DavidsGuides.com - Book Summary

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Amazon Link

Summary:

- **Introduction**
  - The first and most significant impact on human communication is actually body language. Bad news, he said. When you are selling over the phone to an Internet lead, body language is *gone*.
  - The next is tone. This is where I shine. I am a wordsmith, but I'm also from the south and I talk slow. I sound super trustworthy over the phone, but also smart. Honest, but sharp. Educated, but not "better than you." It is very difficult to teach people how to improve their tone, but let me make it *very* clear upfront that the words in the script that you will learn in this book work *a lot* better if your tone is great. In fact, if you add tone and body language (everything *but* the actual words you say), it is 93 percent of how humans communicate.
  - This is why you hear quips like "motion creates emotion" and why you often see inside sales reps standing and selling (or throwing a football to one another) as they talk to a lead. It gets their blood pumping, makes the long days of dialing for dollars a little more bearable, but most importantly, it improves their tone! I sold more vacations in one day than most of the salespeople alongside me sold in a week. I wrote more loans in my first week at Quicken Loans than most of their seasoned bankers wrote in an entire month. I can assure you that my words and looks were not why people were buying. I barely knew what I was talking about ("fake it 'til you make it" comes to mind) and they couldn't see me. My success out of the gate was simply my enthusiastic tone, plus the company providing me with a proven script and solid leads.
- **Chapter 1 - Need More Leads?**
  - Ninety-four percent cited design and only 6 percent cited content in relation to "the number of times a factor was mentioned as a percentage of the total number of comments about rejection." So maybe content isn't king after all....
  - "They are great" is the new "We are great." When you display the feedback of your happiest customers, and not just your own marketing messages, you will find that the quantity and quality of your leads from your website will increase.
  - Using actual reviews from Yelp, Google, or Facebook and recommendations from LinkedIn is ideal. Remember, your leads can instantly identify and already trust those logos much more so than yours. It amazes me how many business owners

have GREAT reviews online, but they don't actually showcase those reviews on their own website in a beautiful way.
    - The fewer colors you use, the more the colors you do use will “pop.” Whitespace is highly underrated. A well-designed website should get people to the parts of it that make you money, fast. Increase your contrast by taking a “less is more” approach: Use colors only when critical—like in your calls to action. This will get the people visiting your site clicking on the pages, buttons, and links you want them to the most.
    - The bottom line is that even the best-built websites do not capture every visitor who stops by. Just make sure it captures every serious buyer who visits. And make sure the visitors who are the “edge case” (don't visit often and are unfamiliar with you and your brand) feel as welcome as the visitors who return often.
    - As the 49-year-old woman noted, “*The banners, when they are trying to sell you something or click down here for your free whatever, you just get turned off*.”
    - This is not a new practice, but many companies are still touting their BBB (Better Business Bureau) credentials over their consumer-facing reviews. But even those old- school “verified by” or “trusted by” visual cues increase conversions. When eyeglass company AC Lens started using VeriSign, it saw a 41 percent increase in conversions. Always remember, trust is why we have always bought and why we will always buy things. Building digital trust is still building trust.
    - They have hundreds of A/B tests you can learn from. You even get to, as the name implies, guess which variant won. You will be surprised at how often which test you think won actually lost!
- **Chapter 2 - Writing the Perfect Blog Post**
    - Let me be clear before I get into the blogging tips. I am a fan of business, not blogging. But I can tell you from my personal journey and experiences that statistics like, “Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI.”1 and “79% of companies that have a blog report a positive ROI for inbound marketing” hold true.
    - **Surprise**: “This Is Not a Perfect Blog Post (But It Could've Been)”
    - **Questions**: “Do You Know How to Create the Perfect Blog Post?”
    - **Curiosity gap**: “Ten Ingredients in a Perfect Blog Post. Number 9 Is Impossible!”
    - **Negatives**: “Never Write a Boring Blog Post Again”
    - **How to**: “How to Create a Perfect Blog Post”
    - **Numbers**: “Ten Tips to Creating a Perfect Blog Post”
    - **Audience referencing**: “For People on the Verge of Writing the Perfect Blog Post”
    - **Specificity**: “The Six-Part Process to Getting Twice the Traffic to Your Blog Post”
    - Instead of starting a post with “Here are the best iPad apps for real estate agents,” the storytelling version would start a little more like this: “After a busy week of

working with clients on her clunky PC, real estate agent Susie Smith went to the Apple store last weekend. She had noticed that more and more of her customers were using iPads to look at homes for sale, and she didn't want to fall behind them. Her current laptop was on the verge of laughable. Susie called me when she got back to her office because she wanted to make sure she loaded up her new toy with the best iPad apps for real estate agents. Here are the apps I recommended that Susie download right away. I thought you might like the list as well."

    - Try spacing out the introduction. Using the foregoing example, here is how I would have formatted it to ease the reader in with fewer characters per line at first:
    - SerpIQ and Medium both released some fascinating and helpful data regarding how long a blog post should be. What they discovered was that longer-form content does better in search engines *and* social media.
    - The average piece of content that reaches page one of Google has more than 2,000 words! You can also see how the ranking of 1–10 was also nearly directly proportionate to the length of the content.
    - Medium, a popular blogging platform started by the cofounder of Twitter Ev Williams, also found the "sweet spot" with their readers to be about seven minutes (which equates to approximately 1,600 words).
    - Is there something that has frustrated you recently? Talk about it.
    - Create a list of the top 10 things you wish you knew when you started.
    - Give speech notes from a recent presentation you gave. Have you figured out a way to save a few hours a week?
    - What would you recommend your customers do in the first few weeks?
    - Is there an industry leader or influencer you can interview?
    - Have you used any new tools or applications recently that have helped improve your workflow?
    - Have you created an ultimate resource post?
    - What are you particularly passionate about within your industry?
    - What type of things do you review to determine quality in your industry?
    - How have you changed how you work over the years? What is a creative use of your product?
    - Make a Myth versus Fact post
- **Chapter 3 - Optimizing Your Content for Lead Generation, Social Media, and Search Engines**
    - **Cheat sheet/handout/checklist**: There is SO much content online that downloading a simple "cheat sheet" can actually be an attractive angle. You can find success by offering something like a "Social Media Ideal Image Sizes Cheat Sheet" or an "A–Z Facebook Ads Checklist to Capturing Leads Today." What are the "cheat sheets" consumers you target would find value in? Our real estate clients have found a "Complete List of Open Houses Happening This Weekend" captures thousands of new emails for them!

- **Quiz/survey**: Maybe you have seen something in your newsfeed like "Are you an 80s baby?" or "Find out what celebrity you would marry!" This "quizification" of content is smart and appealing because there is an immediate payoff (you get to see what you scored and can share it with your friends). You can actually use a site like TryInteract.com or PlayBuzz.com, which makes it very easy to build your own custom quizzes.
- **Additional sales information**: If the price of what you sell is not on your website, it can become one of the most powerful reasons to "learn more" or "get pricing." Create some mystery and require they provide their information before seeing pricing or availability. This can work especially well if you offer them a "video walkthrough", with pricing at the end. We have generated thousands of leads and sales by offering an eight-minute demo video as a lead magnet.
- First, you have to bake your lead magnets into your website's design. Your menu, header, footer, and pop-up messages can all include links to these magnets/landing pages. Second, you should make sure that *all* of your blog posts have lead magnets inside of them. I actually find that simply adding one or two lead magnets (don't go overboard) into the text of what I write is a great strategy and gets leads coming in consistently.
- And those with more than 40 landing pages increase conversions by over 500%." More angles, more offers, more ideas, and more lead magnets on landing pages means more leads and conversions.
- Including a Twitter plugin button increased mentions on Twitter almost sevenfold."
- You can pick up thousands of additional visitors, page views, and leads using these tools. AddThis and ShareThis both provide detailed analytics so that you can see how the shares are impacting your site and the size of your social following.
- In my prior example of the article about the iPad apps I could have called it, "You Will LOVE to Touch These Hot New iPad Apps." This could have resulted in some additional social sharing due to a clever title, but the long-term indexing of that post would not bring me relevant visitors through Google for years to come like "Best iPad Apps for Real Estate Agents" did.
- Quick Sprout recently published "The Ultimate SEO Checklist: 25 Questions to Ask Yourself before Your Next Post."While the entire list is worth reading, here are the ones they listed that I would concur are a "must-do" based on effectiveness, but also based on ease of implementation. I've included how I personally do each one:
    - **Research**: I use Google Trends, the Google Keyword Planner, and SEM Rush to quickly identify what words I should use as my primary keywords. I do this immediately AFTER I have the idea for the article. So if I were considering writing an article about iPad applications, these tools help me quickly decide if I should use the word "applications" or the word "apps,"

        if I should use the word "iPad," or if I should use the word "tablet," and so forth.
        - **Cross linking**: I try to link every article I have written to another article I have written that was in the same genre/category. On-site links are important for Google to see that you are the authority on a topic, not just someone who wrote about it once. Try putting the links to related articles in the text of your blog posts and more specifically put the links to the other posts in the keywords you want to rank for.
        - **Headline**: Google will usually display the first 55 characters in a headline. The headline is the H1 tag and also typical in the URL structure and thus has the most weight for SEO when you publish a post.
        - **First 100 words**: You just learned in the last chapter that storytelling can REALLY increase your time on-site. Be sure to also use keywords in your "story" when you can. The first 100 words or so are what Google will also display in the SERPS below the title of the page or post.
        - **Subheadline**: This is where you want to take advantage of H2 and H3 tags. Per Buffer, "these tags are signifying a content's importance both to the reader and to search engines. We use H1 headings for our headlines and H2 and H3 headings for the subheads inside each story ... even go(ing) an extra step to bold the subheads to make them really stand out." What I love about H2 tags is that they are good for the reader AND the search engines, which is pretty rare. For the article with the headline "Best iPad Apps for Real Estate Agents," the subheadline/H2 tag could have been "Great mobile applications real estate agents can download today." Now instead of Google picking up only words like "best," "iPad," and "apps," they can also more easily pick up "great," "mobile," "applications," and "download." Think about synonyms when you do this. Simply repeating the headline is not the best way to go for the reader or the search engines for your subheadline.
        - **Outbound links to related blogs**: I also try to include at least one link to another website that isn't mine in each post I write. This gives Google a better idea of who you are, what other sites are related to yours, and what additional keywords it should be considering you for.
    - Don't worry about sending people away from your site (when it happens). The more you send people away to additional great resources, the more they will come back. Plus, Google likes links to places other than *only* your other pages and posts.
- **Chapter 4 - Advanced Facebook Marketing and Advertising Techniques That Generate "Ready To Buy" Leads**
    - Best time to post for getting click-throughs is 1 to 4 p.m. (this makes sense as we have gotten some work done, had lunch, and can now check Facebook more deeply). Wednesday at 3 p.m. (hump day, anyone?) was the peak time/day combo.

- I always include my cell phone and email address below my signature. Time and time again, I get a THANK YOU message immediately upon it hitting their mailbox. I have even seen people *post* a picture of the card I mailed them.
- *Get More Comments, Right Now:* Zillow does a great job of this with their Facebook business page. Every week, they run a post called "Taste Test Tuesday." They put two homes side by side in an image. The homes are listed at the same price. All they do is ask which of the two you'd rather have. Countless comments come pouring in.
- One thing you can do right now to stir up some instant engagement is to go back to your old popular posts and "rebump" them. Basically, you add another comment like "I was rereading all of these nice comments today and it made me smile." This will cause Facebook to immediately notify some of those who had previously Liked or commented on the post. Even if the post is several years old, this seems to hold true. Facebook actually makes this easy with their "on this day" feature which highlights your most engaging posts from the past.
- Comment on 25 people's posts per day. I use a Facebook list called my "MVC" (Most Valuable Connections). By taking the time to set them all up on one list, I can see just what they are sharing, which makes commenting much easier and quicker to do. How do you determine who your MVCs are? Ask yourself this question: Of your Facebook connections, who are the 25 percent who matter the most to your business? Put them on their own list and check it like crazy. But don't just lurk! Leave comments. *Live in the comments*. You should be commenting on other people's Facebook posts 10 to 100 times more often than you are updating your status.
- Our Facebook groups are called Tech Support Group for Real Estate Agents and What Should I Spend My Money On? These topics are related to what we sell, but it was a purposeful decision not to start "The Chris Smith/Curaytor Fan Club." Don't get me wrong, we do also use a secret Facebook group for our paid client-only Mastermind. But by having these bigger groups that are help focused we get traffic leads and sales from Facebook groups while most companies are ONLY using groups for support and service.
- Find folks who will contribute and be ambassadors early on; the more contributors you have, the more your group will spread in a grassroots way. Plus, groups need strong admins and group guidelines so they do not get overrun with spam and self-promotion (by others).
- These small touches can lead to big growth. There are plenty of little things that you can do to make your Facebook group take off: Change the URL of your group (you do this by changing the email address of your group). I'd even recommend buying a unique, non-Facebook URL for the group, and then have it forward to the group page. As an example:WarrenGroup.com is much better for mailers, business cards, and just saying out loud versus having to print or say, "Go to facebook.com/group/7472548."

- Tools like SumoRank, LikeAlyzer, and Facebook Insights are great for quickly seeing how your page has been performing, plus what it can do better and how it ranks against others in your industry. My favorite thing about these tools is that they work for *any* Facebook page, not just yours. This is a *great* way to see what your competition is up to that is working well.
- I use Insights for two primary reasons. First, I use the Pages to Watch feature to spy on my competition as well as other pages I admire that are nicely run to see how we are comparing to them. Setting this up only takes a minute, and once it is done you can see what is shown in Figure 4.2 at any time.
- I also like to look at the micro-level data from each post that did well to see what elements may have contributed to that. As you start to identify the best posts with the most clicks, post more updates like those moving forward.
- I have found that images or custom-designed ad pieces with white/negative space and bright colors mixed in perform great. In fact, the brighter the colors or image, the better the results. Dark, dull images get terrible click-through rates compared to bright, bold images. While analyzing some internal data at Curaytor, I discovered that campaigns we managed featuring professional photos of homes produced a 3x higher CTR versus those using amateur or cell phone photos.
- In the case of Facebook ads, though, C3 stands for Content marketing, Conversion marketing, and Closing marketing. Once you identify what you'll be linking to and which of the three buckets each ad falls into, these three Cs start to create a perfect Facebook ad funnel. Then you will also identify the three audiences to target with your ads.
- ***C3 Facebook Ads***
- **Top Layer—Content Marketing**
- The Facebook ads that will get the most clicks and engagement will be your content marketing ads. These should link to quality blog posts, videos, or podcasts—anything that entices a ton of clicks and that someone can access without registering. Our goal with these ads is not necessarily to capture leads. Instead we are trying to get anyone with a pulse that might buy from us eventually to visit our site so we can start to build trust and gain brand recognition with them by providing value. This also lets you pixel track them so that you can show them more conversion- and closing-focused Facebook ads through retargeting.
- **Second Layer—Conversion Marketing**
- If your business doesn't have enough leads right now (or at least a steady flow of leads each day), you can skip layer one and start with layer two. Your conversion marketing ads will be where you get the highest volume of leads coming in. These ads should link to your lead magnets and landing pages. This layer is where things like offering a guide, e-book, or video to download can work nicely. All of your Facebook conversion marketing ads should link to an offer/capture page.
- **Bottom Layer—Closing Marketing**

- Remember, this is a Facebook ad funnel and all of the ads work cohesively. Closing marketing Facebook ads simply account for people moving through the funnel. Closing marketing should be focused on getting your leads to read customer reviews, sign up for a group webinar, schedule a time to speak with sales, call now to learn more, or get a discount by acting now. Your conversion marketing layer consists of all the content you have that lets people know what the next steps are in working together.
- The goal and progression of the C3 Facebook ad funnel are simple. Step 1: Use content marketing to create traffic, awareness, and tracking pixels that trigger more ads. Step 2: Use conversion marketing to better identify who will put their toe in the water by registering and becoming a "lead." Step 3: Use closing marketing as an attempt to make a sale.
- But a Chunky Middle audience also needs to include anyone who Likes your page, your entire email list, and your "dream" audience. You want to target this audience with both your content and conversion-centric ads.
- *Pro tip: Facebook uses the term "Custom Audience" when you upload a CSV file of emails or phone numbers to target. Once you do this, you can save the audience, but you can also sync the audience in nearly real time so that you do not have to upload again when your list grows.*
- Creating this audience is as simple as uploading every lead you have right now, and then syncing it (again, using Driftrock or a comparable tool) so that as soon as a new lead comes in, new closing ads are triggered for this "sweet spot" audience.
- For example: One of my closing ads that performed well when targeting my sweet spot was "We're not stalking you, we just want to talk." It linked to a tool I use called ScheduleOnce (also known as MeetMe.so), which lets people book their preferred date and time for a one-on-one sales demo (while syncing with most online calendar programs, ensuring it doesn't conflict with my existing schedule). An ad this focused on closing might be a HUGE waste of money if I targeted it at the Magic Million or Chunky Middle, but because I am targeting only the leads in my database who have already shown intent in buying, it works.
- *Imagine an ad that runs on Friday and Saturday night only between the hours of 1 a.m. and 4 a.m. that starts with "Do you have trouble sleeping on the weekends?" or an ad that offers an amazing deal, but only on Tuesday afternoons. When you combine the three Cs with the three audiences and then add day parting, you can really set yourself up for better lead generation and better lead conversion.*
- The Facebook Relevance Score can also help you keep your ads on the right track to success. If you're getting good scores by Facebook's standards, the next ads you run will benefit out of the gate. If you are historically good at running ads, Facebook will automatically assume your next ad will be good, too. Achieving a high relevancy score (Facebook uses a simple 1 to 10 grading scale) comes back to the principles of great images, great copy, great CTAs, and great targeting.

    - In this one ad, I can now funnel people to Amazon, my landing pages, my website, and my Facebook group. I have found that these multiproduct ads, with their beautiful interface in the newsfeed and interactive design elements, can get the best cost per click and highest CTR of anything I have ever tried.
- **Chapter 5 - Simple Strategies (Beyond Facebook) That Drive Massive Traffic and Leads to Your Website and Landing Pages**
    - This is exactly why my Curaytor cofounder Jimmy Mackin and I host a live web show (#WaterCooler) and produce countless webinars, plus put the audio-only version of everything we do on iTunes and Stitcher, all for free. It's because there's a big difference between people hearing about you and hearing from you. Video allows for zero ambiguity in my message.
    - Retargeter "found that setting a frequency cap of 15 to 20 impressions to each of your users every month is the most elegant way to keep your brand top of mind."
    - By placing a burn pixel in your Thank You or Order Confirmation page, the ads will turn off automatically. You can also launch additional campaigns for this burned audience in the future. This can create solid upsell and retention opportunities when used properly.
    - Next, you are going to add what YouTube calls a "card" to the videos at a time interval that is about 25 percent of the average view length. So if I knew the average view of a video was four minutes, I would add the card at approximately the one-minute mark. The idea here is that if you show them the YouTube card (which is really just a nice way to say pop-up ad with a link to anywhere you want) too soon, they won't click it. And if you wait too long, they may never see it. There is no exact science here. Just be sure that at a minimum you are showing the card within the average length of that video's view. Use the cards to link to your lead magnets that are most related to that video's content. So if I had a YouTube video about Facebook ads as an example, I would use a card that linked to a landing page where they could also download "27 Proven Facebook Ad Templates You Can Use Today."
    - What I'm teaching you can be done for all of your YouTube videos, but it really has the most impact when you use it on your most watched (or ones you expect will be). Think of the card as a native backup pop-up. You may already have a pop-up from SumoMe or Kissmetrics on your site; now you have a "pop-up" on your videos as well! Remember, in order to crack The Conversion Code, you have to be purposeful, not passive.
    - You can also use a more professional marketing video tool like Wistia, which allows for email capture built right into the video and can redirect to any URL you want when a video ends. Wistia also allows for greater customization options when you embed the video player and provides more detailed analytics than YouTube. We use Wistia for our sales videos so we can track what percentage of the video each individual lead watched. Thanks to Zapier.com, which connects services that are normally not integrated, I can even have the Wistia data sync to the lead's profile in my CRM.

- There are TrueView, In Stream, and In Display ad options to choose from. With TrueView, YouTube can guarantee that your ad will be seen before the video the person was going to watch begins. In Stream and In Display will place your ad among the suggested other videos while people search for and watch other YouTube videos. With many of the ideas in this chapter, there isn't quite enough scale to make a huge dent. But YouTube has tremendous scale, so you can actually drive a substantial number of clicks and leads if you get YouTube ads right.
- Most of the TrueView ads won't be shown for more than 15–30 seconds, so keep them short, sweet, and upbeat.
- My last piece of advice about YouTube is simple: Use their analytics to figure out which of your videos work and which ones don't. Our YouTube channel has more than 5.5 million minutes watched. At one point, we went nearly 20 straight weeks producing a live, one-hour show. But it was grueling and we knew we couldn't sustain the pace. Thankfully, when we took the time to really dig into our data, 10 percent of our shows were actually responsible for almost 90 percent of our video views. It was quite clear after checking our YouTube analytics that certain topics (like Facebook marketing or mobile apps) and having a notable guest on (like Gary Vaynerchuk or Gary Keller) led to exponentially more views and leads. Knowing that, it was certainly much easier to slow down on the frequency of shows, while still maintaining our best quality shows, traffic, and leads.
- *Pro tip: I highly recommend downloading the YouTube Creator Studio mobile app (this is different from the regular YouTube app for watching videos). They actually built a separate app for people who create a lot of videos and want to look at analytics and engagement numbers or reply to comments, on the go. I actually find the Creator Studio mobile app interface to be much easier to navigate and understand than the full desktop YouTube analytics*.
- Here is the nice thing about retargeting and having our Facebook tracking or AdRoll pixel installed on our website and all landing pages: The click is enough. I can drive thousands of clicks from Twitter to an article and couldn't care less about how many I capture while they are there because I know that just based on their visit, a Facebook newsfeed ad and a web retargeting campaign will be triggered. I am especially bullish on Facebook newsfeed retargeted ads. You can set up a retargeting campaign for someone who visits your blog so that the next time they log into Facebook, they could see an ad in their feed that says, "Thanks for checking out my blog. Here is a free download of X that you will probably enjoy, too." So you'll have cultivated the lead on Twitter and sent them to your site, and their site visit triggers an ad in their Facebook newsfeed and across the web as they browse that links to a landing page. Boom!
- One of the early knocks by marketers about Instagram was that you could not have a link in your posts or pics, only in your bio. Ads fix that. With Instagram ads, you can link to a landing page or to your website. Instagram ads are so integrated with Facebook that I even had to use Facebook's Power Editor to set

up my first one. If you combine Instagram's addicted, daily users to Facebook's amazing data, you have a match made in Conversion Code heaven.

- Even though our show originally airs live on YouTube, it is largely a conversation that drives the show's content. That is to say we don't use slides or screen shares —we just use Google Hangouts, have a great guest on, and shoot the shit over a beer about why they are so successful. Knowing that podcasts could help us reach a new audience at new times (and because the show was a moneymaker already in the video format), we went out and bought Heil mics and Mackey mixers so that when we extracted the MP3 file, it sounds just as good as if we had recorded it as an audio-only podcast to begin with.
- For some perspective on the results of publishing our content across multiple platforms, now when we get 10,000 views on a YouTube video, we get an additional 3,000+ downloads on iTunes and Stitcher. I use Libsyn and Amazon Web Services for the hosting and analytics. Even if you are not ready to become a pro podcaster just yet, but you do want to dip your toe into the audio water, try SoundCloud and your mobile phone. You can embed the results on your site and share it or you can share it natively from SoundCloud
- (which has a built-in community who can also discover it, much like YouTube does for videos or Medium does for written content).
- *Pro tip: Add bumpers to the beginning and the end of your podcast with clear calls to action, like "Text this code to this number to get this freebie" or "Go to our website dot com slash podcast to download the show notes and a list of all the resources mentioned on the air." You don't just want to get thousands of listens. You also want to get hundreds of leads.*
- Even if you do not start a podcast, consider advertising on one. I can literally name every sponsor of all my favorite podcasts and have taken action on many of their various offers along the way. My company even hired a lawyer through hearing about his services in a podcast ad. My cofounder bought an engagement ring from a company he heard advertising locally on Pandora's ad network. There is just something about repetition combined with auditory ads that really make them stick. Sell things in Boston? I am sure there is a HUGE podcast right now with a rabid Boston fan base, and I am also sure they need some sponsors. If YouTube ads are the new lower-cost/results-based television ads, then podcasts and Pandora ads are the new lower-cost/results-based radio equivalent.
- I am sure you have attended a webinar in the last few years. But have you actually used webinars as a lead generation and conversion tool for yourself yet? If not, you are REALLY missing out. Webinars open up two entirely new types of "sales pitches" for you: the group pitch and the 90 percent pitch-free pitch. Use them both to go beyond the "one-on-one" sales call option.
- This opens up a huge new lead type: There are a large percentage of people who just do not want to put themselves in a position to be one-on-one with a salesperson. Period. There are also a large percentage of folks who just won't hear out a sales pitch of any type.
- By having a "group demo" option, you can attract people who normally avoid the one-on-ones. And by having the "pitch-free pitch" (meaning you spend the first 90 percent of the webinar teaching and not selling, then quickly pitching, and closing with a solid one-time offer during the last 10 percent), you can attract exponentially more people when you market education versus marketing a sales

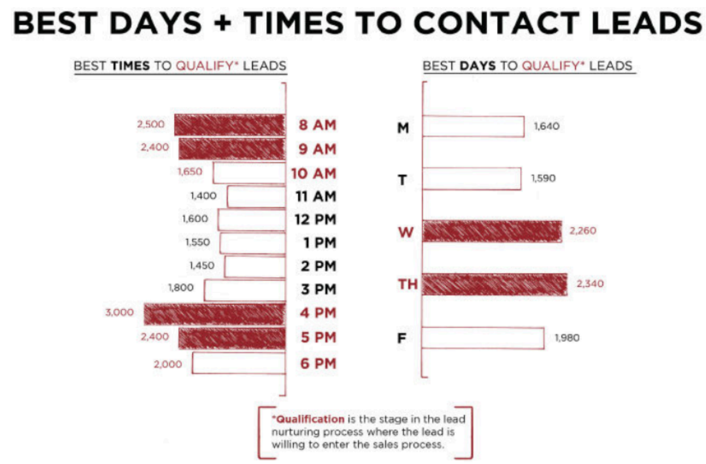
pitch. In fact, let's say you get five times more attendance when marketing a webinar where you bring value than you do one where you pitch. At my company, we can get 5,000+ signed up for a takeaway-focused webinar we produce. In comparison, getting 500 attendees on a group sales demo would be solid. But the fact that you don't pitch the entire time does not mean you close at a 5x lesser rate than your one- on-one pitches. In fact, because you get so many more people tuned in when the content is great, the net results can actually be better.

- Any time you do a big webinar, it can also be a huge day for traffic to your site and landing pages. I've found that having a few links ready to drop into the chat as I present and then mentioning them as I go can drive a tremendous amount of traffic and fresh opt-ins.
- A well-presented webinar with a well-positioned one-time offer can net you a higher closing rate than you might imagine. Even though what we sell at Curaytor costs more than $1,000 per month, I consistently close 10 percent or more of our group webinar attendees. I make the offer and show a number to call (I use BetterVoice.com to track the number of calls and to route the leads
- and any missed calls to our CRM). They call in to get the one-time offer. My sales team uses the script in Section Three of this book to close them at the highest rate possible. Plus, the added bonus is that you grow your email list much more quickly when A/B tested against sales pitch-only marketing.
- Don't think about your sales options as only one-on-one calls and one-on-one demos, all primarily focused on your product or service. And don't forget that the people attending these webinars are often people you would have *never* closed before, because without webinars you weren't even giving them an option they would bite on. Once the webinar ends put the recording on YouTube and then embed it into a new post on your blog. Don't forget that Webinar recordings also make for great email marketing, Facebook ad, and landing page content.
- *Don't just rely on the webinar tool you use to follow up. Also, not everyone will call in or email in, but I have found a small hack that gets me even more "I am ready to buy" chances from my webinars—when you make your offer at the end, tell anyone who wants to buy to put their cell phone number in the chat box and you will call them ASAP. It is a beautiful thing to see those numbers come flying into the GoToWebinar chat box. The second you close out the webinar, run an attendee report and start dialing. All the numbers they put in the chat box will be in a CSV file!*
- I used to work for a company called Move Inc. Through a deal they have with the National Association of Realtors to operate Realtor.com using their brand, they get access to virtually every email address of every real estate agent in the United States (well over 1,000,000) and they are allowed to market to that list (as long as they follow agreed-upon guidelines). My audience is tech-savvy, top-producing early adopters. Their audience is every agent with a pulse. So when we team up to do a webinar together, they get me thousands of leads that I could not have gotten otherwise and I get their brand in front of my modest but sought-after

audience. We've successfully collaborated several times, frequently getting more than 5,000 people to register. Four thousand of those came from their list, not mine.

- So I started tweeting and mentioning people I looked up to and started retweeting their best tweets as well. Within no time, they started to return the favor! Within 30 days of changing my strategy, my traffic from Twitter more than tripled. Even though I had tweeted a fraction of the amount of times I had before, because now the traffic was coming from THEM, not me.

- **Chapter 6 - How to Use CRM, SMS, and Marketing Automation to Immediately Turn a New Lead into a Hot Appointment**
    - In a perfect world, you have someone dedicated to calling every new lead as quickly as humanly possible in an effort to schedule them quickly for a lengthier call with your “real” sales team. As soon as they say they want to speak further and they are interested, only then is the actual salesperson looped in. You can “hot transfer” the lead on the spot or book them for the near future. In the next section, I introduce a 20/20/20 sale. If you have what is sometimes called an ISA (inside sales associate) on your team, they will basically be doing the equivalent of the first 20: gaining control, digging deep, qualifying, and uncovering objections, before transferring to a closer. Another way to use an ISA is to leverage them to call your old leads so that your higher-commissioned salespeople don't have to get told no as often. When a salesperson can focus on selling while a scheduler focuses on appointments, you create a much better quality of life for everyone.
    - Far too often talented salespeople get a job thinking that their leads and appointments would be handled for them and all they had to do was pitch, only to later learn that that they also have to spend much of their time cold-calling and prospecting to leads who would *never* buy right now, but might be willing to set up a semiserious call if you catch them at the right time, with the right script. Salespeople should be selling not scheduling.
    - Check out Aaron Ross's great book *Predictable Revenue*, where he shares how he grew the inside sales team at Salesforce.com to a $100 million a year channel using this same methodology.



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- In fact, you have a 100x better chance of turning a lead into a conversion in the first five minutes than you do after just 30 minutes. Plus, you can increase the percentage of leads you contact from 48 percent to 93 percent by calling six times, not once. Don't call once the first day and again on day two. Call on minute 1, minute 10, minute 30, hour three, and day two, as an example. Meanwhile, the median time for a company that does call back is three-plus hours and 47 percent of companies *never* even respond, yet we always blame the leads for being “bad.”
- It's also helpful to know that calling leads during certain hours and on certain days works best (see Figure 6.5). The ideal time to call leads in order to convert them is between 8 and 10 a.m. and 4 and 6 p.m.
-
- Calling on Wednesday and Thursday gives you the best chance at reaching someone. This makes perfect sense. You can get someone on the phone BEFORE their day gets going or as it is winding down. You also have a much better chance of contacting someone during the middle of the week than you do on a Monday or a Friday. Basically, when people are driving to or from work during the middle of the week is when you have the best shot!
- But let's be honest: Ideally, someone on your team is calling all day, every day. For those of you who simply cannot call leads all the time, be sure you use a scalpel when you schedule your call blocks. Sadly, I know a LOT of salespeople who NEVER start their day by 8 a.m. and are off the clock by 4...
- Beyond calling quickly and often, which you should set up reminders for in the form of an action plan applied to all new leads in any CRM, you must also use automated emails and text messages to complement your quick calls in order to achieve the highest conversion rate possible.
- When I get a new lead through one of our landing pages that collects a phone number, I use an auto SMS with merge codes that says, “Hi [lead first name]. I got your information from [lead source name]. Can you talk now?” We often get more *replies* to that text than we do *opens* of our first drip email. Why? Speed

matters, so does personalization, plus our inboxes are clogged when compared to our SMS messages.

- We use a CRM called Follow Up Boss that sends the text message for us (and also sends our drip emails), but there are other tools out there, like Twilio, BetterVoice, or SendHub, that have some neat auto SMS (as well as mass SMS) features.
- Another way we use SMS to create appointments from our hot leads is by putting a dozen or two of them on one list and bulk texting them (if you send to less than 25 at a time in SendHub it doesn't make you include the "REPLY STOP TO OPT OUT" disclaimer), asking if they have time for a call today. "Hey [first name]. It's Chris from Curaytor. Can you chat?" is about all it takes to get a flood of responses when you do this, as long as you focus it on hot leads who have been opening and clicking emails or visiting your website most recently.
- Using auto and bulk SMS messages to convert new and hot leads is one of the biggest untapped opportunities in lead conversion today.
- The fact that you call and text doesn't mean that you shouldn't also send automated email messages to your new leads as they come in. The first message is especially critical as it will get the most opens of any that you send. I can't believe how many companies waste this critical opportunity by sending something like, "Thanks for your inquiry. We will be in touch." Am I actually supposed to be impressed by or reply to that?
- Instead, craft initial drip emails that are more human, ask for a reply, and sound less canned, like, "I just got your information from Zillow. Is now a good time for you to speak?" or "I appreciate you filling out that form on our website. I know it can sometimes be scary to do that. Is now a good time for you to speak?"
- Don't think of your new lead drip emails as converters—think of them as conversation starters. They'll ultimately lead to conversions more quickly anyways because conversations are what create closes. Not drip emails.
- Another solid message to add throughout your new lead campaigns (or to send to all of your old leads all at once) is the "just checking in" email.

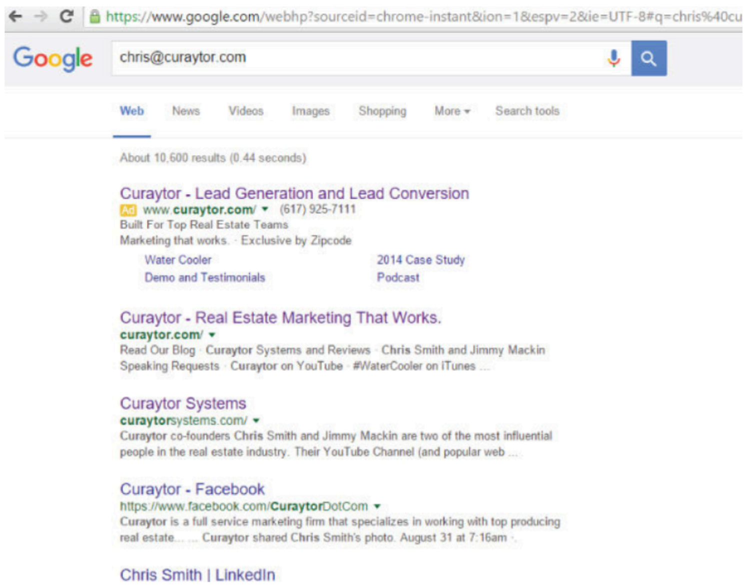
- **Chapter 7 - Need More Appointments? How to Use Email Marketing, Retargeting, and User Tracking to Turn Old Leads into Quality Appointments**
    - Better yet, if you want to crack The Conversion Code, you have to commit to not sending mass emails to people that look like an ad the second they open them. This design-less email ideology even applies to your automated drip emails (covered in the previous chapter) that you will be sending to new leads as they come in.
    - So with that being said, here is the email that you can send today to all your old Internet leads in an effort to create some appointments. I would really appreciate it if you would email me (Chris@Curaytor.com) if this works for you.
    - Dean recommended a subject line that uses the lead's first name, like "Hey, Lisa" or even just their first name as the subject line, like "Bob." If you send this email one at a time, adding the name is a no-brainer.

- Each time I research, compose, and send my mass emails, I make sure they fall into one (or more) of these three simple buckets:
    - **1. Educational**: Will the recipient learn something useful and want to thank me by replying?
    - **2. Entertaining**: Will the recipient smile and want to thank me by replying?
    - **3. Conversational**: Will the recipient want to continue the conversation I start by replying?
- The most common mistake I see is a lack of question marks at the end of the messages. Although many of the leads you send emails to will not reply no matter what you send, without asking specific questions to close out your messages you aren't even giving yourself or them a fair chance. You don't have to be spammy. Just make it conversational. In the example of the she sheds email, we simply asked to close out the email, “I think I actually want one of these! Do you?” We knew that *guys* would not be able to resist answering if they wanted a she shed. And we were pretty sure the ladies on the lists would more or less reply, “Hell, yes, I want one!” Our instincts were right on both counts. But without the question mark, the volume of replies would have been a fraction of what it was, regardless of the email's quality. This is the same ideology we applied to our new lead follow-up emails as well. Clever. Question.
- Plus, you and the lead can both get real-time alerts based on a formula you predefine.
- As an example, you could set up a trigger in Mixpanel that if someone on your website visits your Testimonials page, it emails them a few more, immediately. Or if they watch a recorded webinar it emails them an invite to the next live one. The possibilities truly are endless. Just grab a pen and paper. Think critically about this and write out the triggers and the messages you want happening. Then get that loaded into a user tracking software so it can work over and over again as leads stumble into your “traps.”
- *Pro tip: If you have user tracking alerting you to call a lead who returns to your website, by clicking on retargeted Facebook ads (or your ads across the web) or in a drip, mass, or triggered email, you can really start to see your efforts working in conversion code harmony. If they click you call. If they return visit you call.*

- **Chapter 8 - Need to Know Exactly What to Say to a Lead on the Phone?**
    - At Fashion Rock, we had name, email, phone number, and what they hoped to become famous for. At Curaytor, we collect name, phone number, primary zip code, # of homes sold per year, and average sales price. Even though it's common knowledge that you'll get fewer leads when you request more info on your forms, each of the companies I've been a part of collected more than just name, phone, and email. It's not an accident, and this many successful companies probably aren't wrong. Why get that extra info when we know it will hurt our lead

conversion rate? Because when our sales teams call, they have some SOLID talking points without doing any manual stalking whatsoever.

- *Note*: What I detail ahead is most ideal if you have an appointment on your calendar at a set date and time with an Internet lead. When that is the case, I do what is ahead during the five minutes leading up to the time I am supposed to call them. Again, speed matters more than intel, so never stalk at the sake of speed to respond.
- The entire purpose of your landing pages and the “stalk” I outline ahead is to gather two to four very specific data points (or items of interest) about the lead to use during your conversation. Our goal is to have a *strong, custom opening* to our script, like:
- “Hey, **Susie**, my name is Chris Smith and I work for Quicken Loans. I was calling to follow up about your property at **123 Main St**. Looks like you currently have a **6 percent** interest rate and a loan amount of plus or minus **$400,000**.”
- OR
- “Hey, **Susie**, my name is Chris and I work for Curaytor. I was calling to follow up about our availability in **90210**. I see here that you sold **150** homes last year at an average sales price of $500,000. That is awesome—congrats!”
- OR
- “Hey, **Susie**, my name is Chris and I work for Fashion Rock. I see here that you are looking to become a **model** and are in **Charlotte, North Carolina**.”
- OR
- “Hey, **Susie**, my name is Chris and I work for RE/MAX. I was calling about the home you found using **Zillow** over on **Madison St**. that is for sale and currently asking **$525,000**.”
- “Hey, _________, my name is _______________ and I'm with _______________. I was calling about ____________ and I noticed ____________, _______________, and _____________ before I called you.”
- In each of these examples, the bolded words are the unique data point and would have been available to me the second the lead came in. This is why a script is *so* critical. When you are trying to call an Internet lead within one second of them opting in *and* you want to sound competent, you need a plug-and-play approach like this.
- Instead, you are going to Google search the lead's email address. By searching Chris@Curaytor.com, instead of “Chris Smith,” the results are reduced to 13,900 total (and now they are all about me in some capacity). You can see Google found my company website (with phone number), plus my Facebook and LinkedIn profiles (see Figure 8.2); both have a plethora of information about my career, interests, and family life.



- Think of a lead's email address as their online thumbprint or Social Security number. There may be millions of people with my name, but there are zero people with my exact email address. You should also use email addresses when searching for people on social media sites like Facebook, Twitter, and LinkedIn. We all registered for those sites using our email address, so when you search by email it finds *one* result, not tens of thousands.
- You should also do a quick Facebook search using their email address and/or phone number. When you find a lead on Facebook, it immediately opens up a treasure chest of personal information about them that is highly empowering for me as a salesperson. Because this is inside sales, finding a lead on Facebook also helps me remember that it is still a *person* on the other end of the call. I even find it helps to look at their profile pic while I chat with them.
- There are also some pro tools you can use to stalk your leads prepitch when a Google search is not enough or does not return the insights you need. Spokeo, Intelius, Wink, Zabasearch, and PeekYou all also provide “big data” that is super useful for salespeople. Many CRMs also enrich the lead's profile automatically with “big data.”
- My favorite tool for stalking leads these days is an app called Charlie. Once you install it, it syncs with your calendar and provides an email alert or a mobile push notification to a data rich “brief.”
- Because Charlie syncs with my calendar I automatically get a one- pager about the lead 10 minutes before each of my sales calls are scheduled. Charlie will show you the person's interests and hobbies (the ones they grabbed for me are spot on: coffee, basketball, *House of Cards*, entrepreneurship), recent social updates, and Twitter connections in common. These “data points” become your “talking points” during the first minute of your call—perfect icebreakers for emotionally connecting with your prospect about something other than what you want to sell them and getting them to take their guard down.

- **Step 2 of the Two-Step Lead Stalk**. Based on what you found in step 1, jot down two to four talking points or insights that prove you did your homework (leads always appreciate this). So in my case, you could have started your call by saying:
- "Hey, Chris, it's Mr. Sales Guy from Company X. I saw a tweet you sent out yesterday about your Facebook groups and how Zillow actually made a change based on their influence. Impressive stuff! I actually spent a few minutes in the group you created, and it looks like you have built a special community. Congrats! The reason I called is that I saw you were interested at one point in what we sell and I wanted to talk more about it with you."
- This strategy works even better when the lead happens to be a blogger or has been featured recently by the press or on a website in some capacity. The more specific what you find is, the more specific your opening can be:
- "Hey, Chris, I just read an article about how you got your company Curaytor to over $3,000,0000 in annual recurring revenue in less
- than two years, and it really inspired me. I also sell technology for company X and saw you inquired at one point about our services."
- OR
- "Hey, Chris, I was reading an article you and your company Curaytor
- were featured in on Inc.com. Nice work!"
- It is virtually impossible to say no to someone who does their homework and flatters you out of the gate, even in a sales pitch. No matter what level of success someone has achieved, we all like being told we are pretty before you try to kiss us.
- The first widget of "the script" should include the following.
- *Your Four Custom Bullets*
- 1. __________________ 2. ____________________ 3. ___________________ 4. ___________________
- "Hey, __________, my name is _____________ and I work for __________________. I was calling to follow up about 1. ________________. Looks like you said 2.____________, 3.____________, and 4.____________. How are you today?"
- These "bullets" will disarm the lead, let them know you are a professional, and make it crystal clear that *they* gave *you* their information. This is "unguessable" stuff and immediately separates you from the other cold callers.
- Most salespeople start their calls like this:
- "Hi, my name is Chris Smith and I am calling from Curaytor. How are you?"
- OR
- "Hi, my name is Chris Smith and I am calling from Curaytor. Is now a good time to chat?"
- By inserting hyperpersonalized data points into our script at the *very* beginning, before we let them speak and before we ask our first "how are you?" or "is now a

good time?" or "did I catch you at a bad time?" question, the person on the other end is much more inclined to hear you out.

- That being said, this is still an Internet lead, not a referral from a friend or happy customer, so *we* need to have *our* guard up from the outset. After you have nailed your opening, next you need to gain psychological control over the caller. We need to begin the conditioning process (albeit subconsciously) so that at the end of the call, when we say, "Jump" (Buy!), they will say, "How high?" (*Yes*!)
- So you just said something like this to start your call:
- "Hey, Susie, my name is Chris and I work for RE/MAX. I was calling about the home you found using Zillow over on Madison St. that is currently asking $525,000. How are you today?"
- What you say next is *critical*, and it needs to be the same every single time. Once you find a "gain control" statement that works for you, trust me, you should just use the same one every time. Here is exactly what I say next:
- "***I need you to please grab a pen and paper so that I can give you some information that isn't available online. Let me know when you are ready***."
- OR
- "***Can you please grab a pen and paper—I want to give you my personal contact information in case we get disconnected?***"
- OR
- "***I have some information that you are going to want to jot down. Can you please grab a pen and paper and let me know when you are ready?***"
- Then once they are ready I say, "***Great. My cell phone number is 555-5555 and my email address is*** Chris@Curaytor.com."
- Notice the common element? By giving them an order to do something physical, and them doing it, it makes me/you the alpha. Will some people pretend to grab a pen and paper or be driving and unable to? Sure. But the people who will actually buy something will
- be willing to grab the pen and paper 95 percent of the time. If they are genuinely driving, just say, "No problem—I will email it over to you after our call" and move on to the next step.
- A professional salesperson controls the call at every turn, none of which are more important than the opening of the call/relationship with the lead. Remember that tone matters a TON on the phone, so be very nice, but also be assertive when you ask them to do this. Think of it this way: If they won't grab a pen and paper to write a few things down, will they give you their credit card 20 minutes later? This technique of gaining control not only empowers you over those who will buy, but also helps to identify the more serious leads within seconds of the call starting.
- After they write down the information you give them, the next sentence is pretty simple: "Tell me the primary reason why you inquired about __________."

- The challenge is that everyone says some variation of "No" immediately. Leads/people are conditioned to put up a brick wall. Especially when a salesperson calls us. Our *job* in sales is to knock the brick wall down so that they will have a normal, human conversation with us. What I have learned is that no matter what you sell, during the first minute of a call with an Internet lead they will say something like the following:
- At Quicken they would always say, "I just want to know what the interest rates are."
- At Fashion Rock they would always say, "I just want to learn more about how it works."
- At Curaytor they always say, "I just want to know how much it costs and if it is available in my area."
- What they are all really saying is, "I don't want to be *sold*—I just wanted to learn more *before* I might buy."
- The nice thing is that it is usually very easy to identify the "brick wall statements" that your leads will make day in and day out. Once you know them, the last step in a perfect first minute of a sales call is to use a technique called ARPing. ARP stands for **A**cknowledge, **R**espond, **P**ivot.
- Here is how you would acknowledge in each of these cases: "I just want to know what the rates are."
- **Acknowledge**: "You just want to know what the rates are. No problem!"
- "I just want to learn more about how it works."
- **Acknowledge**: "You just want to learn more about how it works. No problem!"
- "I just want to know how much it costs and if it is available in my area."
- **Acknowledge**: "You just want to know how much we charge and if we are available in your area. No problem!"
- The acknowledgment lets them know with 100 percent certainty that you heard them. Remember, physiology is the number one way that humans communicate, and we don't have that luxury over the phone. Where normally as someone would ask you a question you would look at them and nod along so they knew you were listening and understood, on the phone the acknowledgment is the equivalent of the head nod. It also buys you a moment to think about what you will say next—the "Response." Thankfully, your responses will almost always be the same because you will identify responses that are comfortable for *you* to say and that work.
- Here is how you would respond in each of the foregoing cases: "I just want to know what the rates are."
- **Acknowledge**: "You just want to know what the rates are. No problem!"
- **Respond**: "The rates are currently at historic lows, and most of the people I speak with are saving a ton of money."
- "I just want to learn more about how it works."
- **Acknowledge**: "You just want to learn more about how it works. No problem!"

- **Respond**: "The way the event works is that we put you in front of the best talent scouts in the world."
- "I just want to know how much it costs and if it is available in my area."
- **Acknowledge**: "You just want to know how much we charge and if we are available. No problem!"
- **Respond**: "I will cover pricing once I feel like we can truly help you."
- As you can see, with each response I am keeping it *very* simple and straightforward, but I am also never really answering their question too specifically. Remember: I am in charge, not them. We talk about what I want to talk about when I want to talk about it, or I *lose* and they *win*.
- If your responses were "The rate is 6 percent," or "We charge $1,275/month," you will find that it will be a very quick call.
- The last step is to pivot the conversation to where you want it: "I just want to know what the rates were."
- **Acknowledge**: "You just want to know what the rates were. No problem!"
- **Respond**: "The rates are currently at historic lows, and most of the people I speak with are saving a ton of money."
- **Pivot**: "How long have you owned your home?"
- **Acknowledge**: "You just want to learn more about how it works. No
- problem!"
- **Respond**: "The way the event works is that we put you in front of the best talent scouts in the world."
- **Pivot**: "Have you done any acting/modeling/singing yet at the local level?"
- "I just want to know how much it costs and if it is available in my area."
- **Acknowledge**: "You just want to know how much we charge and if we are available. No problem!"
- **Respond**: "I will cover pricing once I feel like we can truly help you."
- **Pivot**: "How long have you been a real estate agent?" The pivot gets the conversation back to where we want it.
- It also leads us into the next part of the code: how to build rapport with an Internet lead by asking the right questions. The pivot question is the first in a series of questions that we will ask the lead in an effort to "dig deep," build serious rapport, and close them more easily.

- **Chapter 9 - The Digging Deep Technique**
  - Being able to identify these windows of time that typically pass before you can close and get paid matters. Going into a sales call knowing that "if this doesn't go 20+ minutes, I don't make a sale" will change the way you approach every call.
  - This was something I learned a long time ago while working at Quicken Loans. Quicken was so advanced with their technology in the mid-00s that some guy would wake up in the morning, he'd go to Yahoo.com with a goal of reading the financial news, he'd see an ad to get today's mortgage rates, he'd click, put in a little info, then a little more, and then Quicken (or one of their lead providers like LowerMyBills.com) would capture him.

- I'd be on the phone with him less than 30 seconds later. People were equal parts impressed and freaked out.
-
- What Quicken knew was that people didn't want to talk to multiple mortgage bankers (salespeople) if they didn't have to. It was then that I realized how easy the magical formula was: Be first and talk to them the longest. Do you really think people want to talk to two mortgage bankers or two realtors or two vacation salesmen? They don't even want to talk to one!
- We'd also get some of our leads from Lending Tree. The whole point of Lending Tree is that five or six people are going to be calling you to compete for your business. Well, if I know Wells Fargo and Bank of America and everybody else is getting the same lead as me, I have to respond quickly and I have to have a long talk time. Because while I may not always have the lowest interest rate or closing costs, do you *really* want to go through a 30- to 45-minute loan application, have me pull your credit, and then hang up just to start the whole process over again with another sales guy? Probably not. Especially if I build rapport with you by digging deep!
- So, yes, you have to be first, but you also have to be the best at increasing talk time and having meaningful conversations. If you're not ARPing and just give them the rate they were looking for, they're probably hanging up in two minutes and answering a call from the next company. If you can master the first 60 seconds and then start digging deep, you can take the 35 to 50 percent success rate of people just going with you because you were first up to 80 to 90 percent going with you because you were first *and* you were great. Closing this gap can lead to immediate, exponential growth.
- Talk time is best increased and most valuable when used to DIG DEEP with your leads. When I do sales coaching, salespeople who are struggling always say the same thing, “Chris, I just can't close. How do I close? Will you listen to how I'm closing?”
- You have to realize and be self-aware that you already won or lost the sale well before you “closed.” If you can't close, it's probably because you can't dig deep. It's probably because you weren't gaining control of the conversation and using a proven framework and script that work every time.
- “You Googled us? Nice! That happens a lot. What did you think of our website? You liked it? Sweet! Is it important that you work with a ‘tech-savvy’ company?”
- If you're not asking digging deep questions, you cannot close at the end of the call. You really want to hone in on their emotional and logical reasons for buying.
- In fact, you want to literally write down their answers to the questions you ask, both scripted and unscripted. We are going to use their responses later in our call to make it virtually impossible for
- them to say no when we close them (their answers will be used during the Five Yes Technique in Chapter 12).

- Digging deep seems like something that salespeople would do naturally, but they don't. I would shadow calls at Quicken Loans, and the lead would get on the phone and they'd say, “Hi, I want to get a home equity line of credit for $50,000.” And the banker on the phone would say, “Great! I can help you with that. What are you going to use the money for?” (That's their version of digging deep.) The lead would reply, “Oh, we want to build a deck on the back of our house.” And the banker would say, “Great! I can help you with that. Who is your current loan with?”
- They were an order taker, not a salesperson.
- Here is what digging deep really looks like, using the exact same example: “You're building a $50,000 deck? *Wow*. Tell me about it! Is this thing gonna have two levels and elevators in it? Why in the heck are you spending $50,000 on a deck, is it platinum? Does it cook the food for you when you have BBQs?”
- The best salespeople are listening, taking notes, and have a genuine interest in their prospect's situation; they are not just waiting for the other person to stop talking.
- If you don't listen, you can't dig deep. If you can't dig deep, you can't close. I've personally just always genuinely been interested in people. And why they make the choices they make.
- So with my approach, they come back and say, “Oh, no, Chris, it won't have an elevator or be platinum, we actually have a lot of people over all the time and we love to have birthday parties at our house. We're at the point where my husband got a raise at work so we can finally afford to build the dream deck we've wanted for so long.”
- How different is that?! Now there's some rapport! Now I have some ammunition that is meaningful when we get further into the call and I *close* her. By digging deep, I am identifying the emotional reason for why they want to buy.
- And at the end of the call I will make them say no to those emotional reasons for buying, not to me. That's a much harder pitch to say no
- to.
- You have to dig deep so that when you go to close, you have the ammo for the Five Yeses. I'll get to that technique in-depth on page 127, but the idea is we would be recapping the answers to their digging deep questions to start our sales pitch:
- So you want a line of credit because you're building a deck, right? Yes.
- You're gonna have family over a lot, right? Yes. Your husband got a raise, right? Yes.
- You love to do barbecues, right? Yes.
- You won't know what to say to start your close at the end of your calls if you don't dig deep at the beginning. Successfully digging deep means you can already start thinking about how it's going to help you close later.
- Ninety percent of your competition is going to pitch their brand and product during the first part of their call. You instead will focus the first part of the call on

    them to crack The Conversion Code. Be prepared to ask specific qualifying questions and *listen*. If you're not willing to *care* and *ask why* and then ask why again you will never be an elite closer.
  - Once you realize there's rapport and you've dug deep enough, the next step is to build trust in your company.
- **Chapter 10 - How to Build Trust with an Internet Lead in Two Simple Steps**
  - The two steps that most quickly build trust with an Internet lead are:
    - **1. Cobranding**: Who can you align your brand with that consumers already trust?
    - **2. Statistic**: How can you convey numerically that you are the clear choice to work with?
- **Chapter 11 - Proactively Uncovering Objections**
  - The following statement is all that you need to say to proactively uncover objections (if there are going to be any): "If we are able to accomplish your goals and you agree everything makes sense, is there any reason that you wouldn't be able to move forward today?" (if you sell something pricey with a longer sale cycle just say "this week," "this month," or "this quarter" instead of "today").
- **Chapter 12 - How to Start Closing an Internet Lead Using the "Five Yes Technique"**
  - Whether you decide to do a one- or two-call close, the way you use the Five Yes Technique is the same. Here is what it looks like:
    - 1. Earlier you said X when I asked you Y. Is that true?
    - 2. Earlier you said X when I asked you Y. Is that true?
    - 3. Earlier you said X when I asked you Y. Is that true?
    - 4. Earlier you said X when I asked you Y. Is that true?
    - 5. Finally, earlier you said X when I asked you Y. Is that true?
  - I am certainly oversimplifying this for effect, but not by much. You literally read them back five of the digging deep questions and their answers and then ask them to agree that that is indeed the case.
  - This is why digging deep was so important and why I told you to write down what they said earlier. We are placing their answers to those digging deep questions into our Five Yes script.
  - Here is an example of a mortgage officer using the Five Yes Technique:
  1. Earlier you told me your current loan amount is $330,000. Is that right?
  2. Earlier you said your current interest rate is 5 percent. Is that right?
  3. Earlier you said you're tired of paying so much each month to taxes and interest and so little to principal. Correct?
  4. Earlier you said if I could save you at least $200 per month, working together would make sense. Remember?
  5. Finally, you said your actual goal was not so much to save money on your mortgage as it was to start putting more money away for your kids' college funds. Is that how you plan to use the savings if we get this loan approved?

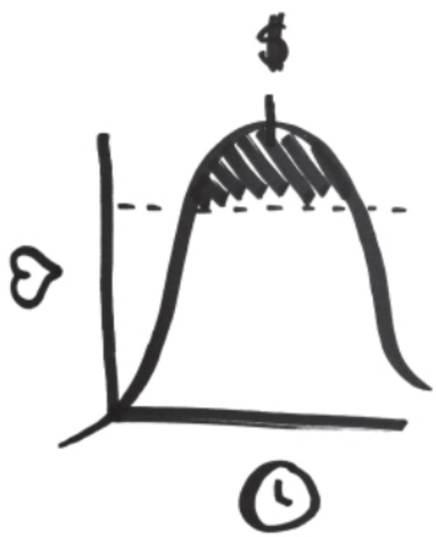
    - As you can see I reiterated a bunch of the logical questions, but also worked some more emotional ones in toward the end. You always want one of your Yes questions to be that they said they would move forward if it made sense. And you always want to make your fifth Yes their #1 emotional reason for buying. That's *why* you dig deep. Now they have to say no to their word *and* to saving money for their kids' college funds, not to me.
    - Be sure you are writing down your Five Yeses as you go along on a one-call close. Another benefit of doing a two-call close is that you can flip your script over to the back and literally write out the Five Yeses that you will use on them and what your Feature/Benefit/Tie Downs (covered in the next chapter) will be. There are way too many salespeople who think they are too cool for a script or to jot down a quick game plan before they pitch. Grow up. If you want to make big money annually in sales, you have to be willing to do the small things daily.
    - Our ultimate goal is a "*Yes*, I want to buy what you sell." But to get there most frequently, just before you start your pitch, use the Five Yes Technique. You will be amazed at how it shifts the power and momentum over to your side when it really matters, as you are about to start your pitch.**Chapter 13 - How to Pitch Using the "Feature, Benefit, Tie-Down Technique" and Identify Exactly When to Close**
- **Chapter 13 - How to Pitch Using the "Feature, Benefit, Tie-Down Technique" and Identify Exactly When to Close**
    - Everyone sells features. The best salespeople sell features and benefits, and then tie down. Features are what you do. Benefits are why it matters to the lead. Tie-downs ensure the lead agrees throughout the pitch that the various features benefit them.
    - As an example, I would say on a call to start my pitch, "Curaytor is going to set up and maintain Facebook ads for you (Feature). By doing this a steady flow of hot new leads that include names, phone numbers, and email addresses will be in your inbox each day, ready for you to close them (Benefit). Does that sound like something that would help your business (Tie-Down)?"
    - Then I would do it again, using another FBT. "Curaytor is also going to build you a world-class website, landing pages, and blog (Feature) that we will use as the bait in the Facebook ads we run for you (it is always nice to tie the modules together when appropriate). Your clients, friends, and peers are going to tell you how much they love it and send you more referrals (Benefit), plus the people who check you out online before they contact you will be pre-sold (Benefit). Is that the kind of a web presence you are looking for (Tie-Down)?"
    - *Pro tip: You can also use Fear blended into your Feature, Benefit, Tie-Down modules when appropriate. This is where you would purposefully point out a negative thing they are experiencing right now, in addition to the positive features of them buying what you sell. Identifying and pouncing on their fears and pain points are often quicker paths to a sale than bells and whistles could ever be. Adding fear makes the sale about healing, not helping, which for many*

is the buying button that needs to be pressed the hardest. Instead of saying, "Do you want the best website in your industry?" I might say, "Would a website like ours help you fell less embarrassed when people check you out online?"

- F + B + T = C
- The template that could be used for FBT for any business is simple: "Here is what we do. Here is how what we do benefits you. Do you agree that there is a benefit in what we do?" Just ask yourself two simple questions. What makes my business great? What makes my business unique? The answers to those questions is where your FBT material should stem from.
- By the way, of all the things I've covered, let me again remind you of the importance of tone. Particularly that yours should be full of enthusiasm (*I am sold myself*) during your pitch.
- But there is really no need to overthink this. If what you sell is great, there should be several features you can point out during your pitch. I find that four to six well-thought-out FBTs (all of which you can script and practice in advance) seem to accomplish my goal of getting them more excited about buying than the cost. Which allows me to proceed to the next step: closing them.
- This simple yet highly effective and proven sales formula is rarely being executed, and even when it is, it is not being done consciously or properly. When you compare someone who only pitches features, "Curaytor is going to set up and maintain Facebook ads for you (Feature)." to someone who pitches features AND benefits, "Curaytor is going to set up and maintain Facebook ads for you (Feature). By doing this a steady flow of hot new leads that include names, phone numbers, and email addresses will be in your inbox each day, ready for you to close them (Benefit)." the difference is crystal clear.
- We actually use F, B, and T in our day-to-day lives a lot without knowing it, especially if you have children! I constantly use FBTs on my daughter Maya, who can be a challenge sometimes to get to do things without being asked several times.
- Here is how you can even use FBTs on your kids: "Maya, I need you to clean your room (Feature) right now. Cleaning your room will give you more space to play and make it smell better, thus making your friends want to come over (Benefit). Will it be clean when I come
- back to check in 10 minutes so that we can invite Sofia over (Tie- Down)?"
- **Always Be Closing**
- The easiest way to remember FBT is to just think of it as the literal incarnation of the famous and oft-used sales quip from David Mamet's *Glengarry Glen Ross*, "Always Be Closing." With each module of FBT you complete, you are closing *during* your pitch, as opposed to just one big close at the end. These "minicloses" force the lead to agree that they need and want what you sell before you ask them to buy it with your "real close" at the end. If you are only talking features (and even benefits), but you are not using a tie- down, you will be *amazed* at how well

they work, empowering you and giving you a clear psychological advantage over your caller.

- As you proceed through your Features, Benefits, and Tie-Downs during your perfect pitch, there will be a moment when the person's excitement is higher than the cost of what you sell. Identifying this moment is critical.
- This is why I never forgot this chart. When you're great at inside sales, you are laser-focused at getting to this moment at all times. With each module of Feature, Benefit, Tie-Down, we're taking them up the equivalent of one stair. With some people, you have to climb five stairs to close them. For some, it is only three. For others, it's seven.
- Prepare the most compelling seven to eight Feature, Benefit, Tie- Downs you can come up with. But what we're really looking to do is to place one strategically in the middle that is our highest-valued item.
- At Curaytor, we don't just run through the FBTs of our technology and strategies. We also know a big part of why we get hired is because we do all the setup for our clients. We set up their Facebook ads, their website and landing pages, their CRM, their monthly email marketing campaigns, and so forth. While we could certainly lead with this, instead it's the land mine we place at the end that is more likely than not going to be the stair that gets them over the buying line.



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- Save a juicy module for your final FBT. We get them excited about the Facebook ads, the leads that will be coming in, the marketing that will take place ...And now, the “final” feature is that we do it for you! Benefit is that *you* don't even have to do any grunt work—by hiring Curaytor you can spend your time on the moneymaking activities that you enjoy. You get to keep your focus on people, while we focus on your pixels and passwords. Tie-Down: Does that sound like the kind of partnership you are looking for? “*Yes!*”
- That's the moment we close.

- Some people only need two FBTs. Some people will close themselves after the very first FBT. Sometimes, I will show one of our prospects our websites to start my pitch and they're 100% sold. I can feel their energy over the phone (mostly through the tone in their voice). So it is a-okay to 100 percent abandon the rest of your FBTs and close, if you are 100 percent certain they are above that buying line after just one or two. Just say, "Great! So, here's what happens next."
- Sometimes you'll get to the moment that works almost every time and you'll know in your gut that they're not ready. You can probably tell from their tone (remember: tone is 55 percent of How Humans Communicate).
- The reality is that while you are trying to build a framework that creates that moment like clockwork, every lead is different so listen intently to how they answer the tie-downs.
- *Pro tip: Sandbag a few additional knockout features in case they are not sold enough to buy after the first four or five. Don't save the worst two things you do for when you need them the most! If they weren't impressed enough by your BIG FEATURE to close them, you'll need to impress them with something else. By the way, some people you'll never get that they are ready to close feeling from, but it's still your job to eventually just close them anyway.*
- When the FBTs have worked properly, you will have the lead over the buying line and they're officially ready to be closed! When you do identify that moment, here's exactly what to say. . . .

- **Chapter 14 - Exactly What to Say When You Start to Close**
    - "Great! So, here's what happens next ..."
    - If every time you pitch for the rest of your life, you say, "Great! So, here's what happens next ..." instead of "So, what do you think?" you will increase your closing rate instantly and dramatically.
    - As soon as they agree to the last tie-down, you immediately say verbatim, "Great! So, here's what happens next ..."
    - Then you quickly foreshadow the next steps of what working together looks like by recapping what you are going to do to solve their problem and then clearly stating the cost and terms of them making a purchase: "Great! So, here's what happens next ... Our company's going to do A, B, and C for you, which accomplishes your goals of X, Y, and Z. The price is X and the terms are Y. Again, we are going to do A, B, and C and the price is X." Don't be afraid to reiterate the offer, price, and terms. Just be sure when you do there is NO trepidation in your voice, or they will pick up on it.
    - It's closing time! Now that you have smoothly transitioned out of your pitch and started your, close it is officially time to ask the lead for their business.
- **Chapter 15 - The Two-Step Close**
    - At Curaytor I say, "What day of the week would be best for your first coaching call?"
    - You literally want to say as soon as they finish their sentence answering your trial close, "Okay, great. And did you want to use a credit or debit card for the

    - payment?" or "Okay, great. Did you want to use a business or personal card for the payment?"
    - Here is how a professional salesperson asks for a credit card number: "Please read me the 16 digits on your card from left to right, 4 at a time."
- **Chapter 16 - What to Say When Someone Still Says No**
    - "I appreciate your time, but I'm not interested." That's a no.
    - "How long does this take? How does the billing work? Can I do X if I change my mind?" Those aren't no's. Those are called buying questions. If you did your job properly, people will have started to visualize themselves as a customer (which is exactly what we want), and when they do that, their questions quickly change from discovery to mastery. You flipped a switch in their mind that caused them to go from a brick wall mind-set to a buying one.
    - *Pro tip: Be sure to make a list of the most common buying questions you get (How long will this take to set up? How does the contract work? What happens if I decide to cancel?, etc.) and develop an ARC that works every time for each. Once you nail the ARCs that work the best, ride them until the wheels fall off.*
    - Even when I get a no and I deserved a yes, I get a yes. They say, "Yes, you can call me back later today." That's almost as good as a sale. They're *close*. Tomorrow? That's still pretty good too.
- **Chapter 17 - They Said Yes! Now What Do You Say?**
    - Congrats, you made the sale. You cracked The Conversion Code! Now finish the call strong so they don't back out before you get paid. "Hit and run" selling is when a salesperson makes a sale and then within a second or two says, "Okay, thanks, bye" or "Okay, great. I will be in touch. Good-bye."
    - It's a rookie move that we make in the heat of the moment, and it is easily avoided with a simple script. As soon as someone finishes reading you their payment information, you are going to say exactly what you said when you identified the *exact* moment to close inChapter 13: "Great. So, here's what happens next." But instead of foreshadowing the next steps in buying like you did last time, this time you are going to foreshadow the next steps in being a customer. Like, "Now I am going to get you over everything you bought, plus some additional information you will find useful that we send our new customers. Then, this is going to happen. Then finally, that happens. Got it? Good!"
    - In all seriousness, come up with exactly what you want to say after they say yes. You will be hearing it a lot more now!
    - Many commissioned sales jobs have what is called a "claw back," where they take money back out of a future check if someone cancels after they buy. There is no worse feeling in sales than having your commission taken back. By foreshadowing the next steps in the process as soon as they buy, you can do your part in reducing churn and keeping cancellations down. And if your "sale" is that you are meeting them in person, foreshadowing the process this one last time can help to increase your show rate at appointments.

        - I even take this post-sale tactic a step further by having an amazing email template (I use Yesware for Gmail for this) ready to send them as soon as we hang up. I call it “Thanks.” It has some helpful additional details and online articles about what they just bought, and it thanks them again for their time and for buying from me.
        - I don't send brownies, but I do use Bond.co to send a “handwritten” note to every lead I have a meaningful conversation with or that I close. The note arrives a few days later and thanks them for their time while letting them know I am looking forward to working together. The only thing I usually change on these is the first name and the address that I send it to, which takes only a second. I also make sure I include my cell phone number and email address below where I “sign” my name.
- **Bonus: Checking the Analytics and Metrics**
    - You want the traffic to your landing pages and lead magnets to rival that of your website. Sure, you will most certainly get *way* more page views, visitors, and time on-site using a traditional website and blog. But those things will not convert leads at nearly the rate your landing pages will. As an example, if we got 100,000 page views in a month on Curaytor.com, I would want to also get *at least* 25,000 page views on our landing pages during the same period.

Facebook Metrics That Matter

Link clicks: The majority of our focus on Facebook is driving traffic back to our website and landing pages using links. So I keep a close eye on how many link clicks each ad I run gets. If an ad is only getting good reach, but not a lot of clicks, I bail.

Click-through rate: The average click–through rate in the United States in Q1 of 2015 was .84%.[1] By doing what I taught you in this book you should be closer to 2–5%. I have even had Facebook ads get higher than a 10% click-through rate. A good rule of thumb would be to try to be between 1.5–3%. Under 1% is not ideal. Over 2.5% is strong.

Reach: To get the volume of clicks I need, I also have to factor in the reach of the ads I run. If you want hundreds of clicks and leads you can't target 2,000 people. Think of reach like this: If you target your ads at the size of a large university (or larger), they will get a lot of action. If you target your ads at the size of a large high school, they won't. There will be times when you want to reach a small number of “perfect” clients. Just keep in mind that when you do the volume of clicks and leads won't be there so the quality better be.

Impressions: When you run as many Facebook ads as I do the impressions can really add up. While I normally don't get excited about impressions, they do have tremendous value for me in one undeniable way. I am EVERYWHERE online in the eye of the lead and I hear time and time again that “I saw your stuff following me around.” Your goal for total impressions should be the number of people you want to reach times the number of times you want to reach them each. You can be better off having 100,000 people see your ad 10 times each versus having 1,000,000 people see it once.

- Relevance score: Facebook now grades each ad that you run on a scale of 1–10. While they have not disclosed everything that goes into their scoring system, be rest assured that their underlying goal of the score is to identify quality versus crappy ads. Google uses a similar approach when scoring how PPC campaigns are performing. The better the score the better the ad. The better the score the better your future ads will be placed and positioned. Also, a high score usually means that you got a high level of engagement which leads to Facebook showing the ad to more people for free, organically.
- Most popular posts: I am constantly using my Facebook page's Insights tab to identify my top performing posts. As my #1 purpose on Facebook is link clicks, I sort all my old posts so the ones with the most clicks all time are right at the top. Then I spend a few minutes figuring out why and planning to run more ads like the best ones I find.
- Lastly, I go back once a quarter to see what email subject lines performed the best for getting opens and clicks. This gives me clarity around what my next quarter's messages should focus on. Great subject lines for emails are just as important as great titles are for blog posts.