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1181 - How Tom's Clients Sold Almost \$100k in 4 Weeks In Coaching Services

Hosted by: Joe McCall

Guest: Tom Krol

- Joe:** Hey. Well, welcome everybody. How's it going? We're streaming live now, and we're recording. Tom and I wanted to do this quick case study on how Tom sells coaching. And most importantly, the whole goal of this case study we're doing here is the tremendous success that he's had with his clients. He brought on about ten, 12 clients about a month ago, counted up the numbers. About half of them have collected almost \$100,000 in less than four weeks.
- Tom:** I have the actual stat right here. So 14 people started in the beginning of September. There were 14 students. These are new coaches, no experience coaching. These are people who are just getting started in their coaching business. Seven of those new students. So half of those people brought in a collectively a total of \$99,750 in revenue, meaning they sold their students. So these are people guys. What's important about that is that there are one or two students in the group who had some experience, but they are not the ones who are included in that \$99,000. So that \$99,000, all 100% of it came from people who were brand new, no less. They just started doing what we told them to do. And the key is, is that if they did it, you could do it because they did it without learning all of the technical marketing mumbo jumbo of websites and logos and domain names and business cards and funnels and tunnels and webinars and seminars and paid ads especially. They did it without any of that. So we're going to kind of go through what those the half the students would want, 50% of them did to get that result. And we're going to leave it all out there for you. So take massive action.
- Joe:** It's going to be really good. And I want you to pay attention. This is a second one we've done earlier this week. You can find it on my Facebook page and my YouTube channel. I talked about a I talked about a specific case study of challenges that we've done and I laid out. I gave you guys everything you need to do a challenge and then sell something at the end of it in terms of the templates and the emails and the order and the outline of all of the content. So if you have not watched the one I did last week, go again, go by YouTube channel, go to my Facebook page and you'll see a video there of me doing that live. And on the bottom of this page, if you go to coach marketing workshop dot com, coach marketing workshop dot com. Tom and I are going to be doing a two day workshop in Orlando,



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Florida, talking about this, how to start a coaching business and start making money with it without having real complicated funnels and tunnels, as Tom will talk about, and without big, huge audiences or large email lists, we're going to be teaching you all of these steps and how to do this. But if you go to that page coach marketing workshop dot com, you'll see at the very, very bottom the Google doc that I gave away last week, which was incredibly valuable. I mean, as I was going through it, Tom, I was like, I can't believe I'm giving this away for free, right? I've made a couple million dollars with it following this template, this outline of running little challenges and selling high ticket coaching. So anyway, that's yours is a gift. But we're doing this workshop. We want you to we want to invite you to come to this coach marketing workshop dot com is going to keep we're keeping it small about 30 people and we're just going to be pouring out our hearts and sharing with you the stuff that works where you can start getting coaching clients as soon as possible and start serving them and making great money, providing a great service as well. So cool.

Tom: Helping thousands, maybe millions. I'd love it.

Joe: Right. So, Tom, why don't you take it away here and I might get into a better spot, or the light's better, or maybe nobody cares, but I'm excited to hear you talk about this.

Tom: Let's do it. I can't wait, guys. So let's get. We're going to dive right in. We don't want to waste your time and you know, we don't want you to waste hours. So we're going to dive right in and I'm going to give you some valuable nuggets. So this is going to be specifically tailored towards people who are just starting as a coach, as a consultant. Maybe you've gone through a few courses and you've gotten a lot of mixed messaging about all these complicating marketing terms, or they want you to spend money on stuff that is expensive and you're probably not getting the result that you thought you were going to get. But this is also for the coaches who have created a hamster wheel, the coaches who are working and working and working, and they want to get to the next level. So when you when you hear me discuss some of this stuff is sometimes as when we consider ourselves experts or experienced, we can't hear some important fundamental things. What Joe McCall likes to call brilliant at the basics. Right. I've heard him say this a thousand times. So what I would suggest is, especially if you've already had some success, but you feel like you've hit a ceiling, maybe you're tired and you've been working a lot, your students aren't getting great results, you're not really creating a business. You really have a job, a coaching job. I want you to pay even more attention than the newbies who are just getting started. So we're going to get we're going to dive right in here. I was going to share my screen, but I have these notes, so I'm just going to go ahead and I'll just go off of this. So. So let's dove right into how can you as a new coach, start generating at \$10,000 right away, \$10,000 in



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your first week or two, and also \$10,000 in a repeatable way every month, every month out, month out, a repeatable autopilot way. And for anybody who's already doing over ten K again, remember, guys, this is about the fundamentals because if you can get to ten K per month helping a lot of people, you can get to a seven for your coaching business. That's a business that's a sellable business. So I love this stuff. It gives me energy. I get off my coaching calls and I love it. Why do I still take coaching calls? Because I love taking coaching calls. It's my way to like plug into the community. But the key is a business gives you the option to work, not the obligation to work. So you want to get your business to a point where you get to do the things that you love to do. You don't have to. The business doesn't rely on it, but you get to add value where you can, when you can, which is, I think, phenomenal, right. The guy. The point is not to not work. The point is to not is is that you dictate your time, not other people. Right. That's the key. So how do we do this? First of all, the first thing that I want you to do is to do is something which is not to do. And this is one of the biggest mistakes that new coaches make. I cannot overemphasize this enough. What most coaches do is they think they're an expert at something. They've gotten some good result that they want to share with other people. And what they do is they start to build. They start to build a course, they start to build a program, they start to get into a job. And they're creating these things called modules with their little short videos and they're making them really fancy with really cool text. Maybe they have an editor, maybe they made a studio, maybe they rented a studio, right? Who knows? But one of the first things they do is in their mind, they think, I'm going to start building a product, then I'm going to sell it, and then I'm going to help people, guys, do you see how helping people is the last thing? And that is dead wrong. What I want you to do is reverse that scenario instead of the B.S. model, which is the build, sell, help. I want you to start with help. All I want you to do is as I'm going through these modules are these instruction points with you, I want you to just take a deep breath and just open your mind to the possibility that the best way to help people is to start by helping people. And I know that sounds like a radical idea, right? But that is the best way to build your coaching program if you're just getting started. I don't want you to be a coach with a sellable product. I want you to be the generous expert. You're an expert at something. Go find people to help either help them with your skill set or connect them to somebody who can. But that's your role. That's what you want to focus on is you want to focus on being the generous expert. It is one of the most important things that I can share from you, with you. If you stop watching this recording right now. And the only thing you got from starting your business is I've got to go out and help people and find people to help, which I'm going to show you how to do. Then our time together will have been totally worth it. The people who start building and then try to sell and then start helping, it's out of sequence and they fail very frequently. It's a very difficult, difficult, frustrating model. So don't do it. You don't have to do it. Easy peasy. Lemon Squeezy is the name of the game. So how do we build a how do we do that? How do we actually put



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ourselves out there? What do we do? So here's where we start. What are the first things I want you to do is no matter where you are in your process of being an expert, right? Whether you are a master craftsman looking for one or 211 on one apprentices, or you are wanting to start in a different part of the avatar, I want you to focus on beginners. So whatever you do in health, wealth, relationships, whatever it is where you're providing value that you've got to know result, you create an outcome for yourself that you want to have other people experience. Always start with the beginners. Starting with the beginners is the fastest way to scale your business, right? So when you are let's just say, for instance, that you're teaching real estate. Start with people who want to get started with real estate. Let's just say that you are starting with relationships. Start with people who are in the early stages are just starting out or looking to get into a relationship that. Is the key. You can build off of that later on and create masterminds and one on one solutions where you have just a handful of students. But I would suggest start at the widest part of the funnel. These are people who are saying, Hey, I want to get started. Not really sure how to solve this problem or how to achieve this result. Where do I start? I would focus my time and energy on that. The other thing that I would do is a lot of beginners start with multiple offerings. They are they want to create a product or a solution that speaks to different levels of people, either the different avatars, right? The beginner, the moderate person, or the person who's an expert, or they want to start with multiple outcomes. Or they want to start by helping people with different methodologies of how to get the same result. What I would suggest is pick one skill. If you're worried that there are too many people, too many coaches, that it's a saturated market. What you can do, Alex Hormozi teaches us this right in the 100 Million Dollar Offers book. He teaches this on page, on page 40, which is of his book, which is how to niche down. He calls it right units down by four categories. And what you'll see is in those categories, it's really you can niche down by the person you're helping. Right. Let's start with the beginner. You can also niche down by the outcome, right? Like what is the specific outcome that this person is going to get? And you could also focus on the methodology. How do you get that outcome if you're doing deals right? How are you finding them? Is it through driving around town looking for deals? Is it by cold calling people? Is it by direct mail? So there's all sorts of way to cut through all of the quote unquote competition, which really doesn't exist by really niching down four times. So, guys, here is the first part of this. What I want you to do is, number one, start by helping be the generous expert. Right. Number two, I want you to focus on the beginner. Number three is I want you to niche down by either the person you're helping, the outcome they're getting or the methodology of how they get that result. And I want you to focus on one SKU, one product. Just focus on that one. Everything else you can do later don't try to create products from multiple tiers and one too many in a down sell upsell and all that fancy talk. Just find one type of person you want to help and help that person. So I don't think we're taking questions right now. No. Okay.



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Joe: So let's keep on going. But we will take questions at the end.

Tom: Okay. So at the end, we'll do a Q&A. So if this doesn't make any sense, just write it down, guys, and I will dig into some detail. Okay. So how do you become the generous expert? How do you put yourself out there? So let me say this. This may not be for you, because here's the deal. There is no one who achieves being a coach or consultant or an expert or an author unless they want to put themselves out there. So you're going to have to put yourself out there. I know this sounds so simple, right? Like, come, where is the complicated, reverse, upside down sign word sales letter, channel, funnel tunnel. None of that really simple. If you're going to be a coach, you're going to have to put yourself out there if you want to help people. You're going to have to you don't have to necessarily be in the spotlight, but you certainly have to get out of the audience and have to be on stage. That's absolutely mandatory. So how do you do that? Well, first of all, you start broadcasting every day. What is the best place? Where's the best place to broadcast? I have no idea. You tell me. Here's what I can tell you. The best place to broadcast is wherever you think is the best place to broadcast. Pick one channel and dominated. Guys, this is so simple. If you ask struggling coaches who are just starting out and you say, well, how are you finding your clients? Or How are you delivering your information? The ones who are frustrated, they can't seem to get launched. They have like a good month and a bad month. If you ask them, say, How are you doing it? You'll get the same answer every single time. 100% of the time they will say to you, Well, sometimes I do like an Instagram live. I do TikTok post. I'll make a post on Facebook. I also have a blog and then I also have called some other people to help get my message out there. And this. And this and this and they'll name seven, nine, ten things. If you speak to a successful coach, who is it? Has the sort of business that you want and you say, how do you find your clients? What they're going to tell you is, I do this one channel really, really well. I totally dominated. I know exactly when to send it out, how to send it out, how to title it, what to do, who does it for me, how to edit it, how to position it, what to say, what not to say. That's what domination is. It's picking one sport and being really, really good in that one position. In that one sport. So whatever you think is the best place to broadcast, that's where you want to go. What do you talk about? Provide people value. The guys. I'm going to tell you something that happened yesterday. This is a perfect example of why Joe is so successful. One of my clients reached out to Joe to be on his podcast. I'd given some. There you go. Right. And this guy is this is a true story. This just happened just yesterday. You can go onto Joe's Facebook page and see it.

Joe: I talked to Ray yesterday, Tom.



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Tom: Oh, bam. How did that one go?

Joe: Really good. I mean, he's. He was so excited. Tell the story, you tell it better.

Tom: So guys, it's so incredible, right? So. So one of my students took massive, imperfect action, which I applaud him for. Right. We'll ring the victory bell for that. So took massive imperfect action, reached out to Joe to be on his podcast and Joe is like, wait, wait, wait, wait, wait. All wrong, I want you to provide me with value. And he explains step by step how to get on other people's podcast. But one of the key things that Joe said on that broadcast yesterday, the most important thing was no one cares about your story, guys, stories and the hero positioning and all these different they're good, right? But what you have to realize is we are we are there to help people. We are there to bring people value. So don't when you're when you're doing what you do, when you're broadcasting, blogging, doing a Facebook Live, whatever it is, start talking about yourself. Get right to how people get the same result that you got. And be specific. What does it mean to bring people value? This is what it means. It means that when they leave your broadcast, just like this broadcast right now, they can go and do something with it. Not just be inspired, not just be motivated. They can actually hit the ground running, right? You what can you show them how to do, how to overcome an objection, how to overcome an obstacle specifically with granular detail, how to use a tool, how why we use this CRM. Here's the CRM. Here's the specific way to do it. Here's the specific way to pull list of investors or pull a list of whatever. So what I would encourage you to do is when you are going live, bring actual value. This is something that I learned early on and I attribute I had explosive success because I would give everything away. I was lucky enough to learn this early on from some of my early mentors, Jeff Walker, specifically from product launch formula, I think he called it the no having no free line. It just meant whatever you think your biggest secret is, your biggest tactic or strategy or resource, give it away, give it away. Be a go giver. I remember when Brant Daniels was one of my students and he was coming up through one of my coaching programs, and now he went on to be a big famous coach. When I had a my first conversation with him and the first conversation we were talking and he said, Oh, do you know this book? And he held up the go giver. He said, I love this book, guys. That's how you bring people actual, usable, valuable instruction. If they can't take action based on what you just said, you are wasting your time and you're wasting their time. They will not follow you. They won't interrupt you to tell they they'll just ignore you and you won't help anybody. So start by helping when you broadcast bring value. Go ahead, Joe.

Joe: Oh, man, that was so good because Ray. Ray, who's one of your students, your clients that you're helping him start his own coaching business? Yeah, he's done real successful in the land investing business.



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Tom: Yes.

Joe: So he asked to be on my podcast and I said, sure. And so. But I told him, I said, listen, if you're going to be on my show, I want this to be like a class. I want you to teach something really valuable. And we didn't even get to the fact that he was from China. Homeless. Just like what? I don't know. Four or five years ago. Yeah. An immigrant from China, homeless. I had to pull that out of him because the podcast was all about just how he's doing deals right now. And we actually he we shared our this was an interview like a podcast, but we went live into list stories and a couple of different three websites showing people how to do what he does right. One of the best podcasts that I've ever done. And guess what, Tom? I have told probably 100 of my students to go watch that podcast because it was so good. And me yesterday, he just signed up to coaching clients. Right. And that was yesterday. He signed up two new coaching clients yesterday because people are calling him, messaging him. Hey, that that podcast you did with Joe was so amazing. How can I work with you? How can you help me do the same thing?

Tom: Guys, what most new coaches would have done is they would have focused on the fact that Ray was, for themselves, they would have said, oh, you know, my name is Ray. I'm I was homeless and here's no, no, no, nobody cares. Nobody cares. Guys, bring people value. And when I say nobody cares, I mean it. I mean nobody cares. This is not about us. This is about them. This is about us helping people. We do that by yes. There's always a time for inspiration and motivation. But guys, information is the problem. It's not the solution. Give people instruction. That's what they want from you. This Ray is a perfect example. He had a great result in flipping land. He came into my coaching program and he started doing this. And he has made, I think as of the last time I spoke to him, he's brought in \$70,000, collected as a coach in the first six weeks of coaching. And now it sounds like he was on Joe's podcast and made even more. And he's and he's helping people that can be you guys. Well, that help for everybody. Absolutely not 100%. But I will tell you that if you follow the baseline of bringing people value, it is going to be hard to ignore you do people.

Joe: Tom, I got it. I got to ask you, Tom will, like if you just give it all away, why would they want to work with you?

Tom: I mean, I was just going to say that. Yeah. So I was just going to say, guys, a lot of you believe that if you give it all away, people are going to work with you. And that is the opposite for because if there's one thing that I know about the Internet is that almost every single person on social media is totally full of I won't say the word, but here's the thing. When you are actually getting real value from a real result, they cut through all the fat and



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the noise out there and your message lands and people trust you and they want to be in your community. They want to be they look to you as an authority, as a resource. And once you've earned that trust in a world of people taking pictures in front of fake yachts and fake Mercedes and fake Rolls-Royces and fake jets and all these people who are just not where you want to be, your message will find the find the audience. Even without marketing, it will be shared. This is exactly what happened yesterday. Ray got on to Joe's podcast. It was so good and so valuable. Joe shared it. Now people are calling Ray. This is how this is how the message gets spread. Go ahead, Joe.

Joe: Here's the other thing. I am actually adding his podcast into my course, Tom. So I sell a course, you know, I sell and I'm adding his podcast for so good. I'm adding it. There's a new module or a new lesson in my course, and I'm telling my students, Go listen to this guy, and he's going to keep on getting coaching students for a long time from this.

Tom: I'm going to show you guys something just to even drill this point home further. Here is my message to my assistant yesterday. And the message says.

Joe: You want to share your screen?

Tom: Yeah, well, you don't have all of my text message, but here, here's the basically I'm asking in to grab Joe's video to put it into the coaching course. So what Joe's doing, Joe still does. And I'm doing too, because Joe is going to teach people how to get on to podcast the right way. So guys, be a go giver, bring value. I can't stress this enough. Don't waste people's time with your silly story. It's a great story. Nobody cares. They want they want the resource. Let's move on from that. The other thing that I'm going to tell you, to have what I call exponential success or leapfrog success, where all of a sudden out of the blue you can just have you just have these big, huge gains of students and you're able to help them is it's a very simple methodology. You're not going to learn anything complicated. For me, I am a simple person. And guys, I will tell you, it's called the student first methodology. If you follow this methodology, first of all, you are going to help a lot of people. Second, the symptom of helping a lot of people, the condition is helping a lot of people. The symptom is you'll make a lot of money. So money will not be a problem for you. But most importantly, I'm going to tell you a little secret, which is this the reason you got into business? The reason you got in the business in the first place is for a good night's sleep. And I promise you that if you put your students success first in all things, in every decision that you make, you always choose. You always make the choice that when it comes to how to do support and how to lay out support logistically, how to price your product and whether or not to do financing or how to do your marketing. And what it should say if you put the student success first in every choice you will have. A phenomenal business that has a contagious



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energy where it attracts people. There's referrals. And remember, guys, referrals are your greatest indicator of success. You should write that down and build any business that you're in right now. Write that down. Referrals are the greatest indicator of success. So what I would suggest is by putting the students first, you are going to do all the things you want to do and you don't have to worry about making it the biggest. You just make it the best. Don't make it the biggest. Make it the best. And if you focus on students first in every choice as the leader of your coaching company or consulting company, you will have everything you want, plus a good night's sleep. So I would really suggest that you do that. And yeah. Does that, I mean Joe, right? Any anything to add to that or what are your thoughts?

Joe: No, because you're when you're genuine like that, it will shine through and people will see it and they will recognize it. And just today, the owner of FreedomSoft, Rob Swanson, posted something in his Facebook saying talking about some deals that his kids had done and gave me a ton of credit because they went through my course. But and you just got to be genuine and you got to be real brand when you're well, there's so much we could go into this, but I want you to keep on going, Tom.

Tom: Yeah, the key guys, is this is all part of authenticity. This is all part of the authenticity of what you're doing. Authenticity will be, you know, when people say, go be loud, that's really what they mean. They don't mean be loud. They mean be authentic. You know, so many people who are new coaches, they struggle with something called imposter syndrome. Well, and then when they talk about imposter syndrome, everybody even people they don't know, like these other coaches will say, oh, don't have imposter syndrome. You know, just fight it. Just get up and do it anyway, or just ignore it or just, you know, just get it out of the way. Don't work. No way. You know, most times imposter syndrome is your body's exact right response to your actions. If you're exaggerating your results or you're downplaying how difficult it is to get that result, and people are being taught to ignore imposter syndrome first. Before you ignore or fight imposter syndrome, make sure you're not totally full of you know what? Because that's often the seed, the actual authenticity, where people are experts and they're so good at what they do and they feel an imposter syndrome for being there very exceedingly rare. What's more common is people are exaggerating results, so don't do that. It won't bring you any joy or anything good. Just be authentic and it will help you in everything that you do. I'm going to give you another quick tip for explosive success. Or again, this is the guys about compound success, leapfrog success, how you how you go from like to you know, you don't have to go in a linear way. You can have you can make big, big jumps in a very, very short amount of time. One of those things is social proof. I cannot and Joe will tell you this 100%, because this is true for him as it is for me. Guys, when you help somebody achieve a result and they're



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about to call you and tell you how happy they are about that result that you just helped them get, I want you to slow them down and send them a link for whatever tool you use. We're going to have some that we recommend in Orlando when if you guys come out there, but send them a link and have them record a video immediately of their experience with you. This is so important because no matter what you put out for, you know, marketing or branding or whatever messaging or copy that you think you have dialed in, nothing is going to be more louder, more authentic. Draw the right people into your universe, then a real, authentic, raw video. So as soon as somebody comes in, guys, one thing I want you to start practicing doing is saying, wait a second before you tell me your good news about me, I'm going to send you a link. I want you to record that video and send it to me and guys that will make and an amazing difference. Joe, do you want to add to that? Because I know why you I think, Joe, you beat me now on that, right?

Joe:

Yes. Well, I listened to your advice a couple of three years ago, three or four years ago. And I couldn't believe I looked at Tom's when you were at wholesaling ink, you're good. Tons and tons and tons of testimonials. And it's not necessarily the volume that matters, it's the quality of the testimonials. Right. But they do matter. And people look at them and they read them. And so I made it my goal and mission to have more than time. And so I did. And I think we've got 530 reviews on a website called So tell us is one of them. But yeah, we just started. We're much more aggressive in a good way, friends. Be aggressive with asking people to give us reviews. And we just get we get lots of them now. And one of the things that I'll talk about at the workshop is one of the ways to make your offers really, really good is to offer some kind of completion challenge. So if they complete your program or your course, you give them a refund. Sounds totally crazy. Why would Earth would you do that? And I'll share about that later. But I literally have over 100 checks of pictures of people holding completion challenge refund checks. And it's just it's just bonkers because there's so much social proof that I have and there's so much into that because like real quick time, it's like the FTC, which is a government agency, is really cracking down on people who use fake testimonials. And you got to be really, really careful with testimonials that you're not making false income claims and they're from real people, genuine. So anyway, we're going to talk about that kind of stuff at this workshop, but it's important start collecting them. That's the whole point of this. And when you find somebody that when you're helping a client and they're having some success, get them on your podcast, interview them, talk to them and share their story, and then the specific steps on how they got those results. You know, Tom, one of the things when people I think also worry about what like I've already talked about this 100 times in the past, I don't need to talk about it again, but it's important to keep on pounding that drum over and over and keep on talking about it. Because, again, you think that everybody's listening to you and they're not right. You might have shared



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the same thing a week ago, but there's a bunch of new people watching and listening to you now. So we're all fighting for this attention, make sense?

- Tom:** Let me just double down on that. Two things, guys, that Joe just said that are so key. One of them was, it's not the volume. It's not because when a new student or new client of yours gets a result, it's like a little ball of energy on their chest and they want to, like, share it with you. And then as soon as they do, it kind of like burns out. And now it's like a little piece of coal. So if you ask them a few days later for review, it's going to sound like, Yeah. Hey, guys. Joe, he's the best. Thanks, Joe. Appreciate you. Love you, man. That's how it will sound if you wait. If you stop people from telling you and say, wait, wait, wait, please don't tell me the good news, I'm going to send you a link. What will happen is the good news will sound like this. Guys, I just want to tell you, Joe, look. I'll look at this check that I got from bleeping Glenn. Guys, this is going to change my life. I'm going to pay off my daughter's college bill. Joe, I love you, brother. I am so excited. And they will be authentic and it will ring true. The other thing you take for granted as coaches with experience, that guy like what he just said, he said, you think that your audience is already message, guys, if you listen to recordings of Robert Kiyosaki right I mean years ago it's the same exact met us is not an asset base bits that coaches use that they find that land with the audience. It's always been the same tonality it's always in this image repeated again and again as if they're always talking to who guys? The beginner, right? Who are they always talking to? Dave Ramsey. Right. Cut up your credit card, stupid. Right. So here's what I'm going to tell you guys is like a lot of experienced coaches take this for granted, but if you're a new coach, repeat your message. Always speak as if the room has never heard your message before it. This is an absolutely critical game changing piece of advice. I love it. Thank you for the reminder, Joe.
- Joe:** I just got a text, then I got a text from somebody. This is a guy who's real successful doing real estate. He sent a bunch of mail, got some bunch of leads, made eight offers, got four of his offers accepted.
- Tom:** Bam, right there. Good news all day. I love it. Yeah, good news. There you go. So there you go. So, Joe, what do we need to do with that guy? As soon as he collects a check, send him a link.
- Joe:** As soon as he gets the check, I'm going to get him on the phone or send him a link. Yeah, very good.
- Tom:** So. So that is. So we only we've been 40 minutes, so I don't want to go into too much detail, but I'm going to say this guys are the most important thing from that slide there is. Just make sure that you have a student first mentality, a methodology, be authentic, don't



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exaggerate your results. Don't just like when we started this part. Just this, this just here, right? We gave you the exact numbers, right? 14 people joined. Seven people have done deals. This is exactly how much they've done. So be genuine and authentic. That is the simplest thing to do. If my dog starts barking, guys, I've got the screen guys outside putting the screens up. The other thing that I would suggest is one of the simplest, fastest ways to build your coaching business is get in front of the people who already are in front of your audience. This is the key thing, guys. A lot of new coaches, they. Start by building an email list, or they start by trying to create their own audience. There are guys and girls who are out there. Absolutely. I don't care what you know. What's the big, you know, underwater basket? Weaving is the example everybody uses. There's a guy or girl out there right now with an audience of four people. Right, who are interested in that topic. So one of the things that I would suggest that you do is put yourself out there and get this message. You know, and this is really we're going to get into a lot of detail, obviously, in Orlando. But the message here is simple. You've got to put yourself out there in in in order to attract an audience. Don't just take massive, imperfect action. Put revenue and helping people in first position. Sometimes preparing or sometimes preparation can be a form of procrastination. I'm going to say that again. You guys should write that down, especially if you're introverted or if you feel like you've been doing this. Is that preparation can be a form of procrastination, so stop learning how to build a funnel or the funnels and webinars and seminars and all this stuff they work. If you work, they work. If you know what you're talking about, you know, people will take these marketing tools and they'll say, Oh, you know, I tried Facebook ads, they don't work or I tried a webinar doesn't work or whatever that particular strategy or tool is. Guys, here's the thing. Everything works if you know how to speak. If you know how to say what people want to hear. And if you actually know how to help them, and if you can actually help them and speak to their pain that they're trying to get out of or their pleasure that they're trying to run towards. But you won't do that. You won't learn those skills building a funnel. You will learn those skills, putting yourself out there. And remember the first thing we talked about, right? Helping people first. That's the key. Easy peasy. Good. Yeah. So we have a lot of other stuff here, but I know we're at 45 minutes and Joe and I both have a meeting at 11:00 with a mastermind.

Joe:

Listen, let's wrap this up, because I think if anything guys, if you can think of just think of value first. You lead with value when you have something that if you if you're watching this, you probably are somebody who has a skill, has some knowledge that can be extremely beneficial and helpful to other people. And you want to help more people. You want to monetize that. And so this it's a really, really simple process of how to start making money, serving other people and have a blast doing it right. Like there's a there's a lot of people out there that are kind of teaching how to sell coaching or helping coaches become people



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want to become coaches, right? But very few of them that are teaching that are actually making money, doing it in a certain sense, like.

Tom: Oh, my goodness.

Joe: Better, right? Like they make their money selling, coaching on how to sell, coaching on how to sell. Coaching has a coaching, you know what I'm saying?

Tom: Right, Joe and I did not do that. Joe and I are actual coaches. We did not start off coaching coaches or coaching a methodology. We are actual coaches who have made a lot of money helping a lot of people and we have been very successful at it. And that is I'm so glad Joe said that. Guys, this is an absolutely key differential is that most people who coach coaches made their money coaching coaches, which is okay I guess, but my mentors, all of my mentors, all of my mentors, 100% of them and why I feel like I'm successful is because 100% of my mentors made their money doing what I wanted to do. Not me. Not teaching me how to do what I wanted to do, but not having personal experience. Don't underestimate personal experience. It is absolutely critical. Yeah, I'm glad you said that, Joe. That's a key point.

Joe: So listen Coach Marketing Workshop dot com, coach marketing workshop dot com. We're going to be really diving deep into this and giving you practical stuff that you can start doing while you're there and when you get back home to start growing your coaching business. We're going to be doing this October 27 and 28. That's Thursday and Friday. We're keeping it small, 30, 40 people, Max, in Orlando at the Gaylord Hotel there. It's beautiful place. It's going to be amazing. It's gonna be a lot of fun. So if you're interested. Coach Marketing Workshop dot com Coach Marketing Workshop dot com. Really looking forward to it. Tom is going to be sharing a lot more detail about how to start this stuff without the funnels and stuff. I'm going to be sharing once you get to your first million, how you can grow and scale with really simple funnels, challenges, marketing campaigns to get people in so you can scale and grow an audience with Facebook ads and YouTube channels and podcasts and stuff like that, while keeping it simple, not overwhelming. So it's going to be amazing. Hope to see you there. Coach Marketing Workshop dot com. Anything else, Tom?

Tom: Guys, if you don't leave that workshop with absolute game changing instruction that you can implement while you're there, nothing's going to work because we are putting it. We are. This is going to be jam packed. Oh, you know, one of the things that you're getting from me is going to be how to build a community, how to build a coaching business, all the fundamentals. But the thing that you're going to get from Joe guys is you're going to get



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the actual he calls them swipe files, right? But these are the actual like funnels, the actual things. It's literally plug and play. He's going to give you the sequence. Here it is. Here's the offer. So I expect everybody who's there with us, I want to see massive, imperfect action on day one so that when you get out of the room during the day, that night, go up to your hotel room, plug in his files, and then let's start talking about the results and reviewing the results the next day. It's going to be hands on.

Joe: I'm going to give you guys a nine word email that you could send and start getting a ton of people. It's an email that's nine words.

Tom: I know this email and it's not even famous. This is like a hidden little gem. Yeah.

Joe: All right. We'll be talking to you guys soon. Coach Marketing Workshop dot com. Thank you, Tom.

Tom: Thank you, brother. Enjoy the day. See you in a bit.

Joe: See you, guys.

Tom: Bye, guys.