:29

Personally, I've not done any emails, but I've got such a huge area.

33:37

Every restaurant, every nail salon, every gym, every CrossFit place, every gas station, everywhere that you look is an opportunity for you to walk in and actually talk to a person.

33:49

And you know, just like Sid said, you know, on the ERTC, we didn't have as many touches as some of these other guys. Like I know the Dutchies, those guys were crushing it.

33:59

I think our closing ratio was in the 90 percentile.

34:02

The reason is because we went in and shook hands and touched people and said, hey, this is what we're doing. And we used those relationships.

34:08

So that's kind of always been the thing is I want to go in and talk to somebody. I'm not afraid to do that.

34:14

I've always said I'm not in sales. I'm a problem solver.

34:18

All I got to do is create a pain point and figure out a way to help with that pain point and then everything else takes care of itself.

34:24

Somebody's going to solve the problem for me, right? So right now, what is a glaring problem?

34:29

You go into any restaurant, I assure you in that restaurant, most likely unless it's a Longhorn or some kind of franchise group, they're not going to have the insurance, especially for part-time folks. A lot of these restaurants have part-time employees. Start there.

34:46

Make a point that you're going to go to six restaurants. Set yourself a goal. Maybe today I want to just find out who the owner is. Talk to them. Hey, this is what we're offering.

34:56

Give them a little demo for, you know, how many employees do you have? Well, we have 10. Okay, say for 400 bucks a month, you can cover all of them in our telehealth program.

35:05

Is that not something you'd be willing to do?

35:08

And like Sid said before, A to Z, Z is a loss and they say, no, I don't want to do it.

35:12

Well, let me ask you, would you mind providing it as an option so they can make a choice and be able to pay for it?

35:18

Yeah, I could do that.

35:20

There's a win, right?

35:21

That's a win right there.

35:23

And for \$9 a week, who's not gonna, you know, who's not gonna want this for them and their family?

35:30

Absolutely, it's really priced too low and I'm almost a little bit nervous to be honest with you about pricing because I know sometimes people say, oh, look, it's true. It's not. It really is such a great opportunity and great value that people are just going to see it and go, I gotta have it.

35:46

Yep, 100%. Thomas says he's building out his emails and sequences, and he's going to follow those with a follow-up call. Smart guy. He asked, he goes, I see some limits on the legal stuff. Of course, they have to put limits on that.

36:07

But telehealth is unlimited calls, correct? That's correct. I think you're going to find that that's where we stand out a little bit too. Not that, you know, I can't... I mean, I hope it's a very rare case scenario where somebody's got to make, you know, 8, 10, 20 calls, but, you know, some of these people with six or seven kids might. Right. I mean, kids are always sick, it seems like, but, you know, unlimited calls are where we stand out a lot because everyone I've talked to is limited to two calls.

36:39

Or you can have more, but you're going to pay a higher monthly fee.

36:43

Right.

36:45

Or you're going to start paying per call.

36:50

I mean, anytime somebody says anything like they already currently have telehealth, go, well, it's not going to be the same.

36:56

I can tell you.

36:57

And when you look into it, you're going to find that they have limited calls.

37:00

A lot of them have co-pays, and none of them cover six kids and their wife.

37:05

That's right.

37:05

None of them.

37:08

So we're talking apples and oranges for \$39, bro.

37:11

You know what I mean? Again, I'm telling you guys it's the simplest bullet points. Oh, you already have telehealth? Is it \$39 a month for you, your wife, and up to six dependents with zero copay and zero deductible and unlimited use? Just that simple. Nobody else has that. Period. They just don't. Do we help the business owner? Well, I would, you know, in my experience, anytime that you solve problems for people, right?

37:45

So you can offer it to their customers, I mean, to their employees, or you can say, hey, if you put together a quick meeting, I'll come in and help you do it.

37:56

I mean, you want to solve problems for them all the way down and nobody's gonna pitch.

38:03

When you called your brother to tell your mom you had to run by the mall after school, right?

38:07

Didn't you rather get on the phone with your mom so you could tell her why you had to go to the mall after school?

38:10

Your brother would just go, mom, Tom wants to go to school tomorrow again. You know, you don't want that guy pitching your product, right? Nobody's gonna do it better than you. So I would volunteer to get in front of the employees for the business owner. And, uh, and offer. You said you can really relate to this. So I used to, as a general manager, I'd have some sales manager at a

car store—I know I'll link a lot of stuff back to that, but that's kind of where my history's been. And I'd have sales managers that have years of experience.

38:39

Let's say I got a guy like Sid with his experience, but not his attitude.

38:43

That's sitting at the sales desk and I've got a salesman that's pretty new and he's dealing with a customer and the customer gets up and leaves.

38:49

And I go talk to the sales manager.

38:50

I said, hey guys, what's going on?

38:52

He goes, oh, well he was talking to him.

38:54

I said, let me ask you a question.

38:56

Would you rather have somebody that has no experience talking to a customer, or somebody with all the experience talking to your customer?

39:03

You know the product, you know what this is all about.

39:05

Like Sid said, don't let somebody else go tell the decision maker. Be the one that gets in front of that decision maker to sell this product.

39:15

I promise you, you have a lot more invested than that person does. You're going to be a lot more enthusiastic.

39:21

You're going to be a lot more passionate. Think about this. Do you think if I walk into a restaurant and I'm talking to the server and I tell them, "I'm going to tell my owner"?

39:30

Is it better? You guys hear me on the calls, right? You hear me here right now. You hear me about this product. Who do you think is going to sell this better? Me or the server?

39:39

That's what Sid's trying to say. Be the person that takes that extra step to get in front of the right people and be passionate about it because it is an amazing opportunity.

39:50

For the record, you never found me at the desk. I was always on the floor talking to customers.

39:54

Nope. That's why you and I were successful.

39:56

We did.

39:57

That's why we were going to the Bahamas on a dimmer and John, right?

40:01

That's right. Exactly.

40:03

Yeah. All right.

40:05

All right.

40:06

Well, with respect to everybody's time, I don't see any other questions coming in.

40:09

I hope that answered it.

40:12

Do me a favor.

40:13

Just when you talk to somebody, any sort of objection or scenario you had, please bring them to these calls.

40:18

We want to work through them and walk through them and do some case studies on this stuff.

40:22

All right, so let's do that.

40:25

I'm gonna sign up to the app today myself.

40:28

And I want to get some of the data on why. I want us to put together something, and I know Vanessa will put it on a graphic, but we need to get some data on why our telehealth has all the advantages over the average telehealth.

40:41

I think that is an easy way to build value over price when talking with a customer.

40:46

So we'll work on that.

40:47

Marketing material, I think, already started in that one folder.

40:50

Are we sharing that already or is that available?

40:52

She said we didn't have anything like that, so I wanted to—I know you and I talked about it, but...

40:59

Vanessa, you're on, right?

41:00

I'm here, yep.

41:01

Don't we have a folder? I know I dropped a couple of things there. Don't we have a—we're building a marketing laboratory for everybody?

41:08

Yes, so in their Small Business Advantage membership site, I've added the brochure, the flyer, the little video we made, email, and a three-touch email sequence. That is all published, but I will be working on some kind of graphic or flyer that we can use, like Sid mentioned, with the feature-benefit comparison. But yeah, I'll review the Google Doc or the Google folder to see if we've already got that data to use.

41:41

Awesome. I just want to make sure everybody has access to it. Guys, utilize that stuff.

41:44

I mean, Vanessa's put a lot of work in making some really good marketing materials. Utilize that stuff. It means a lot when you go and you have something to share.

41:52

But you know what I'm talking about, Tom—like, it would show our telehealth and they have checks on every one of the benefits. And then the other ones would only have like three checks, and then two checks, and then one check.

42:03

Yeah, well, I think there is already some stuff they want to go to. They want to walk somewhere. There's already some stuff that's put together and some stuff to share you can already use as far as some material. That's a great idea as far as the side-by-side comparison of it. Awesome.

42:22

That would totally overcome anybody saying, "Well, we already have telehealth." Right? I mean, that's the difference. You don't have our telehealth.

42:30

Right, yeah. The drop-dead knockout can't beat it as most other services where you are paying a membership for telehealth also charge you for appointments. Boom, boom. This is one and done. Yeah. Vanessa, can we work together to put something that looks, like Sid said, with

checkmarks? "We have this, we have this, we have this. They don't, they don't, they don't." Absolutely. And I love getting ideas from folks like y'all out there—feet on the street. Let's address any objection you get. Come back. If we can put it in marketing material or a video or an email or a sound bite or just role-play, work through how to overcome them. That's what we're here for, to make it a lot easier. I can't overcome; you bring us in. Yes.

43:11

Right. No way. I definitely think that's probably the most value out of you and me, Tommy, every week. That's where, if we had an expert skill, that would be it. So yeah, I'm gonna find the real deck, and then we'll find a solution. Like I said, we're not in sales, we're in the solution business. I just need to know what the problem is so I can get a solution.

43:30

100%, man. All right, thanks guys. Thank you, everybody. Tommy, thanks for your time. Vanessa, everyone.

43:50

Thank you.

43:51

I appreciate you.

43:52

I'll see you next Wednesday.

43:53

Take care, guys.

43:53

Thank you.

43:53

Bye-bye.

43:54

Bye, everybody.