

TRANSCRIPT OF SKYPE CALL WITH NICK ROMAN

ANDREW: What up SMS Lead Machine members, Andrew here and I wanted to first welcome you on the call, I have one of our members Nick who has had some pretty good success in a short period of time. I believe he has three clients already using the Groupon method as well as some other tactics, so I wanted to do a coaching call with Nick so you guys can see that this really does work. So without further ado I have Nick on the line, Nick can you hear me?

NICK: *Yeah I can hear you just fine thanks!*

A: Cool man well I really appreciate you poppin on and taking time out of your day to come do this with me. So why don't you tell everyone who you are, where you're from what you do and all that good stuff.

N: *Cool Cool, so yea my name is Nick Roman I own an mobile marketing company website called meyowza.com, and what we do is we do QR codes and mobile landing pages, but I really wanted to add SMS marketing to my market, which is Orlando, FL. So you know, I've been doing that for a while, along with some direct sales marketing for years now, prior to that I was in Real Estate. Recently I got into the mobile marketing industry, and you know I felt like I was missing something that would tie into what I was already doing, and thats why I decided to add SMS to my arsenal.*

A: Sure yea, I mean if you're doing all that stuff you might as well add SMS to arsenal right?

N: *Yeah its a great compliment*

A: Alright so a few things, I know you mentioned you have your own company, called Meyowza right?

N: *Yep Meyowza is the QR codes and mobile landing pages site, and my SMS provider is a third party provider that I use that's sorta like a secondary product.*

A: Ok sure so its almost like a white label then right?

N: *No actually my package is different, its more on the network marketing side of it. They're the only ones I know of doing text message marketing with network marketing. And you know, they're a little bit different with pricing when it comes to other people's white label solutions. So you know, commissions different, but I wanted to go with a non traditional text message marketing solution.*

A: Sure, well for everyone else out there, I am definitely going to put a link to Nick's site so you can check out exactly what he's doing, and uh that's <http://www.meyowza.com> right?

N: yep, <http://www.meyowza.com>

A: Alright cool so yea Nick that's awesome, the first question I wanted to ask you is what exactly are your prospecting methods, what from this course are you using, and if there was anything other methods that you use, please talk a little bit about that if you don't mind.

N: *Alright yea, well actually using your teachings and along with a couple of products from the warrior forum, I did verbatim exactly what you said. You know, start with the phone call. I think you gave credit to somebody else but the technique of say "Hi can you hear me ok?" as soon as the business answers the phone. And I've been blown away with how almost 100% of the time I either... actually 100% of the time I've done it I've talked to the person that does handle the Groupon/Marketing aspect of the business. Now, the conversion rates are different from that point on but again, I got virtually 100% conversion on getting to talk to the decision maker.*

A: Sure yea, and I mean, its such a stupid little trick but as the person I actually learned it from accidentally discovered it and immediately saw an increase in conversions and getting past the gatekeeper so to speak. And the reason that it works so well is that whoever answers the phone is not expecting anything close to "hi can you hear me ok?" from someone making a sales call, and what it does is gets them immediately into "Yes" mode.

N: *Sure and it completely tears down the wall of being wary of sales calls.*

A: Awesome I happy that you have found it as useful as I have haha. So moving on, I guess like you said you have been finding it pretty easy to get to the decision maker when calling?

N: *Yea because, you know, I did what you said, stick with service industries and forget about everybody else. And then I really thought about that, about the service industries, I said, well what he means by that is anybody that I can buy something today and then turn around and buy it again tomorrow. If its a beer, I can drink a beer tonight and I can sure as hell drink a beer tomorrow. I can get a massage tonight, and I can get one tomorrow. If I play golf today, I can play golf tomorrow.*

A: Exactly its all about repeat business.

N: *Not only that, but FREQUENT repeat business. I focused on service industries like you said but then I narrowed it down even further, what business can sell something and then within 48 hours sell the same thing or something similar without it being abnormal. It was really easy like you said, call the Groupon, Living Social and other daily deal sites, praise praise praise, just like you said, and then ask them, you know, you have Groupon getting them in here, but what are you doing to retain them?*

A: Exactly that's the key to everything. And so, when we spoke earlier you said you have three clients right now?

N: *Three clients so far, and you know, its hard to remember everything you've taught right now but the key features that I took away were the industries, how to make that initial contact, and the conversation that follows once you get to the decision maker. What it comes down to is, I don't even sell them on the phone, my goal is to get them on the phone, and make a second appointment in person. Your system has made it so much easier to do that.*

A: Exactly, and myself personally I like to go get that appointment, and then go show them you know once I have that secured I go in there whenever its possible to meet with the manager or owner and show them exactly how it works. You know I have a demo keyword set up, I think I blasted that out to the list a week or so ago, and the way that it works is I just have them pull out their cell phone and text my example keyword to 41242 and it shows them right there exactly what how it works and what they are getting. I don't know if you're doing that but I have found that to have a profound impact on making them understand how SMS will help their business.

N: *What you said, I do the same concept right off the bat, but my keyword is "I like this" and I have them text that to the short code. So I go, Let me demo it to you and they say OK. Then I have them pull out their phone and text "ilikethis" to my short code. Its the same concept, I'm getting them to say yes in the very beginning while at the same time have them admit that they like this.*

A: Haha, yea that's some subliminal psychology you got going on there, awesome. So, moving on, I know when we spoke earlier you mentioned that you bought a couple other WSO's that have been useful in making this all work, would you mind talking a little bit about that?

N: *Sure, you know your product does a great job of explaining how to communicate with those people and how to find those businesses and people. But then, see the way my business is set up I make less commission on the sale than you do. So what I meant by second meeting is either over the phone or in person, whereas you can afford to go physically and meet with the prospect and close them in person. So, what I did is, I took [Willr's video package](#)... I think you might have that somewhere in on your site....*

A: Yea yea, I'll have a pretty good feeling that some of our members have seen that but for those who have not I'll definitely put a link to that below this recording as well so everyone can check that out. So, refresh my memory, pretty much it was a non branded video set up for...

N: *Like, the perfect video when it comes to explaining what SMS marketing is and what it can do for a business*

A: Ok yea and its totally unbranded right?

N: *Yep unbranded. And so what I do is I call the business using all of your techniques, then I get them like well you know I can send you a video that can better explain what this can do for your business, let me get your email address....*

A: I gotcha

N: *Because of what I learned from you totally broke down any barriers, you know getting their email was a cinch. So then what I do is I send out an email with a website on it, where the video is on the website and below it is a form they can fill out if they want more information. But really, I am going to call them back the next day anyway to follow up.*

A: Sure sure, and I can see how that works good because as soon as you get off the phone with them you're going to send them something else to keep it fresh in their mind, which is more information to keep them warm about it, is that sort of how you find it working?

N: *Yea exactly, that helps to close them. And then another thing I am doing is, you know, even though SMS is an internet technology, mobile marketing technology and all that stuff, a lot of it can still be done offline so, I also have Willr's video on my iPad and, I walk into a business, and I say "hey do you have 3 ½ minutes to watch a video?" and they either get it or the don't. I have never had anyone I have played the video for not have interest after watching it.*

A: Alright awesome, and yea that's a great idea for those of you who do have an iPad or tablet. Cause you know, when I first started out as well too, like, I went door to door and the very first businesses that I started, you know, approaching about this were businesses that I already would be going to in my daily travels and such. So yea thats definitely a good piece of advice right there. And again guys who are listening, I will put the link to that course by Willr under the recording and in the email as well. Cool, so yea Nick, was there one other WSO that you also wanted to touch on briefly that you found useful?

N: *Yea sure, there is another one called "[Power Lead Snatcher](#)", and its just a basic software that scrapes google maps, google places, Yelp, the Yellow Pages, Merchant Circle for leads. And you just put in the niche and/or the state, and its just pools that information form the internet. So you know, when it comes to sales, a lot of time is spent doing research before making a call. With this, you know, you wake up in the morning, let it run for 20 minutes and once it starts populating, you've got a list of businesses you can knock out. And it goes perfect with what you teach. In combining what power lead snatcher does in terms of scraping leads together and using your contacting techniques, you can blow through 100 calls in a day easily.*

A: Yea I can definitely see how that's useful becasue, you know, the way I do it, obviously not having that yet, but I do spend some time, a significant amount of time just trying to, you know, generate new businesses to call, so that's definitely cool to have all that info populated for you is a big time saver.

N: *Yea and you can get their email sometimes, most of the time their address, website, phone*

number, and if they have a mobile website, if its claimed on google maps. Information that is extremely useful.

A: Yea absolutely, and thats awesome because, you know one of the other strategies that I use, before I call, I want to know as much information as possible about that business and what they're all about. What products they have, what their services are, you know all that good stuff so, you know, I can definitely see the value in that software. If it makes it easier beforehand, instead of just searching around manually by yourself I can absolutely see the value in that, so that's definitely cool too. And for all of you listening to this, I will put the link to Power Lead Snatcher below the recording and in the email as well for those of you who are interested in checking it out. Cool so alright, let's keep it moving here, I wanted to get into a little bit about the niches that you are targeting. I know we touched on it before but lets touch on that a little more in depth for a second here, what are your thoughts Nick?

N: *Right, sure, so I definitely focus on bars, and I've found that the best time to call them is around 2-3pm, which would be after lunch and before dinner....*

A: Yea sure, and I've also had a few people in the course ask me in support emails, and I'm sorry to cut you off there Nick but I'm glad you brought this up, what the best time is to call a specific business. You know, and the best answer to that question that I have is to try and think of the times when that specific business would be the least busy. For example bars and restaurants, you wanna be in that 2-4pm range, after lunch and before dinner. So yea, keep going Nick, sorry about cutting you off there.

N: *No problem, spas are another big one I've been going after, because I've noticed recently that nobody is buying massages nowadays unless they're getting a crazy deal. So what you do is like, you know, it kind of sucks that Groupon and Living Social are sort of reteaching our consumers when to buy things you know? With text message marketing, you are able to retain those people and cut the deal sites out of the equation.*

A: Sure, absolutely.

N: *But Spas are doing good, wacky clinics are good, and what I mean by that is people that are doing things like B-12 shots, Botox, you know, anything that's kind of like, earthy and new age, also things like acupuncture. Chiropractors are another one I've been targeting, you know, they want repeat business alot. But yea for the most part I'm really focusing on anything, like, If the product is something that I can chew or drink, I'm targeting it.*

A: hahah, I like that, if you can drink it or chew it, its good to target. Cool man, and yea, what you said about the spas is so true because, I feel like everytime I hop on Groupon, there's like at least two spas or massage places on there. They're just totally targeting that, and they're definitely making a killing off of those places, at least Groupon is, I don't know if the spa is or not haha. But yea man, we'll wrap it up here in a few, but I really wanted to know pretty much, any advice that you might have for someone that is struggling or just starting out, what your first

breakthrough was or anything to that effect you could speak on that would be awesome.

N: *Yea sure, well when asking them, I found that, when you are talking to these businesses, you generally want to ask "Can you hear me OK?" as if you couldn't really hear them OK. Not make it sound like a sales script.*

A: Yea exactly, you wanna really say it like you are concerned about them hearing you and that it comes off natural, that's the whole key to that.

N: *Exactly, and I've even gone as far as saying something like "Oh..Oh.. ca.. can you hear me OK?" I found that that will get you a lot further than just simply saying it in a blandish tone. And, I'm not trying to say scam or trick people or anything like that, but when you say it in a nice, natural sounding way, it has a profound effect on taking down the gatekeeper's defense barriers.*

A: Yea exactly, and it's really not tricking anyone, we are just trying to break down that psychological barrier to get to the right person, you know. So, that is true, and it actually reminded me, one of our members, a guy by the name of Alan out in Utah is a true pro at calling people and everything like that, so he's actually gonna make a demo recording for everyone of how he calls and everything like that, and he has an awesome phone voice and years of experience calling up businesses

N: *Awesome, that's great. The other thing I can suggest is to remain consistent. That means making a minimum of 30 calls per day, just because that's when you are going to start seeing some results. And remember, it's a numbers game, don't get discouraged with a no, just remember that you are that much closer to a yes.*

A: Sure.

N: *And so make those 30 calls a day, and just really, genuinely convey your passion over the phone because people will pick up on that, you know smile, stand up when you're calling, you know all those things work.*

A: Absolutely, and someone can almost hear over the phone your whole body language and demeanor is, so that's certainly some great points you bring up there. So yea, I think we are about done with this, and again I'm gonna throw up a link to Nick's site on the recording and email so you guys can check that out.

Nick did you have anything else you'd like to add before we end?

N: *I appreciate all the work that you put into the WSO and its such a cost effective price that I bought it at, and the value has been 40 times more than I paid for it.*

A: Well I really appreciate that Nick, and like I've always said, I'm all about providing value and helping people out to get where they want to be, and also to connect with and learn from people

like yourself who can offer some great insight into what has worked for them. I am really happy that you came on to do this call and again, you definitely gave some insightful information into this whole thing, so again thank you for that.

N: *Awesome, glad to be here.*

A: Alright guys, so that wraps this up, again all links will be on the recording, transcript and email so you can check out Nick's site and the other products he is using in addition to SMS Lead Machine to get clients, so definitely take some time to check that out. Again, many thanks Nick, it was really fun and much appreciated.

N: *Thanks Andrew it was definitely cool, talk soon.*

A: Alright take care Nick.

Resources

Nick's website: <http://www.meyowza.com>

Willr's WSO: <http://www.warriorplus.com/linkwso/f50g26/8775>

Power Lead Snatcher WSO: <http://www.warriorplus.com/linkwso/wljkttd/8775>

Also, Keep an eye out tomorrow for the intro to the no-call prospecting method.

Talk Soon and as always, if you have any questions or comments, please email me here:

andrew@smsleadmachine.com

-Andrew