

How To Sign Up a Years' Worth of Clients In **ONE** **DAY** or **ONE** **WEEKEND!**

ClientsInBULK.com



Take out your phone...

Text this phrase

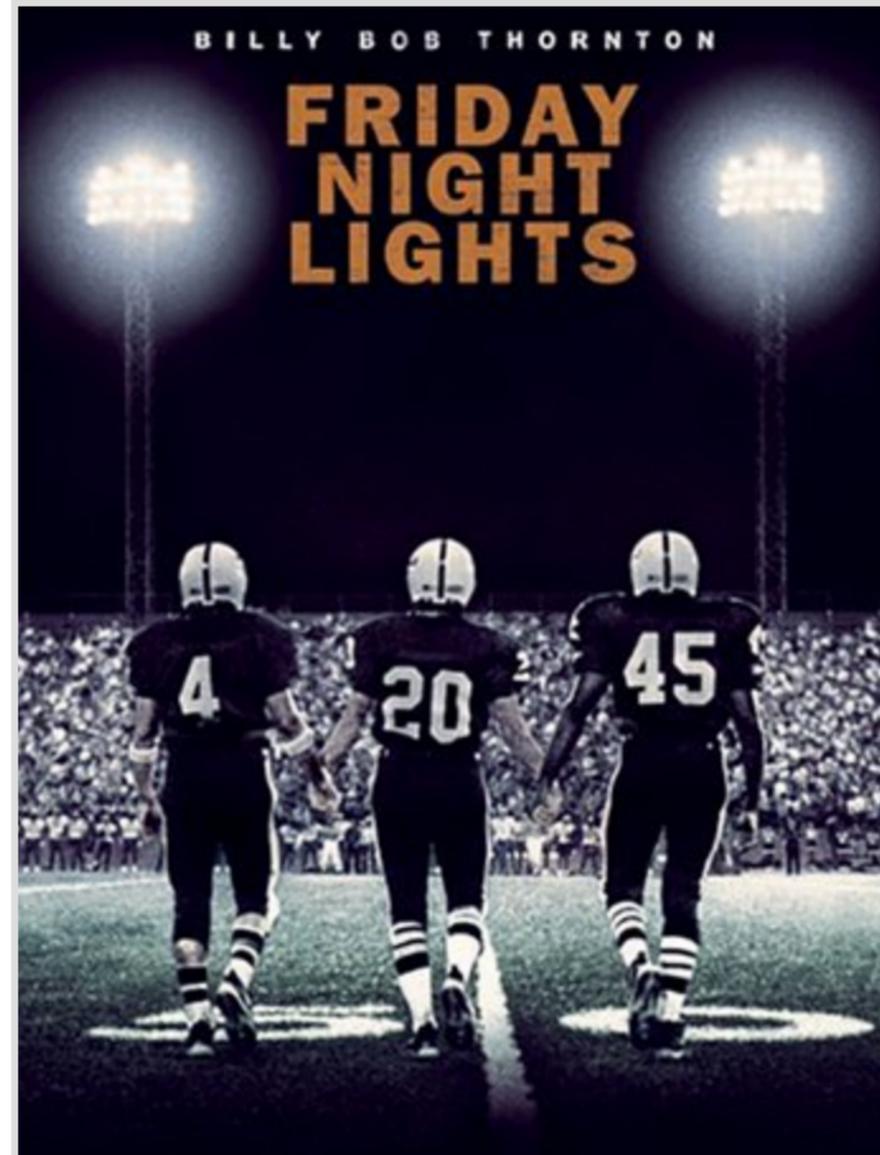
BULK

To this number

(720) 547-2288

I'll send you my slides and a bunch of other FREE goodies.

A little about me...



I own an **ONLINE** digital agency.

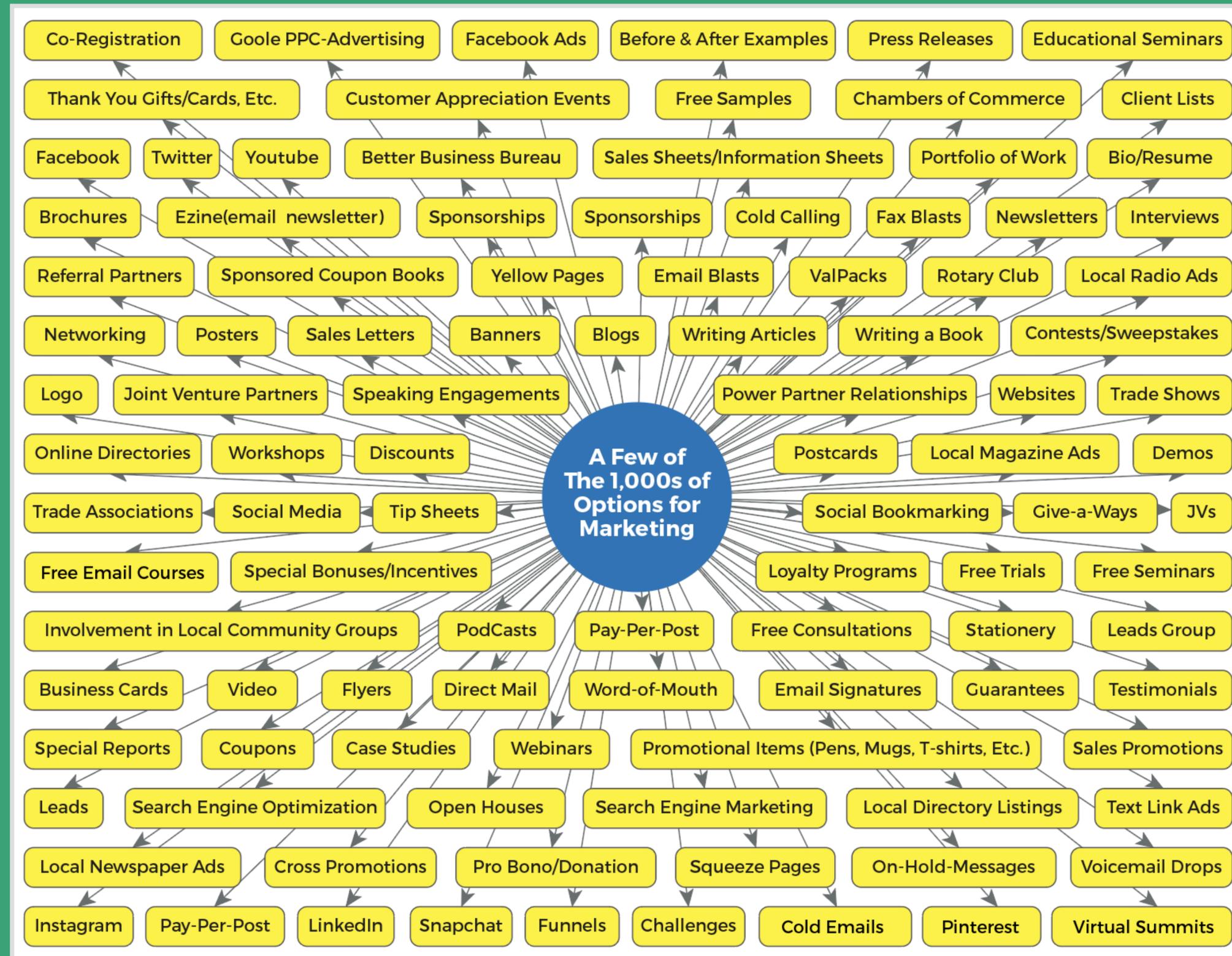
I've built my entire agency with **OFFLINE** marketing..
and **ONLY OFFLINE** marketing.



HUGE problems
agencies struggle
with...



How most agencies market their services...



How most agencies sign up clients...







Another **HUGE
problem...**

ClientsInBULK.com



There IS hope!

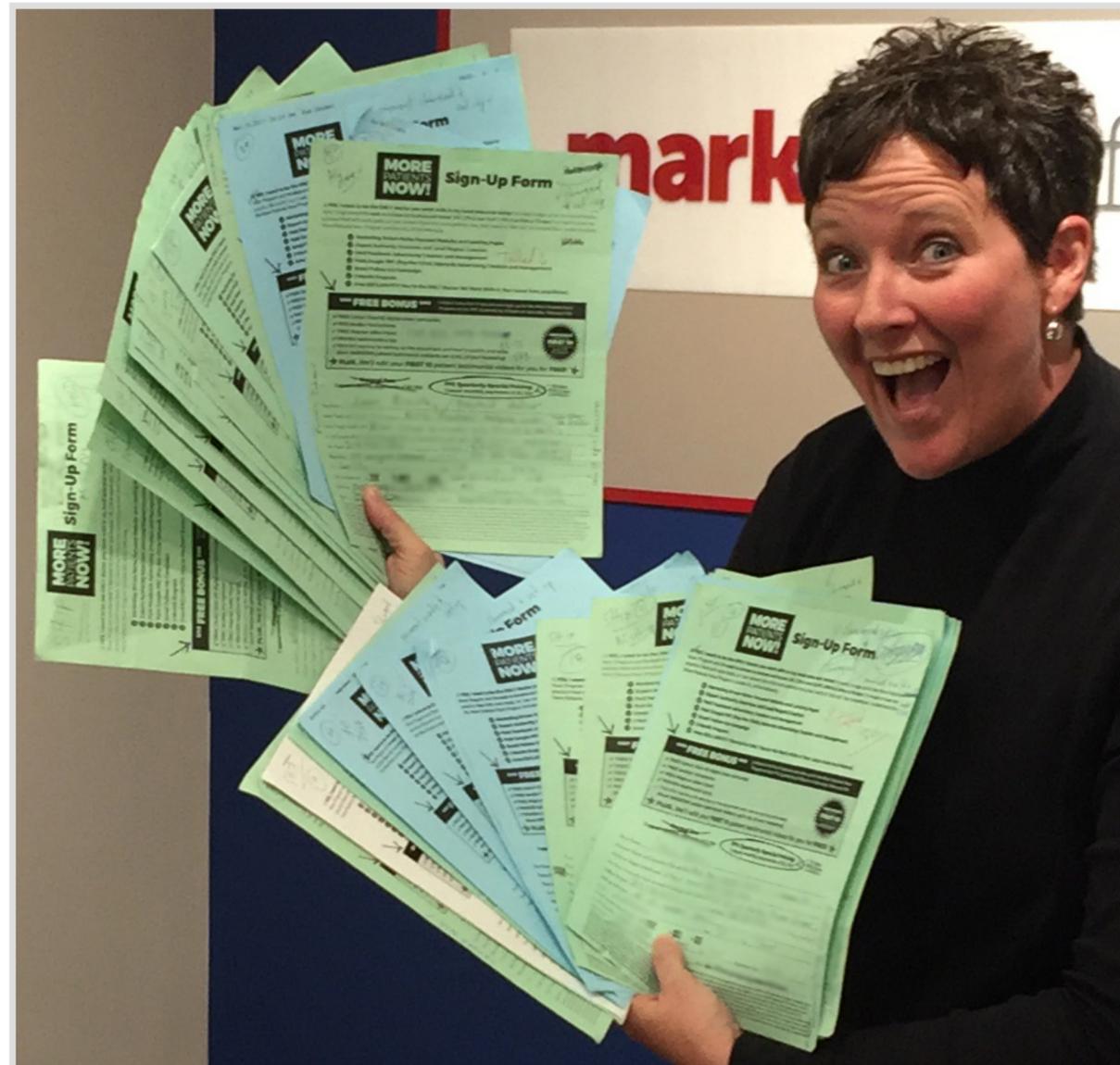
Thank goodness Jeanna, because that part of your presentation was a bummer.

**I've built my entire agency
with **JUST 3 OFFLINE**
marketing strategies...**

3 OFFLINE marketing strategies...

STRATEGY #1

Exhibiting at
Niche Specific
Conferences and
Trade Shows



26 clients
signed in
48-hours.

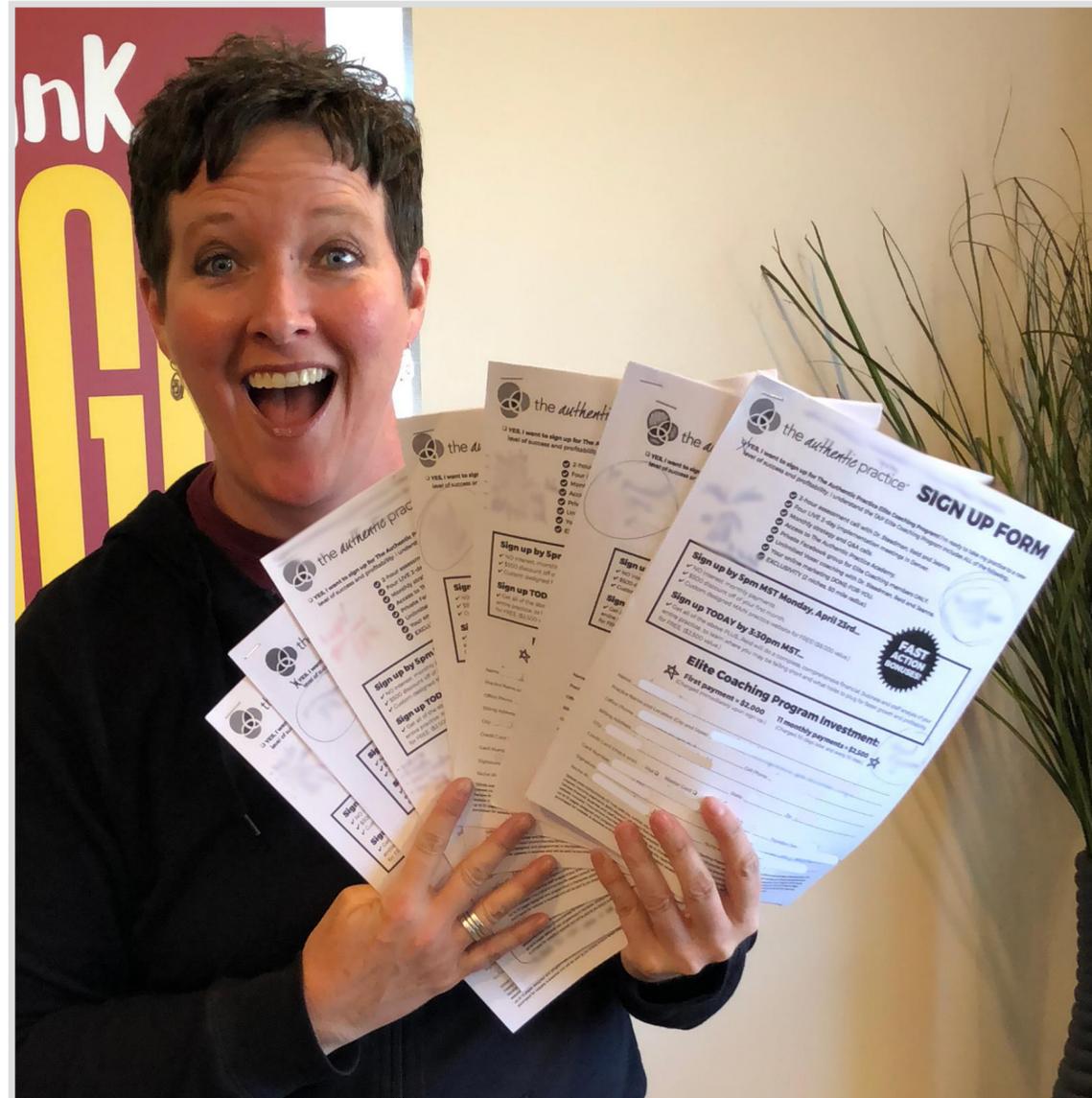
I did NO other
marketing
for the rest of
the year!



3 OFFLINE marketing strategies...

STRATEGY #2

Hosting My Own
Local, Low Cost
Small Seminars



7 clients
signed in
48-hours for
a \$30,000
package.

\$210,000 generated
in 48-hours. I've
repeated this again
and again and again.



3 OFFLINE marketing strategies...

STRATEGY #3

Local, Ultra Low
Cost Networking
and Referral
Groups



5 clients
signed at
one time.

12 clients
signed at
one time.

16 clients
signed at
one time.



I built my entire agency via...

STRATEGY #1

Exhibiting at
Niche Specific
Conferences and
Trade Shows

STRATEGY #2

Hosting My Own
Local, Low Cost
Small Seminars

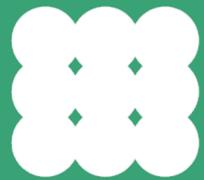
STRATEGY #3

Local, Ultra Low
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Groups



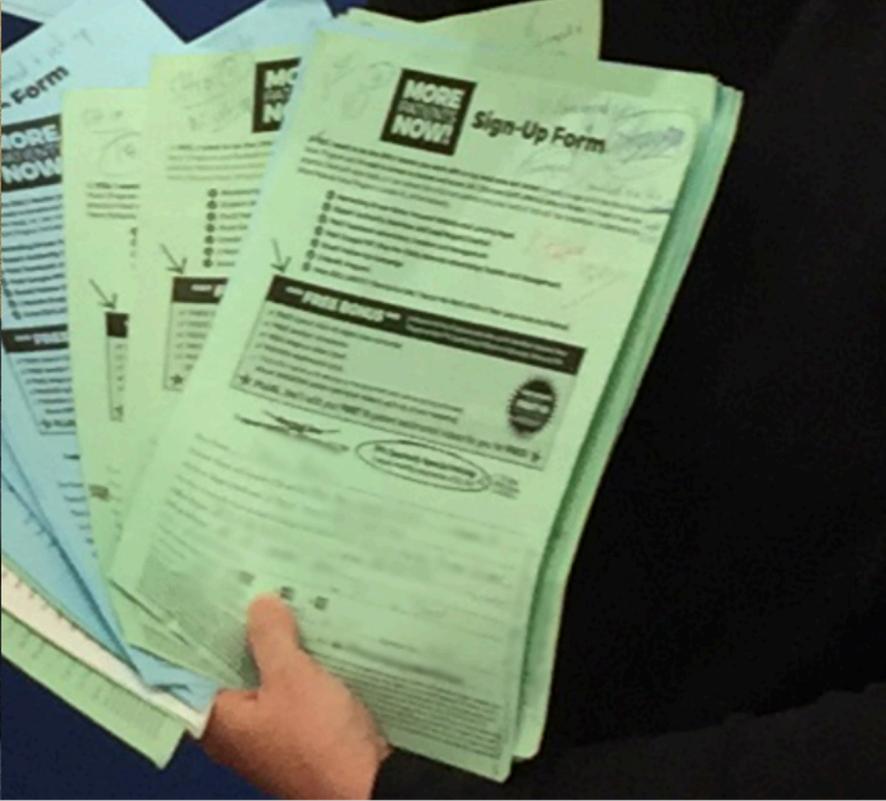
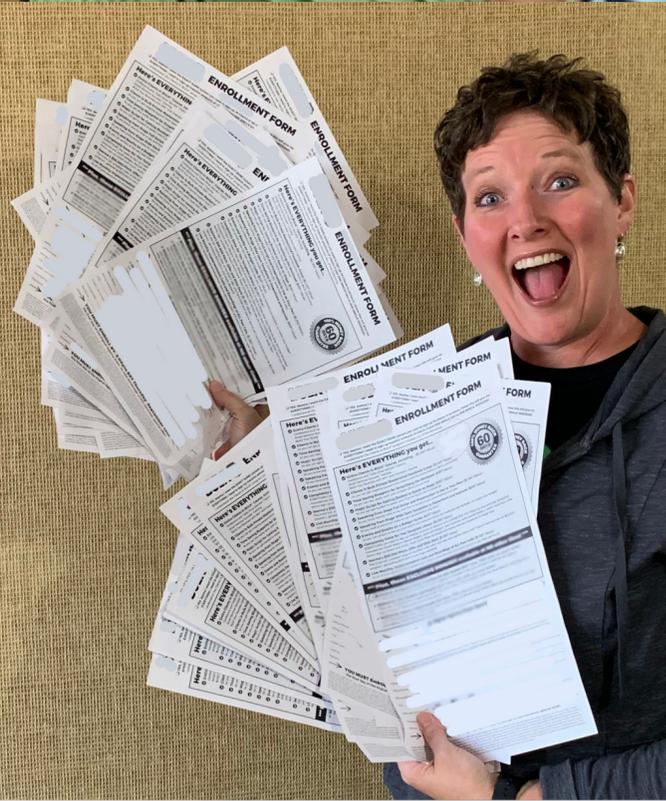
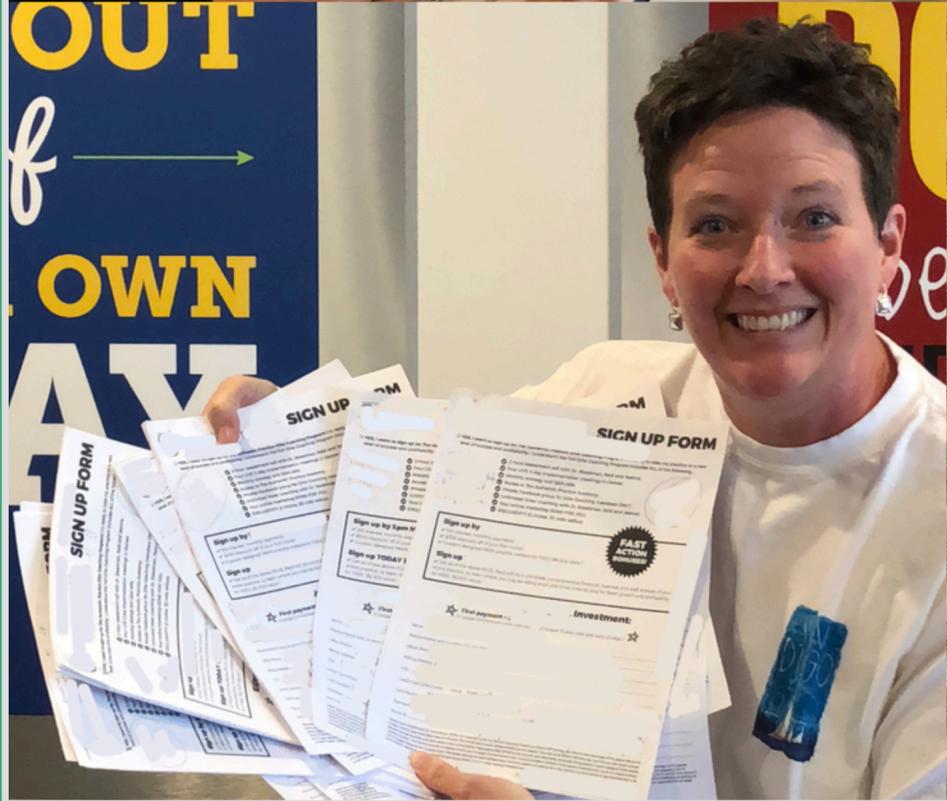
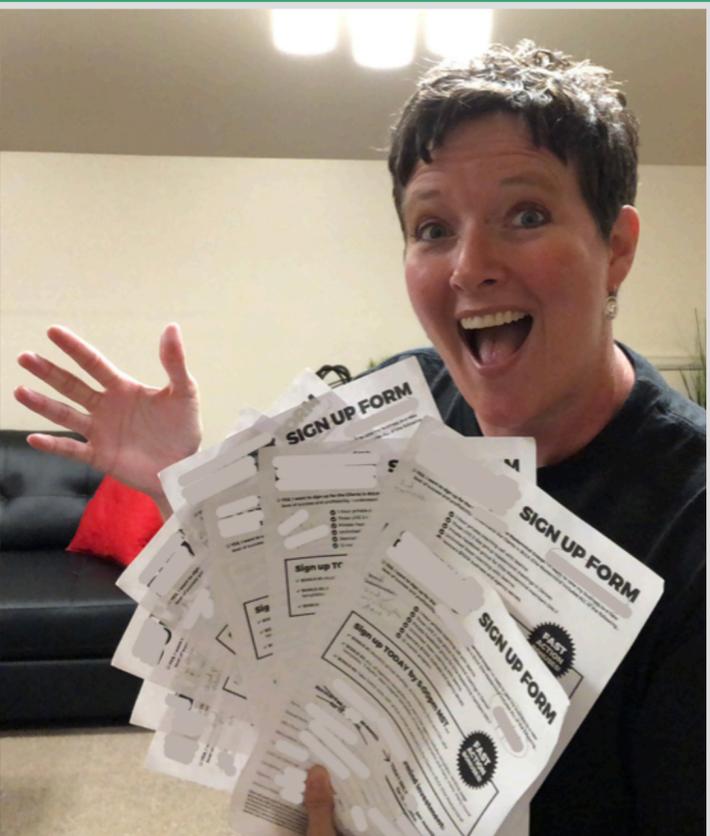
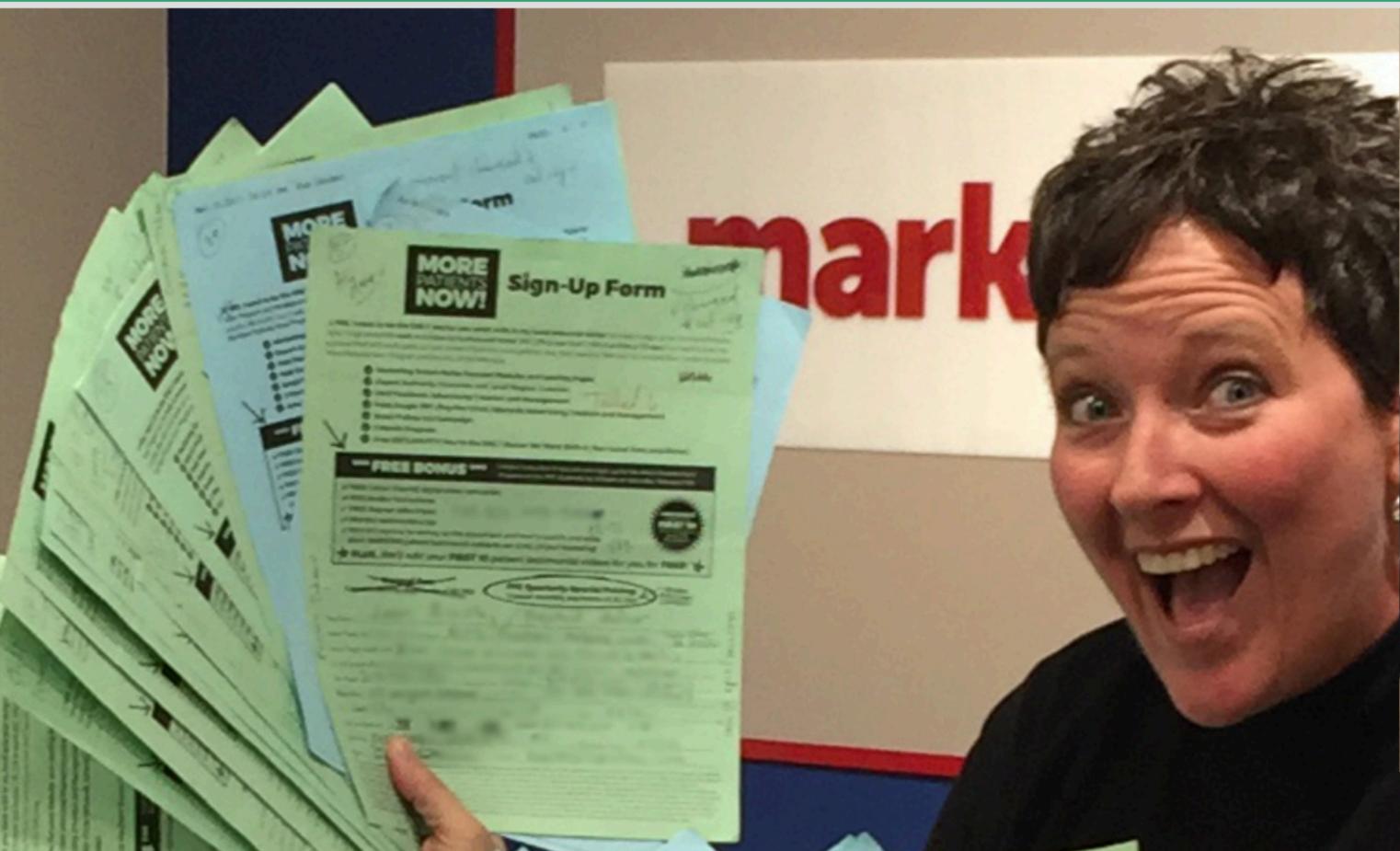
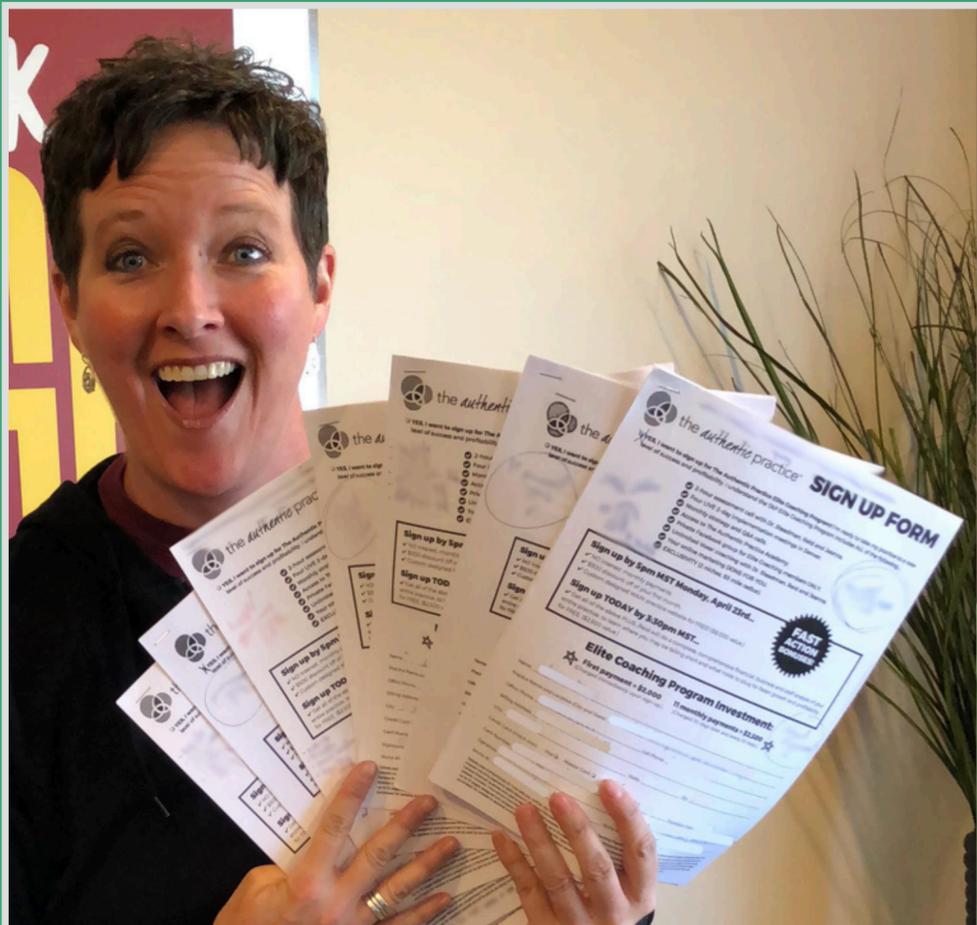
I sign up **ALL** of my clients at **ONE TIME!**

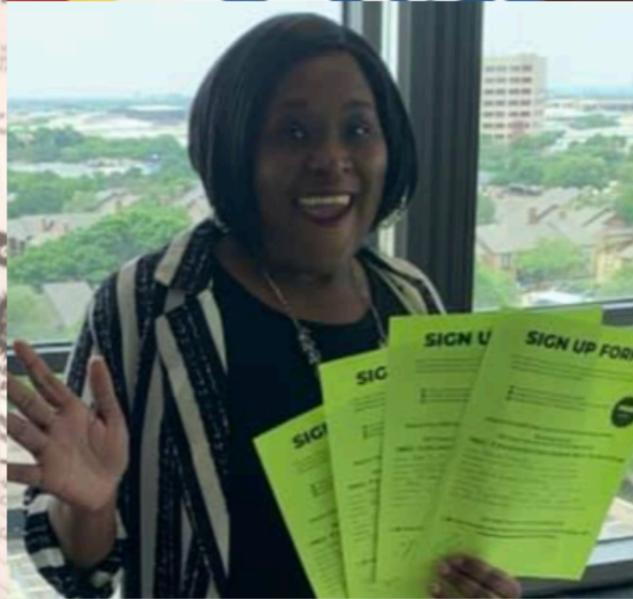
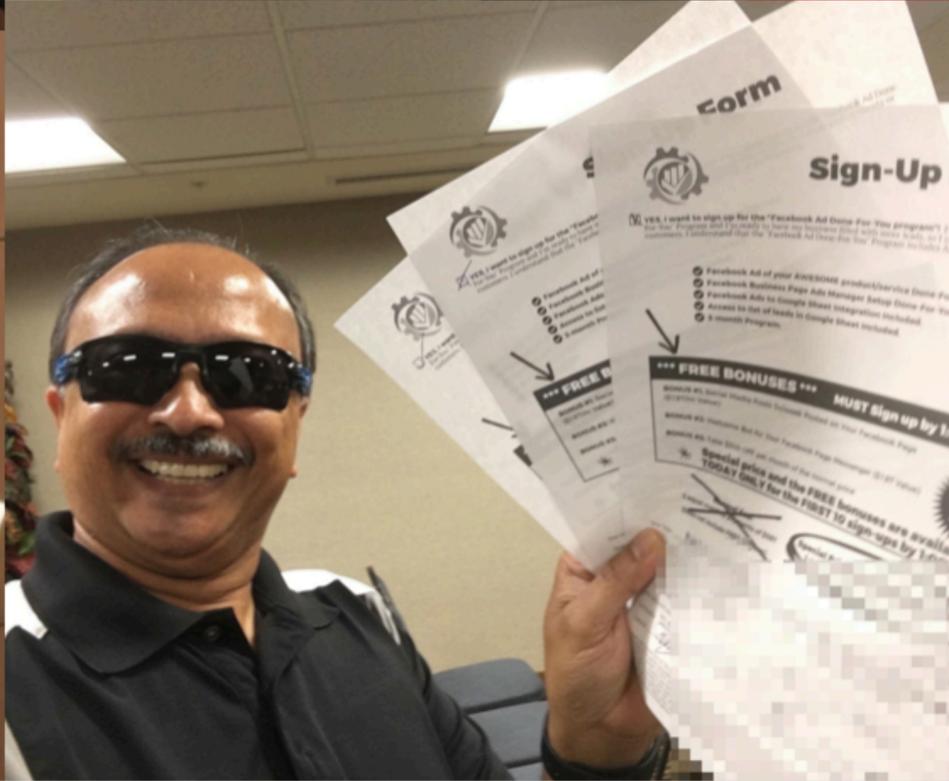
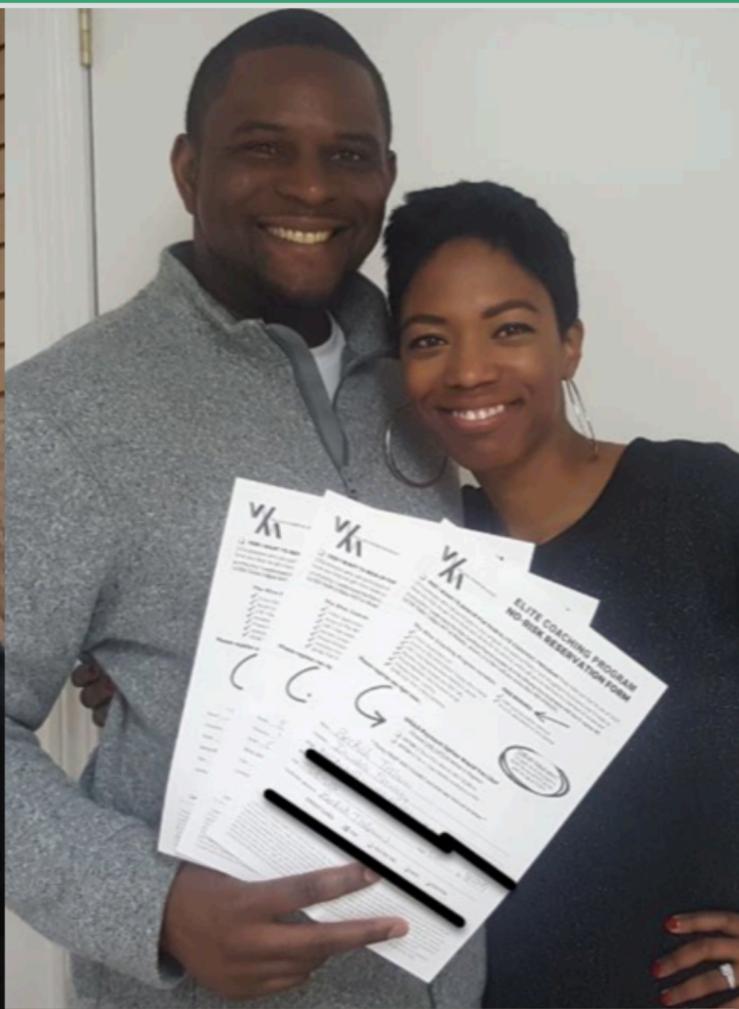
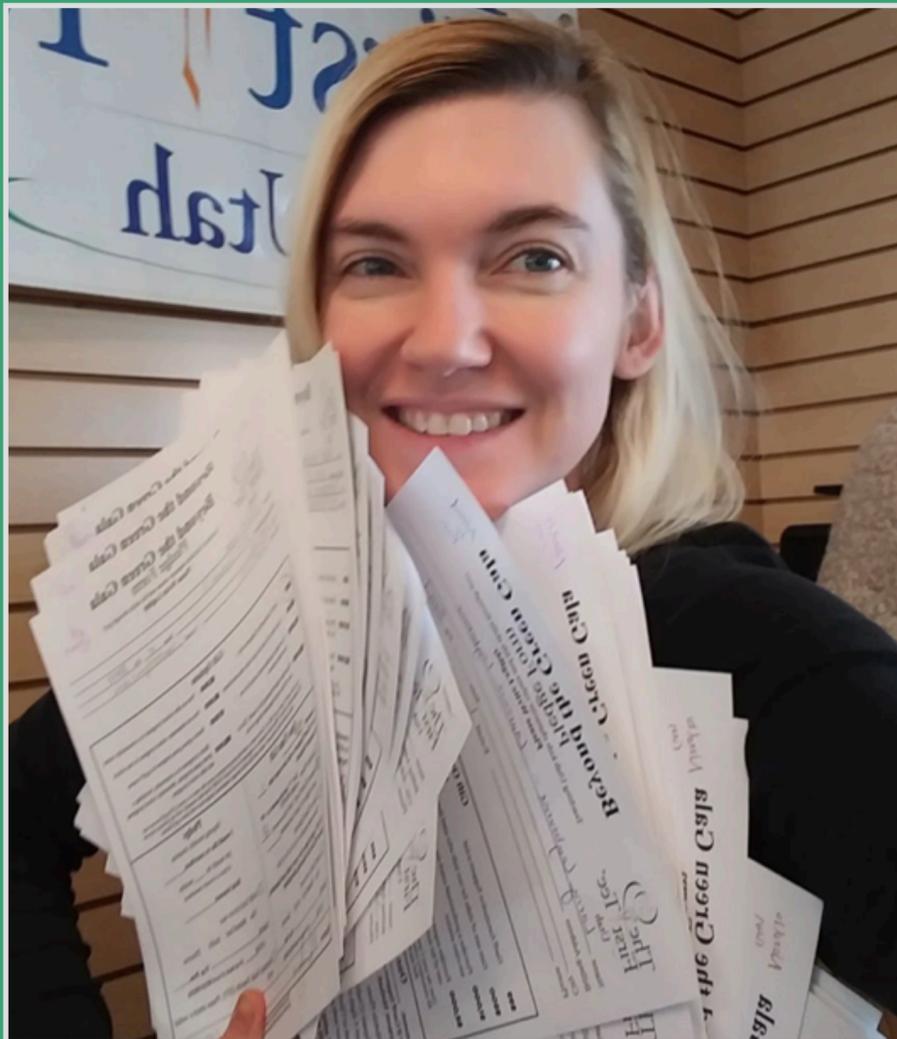
One day or one weekend and I'm done.



Instead of the sporadic roller coaster and hamster wheel.









Brad Langan
Henderson, NV · \$100K Club



TJ Meehan & Angela Otto
Elkhart, IN · \$100K Club



Ross J. Walker
Eden, UT · \$100K Club



Cheryl Pinkard
Brooklyn, NY · \$75K Club



Mary Anne Raymond
Valrico, FL · \$75K Club



James Cluster
Thousand Oaks, CA · \$50K Club



Jim Blake
Miami, FL · \$25K Club



Pat Johnson
Houston, TX · \$25K Club



Tim J. Osborne
Keizer, Oregon · \$10K Club



Brande Weber
Tampa, FL · \$10K Club



Tucker Ferwerda
Riverton, UT · \$10K Club



Justin Q. Croxton
Atlanta, GA · \$10K Club



Creighton Wong
Saigon, Vietnam · \$10K Club



Tim Smith
Salt Lake City, UT · \$10K Club



Roger & Trina Boyd
Charlotte, NC · \$10K Club

**I'm going to teach you how to do
this for your OWN agency...**

“BULK” is BETTER!



VS



What I'm teaching you today...

STRATEGY #1

Exhibiting at
Niche Specific
Conferences and
Trade Shows

STRATEGY #2

Hosting My Own
Local, Low Cost
Small Seminars

STRATEGY #3

Local, Ultra Low
Cost Networking
and Referral
Groups



ROI numbers and results...

SEO Small Seminar

- ✓ 1 day Small Seminar.
- ✓ 7 small business owners in the room.
- ✓ \$298.67 expenses.
- ✓ \$8,329.60 in revenue generated.

2,688.89% ROI



ROI numbers and results...

Facebook Small Seminar

- ✓ 1 day Small Seminar.
- ✓ 12 small business owners in the room.
- ✓ \$664.37 expenses.
- ✓ \$7,464 in revenue generated.

1,023.47% ROI



I did these again and again...

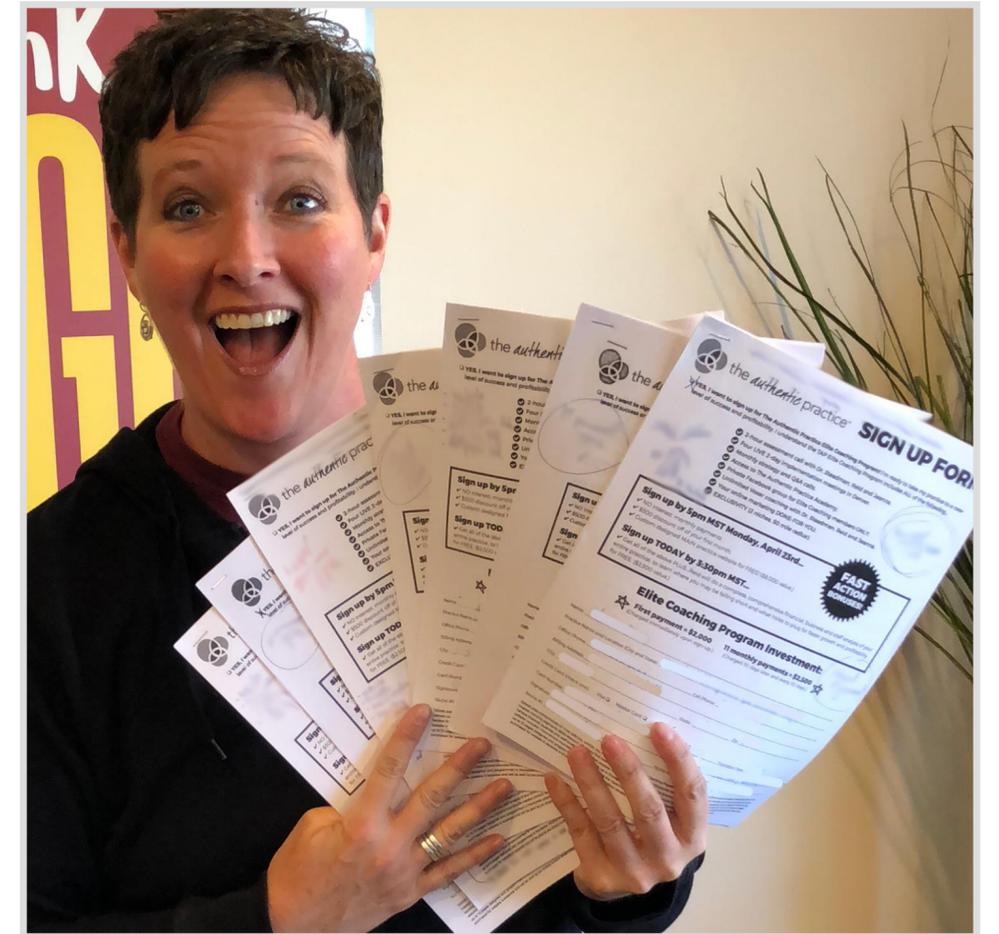


ROI numbers and results...

Niche Focused

- ✓ 2 day Small Seminar.
- ✓ 8 doctors in the room (from all over the USA).
- ✓ \$2,556.43 expenses (mostly Facebook ads).
- ✓ Signed 7 out of 8 into our \$30,000 program.
- ✓ \$210,000 in revenue generated.

8,114.58% ROI

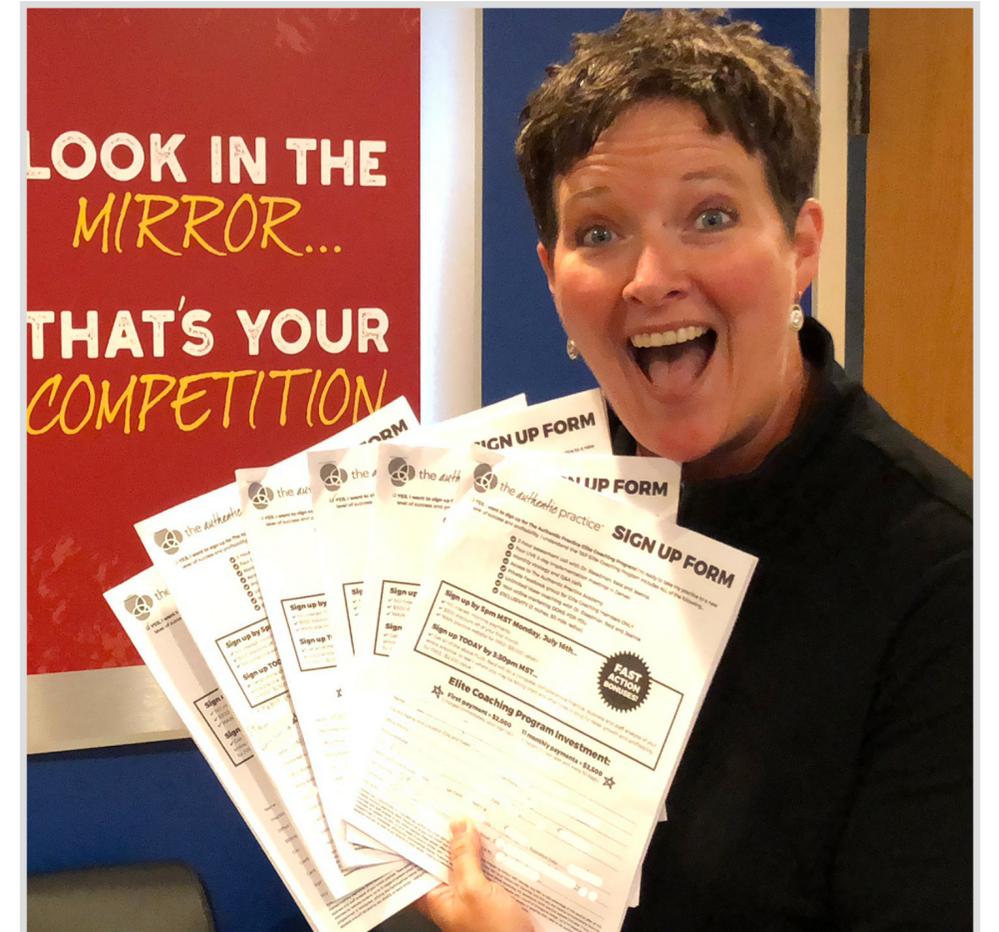


ROI numbers and results...

Niche Focused

- ✓ 2 day Small Seminar.
- ✓ 8 doctors in the room (from all over the USA).
- ✓ \$228.16 expenses (Tom / Shane filled).
- ✓ Signed 6 out of 8 into our \$30,000 program.
- ✓ \$180,000 in revenue generated.

78,792.01% ROI



We did 1 more of these...



Why do these work so well?!?



Reason #1

Pop quiz...



Reason #1

Face to face selling!



Reason #2

There is NO competition!!!



Reason #3

The “intent” is off the charts!!!



Reason #4

You're the expert, authority and "celebrity."



Reason #5



**You don't have to be
a great speaker or a
great salesperson...**



BONUS Reason



**What takes most
agency owners months
to accomplish...you can
do in one day or one
weekend!!!**



**Instead of focusing on marketing...
you now get to focus on fulfilling
work for your clients!!!**

Something to think about...



**If you have
clients that leave
you after just a
few months...**



How to do this for your agency...

- ✓ **Step 1:** Should I do a free or paid Small Seminar?
- ✓ **Step 2:** How big is a Small Seminar?
- ✓ **Step 3:** Is the audience niched or general business owners?
- ✓ **Step 4:** How long is the Small Seminar?
- ✓ **Step 5:** What topic/subject should I speak about?
- ✓ **Step 6:** What's the venue to hold a Small Seminar?
- ✓ **Step 7:** How do I structure my talk?
- ✓ **Step 8:** How do I pitch and sell my services?



Step 1: Free or paid?

NEVER do these for free!!!

- ✓ You ALWAYS want “skin in the game.”
- ✓ Charge \$47 to \$497 (depending on length).
- ✓ Your goal is NOT to make money on registrations, but on the upsell you do for your services.
- ✓ I like to charge \$97 and discount to \$47 for 1/2 day.
- ✓ Our 2 day Small Seminar for doctors was \$497.



Step 2: How big?

These are **SMALL** Seminars.

- ✓ NOT 50 or 100 people (not even 25).
- ✓ 3, 5, 8, 10, 13 is all you need.
- ✓ 15 is the MAXIMUM or it's no longer a Small Seminar.
- ✓ Put this number in your head = 8.



Step 3: Niche or general?

Determining factors...

- ✓ These can be niche specific.
- ✓ General business works, but harder to upsell high ticket.
- ✓ Either work very well and is a matter of preference.
- ✓ Niche is easier to upsell at the Small Seminar.
- ✓ General business is easier to fill a room.



Step 4: How long?

1/2 day, 1 day or 2 day...

- ✓ START with a 1/2 day Small Seminar.
- ✓ Then move up to a 1 day Small Seminar.
- ✓ Throw jet-fuel on it with a 2 day Small Seminar.
- ✓ I did 1/2 day and 1 day Small Seminars for several YEARS before I did a 2 day.



Step 5: Topic and date?

Topic must be “sexy.”

- ✓ Focus on what people WANT not need.
- ✓ “Sexy” titles that make them say “yes, I want that!”
- ✓ Date and time needs to work with the audience.
- ✓ Generally speaking, BEST day and time is Thursday’s from 9:00am to 1:00pm.



Step 6: Venue?

NO hotels!

- ✓ Way too expensive with room and F&B.
- ✓ Co-working spaces work great.
- ✓ Larger offices with larger conference rooms.
- ✓ LiquidSpace.com
- ✓ ALWAYS see the space in person!



Step 7: Talk structure?

Don't be a chucklehead!

- ✓ Teach GREAT information!
- ✓ Give them enough so they can do it themselves, but realize they need to hire you for help.
- ✓ The BEST way to structure your talk and teaching...
- ✓ Very simple formula...



Step 8: Pitch and sell?

MAXIMUM of 15 minutes.

- ✓ Any longer than that and it is too much (too convoluted, too confusing).
- ✓ BIG secret to signing them up on the spot...
- ✓ Your offer **MUST** be irresistible...
- ✓ You are “out of your mind” for offering this!



Summary...

- ✓ **Step 1:** NEVER do these for free.
- ✓ **Step 2:** Shoot for 8 people in your first one.
- ✓ **Step 3:** Niche or general business = both work.
- ✓ **Step 4:** Start with a 1/2 day (9:00am to 1:00pm).
- ✓ **Step 5:** Your topic must be “sexy” and the date work for audience.
- ✓ **Step 6:** Venue should NOT be a hotel.
- ✓ **Step 7:** Structure your talk so they see big holes in their bucket.
- ✓ **Step 8:** Pitch is MAXIMUM 15 minutes with irresistible offer.



Don't forget...

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