1461 - You Might Already Own A $1 Million Business

Hosted by: Joe McCall

Joe: Welcome. This is the Real Estate Investing Mastery Podcast. Hey, so I thought I would do a video here that is not your normal, the real estate investing training education that I normally kind of do on my YouTube channel. I thought I would get a little bit more personal and talk about something that I think might be a good fit for just a few of you out there watching this. So over the years, I've sold over $30 million in education, software and services. And there's something that a lot of people don't know about me, right? When I was in high school, I actually really wanted to be a teacher, which is kind of funny when you look at where my life ended up. I didn't become a school teacher. I got into engineering and then I got into real estate. I did a bunch of deals. I started getting into entrepreneurship, got excited.

I got obsessed with marketing. I started realizing like marketing is the lifeblood of any business. So I started building funnels. People started asking me, hey, you know, can you teach me how to do what you're doing? And the funnel was different at the time. It was like speaking at live events and real estate investing clubs. And eventually I started learning about internet marketing and I started building a lot of online funnels. And eventually I started teaching other people, right, how to do the things that I had learned how to do that I was having success with. When I started in the education, the publishing media side of the business, it completely changed my life. Financially, yes, but also in a way that I didn't expect. I discovered that I actually get more excited when somebody else does a deal from something that I taught them than when I actually get to do a deal myself, right? I mean, I could do a deal and make 10, 20 grand, but when I teach a client how to do it and they can make three to five grand, it's like, this is amazing. So in this video, I want to talk about why I think the education and coaching business is one of the greatest businesses in the world when it's done the right way. And I also want to talk to you about the ugly side of it, right? The slimy guru stuff, the mistakes that

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people make and how much money, you know, can you actually make with all of this stuff and how to know whether you might be sitting on an idea or a great education business without even realizing it. And at the end, I'm going to make you an offer and I'm going to tell you why I'm looking for one or two people that I can personally help right now build one of these businesses. All right.

So let me talk about why I love teaching so much. I think teaching has always been inside of me. Like I said, I wanted to be a teacher in high school. Life just took me in a different road. Eventually, I got into real estate, I started doing deals, and when I started teaching other people what I was learning and doing, something clicked. I'd get a message from somebody saying, hey, Joe, I just did my first deal. And I'd be so genuinely excited because I know that first deal isn't just some kind of transaction. Maybe they made three grand, five, 20 grand, maybe more, right? But what really matters is what happens in their head. They realize I can do this. They get confidence and that confidence can change everything for them, right? Maybe now they can pay off their debt. Maybe they can stop, quit their job. Maybe they can start working overtime. Maybe they can let their spouse quit. Maybe they can eventually get another job that they really are more passionate about and excited about. Maybe they can spend now more time with their family. And knowing that I played a little small role into helping them get there is what became incredibly rewarding for me. And so that's why I think that the best people in education aren't the people that woke up one morning and said, man, I want to sell a course. They're people who are already good at doing something and genuinely enjoy helping somebody else become good at it, too.

Now, there is a part of the industry that I don't like. We got to talk about the elephant in the room, right? The coaching industry has earned some of its bad reputation and it's understandable. There are slimy gurus out there. There are people teaching things that they've barely even done themselves. They make crazy promises. They do fake scarcity. They do gross high pressure sales. They basically lie to get somebody to open up their wallet. And there are people selling the dream much harder than they're actually delivering the result. Does that make sense? So I

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hate that stuff. And I don't think that means coaching is bad. It means that bad coaching is bad. And there's a huge difference. I believe there's a very simple way to stay on the right side of that line. Number one, teach something that you actually know how to do. Number two, care about the person that gave you the money. Care about them after they give you the money. Number three, tell the truth about what is required. Number four, finally, obsess over people, helping them get the results that they want. So I'm not ashamed of wanting to make money a lot of money. I love business. I love marketing. I love making money. I love the Internet marketing stuff. I love the funnels. And I think sometimes people create a false choice of where you either have to have integrity or you have to have or to make a lot of money. Right. But I don't buy that at all. My goal is to make a lot of money because I get to help a lot of people at the same time. That's a very different philosophy than making a lot of money, regardless of whether anybody succeeds or whether you're selling crap or not. Right. So let's talk about the money side of things.

Right. I've sold over 30 million dollars in education services, software done for you, consulting and things like that. And I've built more funnels than probably anybody in the real estate investing space, at least that I can remember. I've won a lot of the reward awards, you know, from the click funnels, the million dollar I got five one million dollar ones and two ten million dollar ones. So I know I know this industry well. Right. I've gotten to know a lot of the people that are extremely successful in the industry. And I've seen businesses that work really, really well. And I've seen businesses that looked great from the outside, but were a complete mess on the inside behind the scenes. And so over the last about 18 months, my own revenue from one simple funnel has roughly 4x quadrupled. And we're making more money right now than we have ever done in the past. And I don't want to get too details into the specific numbers, but people talk about making a million, but they don't really actually very, very few people net a million. And so we've done that several times over. So we have one funnel right now that's working really, really well. So, yes, there can be serious money in this business, but here's the biggest misconception. This business is not just creating a course. That's just a product. I've

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watched people spend months and months recording videos and creating lessons and building courses, creating beautiful membership sites and designing great logos and building all this complicated software and technology. But then nobody buys it because they've built the product before they've built the business. And the business comes down to really four things, right?

The offer, the marketing, the sales and delivery. First, the offer, right? You need to know who are you helping? What painful problem do they have that you are trying to solve? What is the result that they actually want? And then how do you package your knowledge into something that makes somebody say, Hey, that's exactly what I need. So that's number one, the offer. Number two is the marketing part of this, right? How are you going to get the right people to pay attention to you? How are you getting your leads? What's your message going to be? What's your hook? What's your unique angle? You don't want to be just another me to product out there and little voice in the multitudes of other voices. So why should somebody listen to you instead of the five thousand people that are already in their feed right now? Right. And then third is sales. How do you turn interest into customers without being weird or high pressure salesy stuff? Right. And fourth delivery, how do you actually help people get the results that they want that you've promised to them? Now, when those four things are working together, the economics can become incredibly attractive, right?

So here's the thing where this all gets interesting. You already, you already own the most valuable part of the business and it's, it's the knowledge you have in between your ears, your knowledge, your experience, your mistakes, your systems, your shortcuts. Maybe you've spent the last five to 10 years figuring things out. Somebody else doesn't necessarily want to spend five or 10 years learning at the hard way. They might happily pay you to compress that learning curve into just a few months. Now, here's one of the easiest ways to recognize whether you might have actually have something valuable, right? Do people constantly ask you questions about it? Hey, can I pick your brain? How did you do that? Can you show me your process? Can you show me what do you use for this? Who do you use for

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that? What would you do if you were me? If you're getting those kinds of questions, pay attention. They may be telling you exactly where your education business is hiding. But again, I want to be very, very clear. I'm not talking about watching three YouTube videos and then, you know, deciding all of a sudden you're an expert. I'm talking about helping people with real results. I think the magic combination is three things, real results, real empathy and good marketing. You got to be good at all three, right? And you've actually have got to do the thing. You genuinely care about helping somebody else do the things that you've already done. And you're willing to learn how to communicate and market that value more effectively out into the world. You put those things together and you might have something very, very powerful and special. So which brings me to why I'm making this video.

very powerful and special. So which brings me to why I'm making this video. Okay. I've decided I want to personally coach one or two people. Our business is in a really good place right now. We've, we've, like I said before, we've roughly four X our revenue in the last 12 to 18 months and we're making more money than I ever have before. We've got one simple funnel that's working extremely well. I'm excited about it. I pray I'm proud of it. We've got an amazing team. And so for the first time in a while, I've got a little bandwidth. I did this about three years ago with three or four people and their results were fantastic. So I realized I miss sitting down with entrepreneurs and doing this personally with them. I love looking at somebody's business and saying, Hey, you know what? Here's the opportunity. Maybe you should stop doing that. Start doing more of this. Simplify this stuff. Get rid of this, get rid of that. Here's your offer. Here's the funnel. And here's how I would position it. Here's how I'd sell it. Here's how I would, here's what I would test. I love that kind of stuff. So here's what I'm thinking. I'm going to choose two people. You come out to St. Louis for one or two days and my marketing director, Sam, is going to be with us. We're going to spend an entire day together. One or two days. We're going to whiteboard the business. Who are we selling to? Right? What's the problem that we're selling? What's the promise? What's the offer? What's the price? What should be included? What shouldn't be included? What

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kind of funnel should we use? And I have a very, very strong opinion on this. There are funnels that don't work anymore, but there are funnels that do work really, really well. I'm just going to open up and show you exactly what it is that we are doing right now. Where are the leads going to come from? Right? What's the sales process? Do you need a giant sales team? Can you do this just with a small group of people? How are you going to deliver this coaching program and how do you build something that genuinely gets people results while also making you a lot of money? Right? So if you're interested in this, pay attention.

I'm going to tell you who this is for. I don't want to help everybody. I can't. And I'm going to be very, very picky about this. This is not for somebody looking for a get rich quick opportunity. It's not for somebody who wants to manufacture some fake internet persona. This isn't for somebody who wants to hide behind a bit like faceless videos or something like that. And it's definitely not for somebody who has never actually done the thing they want to teach. I'm looking for somebody who's already successful at something. Right? You're actually doing deals. You're actually making profit and making the money. You, you are running a business right now and you can generate results in a very specific area. You're the expert in that area. And people already come to you advice for advice, right? You genuinely enjoy helping people. You have integrity. You're coachable. You're willing to do the work. You're willing to invest in marketing. And yes, you want to make some serious money with the knowledge that you've spent years acquiring. And if you're hearing all of that and thinking, Joe, you're describing me, here's what I want you to do. I want you to send me an email. I want you to send me an email to sales at Joe McCall.com sales at Joe McCall.com. Don't send me your whole life story yet. Just send me an email and I'm going to send you back some information about what I'm thinking about doing, right? What does this look like? What am I, who am I looking for? And then we'll see if there's a fit or not, because if you spent years becoming really good at something that genuinely helps people, I think there's an incredible opportunity to turn that knowledge into an asset. You can build a very profitable business. You can do it without a huge audience without being a slimy sales guru. And you can actually help a lot of people. You just might discover, like I did that

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watching somebody else succeed because of something that you taught them is one of the most rewarding things in this whole business, right? So send me an email sales at Joe McCall.com.

I'll reply back to you with details. If you're watching this somewhere where you can comment down below or send me a DM, I will look at that and I'll send you some details about that. Okay. It's, it's not cheap. There is an investment required. Okay. I consider my time pretty valuable and we're going to be pouring into you everything that we have that works today. And so let me know if you're interested. This will be a lot of fun. Let's go do this. And I don't know if I mentioned this or not, but if you have a good converting offer and if this works, I will be more than happy to promote it to my audience. I'll also have my ads guy, if you want to pay for it, set up an ads campaign for you and run your ads for you. I think over the last, I just looked at this earlier since the first of the year. So I'm the last nine and a half months or so we've spent, we've spent over $1.6 million in ads on Google, Metta and yeah, Google and Metta and profitably. And this isn't internet marketers math here. So if you're interested in doing something like that, you don't have to spend that much money on ads. Let's, let's build something, promote it to a warm audience. First mine or yours. And then if it converts, maybe we get some people, JV affiliates to promote it maybe. But once it's going, let's start adding fuel to the fire. Let's start running ads to it. So let me know if you're interested. Talk soon.

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