# 1177 – Making An Impact - Starting A Profitable Coaching Program From Scratch

Hosted by: Joe McCall
Guest: Tom Krol

**Joe:** Hey. I love it, Tommy.

**Tom:** Can I just dive right in?

**Joe:** Come on, let's do it.

**Tom:** So I'm just going to dive right in. September just ended. I know you and Darren and everyone want to be, like, don't date the podcast, but I don't care. So, guys, I just jumped on right this minute with Joe, we haven't talked, right? So brother, are you ready for this? This is why I love coaching. This is why I love coaching. Right? So I just, one moment before we just got on. I just got a call from Anne. We have new coaching students who just started, right? So I've been a coach for over a decade in real estate and these are coaching, these are students, these are new coaching students who wanted to start a coaching business. So I've never had these results before ready. So in the first month of coaching our students and we only had a handful of students come in right in.

**Joe:** Let me be clear, too. This is you teaching people how to start coaching business.

**Tom:** How to start a coaching business. Exactly right. Yeah. So let me lower my head. So this is me coaching people on how to coach a coaching business, right? With none of the, everybody's wasting time right in there with webinars, seminars, funnels, tunnel site, sideways sales letters. It all is garbage, right? It's not garbage. It's not garbage. But here's the thing, right? $99,750 collected. Collected right, in their first four weeks of the program. One, two, three, four, five, six people. $99,750 collected. What in the world?

**Joe:** And I'm going to tell you another story here in just a minute. I just finished a podcast. It's also it the money's great when you sell coaching and consulting, but you know what also is better? The impact in the lives of change. I just did a podcast with Ray John, a mutual friend you introduced me to.



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**Tom:** I know who that is. Yes.

**Joe:** Right. Guess what, guys? He was homeless. Homeless came here from China living out of his car. Right. And Tom coached him on how to do his first wholesale deal. Now, he also said he gave me some credit, too, for his success. I think maybe I introduced him to you. I don't know.

**Tom:** Either way, either way.

**Joe:** That I've coached him as well. But you were coaching it more closely than I was me. It was more through the podcast and my online stuff. Right.

**Tom:** Well, he's a sponge. I'm sure he took great tips from you and me, but he gets it. He implements it. That's the key.

**Joe:** He is a crazy, fast implementer. And here he is. You know, Tom, like he's an action figure. He was homeless, was able to get on a computer, listen to your podcast, listen to mine, learn how to wholesale, wholesale deals. You got on the phone, you talked to him. Now he just netted $800,000 net. That's his profit, 800 grand in the last nine months, since January one, when we're recording this and I don't know, he's been doing deals now for four or five years, I think.

**Tom:** Yeah. And he actually is one of my coaching, one of the coaching students now.

**Joe:** He's also learning it himself. Yeah. How to help other people, how to coach other people to do the same thing is phenomenal. Just and so I was asking him questions time like, you know, what do you do if you don't have the money and you can't buy the land? And he said, Joe, let me tell you something again. Let me remind you, I was homeless, living in a car, and I got started doing this. So I love the coaching business guys because we get to make a difference in people's lives. Yeah, the money's great. I mean, six of Tom's students and he's just started this course a month ago, have made close to $100,000 in collected revenue.

**Tom:** Collected revenue?

**Joe:** Yeah, it's double or triple if you count the payments that come in over time. Right. But that's we're going to be talking about on this podcast how to make an impact in people's lives and start a coaching business from scratch. You don't need a funnel, you don't need webinars, you don't need a huge podcast. You don't need a list. You don't need Facebook



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ads, YouTube ads. That stuff helps. And I'm going to be talking a lot about that because I do a lot of that. But you don't need that to get started, right?

**Tom:** I mean. Yes, yes, yes. Right. Awesome. I love it. So let's can we like dove right in because I want to give people value right now.

**Joe:** First, we're doing a workshop. The reason why we're doing this is Tom and I. If you see Tom's energy now, like wait till you see him live. Like, we're going to be in Orlando, Florida, October 27 through 28. We're doing a workshop together. We're only limiting it to 30 people. Guys, we already are almost to half of that right now. And the thing's coming up. In a few weeks, we're going to sell we expect to sell at least half of our tickets in the last one or two weeks. That always works out that way. So this will fill up. Go to coach marketing workshop dot com Coach Marketing Workshop dot com again October 27 to 28 in Orlando, Florida. We've got all the food covered. It's going to be amazing. It's going to be an awesome workshop. We're gonna be talking about how to start a coaching business. I'm going to show you how to do it without the tunnels and tunnels. I'm going to show you how to do them with the funnels, because once you get your first few dollars in, then you can invest in some marketing and some webinars or whatever. And I'm going to yeah, what we're doing there.

**Tom:** So I want to be clear on this. I want to be crystal clear on this. You absolutely need funnels and tunnels and all that other whatever they're called. I don't know. Right. But the key is you want to get to 100 K in sales immediately and then you can start to put, you know, guys, don't forget. What is marketing, right? Marketing what? Joe is the best in the world that I mean, literally and that's not an exaggeration. We're in masterminds, multiple masterminds together. I mean, everyone is like fighting to sit next to Joe because they want to swipe his, you know, funnel or VSL, whatever that stands for it. They want to like, oh, I want this copy in that copy and his headlines and offers. Right. So you need to have that stuff to get to a $5 million business. But the reason that marketing fails for so many new coaches is because it's an amplification. It's what marketing does is it turns your message up. But if you don't know what the heck you're talking about or who you serve or the value you bring, or if you're just copying something that you heard from somebody else, it's not going to land with the audience. There's a lot of great books. You know, comedians are some of the best book writers. Kevin Hart wrote a great book called I Can't Make This Stuff Up and every new coach should read this. And it talks about how they go to these stages all over town, in these dive bars. And they're up on stage and they're testing their bit. They want to see what bits land with the audience. So, yes, you can you need a Netflix special, right? Which is Joe. Joe McCall is the Netflix special, but you better know what the heck it lands with your audience before you have that Netflix special or it's going to flop. I don't



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care how cool the technology is if you're just starting out, it is vitally important that you understand what your message is, and that's what I'm really good at and Joe's really good at. And we're going to get you to the right out of the gate 100K. But and then Joe is going to show you how to take it from 100K to millions of dollars, which he's done and I have done. So it's going to be a great adventure. But yeah, I'm ready to dove in and start giving some value.

**Joe:** Let's, let's do that again. But go to coach marketing workshop dot com before it fills up. Tom, you've been coaching. We both guys do our coaching like we do what we teach, right? We're not teaching. We don't have a coaching program teaching people how to do a coaching program that teach people how to do a coaching program. Right. Right. We don't make our money selling, teaching people how to do coaching. We actually do the actual business of coaching and helping people. And we have countless stories like Ray's, who was homeless. I have a guy who was homeless who would go to the library computer to get on to get to go to the library, to get on the computer, to do deals. So if you if you have any interest in making that kind of an impact in people's lives around you, but you're maybe overwhelmed with like all the stuff I got to do or I tried a webinar, it didn't work. I tried ads, and I just talked to a guy this morning who's coming to our workshop. I won't be too specific, but he spent over $10,000 on ads for a webinar to get like ten people. Ten people on the webinar. Right. That's $1,000 per registration.

**Tom:** Yeah, right.

**Joe:** I told him and he was trying to sell a course here. This is what I want to say too. Like, don't, don't. If you're getting started, don't try to create a course. I didn't create this. You try and get ads. You want to start with your coaching site? Well, that's where you wanna start.

**Tom:** The key is, is that all of that stuff, that activity that makes you feel better. Anything that doesn't put revenue in first position, anything that doesn't allow you to help people in their business, anything that is comfortable is just it's you know, sometimes preparation can be a form of procrastination. So whenever you wake up in the morning and you are saying, like, I can work on tinkering around with a website or trying to design a logo or, you know, find a domain name that matches the name of the company that I want and or build a course. All of that stuff is just the way. It's like a defense mechanism in your belly. It's a way to say, like, I don't have to do the uncomfortable stuff, stuff of helping people or asking people for money or making an awkward phone call. So just as a general rule for like a one on one is whenever you wake up in the morning and you say, man, I could, I could, you know, I can start helping someone achieve a result or I can start tinkering around by learning how to do a funnel, do what's more comfortable, put revenue and you're the people you're helping in



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first position. That is one of the keys to this. I mean, I know it's so simple, but Joe always says, right, just back to the basics. Right. That's the key here.

**Joe:** Huge point. And that's what we've been talking about, being brilliant at the basics. Go ahead, Tom.

**Tom:** Just one other quick thing, guys. What you just touched on. I really believe that that is absolutely the most important thing. Joe and I made our money as coaches in a in a in an industry, not coaching coaches. And I think that, you know, even as a coach who coaches myself, I look to these guys who are they're very successful running coaching businesses that coach coaches and they coach you how to do webinars and they coach how to do seminars. And but the problem is the reason they have so many people in their course and it's in it's just not getting the results that we get for our clients is because they were never a coach outside of the coaching coaches industry. I know that just like a crazy like who's on first conversation. I hope you guys can follow what we're saying. But the biggest coaches in coaching coaches right now made their money coaching coaches. Joe and I did not do that. We made our money as actual coaches in real estate coaching students in real estate. So that's why we know things like marketing doesn't matter, or at least it doesn't matter as much as learning how to get your students to take uncomfortable action, because that's what gets your students results. So it's going to be good. Yeah, I mean, that's going to be I just wanted to double down on that, Joe, because I think that's the key is people don't realize that there's a difference between coaching people who want to be a coach and actually being a coach who coaches people not in the coaching. It's all it's a world of difference. It's a world of difference.

**Joe:** Exactly. All right. So let's talk about this time. Like, you know, somebody who's just getting started that you just took. I don't know how many people are in your class. You just started this class about four weeks ago. What were some of the steps? What are some of the things that you're walking them through?

**Tom:** So one of the most important things, if you're starting as a new coach and this is critical, is don't I this is going to sound like crazy advice. Don't be a coach. What I want you to do, right, if you're just getting started in coaching, avoid the word coach. You're not a coach yet. You don't have a coaching business. You don't have students, don't refer to students and how you help them if you don't have students. You know, one of these rules of business that a lot of people embrace is they call it fake it till you make it or act as if this is the worst advice ever given to any entrepreneur ever. If you want to have contagious energy for what you do and how you help people, all I want you to focus on and if you're new, write this down above your computer. Don't be a coach. Just be a generous expert.



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Just be a generous expert. Don't be a coach. Your authenticity will come through. Talk about your result. Right. You were that you found this pill. You're now you're fit. You were in a bad marriage. You found this methodology. Now you're in a loving marriage. You know, you were broke. Now you found this way to invest and now you're wealthy. So be the generous expert. Don't be the coach and give it all away. Amy Porterfield Give it all away. Jeff Walker Give it all away. All the men and women of consequence who have come before us, they've they've taught us this lesson, right? They have this message. That is, it either forces you to turn the volume up or change the station. So the key advice is if you're just starting out and the other key thing is, is be authentic about what your result is. Right. This is the other thing is sometimes you might be feeling less than or not as good as these fake coaches who they take pictures with yachts and Rolls-Royces and these fake planes that you can walk into. I mean, Joe and I know these people. We know we know that. Right. There's literally you can literally rent a fake jet that's cut in half and go and take a picture inside the jet. So, I mean, this is ludicrous, right? But what I would say is whatever is real for you, speak to that and you will find your audience. Don't fake it to you. Make it be authentic. Right. If you found a way. If you have a full time job and you found a way to make an extra 2 to $3000 a month, part time, you know, doing some sort of doing some sort of a, you know, part time thing, like a side hustle on Amazon or whatever you found. Just don't exaggerate your results. Just talk about that, you know, and you will find an audience. It's actually very simple to find an audience with that. It's when you start to put all this marketing and, and make believe stuff in the middle, that's where everything falls flat.

**Joe:** And one of the things I like, one of the things I like to tell people to do is, you know, you've found a skill or a strategy, something that works for you. Right? You need to go out there and prove that it works for somebody else. So coach somebody for free. Yeah. Get them the results. Right, because now guess what? You've got. Ton more things to talk about. You can talk about how you the success you've had, but you can also talk about, hey, you know what? And when you're building value. I love this. I just took on I, I helped my friend, my brother. I helped him do three deals. I helped him lose £100. And this is what we did. We went through this. We did this and this and this and this. When you start talking about results and if you don't know anybody yet, you know, and you don't want to do the marketing, you can't wait. But like, find somebody that want your help. Help them for free. Right. And then get the results. You can use them as a case study right then. So that's what I'm trying to say here, is to prove that it works and to have something to talk about and value to give. Talk about how you helped other people have success like you're having. Makes sense.



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**Tom:** And that's the secret, guys. It's in you being you know I remember when I. Some of you listening might know a coach his name is Brent Daniels. He has a program called TTP which stands for Talk to People. And I remember when I first was hearing about him, people were saying, oh, you know, Brent Daniels is helping me and he's helping. He I remember having my first. And Brent Daniels has now gone on to be a true one of our students. Is one of my students. Yes, absolutely. And he is crushing it. And he's a sweetheart of one of our best friends. And I love him. But the key is, is that I remember my first conversation with him and he was so excited about all these people were saying, Tom, Tom, you've got to get a hold of Brent Daniels. He's been helping me, not charging me anything. And I'll never forget the in the first conversation I spoke to, I still have it in my other bookcase you can't see behind me, you know, he said, Tom, I'll tell you the secret. I read the book, The Go Giver by Bob Burg. And he goes, I'm telling you, Joe is spot on. If you have found something that has made your life better, it's giving you a great outcome, a great result. Then just share it. Help people be focused on helping people first and helping them in their business, their health, their wealth, their relationships. Just be the generous expert. Give it all away, and you will build an amazing group of fans, followers, clients, potential clients. You'll have a tribe or whatever, you know, a group on a community, and you will become an authority. It's really that's the secret.

**Joe:** And let's talk about this, because some people are afraid, Tom, of giving too much away for free. Now, you talk there's people that talk about moving the free line. Right. Why would let me play devil's advocate here and let's say, well, why would I want to give away all my secrets for free.

**Tom:** Right? So the whole idea of no free line and this is something that I was introduced to by Jeff Walker first initially and then I've heard it throughout the years from the most exceptional coaches and leaders in our space and Joe from you and other people. And what I would say is this I think the fear is, is that if I give it all away, if I give it all away, that people aren't going to pay me for information and nothing can be further from the truth. And the reason is because when you win, you will find this out as a coach, if you haven't coached, what you will find out is that your job is not to provide free information that people could get at no cost on YouTube or Wikipedia. Information is not the reason why fat people are fat and poor people are poor and bad relationships are bad. Information is the problem of anything, right? So when you are actually giving away instruction and people are taking that instruction and getting a result, they will come back to you for all of the instruction. You will be seen as an authority and you'll be seen as somebody who actually cares about providing them a result and not just selling people. So it creates this magnetic persona where people will come to you and they will want to go to the next level with you. So my practice has always been ever since day one, I gave away. I was in real estate



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education. I gave away my best list. I gave away my best postcard, our mail piece, my my marketing pieces. I would give everything away. And we just our group just grew and grew and grew. And the amazing thing is they follow you, they follow the leader, then they work go givers. They were helping each other. You know, some people they I was able to create a business that made millions and sold for millions. How was I able to exit? Because we created a community, an infrastructure. We fostered that environment of go givers where everybody was pulling everybody else up. So sometimes in this new coaching program, people will say, Well, Tom, you know, I really wanted a one too many scalable national coaching model that was a business, not a job. Here's the secret. The more you practice this of no free line and really helping people, the more you it's actually more scalable. You would think that it's less scalable, but the reality is scalability of a company. This is a little complicated, but scalability of a company is not. Based on the activity that the company does with the customer, it's based on whether or not the owner is doing it. And the reality is, you're not Superman. I'm not Superman. Anything you do in your business can be done by somebody else if you codify it and you identify it. So don't be too hung up on the activity and whether or not the activity itself is scalable. Scalability is only you not doing something. And that's how you build a coaching business. In my opinion, the right way, the best way, the way that is going to give you what you want. And here's I'll remind you why you got into business. You got into business. All of us who are owners got into business for one reason, which is a good night's sleep. We want to put our head on the pillow and we want to calm down and relax and be okay with money and be okay with relationships and be okay with everything else. That's why we are in business, so that we can. We work hard and we go to bed and sleep like a baby. Right? So when you build a company that is helping people instead of just deriving revenue, right, this is how you actually create that sort of environment. So it's awesome on every single front of the entire business model.

**Joe:** I love that. I love that. Frank, Frank Kern, who's one of the guys that I love and follow because he keeps everything so simple. He talks about this thing, this concept of stress, free abundance, and we all want to make a lot of money. But do you want to make $10 million a month? It includes if it means you got a ton of stress and your expenses are $9.9 million a month. Right. So we're we want to make a lot of money, but we want it without the stress. Right.

**Tom:** We know people like that.

**Joe:** No, yeah, we know we are. But like, I don't want to have 20 employees. I want to have a simple business. I can work when I want, whenever I want, and I have freedom. Right. So it's working backwards from there. And he used to do this exercise. Frank turned in and maybe we'll do this at the workshop. I think this would be a really great idea. Let's do it. I'm



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going to write this down. If you looked at the average salary of an executive in America, let's say it's 100 grand. Okay, double that. 200 grand for an executive salary. Right. And let's look at an executive style house. You want like a really, really nice house. So in your area, let's say that's 500 grand. Let's double that. Let's get $1,000,000 house. Right. And let's get a really nice car, whatever that is. What's a nice car? And then double that. So you're let's say you're going to lease the car for two grand a month, let's say, and then you figure in you want to take four really nice vacations a year. So that's another 50 grand a year for four really nice vacations a year right now the way Tom and I spend on one vacation. Right. All right. But then anyway, so then you total all that up. And don't forget the tax man, right? So add in 30%, 40% for taxes and then that number to live, that kind of executive lifestyle, salary, executive house, executive car, lots of freedoms, take lots of really nice vacations. That is not that much money. I mean, yeah, it is compared to where you're at, but it's not. You don't need to make $5 million a year to do that. You may not even need to make $1,000,000 a year to do that. Right. And so then if you work it backwards from there, let's say that number is 500 grand a year. I mean, if you have zero debt, you can live like a rock star on 500 grand a year. That's a lot. So anyway, you work it backwards and let's say that's 30 grand a month. You need to make 30 or 40 grand, 50 grand a month, let's say 50 grand a month. Right. Then you start breaking it backwards from that. All right. So if your program is five grand or ten grand, you just need to sign up 5 to 10 people a month and then you start from there. So, like, I love this exercise of stress free abundance, designing your lifestyle that you want first and then working backwards from there on what kind of business? And then you figure out, all right, well, these are the simple things that I need to do, and it takes away a lot of the overall. Does that make sense? What I'm saying there?

**Tom:** I mean, that's the whole key, is that if you can if getting to the number that will make you satisfied is very simple when you understand that money is a symptom and. Right. Because wealthy people no money is a symptom. People who struggle financially think money is a condition. Right. But wealthy people understand that money is a symptom. So what Joe and I are going to do is we're going to show you how step by step in a very simple right, by going to 1998. So if my brain can do this, your brain can do this, which is we're going to show you step by step how to build that business. That is going to create the condition that will produce not just more than enough money. Then you need to live an abundance lifestyle, but also it's going to help a lot of people along the way. You are not going to be pushing and driving revenue so hard that we're going to be, you know, telling your students to go take a mortgage out on their house in order to pay for your coaching program. Right. So so we're going to give you the stress free where we're going to put not just revenue. And this is something that we should talk about is this student. First philosophy. This is something that Joe and I are going to talk about, guys. However, if you want a thriving, growing business that just is leapfrog success, just exponential compound success. One of



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the secrets is this student first methodology. This is not just some silly verbiage. This means on every single decision you go with the choice that is most likely to give the student the the result that you promised them before you took their hard earned money. And if you build a business like that in your team, even if your team is two or three people, if they see you do that, they will do it. Your students will do it. The students who come up in your program to become coaches in your program, they'll do it. That's what's scalable. That's what's going to give you this. What Joe is talking about, a stress free business or a good night's sleep is the way I refer to it. But guys, this stuff is easy peasy lemon squeezy. You don't have to overcomplicate this if you've been struggling in your coaching business and you're, you know, fiddling around with all of these marketing tools and you're doing everything not to go out there and put yourself out there, we're going to show you how to cut through all that fat. And I think, Joe, it's important, too, we should probably talk about this is not just for the beginner coaches. This guy Joe is going to be there. And, you know, this is this is for if you're in if you're already doing ten K a month or more, this is for you, too, because you're going to be able I mean, you talk about how this is guys are doing this. I'll tell you why I'm doing this. I'm doing it with Joe for you guys. But I also do because I want to spend two days with Joe and he's going to give away all of his copy and swipe files. And that is going to go directly into my pocket and I'm going to email it during the seminar. If you guys see me on my phone, I'm going to be emailing my director of marketing.

**Joe:** So here's the thing, you don't need to recreate the wheel, right? You don't want once you're starting to you know, once you're at the ten, 20 grand a month level, it's just very, very easy to get to, I'm telling you, a hundred grand a year. Very simple and easy to get to. Right. And Tom's going to be teaching that if you want to take it to a million a year, you need to have some funnels and processes or systems in place. You need to be you need to have a way to maybe do some Facebook ads, build an audience. You need to start thinking about building an audience at that point. Right. That could be through a simple podcast. We'll talk about that, a YouTube channel, Instagram following or whatever. But like, you need simple funnels to get people into your world, to build your list and to start building once you have a listen to build a relationship with them. And so here's what I always talk about. So important to understand, you don't have to reinvent the wheel. There's already a hundred other people that are doing what you want to do. So find the ones you like and just model them. Don't copy it, but model it. So what I'm going to give you are three simple funnels that we've used, right? The first one is like a free lead magnet. It's where you can just give something away for free that's really valuable to get them in, to get their email so you can start building a relationship with them. And it can be a simple thing, like a checklist or a contract or a script. Write real, something's free. Then the other thing is maybe a simple webinar, a 30 minute video of you teaching about some of something that you do, and then offering to sell something to them for a small price. And then maybe the next



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thing would be there's still there's three funnels, the free thing, something mid-price thing, and then the high ticket thing, which is book a call basically how to create the video. And so one of the things that I did a lot I've done this a lot, rather, is I'll do a simple free challenge. Let's say get people in free for five days, 3 to 5 days, deliver tons of really good value. And then at the end say, Hey, I got 100 people on who's interested in working with me one on one in a closer level and 50 people raise their hands. I say, All right, look, there's 50 people that raise their hands. I only got room for ten. So you need to send me a message right now and I'll send you more information. So it's just a simple funnel like that, right? And then people send you the message, then you send them a Google doc, which explains the program. So anyway, I want to say this like there's really simple things you can do, and I'm going to give you all of the examples that I've created. And also I have a huge Swype file of other things that other people have created.

**Tom:** What I've done, I just want to say, Joe, I don't know if so when I started my coaching business, not the coaching business just said last month that this was a new iteration of it. And Joe sent me an example and those were my first ten students. So I'm going to share that exact not exactly what you gave me. I'm going to share exactly. I'll give that away because that's will be my contribution to the marketing.

**Joe:** And what example was that again?

**Tom:** I am not telling you until we get to the to the event, but I will I will tell you, this is absolutely worth 110%. I will I will ring the victory bell for that. But Joe called me up and he's like. Why don't you try this? And if I could, Joe, I just want to say, guys, this is the other thing about being in an event like this, is that it is also about your network. Right. But when I when I started doing this, which was about eight weeks ago for officially started coaching coaches, I officially started doing it. You know, Joe called me up and he said, Tom, anything you need. Hey, try this. This should be awesome. Other people that I. I love and respect and not just anybody. Amazing people. Francis Ibola. And Jeremy Nuff and Brian Tripp and Darren Bentley and Todd Toback and Brent Daniels and all of my friends. And so, guys, these are events are it's it's important to understand. Some people say you're the average of the five people you spend the most time with. But here's the key to that really, is that spending time with people without them influencing you is like trying to go swimming without getting wet. So one of the keys is you have to, if you want to, to be around the right people who are going to help accelerate your business in this way. It's also about not spending time with the wrong people. Right. It's a plane, right? There's wait. There's drag, there's thrust and there's lift. So just make sure that, you know, when you're at this event, right. You want to network with these amazing people who are going to be here because a lot of them are already going to have very successful businesses. But this is another



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element to being around the right people in beautiful world. We're gonna have a blast. I mean.

**Joe:** I didn't mention that, but together, we've sold over $30 million in coaching and info products to people. So we do know what we're talking about. And I don't mean that to brag in any kind of weird way, but like we, this is something we're really passionate about and we want to teach you and coach you and help you to get there. And it's going to, you know, anyway, there's so much that we can talk about. The really important thing is model what works, right? Find what other people are doing and just model it. Just copy it. So I'm going to be giving you all of my swipe file for different campaigns that we've done. You don't have to create it. You just send it to your marketing guy, find somebody on Fiverr or Upwork to build it.

**Tom:** Can we talk about that first? Because I don't want to scare anybody. Like if you're just starting and you're like, I don't have a marketing guy. My marketing guy was a girl. And when I started, her name was Lorena. She's still one of my closest friends. We've flown her from the Philippines since then. We found her on Upwork and everybody uses Fiverr. At the time it was called. What was Upwork called? I don't remember. It was called Second Order of Business. It used to be called O Desk. I found Lorena. I flew, we flew Lorena over to Florida. Once we got to hang out with her, it was awesome. So if you're like, Oh, I don't have a marketing person, you we will show you how to oh you know, what we should do is we'll go through the VA gauntlet that we did. We did. Okay. So we'll go through I'm going to make a note of that right now. So I don't forget we'll go through exactly step by step how to find a VA super affordable that can do all this stuff for you. So Joe is going to give it to you and then have your vet implement. Don't you dare start implementing this stuff yourself because I still don't know what some of these acronyms mean. You know, that Joe talks about and it's because I don't get involved with them. I just hand it off, ask who not how? So I just wanted to say that because that's important for anyone who's worried like, Oh, I don't have a VA, we'll show you how to do that.

**Joe:** So just, you know, find what other people are doing and model it right. Don't try to reinvent the wheel. There is so much opportunity out there. So, Tom, I wanted to ask you to like for people who want to get start, what are some simple baby steps that people can use to get started today, to build that, to give away a ton of the free value that you're talking about, to build an audience, maybe on Facebook, podcasts, whatever. What are some of the things you help people teach people how to do?

**Tom:** You know? So yeah, the most important thing, guys, is if you're just getting started now and there's a difference between a person who wants to get the 10K per month and a



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person who is already there. But if you're just if you're brand, brand new, the first thing is to put yourself out there. And I know that sounds so simple, right? I know it's like, well, what do you mean, put yourself out there, right? But if you if you find the people who are just going to pick a channel, it doesn't matter what channel. And if you're confused about whether it's Tik Tok or Instagram or Facebook or whatever, whatever, whatever. If you're confused, follow the five rules of marketing guys. This is something we're going to talk about that is so simple and so obvious anybody can do if your business is failing to launch it. If it's failing to take off, it's because you're breaking one of the five rules of marketing. They're super simple, so get a pen and paper. Here's what they are. Number one, you've got to be big. You've got to be loud. Marketing is a numbers game more than anything else, more than skillset or anything else. Most people don't want what you're selling and the ones who do, most of them won't pay for it. So you've got to have it's a numbers game. You've got to put a lot into it, whether it's free or paid, you've got to have high value. Number two is it's got to be consistent. If you're going to go live every day on Facebook, commit to every single day Saturday, Monday through Saturday, take Sundays off and go live the same time, 2:00 every day. So volume consistency. Number three is singular. This is the number one of the biggest mistakes that new people make is you ask a new coach, you say, well, how are you finding your clients? And they say, Well, I did a tik tok, I made a YouTube channel, I started a podcast, I did some cold calling, I did some direct mail. I borrowed a list, I did an affiliate watch. If you talk to somebody who right out of the gate starts making $10,000 a month, and you say, How are you finding your clients? They'll say, I find this one channel, it's Instagram, it's tick tock, it's whatever it I go, I do this every single day. I totally dominate. I know what time is the best. I know how to title it the best. I know the the colors to use in my advertising. I know exactly how long it should be. So total domination. The third rule of marketing is singularity. So volume, consistency, singularity number four. And this is a key, especially for you introverts out there. Anybody who's introverted and introverted is number four is fast response. The minute that somebody raises their hand and they say, yes, I want to find out more. I would love to do that. Tell me more how you got that result for yourself, because I want it get them on the phone immediately. People are most likely to take your help and buy from you if if you can close the gap between the time they raise their hand to the time you contact them. Don't be fancy. Don't put in a calendar link. You don't need a calendar link for this stuff. Right? You're a brand new coach. Number five, the last one. Right. So we have big we have we have consistent, we have singular, we have fast response. And the fifth one is it's got to be trackable. You got to know how much time, energy, money you put in and what exactly are you getting back. And guys, sometimes now that I've said this to you, sometimes it's hard to see this with successful people that they're doing all five of these things. But it's very easy to see from now on, you'll never forget this. Whenever you see anybody struggling in their business, you'll be able to see like, Oh, they're breaking the consistency rule. Every



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time they get busy with deals, they become inconsistent with marketing and their income is a roller coaster, right? Or they're too small, right? They won't put out enough of the marketing. So just look to those five rules. And that's a really good baseline to have. Guys, this is what Joe and I are talking about. You know, there's like this big mythical, you know, how do you cross this threshold of ten K per month? Ten K per month is simple. If you cut out all the garbage and you know, if you just cut out all the garbage and you just do the work that produces the revenue, and then you just focus on getting those first students what you promised them. That's all you got to do. And you will have a seven figure thriving national, one too many coaching business, not a job. If you just start with foundationally doing the stuff that will attract clients and then actually getting the result that you promised. If that's the only two things that you take. There you go.

**Joe:** Yeah. Let's talk about Ray right here. Right. Because he's in your coaching program.

**Tom:** Yes. Yes.

**Joe:** So I just had him on my podcast, guy who was homeless four or five years ago from China, living in a car in the U.S. is making millions of dollars doing vacant land. Now he wants to coach and help people. Right. So I had him on my podcast, Tom, one of the most valuable podcasts I've ever done and I've done 1100 1200 episode, just gave away tons of value. And I dug deep and I warned him in advance, I'm going to ask you lots of questions. We actually screen shared. He shared all of his secrets maybe. I mean, the important ones on how to do land deals. And what he's doing is he's netted over $800,000 in the last 12 months. Okay. So he shared everything. And at the end I said, okay, Ray, how do people get a hold of you? He didn't give me a funnel. He didn't give me a simple URL to download his free eBook or watch a webinar. He said, Just follow me on Instagram. Okay, so follow me on Instagram. And it's virtual Flip Land is his Instagram. That's his tool that he talks about where he's on. That's the channel that he's comfortable with. And I'm just looking at the pictures here and he's got some videos and pictures of his family in a car. And he does Facebook. He does some lives or stories, whatever they're called, I don't even know. Right. And so he doesn't have very many followers either yet. But talk about he's already got students.

**Tom:** So let me tell you about Ray. Ray, I love Ray. So Ray comes into coaching and he comes into my coaching. Program. And he says, Tom, I want to hit the ground running. I'll do whatever you say to do. And Ray, by the way, when I first met Ray years ago, he was in China and he and he was really struggling financially. So, you know, I want I look to Ray as an inspiration. I, I really was. I'm so honored that he's in the course, but he came in. Joe, are you sitting down? He. Are you ready? United. He closed in his first week. $40,000 in students.



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**Joe:** So wait, he collected or closed $40,000 in coaching fees.

**Tom:** In his first week.

**Joe:** In his first week?

**Tom:** Yes. That is the truth. Is that unbelievable?

**Joe:** And he's coaching people how to do what he does with vacant land in real estate.

**Tom:** He came in, he said, Tom, I'm so blessed. You help me do this thing with my real estate investing. I want to coach other people now. I said, great, no, no problem. I said, let's. I'll do it. He joined the program. He did 40K in week one. I mean, this stuff works. I mean, I'm telling you, it works.

**Joe:** Yeah. Ring the bell.

**Tom:** I mean, it's easy. It's simple. People overcomplicate it. This is a Joe McCall 101. Back to the basics. Stick to the basics. What is it that you say?

**Joe:** Brilliant at the basics.

**Tom:** I love it. Guy is brilliant at the basics. This don't overthink this stuff. This is simple, easy peasy. Just be real, be authentic. Follow the rules of all the men and women who came before you don't reinvent the wheel. Remember to remember the number one rule in business is everyone out there is full of poop. You got to make sure that you're not following people with all this fancy stuff that they're doing. A lot of people aren't actually making money. A lot of people have made their fortune coaching coaches. So it sounds good, right? They've got their bits down right. But are the students getting results? And that's the key. So, you know, this stuff comes from the trenches, not from the generals tent a mile back with binoculars. This comes from Joe and I being in the trenches for a decade, coaching not hundreds, thousands, thousands of people. We have Coach. I know, just for myself alone, over 5000 people, way more than people say you need to be 10000 hours to be a master craftsman or an expert or whatever. I know personally I'm way over 10000 hours. So this is this is real stuff from the ground that works, that gets results immediately, not in not in six months of fooling around and retooling a webinar. And the key is, is that, well, once you know this stuff, the webinar works every all of the work. That's the key.



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**Joe:** Right. Okay. So let's go back to Ray. What did you tell him to do? I mean, you just kind of mentioned a little bit, but how did he actually collect the 40K? What did he do?

**Tom:** I just told him to start talking about his own personal results and few. I mean, it's a little I will tell you guys, it's a little bit more in-depth than what I'm sharing here. But essentially, the 50,000 foot view is really simple be authentic and don't be fake. Don't act as if. Don't talk about your students right away. Talk about yourself, talk about where you were, who you are, and make a life that brings value. What does value mean? Value means I listen to this podcast and I can take action. I can take massive, imperfect action because I'm inspired, because I have clear instruction. So show them what list. You know, I remember when I was first getting started with my coaching business and, you know, some people were giving me a hard time by giving too much away. And I remember I went on to a show and it was a popular show at the time. I'm sure it still is. And they I, they said, Well, Tom, how are you doing? So many deals. And I gave I said, here's exactly how this is the list. One of the lists is the water turn off list. People who have their water turned off are most likely to sell their property at a discount. Here's exactly how you get it, because you can't buy it step by step. I gave everything away and I just continue that methodology. I've had. My students have done that. I've seen other you know, my students have done that from the if if, you know, any of my coaching students. And these include some of the biggest, most successful coaches out there today. If you look at them and you follow them, you will see their goal givers. You can do everything from listening to their podcast or watching their channel. So I just want to encourage you guys don't have a scarcity mindset, have an abundance mindset more for someone else. Does not mean less for you. More for someone else. More for you. That's the key.

**Joe:** So where can people go to start sharing this stuff, you know? What channels do you tell them to go to or recommend?

**Tom:** So any whatever channel they think is best because the best channel is the one they believe is best and the one that they pour into. And here is the reason that on the five rules of marketing, number three, don't forget, guys, a singularity, right? Number three is singularity. When you practice singularity and you try to dominate one channel. If that channel stinks, you will know in ten weeks instead of ten months, I want you to start to reprogram your mind using an epic calendar. If you don't know what the epic calendar is, it means that every week, like right now, we are in the 39th week of the year. Right? So very successful people use they don't use monthly calendars. They use weekly calendars. Right. What's going to happen this week? So start using an epic calendar. And what I would say is if you go all in on one channel, the advantage you have is if you pick the wrong channel, you will know in ten weeks instead of ten months. Most people, they do a whole bunch of



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channels and they don't know what's working and what's failing because they'll get one lead from tick tock and one leap from an email list and one from an affiliate launch and one from doing someone else's podcast. So what happens is they're using all of their time and energy and money and attention and resources. It's spread out through all of these channels. And then what happens is it takes ten months to find what's not working instead of ten weeks. But the problem is, that's what we call in business death by a thousand needles, because now you're exhausted, you're frustrated, you have rollercoaster income. There's no possible way to dominate all of those channels. Right. So what channel is the best? The one you pick, the one you think is the best channel? Is the best channel. Pour into it every ounce of everything you've got for. And in ten weeks you will know if that's a good channel or if it totally stinks. And then you just pivot. That's the key.

**Joe:** So important. It reminds me here of something I want to share. I learned this from somebody. I'll tell you who it is later on, but this is the five things you should focus on. Five the five one things, the five one things. Write this down. Okay, okay. One customer. Right. And included with that is what's their one problem they're trying to solve, right? One customer, one problem. Second thing is one product, like one coaching program or one infographic, whatever it is. Just one thing that you're only selling one thing. The third thing is one conversion tool. What does that that means? Like convert them on the phone webinar or something. Then the fourth, one thing is one traffic source, one traffic is YouTube, Instagram, Facebook, podcast, whatever. Right? Focus on those things for one year. Yeah, that's the fifth one thing and sharpen them for one year. That's how you going to make your first million dollars by focusing on the one thing, one person or one customer with one problem solved. One product like coaching program. One conversion tool on the phone. Right. One traffic source. Maybe it's Instagram. Send me a DM. That's your one traffic source. So you're just doing Instagrams talking about deals. You're talking about your weight loss, talking about your goals, sharing your success, and then the success of your students, right? Just giving, giving, giving tons of value on that one traffic short one year to focus on those things. That's where you're going to really explode.

**Tom:** I totally agree. I mean, I think that's brilliant because if this is where everybody messes up is they think that by you just you don't want to dip your toe in ten pools, you got to dive into the deep end and then you'll find out what temperature you're most comfortable at. But this is this is the mistake that, you know, new coaches and seasoned coaches make. This is the mistake. You know, sometimes guys, a a distraction can be disguised as an opportunity. But your ability, your willpower and discipline to stick with one channel and make it work and dominated the payoff is exponential. This is essentially the book, The One Thing by Gary Keller. It's like, you know, and if you haven't read that book, read that book. And if you don't read, read and if you listen to books, that's great, too. There's nothing



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wrong but try to read. Even if you were told that you have a learning disability. Like I was told when I was a kid, that I was a visual learner and I couldn't stick with it. But all successful people read. That's why every home over 10 million has a library in it. So I would just say, guys, these are the basic rules of success. They're the same everywhere. And getting to $10,000 a month is very easy. And if I, I promise you, if you can get to ten K a month in a repeatable way, in a consistent way, making the transition using Joe's tools from $10,000 a month to $100,000 a month is. Not difficult. It's not difficult if it once. That is what scalability means. Scalability is just. I found a sequence. It works consistently. How do I build a little machine or process around it? That's what Joe is good at. That's where he's a master. He's. He is. I've seen. I've done it with him. I literally. We've had. Right. I remember once I was in my cabinet, I don't remember what we did, but I remember doing something that I was like, oh, that was easy. And we generated like, you know, we held a ton of people and we generated a mountain of revenue. It was awesome. And I was in my cabinet. I don't remember what we did. Yeah, yeah. And it was awesome. I was like, I was like, Joe, I have a bad signal that I was in the basement I cabinet because my kids were running around. So I would just say guys like if you follow these simple rules of business can be really rewarding. You can you can help thousands and make millions. It's not complicated. I think people overcomplicate it as a way to not do the uncomfortable work of putting yourself out there, but just close your eyes and do it. I mean, it's easy. You're going to fall on your face no matter how much practice you have. I will say and I have to jump here in a minute, Joe, but I will say I'll leave. I'll leave you guys with this one thing. There's a movie called Ender's Game with Harrison Ford, and he's a general and they're putting this kid into battle. And the psychiatrist comes in and the psychologist says he's not ready. He's not ready. And Harrison Ford, who's this? You know, battle scarred general, says we're never ready. We go when we're ready enough. And if you're listening to this, you're ready enough. If you have a personal result that has helped you make your life better, share it with the world. Don't worry about all the fancy stuff. You'll attract marketing people. Believe me, they will come to you. I've had it happen to me. I know for a fact you will attract when you are awesome. You will attract awesome, loyal, talented people when they see all you're trying to do is help people. You will attract a team that will provide you with exponential compound leapfrog success every single time we know people who this has happened to. So I would just say I mean this is and there's read with an awesome comment I love it read good to see it on there. But yeah.

**Joe:** Real quick, thousands of candles can be lighted from a single candle and the life of the candle will not be shortened. Success never decreases by being sheer power.

**Tom:** Because guys, life is really, really short. You can do this the right way. This is easy peasy, lemon squeezy. This is all about using your talents to take care of other people and you will



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be blessed more for others does not mean less for you. Let's get let's go. Let's get started. Let's we're going to change lives. It's exciting. I love it.

**Joe:** I'm excited too, guys. Coach Marketing Workshop dot com Coach Marketing workshop dot com and we're going to fill up. We're only letting 30 people in and it's going to be so much fun for free time come and we're going to I'm going to try to twist your arm later. We'll talk offline here, get you on one more because you did a really good post the other day about the 11 mistakes coaches make. And I want you guys to ask about that here.

**Tom:** Let's do it. Absolutely. That's a game changer. Yeah. All right. We will talk. Oh, don't get me fired up now. I'm ready to go another hour. Let's do it. All right. Sounds good, Joe. I got to run, guys. Enjoy the day. Joe, it's good spending time with you, brother.

**Joe:** We'll see you guys later. Go to coach marketing workshop dot com. Bye bye, everybody.



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