

Jack Wong:	00:00	<p>Hey, Jack here and welcome to cracking the entrepreneur code podcast show, studying from this episode. What happening is that I'm going to invite a lot of my new friends from different parts of the world who are successful business owners, entrepreneurs, and also authors, speakers, and they're coming to my show essentially to share with my audiences, which means you some of the insights, experiences and wisdom, so I'm very fortunate to have my first guest on the show by the name Mr Tom Poland, and I just give you a little bit of introduction and then I'll invite Tom to do his own introduction. Tom Polling is an international best selling author and his specialty is what he called marketing the invisible. He's going to share with us tonight the critical difference between marketing a service or an advice as opposed to a physical product. Something that I'm very fascinated to look forward to and he's going to pull back the curtain on some traditional marketing methods to avoid and some more effective alternatives for lead generation. So thank you Tom. Thank you for coming to our show. How are you today?</p>
Tom Poland:	01:12	<p>Pleasure. Thanks so much for having me. I'm delighted to be here. It's a real privilege.</p>
Jack Wong:	01:17	<p>Yup. So first of all, marketing the invisible when you gave me the title of this show, there is something that I have question. What is that the invisible we are talking about? So I actually study a little bit of your website and I noticed that there's this thing that you talk about called "Leadsology" and it seems that it's something obviously marketers, business owners all want to have leads. So can you share with us a bit more about what Leadsology actually is?</p>
Tom Poland:	01:52	<p>Well, Leadsology is the science of being demand. You could say our society's so generating leads and the reason I created that word and then took the time and trouble to register it as a proprietary trademark internationally is that after some 37 years in sales and marketing and having niched in, uh, those who market the invisible, in other words, those who don't have a physical product. So they typically service professional service providers or advisors or have software developers. But it's not a physical thing. It's not a retail shop or a manufacturing job or even a multi-level marketing consultants or corporate trainers who are architects or CPAs, accountants, lawyers, etc. We don't have that thing in common that they don't have a tangible thing you can put in a box and ship off to service. So having done marketing sales for so many years, I figured out that there was and having attended and listened to some of the great marketing literally around the world and travel around the</p>

world and sitting at the head of the masters and constantly coming back and implementing.

- Tom Poland: 02:55 It took quite a while, but I figured that there was this fundamental gap like is massive gap between the marketing that works if you have a physical product and the marketing that works if you have a service or advice. And so whilst I started out offering marketing strategies and training and coaching and models to business, it wasn't too long that I decided just to focus on marketing the invisible. The difference is that if you can imagine all the way I'd describe it as that marketing invisible is more like proposing marriage than it is selling a car and you can imagine, you know, perhaps listeners could imagine wanting to buy a new car and they see the make and the model. They want to advertise in the paper and you take your best friend along and there's the shiny new car in the driveway and your best friend is taking along because there and I grabbed a mechanic and they can have a look under the hood and check the engine and make sure the car is really, really a top car which they tell you and say, this is amazing.
- Tom Poland: 03:55 This is the best example of this sort of make and model of car I have ever seen. And he's selling it for about half the price that it should be selling for. And you think, oh my gosh. So you talk to the owner and it turns out you have nothing in common with the owner. If you're a right wing, the political support or that left wing. If you're Jewish or Muslim or Christian that are either not that whatever you have that the opposite. And they also appear to be a little sleazy and maybe a little racist and I don't know, but basically you don't like this person, right? To buy the car, do you still buy the car? I know I would because I don't have to enter into a relationship with this person. It's car and the car is a great deal. But if you're a consultant or a coach or even a software developer, anyone that enters into a longer term relationship with a client, then it's far more like proposing marriage.
- Tom Poland: 04:52 I'm now married to a woman whom I fell in love with at first sight and I have often told the story, but it's true. It sounds a bit cliché, but I saw her across the other side of a crowded room and the whole of the rest of the room apart from my head and shoulders went out of focus or pay. See. But like all I could say I was gone. I was completely smitten and I really could have gone up to her and said, hi, would you marry me? My name is Tom. Obviously it wouldn't work. So that's like selling a car. Like, you know, he's a great car. You want to buy. This is half of the price it should be, and yes, I'll buy that, but when we market the invisible services advice, so software, we need some dates or at

least I should say even if we fall in love at first sight, like I did, my wife needed some dates, right?

Tom Poland: 05:37 I had to go around and I'll have to get her the opportunity to get to know me and so on and so on and so on. And I'm related to the day. Actually. Incidentally, after I met her, I propose on a beach. We had dinner on the beach and there was candles and there was soft music and I wrote a poem and it was kind of inappropriate. It was on a beach because she looked like a fish that just been pulled out of the water. I know you know, the door was opening, but no words are coming out after I proposed. Anyway. Not saying my value proposition was bad, but if you can't laugh at that story. And so of course you would have been stupid if you've gone up and proposed marriage at first sight, but how often do we meet a prospective client and expect them to business wise, jump into bed with us quite often.

Tom Poland: 06:20 So we got to give our perspective clients some dating opportunities. That's, that's effectively what I'm saying. And three percent of (if your consultant or coach or trainer or a CPA) and you present something, maybe it's a Webinar or read your book or you have a lunch and learn, or they come to your website and download something. A series of videos. Does that mean three percent of the people in that audience? All those audiences will buy immediately that what I call the seekers, but that's only three percent. And that's what I used to market to it to. Do you want to buy this? Yes, no bang. Next Place, 12 percent are explorers. And those explorers is kind of like giving them the dates, you know, and they need five dates or five exposures to our brand before they're ready to buy. But they do have an intention to buy. The other eighty five percent are wanderers. They have no intention to buy currently, but if we give them something valuable one day we might have to shift them from being a wanderer to being an explorer and being a seeker. That's a lot to throw at you. I know, but does it make sense?

Jack Wong: 07:20 Sometimes it's like I personally met my wife in 1990. That was very long time ago, but it took us 5.5 years of dating before I proposed to her. So I can relate to you. It's very rare in our culture, especially to have a love at first sight and ask for marriage. It's like, I know Indian race has this kind of blind date marriage, but other than this I've never heard of any of my friends who actually have love at first sight and propose marriage immediately, so I'm totally relating with what you have just said. Exactly.

Tom Poland: 07:55 It's unfortunately, it's the short term as and this idea that, gee, I've just found someone who would be an ideal client and let's see if they'll do business with me. Here's the deal, here's the proposal, and we wonder why they say, let me think about it because it's kind of like proposing on the, on the first date, you know, it's like, because I think I have to think about this and that's not an unreasonable. And so in this we have a marketing model which not only identify the three percent that are ready to buy now and gives them what they need, which is the facility to buy quickly in eastland smoothly, but also a model which says that recognizes that we can multiply by five our new sales if we cater for the 12 percent, the explorers, because they want five exposures to our brand and I'm seeing this.

Tom Poland: 08:44 We, you know, we use Infusionsoft, which is a reasonably sophisticated online CRM, customer relationship manager. We can see someone who comes to the website that bought out, they bought my book. Perhaps Amazon leads come from here to the website. They've downloaded the, the 10 part model, which I believe you've seen it come back, you know, the light of the same afternoon. Do a diagnostic that come back the next day, the doorway, but not, uh, you know, I'd Evergreen Webinar a week later, they come to our bootcamp or week later and then they buy. It's five exposures or experiences of that brand before we can shift them from the explorers, the 12 per cent, open, mindedly but skeptical. They're open mindedly but skeptical and everything that we put online should be catering for the open, reminded skeptical and move them from that position of being open minded but skeptical to a position where they want to talk with us.

Jack Wong: 09:47 OK. It sounds very interesting because to me again. I'm a consultant so I can relate to that first time if I ask for a sale, you will never happen unless the person basically knows me. So it takes a while from meeting calls, appointments before the person says "Ok, I want to do serious business with you now." So I've lots of explorer because in the market I can understand that there are lots of people offering similar services. So we talk about how we stand out from the seam of sameness and get the client to finally trust me that I'm the logical choice to provide such services. So the consultant has this problem of lead generation. How would that person be able to apply to your model and to get some traffic?

Tom Poland: 10:45 Terrific question because we've talked about concepts and principles. Um, so what here is the ultimate lead generation as a consultant or trainer or wherever you are. You wake up on a Monday morning and you open up your calendar, you've got

your coffee and tea or whatever, and you're having your calendar for the week and you see there are three, five, seven, however many bookings that have been made by potential clients. These are people who understand your ranges of fees. They have a bit of an idea of how you work with clients and they certainly know what it is you do and they have booked the time to talk with you and you wake up Monday morning. Those bookings are there in the calendar. So that's, that's the ultimate lead generation. That's what we do. We don't go chasing people to lead.

Tom Poland: 11:36 We don't do any outbound marketing. It's all inbound. There's no cold calling, no sending out 10,000 little box flyers with direct mail is. There's no business networking meetings. There was none of that outbound stuff. It's all inbound and I'll dive down a little specifically, but just before I do that, imagine this forest full of bears because there's this little analogy describes me, tells you pretty well and there's all these bears are in the forest and the sleeping and you want to reach their honey. You have these honeypots and you want to reach their honey So bears are metaphor for an ideal client and the honeypots are metaphor for you service. So you've got a couple of options. You think about it. How do you get the bear and eat your honey where you can grab a shot stick and you can go right through the forest yelling and screaming and you can find a bear jabbered on the backside with a sharp stick and wake it up.

Tom Poland: 12:24 And if the bears' hunger exceeds its anger, you get to the honey. That's called cold calling, That's called going to business networking, meeting and fiercely handing out business cards to people who you have no idea if they're hungry for your honey or not. It's it's any up 10,000 direct mail that it's anything that's outbound that is file to identify if this particular bear is hungry or if this particular prospect is actually in need for your product or service. So metaphorically speaking or analogy wise, that's what it looks like. If we drill down what it looks like. Most of my clients do three things every single week. And I can tell you what these things are in a monent in more detail if you want. Every single week they do something that grows their list. Your email list is the most fundamentally valuable asset.

Tom Poland: 13:19 It's your most valued asset. And we look at wealthy people, Bill Gates, Warren Buffett, weaver, or shoe brands. So they always have. They all have assets and in business it's exactly the same. The wealthiest business people have assets, so one of the assets is our list or email list, so every single week they do something to build the list that gets more subscribers and that it's the every single week they do something that keeps the brand and

the brain until people are ready to buy. So that list they have got, that list every single person on that list gets an opportunity to engage with something that keeps my clients brand their brain until they buy.

Tom Poland: 13:58 That's often an interview and it is a really good example of BBB "brand and the brain to where to buy." Your brand is going to stay in podcast audiences' brains, and they're going to keep your brand in their brain, which is terrific. Something like that once a week, every single week. There's also, we could call it in marketing at CTA, a call to action. There is something where people, a group of people in this case are exposed to. Would you like to go to [www.BookaChatwithTom.com](http://www.BookaChatwithTom.com) and let's talk about you becoming a client. And that call is not a sales ambush. And it's not a coaching call. It is simply to see, if this person who has made the booking, that's what I talked about before, waking up Monday morning bookings in your calendar, that person is simply hoping that they might be a fit for your services and effective marketing completely eliminates the need for selling. No sales required. Because they they've already experienced your brand, whether it's the ones who are the five times they need to, then they're ready to propose marriage or listen to you proposed marriage perhaps and they know your fees and then how you work with people and they know what the result is. They just hoping that are a fit for what you've got.

Jack Wong: 15:30 It's really great stuff because to me like lead generation is by far the most painful problem for a lot of experts. I mean, the consultant, the coaches and what you've just said makes perfect sense and I like you mentioned the word "asset" because a lot of people just do not realize that email list is actually the most valuable asset in our service business. No email? That's it. Especially when Facebook has changed the algorithm at the beginning of this year, a lot of people actually panicked as to what to do. I mean, can Facebook to be my way of marketing?. A lot of people panicked and I got one of my coaches actually said, have you been actively building your email list? And most people actually said no because they don't realize that and I'm letting someone control me if I'm using social media in that way. Whereas if you have the email list, it is actually your asset. You can do whatever you want whenever you want, however you want. So thank you for actually reminding us this very important concept.

Tom Poland: 16:31 Thank you for agreeing with me.

Jack Wong: 16:34 So what would be the most classic problems that you have seen from your years of experience in looking at the consultants or

coaches, these experts, what are the classic problems or mistakes they make so that they got this lead generation problem? What did they do wrong actually?

Tom Poland: 16:55 Well, the first one you've already mentioned the lack of differentiation. So if you were speaking with an accountant the other day and not have multi partner from fairly big national firm, etc. And you know, I said to him, well, let's have a look at your website and you know, it's the same deal, customer service, we passionate about numbers, blah, blah blah. And I said, well, you know, really It's from an accountant, it's what we call a name rank and serial website. There was no differentiation on there whatsoever. Uh, and it's pretty much true of business coaches who will say this, it's free up your time or let's, you know, increase your revenue or let's get your executive coaches or trainers, let's get people engaged. It's increased productivity, they're all generic terms. And one of the first things we do with every single client is we differentiate them, we get them to karma, we get them to make the book cover, look like the book.

Tom Poland: 17:59 So I've got a client in London, Paul, who's now got a business called tech-quisition. It was not used to be called that, but we created the term tech-quisition because he helps really big companies, like billion dollar companies acquire technology companies and he's got a lot of competition from the likes of PwC and all the rest of it. But there's only one person in the world now with tech-quisition. So we've created the name, we've registered that just like I'd registered leadsology. It is a model now springing up all over the world and that's what immediately differentiates Paul from all these competitors who use the same terminologies each other on the website and meetings. And Paul, if you want to tech-quisition, if you want that strategy, you want his expertise and that methodology. Paul, has effectively eliminated all direct competitors.

Jack Wong: 17:59 This is a very strong branding job.

Tom Poland: 18:59 So that's the start of it. That's differentiation. As often say to clients you serve, you may not feel this, but your services is unique. whatever it is you do you the uniquely and you cannot do anything else other than do it in a uniquely because what brought you to this place currently where you are delivering your expertise is unique set of experiences and your DNA is unique. So the problem at the moment is it's like your ideal client is standing in front of this massive bookshelf and all your competitors books are up there and is kind of in the middle of it and they're looking, searching for the best book, metaphorically

speaking. Now we're searching for the best service and you're standing next to them or slightly behind your thinking, gosh, I hope he picks up my book and he doesn't. He picked someone else's box. He said "I am just wondering, why didn't you pick my book? And he say, well, which one's yours? That one up there. That one up there. Well, to be honest with your cover looks the same as everyone else's. And you said, yeah, but what's inside is really, really different yet, but I can't see that so good marketing makes that invisible visible and we shouldn't judge a book by its cover, but we do. That is one big mistake It is the failure to overtly differentiate and I don't just mean, you know, fancy colors on our website, I mean terminology, models, etc.

Tom Poland: 20:20

Another one is to say, look, here's the seven things we specialise in and trainers and coaches and executives. Consultants particularly are very guilty of this. Classic client, Susan, is a client in Canada and she had fourteen things better she specialises on her website, things like six sigma. And by the way, she was very, very good at. Very experienced and she is an international author right now. So things like six sigma or 360s , performance appraisals, productivity, engagement, human dynamics. I don't even know what that is. but she could apparently, And the very first meeting I had was about her website and I said, ok, we went through all 49. So pick one. What do you mean pick one, pick one? because we cannot market 14 things. As we figured out the thing that was going to be the easiest to market and the message, we figured out how we get the message to the market and everything else goes off the website. Everything else goes off a business card. Everything else goes off her LinkedIn profile, all of everything else from all over the internet as far as humanly possible disappeared apart from that one thing, because as soon as you position yourself as a specialist, you increase demand.

Jack Wong: 21:42

I'm guilty of this also because I consider myself multiple skills, multiple talents, and I've got the message from one of my peers in the past. Jack, what exactly do you do? I'm totally lost. So yes, I was one of them before. So I said, ok, let me shrink down to one thing that I decided to focus on. So I'm talking about sales. This is the subject matter I will talk about relentlessly and frequently. So, I am with you. So coming back to your book, you mentioned, you know the formula called the titanium triangle. Can you share with my audiences what this triangle is about?

Tom Poland: 22:34

Right Titanium triangle. I coined that phrase because titanium is incredibly tough and it's more valuable than gold, so I figured that was a useful metaphor. The triangle has three sides and it's exactly what I mentioned before. Is that the gold standard, what

I seek to achieve most weeks of the year probably, you know, 50 out of 52 weeks is every single (and I am giving you more specific examples), but every single week we do something to build the list. Every single week we do something to keep our brand and people's brains to already buy. Every single week there's a group of people that are taken through what I call a persuasion sequence from open-minded skepticism. We take them through a process of what I call the four hours of relationship influence, where we establish rapport, we establish respect. We establish relate-ability, which is a big one that most people miss when they're doing a presentation or writing a book or a special report or whatever. And finally, the reciprocity, which is, where people feel like they would prefer to work with us than anyone else. So every single week those three things happen, the list of the building, the brand and the brain until they buy is being developed. And there was a call to action, which for most of my clients, means click here to book a time to talk with me about becoming a client. So that's the titanium triangle because I got sick of playing marketing with a pair of twos. There's the old saying, I mean can, can you even a blind squirrel finds an acorn, the virus once in awhile, but you don't want to rely on pure dumb luck if your financial future is dependent on your ability to generate leads, you really want to quit the random acts of marketing and have something. It's more systemized.

- Jack Wong: 24:18 Ok, sounds great. Because again, this is about when I get a client or a prospect, the first thing is to get an understanding of what the prospect is about and nurture and nurture and nurture until the trust is built and that's how the sales is coming. Without trust, without brand, there's no sales at all. I mean the process just doesn't work.
- Tom Poland: 24:42 Yes, So we're not selling a car. We're proposing marriage.
- Jack Wong: 24:47 Exactly. And finally I got question also about the leads and you say that you have this thing called the multiple streams of leads so can share with us what this is about ?
- Tom Poland: 25:01 Leadsology is like everything else I suppose is evolved. And I'm in the second book, I introduce a concept called leads streams and the stream of leads is probably pretty self evident. People, um, as I said before, clicking on a link, booking a time to talk with you and ended up becoming a client. so on. So we know from the likes of Warren Buffet that we shouldn't put all our money in one basket. We should diversify in business. There's security and diversification and it's exactly the same when we are looking for a flow of leads and a lead stream to be like a

physical stream. There's a flow of water and a physical strain here. There was a flow of leads. So what I like to do is set up three different lead streams for each client, or I should say I advise clients to set up three different lead stream. So for example, a leads stream by the way consists of two things and asset plus an audience. Asset plus audience equals police training. For example. And last F morning I ran a webinar for someone else's network and the presentation that I put together for that is an asset. The audience came from what I call OPN, other people's networks, someone else's network. So when you put a webinar together with someone else's audience, we have a leads stream and when we make that systemised so that the identification of that potential host and the engagement with that potential host and the relationship with that potential, which is near to the point where they invite you in to present that become systemised than that sort of presentation that sort of lead generates, generates leads every single week of the year. Uh, in another one that we do in the asset has to match the audience. That's the thing. If I, you know, if I have a client, for example, I can think of who's got a business called taste emotions and he his target market or some of the world's largest food corporations like coca cola and Heinz and so on and so running, wanting a webinar for the vice-president, the coca cola who contacted him and asked him if they could meet for nice inbound lead and is a complete waste of time because the people two times and too time poor. So if we're offering webinars to corporate execs who are ceos and VPs and some of the largest companies, that's not matching assets to the audience. You know, it's like I got monte, my market wanted a dog. He's a border collie is out the back yard and I've got beehives and it would be like putting a beautiful bunch of flowers in quantities in a ball. You know, you could imagine this dog looking up at me with a z is all cockney guy. You crazy. That's going to be a hard sell. But if I shift that bunch of flowers in front of the beehive, they're all over it. And that's what happens when you match the assets to the audience, eliminates the need for selling because the right audience is attracted to him. I'll tell you another one though, Jack, which was really taking off and it's. I spent all of last year developing this and perfecting it. It's what I call boardroom briefings and boardroom briefings were great for small business owners, entrepreneurs as well as corporate exec. So this is an online video conferences, there's webcams on. there is no more than six people on the call and as soon as we started to stop calling these things webinars and started calling them boardroom briefings and as soon as we started hand-picking invitees and that's when we started getting attraction.

Tom Poland: 28:21 You got a VP and the CEO, I mean the webinar, you're like sitting in a conference room of 300 people. you put your hand up who's going to see it, but when you have. I mean, when I do a boardroom briefing, I've typically got people from four or five different countries and they're introducing each other. The webcams are on there, getting to know each other. It's very intimate. It's very exclusive, it's much higher engagement levels and that generating really solid new client inquiries at a ratio that we would never expect from webinars, so there is a little specific thing that your listeners can take away and hopefully gain some value from this.

Jack Wong: 28:57 I personally have taken this goody away because webinar is actually one of the common ways the consultants and coaches get the clients, but what you said is actually blowing my mind. It is not a webinar but is what you call the boardroom, briefing. Intimacy connection so that people trust each other. People can feel the connection and get clients that way. You have actually blown my mind. Thank you for sharing this wonderful tip. I love that.

Tom Poland: 29:29 It's all about getting the right asset in front of the house and there's a lot more, but unfortunately we probably don't have time for that.

Jack Wong: 29:35 I want you to ask my audiences to get to know you better, where they can actually find you or look for your books? Is there any website or is there anything you can share with us?

Tom Poland: 29:45 Sure. I'll give you a couple: the main one is <http://www.leadsology.guru> and the other one, which is something we set up last year. It's just really, really popular. It's a five hour lead generation challenge and it just completely free. People just go to <http://www.fivehourchallenge.com>. It's completely free course. It takes one hour a day over five days to generate five fresh leads. And the goal is to generate one fee, paying client out of that completely free. Go get it.

Jack Wong: 30:34 Ok, sounds good. And I'm so glad to be to have you as my very first guest on my show because that's going to set the standard for the future guests, I believe and most importantly it's no longer Jack Wong's content. It is the wisdom of my guests like you and really very thankful for coming and share with us your experiences in sales and lead generation, marketing. If that's one thing that would just want to say about this interview, although I see it is only half an hour, one thing that I see is that lead generation, well everyone talks about lead generation as being important, what you have done so far has just blown my

mind, is that you actually had come up with a very unique angle of tackling this what I would call the lead generation problem and you are tackling to very specific groups of people, which is basically us. So I love what we have done. I love what you share with my people and i am sure I would get my peers to go to <http://www.fivehourchallenge.com> and, learn a lot from you. So that's what really, really speaking from my heart. Thank you for sharing. Thank you Tom.

Tom Poland: 31:45 Thank you for the opportunity.

Jack Wong: 31:48 Yes. So that concludes our very first episode from our guests, tom Poland, at least this allergy. And for any future requests of guests, please let me know if there's somebody who can really fit my agenda and my audiences let me know. I may do my best to invite them on the show. Once again, thanks for listening to this episode and bye for now.