



Your Goal

Module 2

Robyn: Welcome to Module Two. This is all about you and your goals. You've got to keep your eye on the prize. You want to know what you want so that you can go after it and get it.

I work with a lot of financial planners and one of their biggest problems is actually having that funnel, actually having leads come into their practice. Part of the problem is they say they don't have time. They're so busy serving existing clients, they don't have enough time to actually go out and do all this lead generation activity. Steve's going to come up in a second and show you how you can use such a small amount of time and get such a huge, huge result.

What I typically ask these financial planners and I say, "Well, I know you're not spending a ton of time so how many leads are you actually getting? How many leads are you getting in each week?" I want you to think of the same thing because let's see where you are now so we know where you want to go to and we're going to help you get there.

How many leads are you getting in your business every single week, write that down, and how many leads ... If that's every week consistently, obviously, you can multiply it by four, but then how many leads do you think you're getting in per month. I say, "Getting in," as if it just magically happens, but obviously, you've got to go do something to make it happen. Some of my clients before they

started working with me, they might say they're getting one, two, maybe five a month so no wonder their business isn't growing. You know how important it is. How many leads are you getting per month? Write that down. Now I want you to write down how many do you want to get per month? Just imagine, if you're getting five, do you want twenty-five? What difference would that make in your business if you get five times or 10 times the amount of leads coming into your business?

Think about that and write it down. This is engaging. You're going to do this so you actually get results. Then I want you to write down how much money are you making now, each month, give it an average. People say, "Oh, well, sometimes it's this and that," don't worry about it, get an average. If you don't know these numbers, by the way, "Oh, I have no idea how many leads, I have no idea how much money I'm making." That scares me. That's a problem.

You need to be tracking these numbers because you want to make it happen. What gets measured, gets done. Write down how much money you're making. Then, of course, you're going to write down how much do you want to make. Don't think about what's possible, don't think about if it's going to be able to work for you. Right now, I just want you to dream. Write down what you want because you can make anything happen.

Now that you have those numbers, I'm going to bring on Steve, he's going to show you some magical, magical stuff with how little bit of time you can spend to get a huge result.

There he is. Tag team.

Steve: Tagged. I'm in.

Robyn definitely set the tone for what you wanted. I just want to

talk for me personally, I just want to write down something for a second. If I were to, let's see here ... If I were to have three leads, let's say, just pick a number, three leads, then let's say I was able to convert one of those leads. For me, if I was working with one-on-one clients, then that would be worth \$60,000 at a minimum.

When I'm working one-on-one with people, it's \$60,000 to \$100,000 per year. You might think, "Well, that's huge," but think about it, if you were to spend \$100,000 and make a \$1,000,000, would that be worth it? That is just one number. But, for me, having a certain amount of leads is going to change my life. It's going to change the business and then also, as Robyn was pointing out in Module 1, is that's going to allow me to make an impact with somebody else.

I wake up every day to help people, that's why we're doing this video right now. Whatever it is for you, you want to be able to make those deals. We want to talk about how do we have more, how do we get it on demand. I want to write down a number here ... I'm going to use a different color here, so 1,440 leads. What if you have 1,440 leads. Do you think that would make an impact in your business? I think so, that's quite a bit of leads.

What if that was over the course of a year? Let's say that you had to call 1,440 people, now all of a sudden, that's a big number. Most people I talk to, they're saying, "Wow, 1,440 phone calls?" I just want to say, this could be phone calls, this could be text messages, this could be Facebook messages, this could be emails. I will tell you, and I'll tell you a little bit more about this in a minute, that when I'm doing phone calls, it's the fastest, quickest results.

I've sent out Facebook messages and I have to do about 50 Facebook messages to get the equivalent yield of having six phone calls. If you beat me on those numbers, I definitely want you to message me and let me know how you did it. If you can get a higher result with

Facebook messages versus phone calls, I'd love to know about it. Back to this number, 1,440 leads per year that you're actually calling, you're actually interacting with. That seems like a lot so let's just break this down.

What if that's 120, is a less number, right? What is that, that's per month. If we want to hit 1,440 people in a year, we need to hit 120 people per month. Is that still a big number? It may be for you, maybe 120 is still a big number. Let's go even lower. Let's go to 30 in a week. In order to make 120 in a month, I'm averaging four weeks, we all know some months have five so that would even be less. You have even less calls those months.

The average four, you're going to be 30 calls per week. Some of you, that still may be, you may be thinking right now in your head that that's still a lot. You're like, "Steve, 30 calls, I barely do that right now." Let's go another level. Let's go six per day if you do five days a week, six per day. Now is that number a little bit more reasonable? I think so. It seems a lot more digestible.

This is for everything. When we're talking about goals, I want you to think about how you will look at your annual goal, then you chunk it down to a month, then you chunk it down to a week, then you chunk it down to a day. So if I reach out to six people a day, that's going to get me 30 per week, that's going to get me 120 per month. Look how huge that month is. By me just committing to six per day, I'm changing my life, literally changing my life. Six per day is going to make me 30 and that's huge.

If I came to you and I said I have this amazing pizza, it's the best pizza ever, you might want to take a bite and taste it. But I'm like, "No," I persist and I shove the whole pizza in your mouth and now you're not even worried about the taste of the pizza, you're trying to breathe. That's the same thing here when trying to grab on to 1,400+

people in your mind. It's like way too big, but that's why we chunk it down.

You might even be thinking, "Steve, you're talking about so much work. You have to do calls and do all these things." If you're not willing to do this, I'm going to ask you a really hard question. Why are you in business? Why are you even doing this and do you want to do this? Here's why I want you to think for a moment about a farmer. What if Trevor, Robyn, and I owned land, like a big farm and then should we choose to plant a crop? I think it might be a good idea, otherwise, what are we doing?

I see so many business owners and you have to ask yourself if you're doing this, we're sitting there and we have our dirt and then we're waiting for a bird to fly in, "Oh, there's a bird. It's coming," and it drops a seed. You might be the best at what you do, you have your bucket of water, and you run over, and you start watering the seed. You take care of it and you trim the tree and then at one point, this yield comes from that tree. You get a fruit from that tree. But I have to rely on that tree because I have to wait for birds to drop seeds in my property.

That might give me so much income just from that one client, or that one tree. Then I'm waiting for another bird, "Shoot, it's been like three weeks and I haven't got a bird. That hurts." Is that happening for you? I'll tell you right now, in business if you're not farming, if you're not running your farm, then you might as well not have it. Can you imagine if I went and bought 100 acres and I did nothing with it and just let it sit there? That's not going to serve us and then I have to pay for that farm every month and I'm not making any return on that. I'm telling you right now, you have to plant seeds. You have to plant seeds, you have to farm.

What I want to do is make it really easy. I want you to do a little bit

each day. If I went and put six seeds ... Think about that. Can you imagine a farmer planting six seeds and then going back to the house, "Hey, honey, I'm done for my work for the day." You'd be like, "Wow, we're going to have a yield one day," but that's what you can do in your business. That's why I'm saying this is not a lot of work. I'm not telling you to go plant 1,440 seeds today like a farmer would and they'd bring in a big, old tractor and do that. You're just going to do six seeds a day and if you do that consistently, all of a sudden, you're going to have an orchard.

Like Trevor said, you're going to be able to pick. Then I can walk out into my orchard and I can tell Trevor and Robyn, "Hey, come out and see my favorite tree. It has the best fruit." We can go there and I can pick the exact piece of fruit that I want because I have so much fruit to pick from. Now I'm enjoying this best fruit with some of my best friends. You want this too.

Now let me break this down quickly, how easily you can do this. If you commit to making six calls a day ... And you know what? I'm okay with you doing less if you want to start out with less. If you want to start out with three a day, whatever it is, this is the key thing. You do it every day. Even if you were going to do one a day, just for right now, that's five leads. That means you'll have 20 leads a month.

I want to be really clear because, yeah, we are talking about reaching out to people either making phone calls, sending out emails, doing Facebook messages, text messages. I promise you, as of now, in my career, that if you're actually doing emails or anything, they work. I make money on Facebook all the time. I send text messages to set meetings all the time, but the fastest, quickest, and least effort is when I actually make the phone calls because I get the quickest response. You might be saying, "Oh, that's what this is about? This is about making phone calls or reaching out to people?"

Yes, it is. Yes, it is.

I want to illustrate it again going back to the farming analogy. Can you imagine Robyn, Trevor, and I we're doing our farming and then, let's say, we did have a crop and it had a yield. This is like you, if you have clients coming to you and you're making money. Then, all of a sudden, we decide, "You know what?" Let's say we had this huge yield and we have all these vegetables and all this stuff and we're eating and we're having a good time and then Robyn will say, "So what are we going to plant next, guys?" Trevor and I are, "Ah, we're good. Look at all this food. We don't need to plant any more. Forget about it."

What's going to happen? Robyn's going to get to say, "Guys, I told you. What the hell are you doing? We have no food now." You've got to keep planting seeds. I'm good right now. I have a full load of clients, I'm speaking all around, actually the world, and I'm doing really well. But you know what? I still make calls because I know that if I don't, then that's like not caring for my farm. That's waking up and saying, "I'm not going to do it anymore." Then guess what's going to happen? No more food. One day, there will be nothing for me to have. That's why I want to make this simple.

Let's go back over it. You want 1,440 leads? That is so awesome, write down that much, but it's like, "Wow, that's a lot." Then we break it down to monthly, 120. That's still a lot, 120, so then we break it down to a week, 30 a week. Now it's starting to get palatable. Then we get it to six a day. Now here's why I do six. This is why I picked this number. If you multiply that by 10 minutes, if I spend 10 minutes with six people, 60 minutes. That's one hour, one hour. You have to ask yourself, is your business worth one hour of your time every day?

Is having leads on demand ... You can have business all the time. I

could tell you right now, I moved to Australia with my family, I actually did a poor job at helping my clients transition in that. I used to meet with my clients face-to-face all the time. I thought, "Oh, they'll just all move to Skype with me because I'm in Australia." Then clients like, "Oh, I'm not used to this."

Slowly, but surely, they wrapped up with me and when I ended up coming back to America, I didn't have a lot of American clients. I learned from my lesson so I was able to keep one or two Australian clients as I came back here, but then I needed to pick up my whole client base. Using this system in 90 days, I had a full roster. I was full, at capacity. I could take no more clients on. I had to turn people away after 90 days.

That's from just committing to myself to do one hour every day. You have to ask yourself are you committed to the difference in your business to do one hour to make certain calls. Then if you're going to do three, you should be able to do it in 30 minutes. I would tell you really this is five hours that's what Trevor told you, five hours to reach six figures. In 90 days, I had multiple six figures doing this so whatever level of what you're selling, it comes down to your price point, you can turn this into whatever you want.

Trevor: Can I tap in?

Stay with me here.

Steve: I will.

Trevor: Literally, Steve and I were just hanging out and having some fun. We asked the question of what we could give you that would be the best possible thing. We also asked the question of what has helped us get the most clients, and make the most money, and have the most impact in our own lives. Both of us, it came down to the same thing. It was a simple discipline of, we're talking about getting

clients on demand, but of spending one hour a day. One hour a day where you're setting appointments and getting leads.

That gift of just having this discipline has made me, and all of my clients, and my wife, Robyn, it's added six figures to our income, like you just said. We did not collaborate years ago and say, "Oh, my God, hey, this is the system." We practiced this on our own to create results and when Steve actually said, "The last time I did that ..."

When I did this, nine days later, I had more clients than I could handle. I was like, "Okay, that's all the clients I need right now." That made multiple six figures by spending an hour a day. This is what we do with all of our really ... My personal one-on-one high paying clients, we get them to pick up the phone, to reach out and contact people in just a very simple way of 10 minute calls.

I'm going to let you finish this up, but on the next module, Robyn's going to talk to you about the stages of the sale and where this actually fits in so that you can get those clients.

Steve: And make it easy. We're going to take you step-by-step, how to use this hour so you know exactly how to use the hour and make it happen. Here's what I want to end on, is I want you to know like would you stop eating, are you going to say, "You know, I'm just not going to eat today, or tomorrow." How many weeks do you not reach out to clients? Could you imagine not eating for two or three weeks? You're going to die. You wake up, "I'm not going to eat."

That's what it means, if you give up on this hour, if you don't spend 30 minutes to an hour looking at what we're going to teach you right now and spending the time reaching out to potential clients, you're saying, "I'm not going to feed my business anymore." That's why you might be looking at your business saying, "It's not working, and I'm not making money, and I'm not helping people." Because you're not

actually feeding your business. If you would eat every day, and I know you probably do, then you should feed your business every day.

The last, last thing that I want to say is, I make this my first hour before I meet with clients, before I check email, before I do any of those things, I have to make a commitment. For me, right now, it's for speaking gigs because I know as long as I'm speaking in front of people and for any of you that are speakers, it's awesome you do that. My six calls are all for speaking engagements. I'm calling promoters, events, and I'm saying, "Hey, are you looking for a speaker around this topic?" Then I'm filling my pipeline.

Whatever it is for you, and that's my first hour. Like when you wake up, and you go to the restroom, and you brush your teeth, and you eat your food in the morning to get your day started, that's how I get my business started.

I hope this illustrates the point. This is what we're going to work on. Now we're going to teach you how to take it and make it chunks and make it really easy and give you the scripts and everything so you don't have to think about it, you can actually just do it. Right now, you just commit to doing the hour.

