

How do we get paid?

First off, we need to overcome their objections for using our services in the first place.

If we go back to the last video, we discussed the idea of creating a process map and aligning the values of the team and giving them autonomy in executing on their roles.

In overcoming the objection as to why someone would or wouldn't use your services, you have to ask questions that are correlated to their struggles and how they want to get from point A to point B faster. They also might want to save money

How can you help them with these elements? This is something you'll need to uncover in your relationship building with them.

And in asking them questions you will also discover what their short and long-term goals are.

- ▶ Are they wanting to grow their business?
- ▶ Improve their personal life?
- ▶ Hire more people?
- ▶ Go on vacation with the family?
- ▶ Volunteer in their community?
- ▶ Make more money?



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Knowing what their goals are will align your products and services with their goals. We need to understand first. Sometimes there are people that are a better match with others to help them reach their goals. Be a resource for them and if it is not you, you can always guide them to someone who can.

And getting paid: this is my recommendation.



1

Give people options on how to work with you.

2

**If cost is a factor, create a book.
This is the gateway to you.**

3

If they like the book, then you can create an online course.

4

Again, a lower cost offering to share your knowledge.

5

If they like the online course, offer phone consulting.

6

If they like the phone consulting, then you could come to their place of business or elsewhere.

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**So, it is a mix of online and offline.
Don't limit yourself to how you can help your audience.**



**And getting paid is going to be a function
of how much time you have and how can you carve
out time to do one-on-one consulting.**

On the other hand, it is how can you take your knowledge, structure it and put it on the web. A balanced blend of both is something to strive for as people sometimes want to choose like a menu at a restaurant. They want choices and you can give them options.

The reason this is important is that there is no one size fits all approach to people's needs.

Since I've started doing this in 2008, I have been surprised by the needs of people that take my online courses and in person or over the phone help.

One thing is clear: their needs and their interests can vary greatly. But one need is very clear: they want to go from point A to point B faster and with less errors.

Taking your victories and defeats and sharing them with your audience will make all the difference for them.

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Show them what life is going to be like once you share this knowledge with them.

Give them multiple ways to work with you. It can start slow in the beginning to the point where you are there trusted advisor for years!

It always starts with taking the first step.



**Listen, learn, repeat back what they said
and create a plan for success.**

And as you look at the ways to get paid, there are a few options.

First, we need to explore this simple reality: there are 52 weeks in a year and 40 hours to do that work. Hopefully for you, you would like to take 2 weeks off a year (minimum).

If we take **50 weeks x 40 hours**, we have **2,000 hours** of time in a year we can sell.

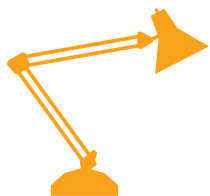
- ▶ If you are a sole owner of your company, you will need to spend half your time doing things that could be labeled as non-productive. This entails things like doing administrative things in your business to spending time marketing and advertising.
- ▶ If you have staff, you will need to make time to direct and guide them. You might also not feel good at times and need to take off. Things invariably come up that are unforeseen that can alter your day and schedule.

What does this mean for you?

Most likely you will have approximately **1,000 hours** left to “sell”.

Meaning time to do consulting to creating your content.

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When you are in a city at night time, drive by a high-rise office building. You may see the lights on. It could be from a law firm. To give you an example, many law firms encourage their associates to sell a certain number of hours.

These “unwritten” rules span **1,400-1,700 hours per year**. This is why they are in their offices late into the weekdays and on weekends. It is also why many people that practice law seems to be re-evaluating this decision.

Now if you want to work Monday through Sunday, you can increase the amount beyond the 1,000 hours. But if we are, we should consider and ask ourselves the question as to why we got into business in the first place.

Meaning, compare the number of hours you’re putting in and their impact. Are they keeping you away from your family?

Could you potentially make more money working for someone else and put in less time and have less risk?

This speaks to the creative part of the work process and trying to reign in how time seems to disappear and you wonder what happened to your day.

Which is why if we go back to those 1,000 hours, and you could charge \$100 per hour, you will make \$100,000 per year. This is not including expenses of course, but just selling your time.



This is why making content to replace you, is critical.

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Case Study: Joint Venture Course.

What if there was a way to make \$1,000 per hour?



Let me give you an example.

About 5-years ago, I worked with a friend to co-create a course.

It took both of us a few weeks to work through the materials to get it just right. We started to work with a company to market the course. Our goal was to let them market the course and manage all of the aspects associated to it.

To date, we have worked with over 300 people with this one course alone.

The course is taught over 6-weeks and with it, we also provide the ability for students to submit assignments based upon the course curriculum. We check the assignments and provide feedback. We do a live call each week for 6-weeks on topics pertaining to the course content and anything that is related to current affairs.

So, if we have 20-people in the course and they pay \$2,000 to take the course, that is \$40,000.

We split the fees with the marketing/platform company 50-50. The 2 instructors split their fees 50-50.

This means in a 20-person course, the instructors make $20 \times \$500 = \$10,000$.

We do 6-live calls over 6-weeks. This is 6-hours of call time.

We also respond to homework assignments. This is often 2-hours maximum over the course duration as we are fluent in the course content.

This is how we come up with making \$1,000 per hour.

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We created the content and as long as things don't change with the content, we don't touch it. From time to time we have made some edits over the last 4-years, but the overall structure and course material is the same.

What has also happened over the last 4-years is a lot of the students end up becoming clients.

Why?

They see what they learned in the course and they want to go further. The 6-weeks was a good example of showing how you can help them and they want to continue the journey together. There are other things they want to learn and you have demonstrated and built trust with them.

This can be even more lucrative for a few reasons. Often these deals are a base monthly consulting retainer agreement with a success fee attached to the agreements. The structures of these agreements can vary from client to client, but invariably they align each party's interest with the goal they want to achieve.

When clients are satisfied with your ability to help them, they often do something else. They also build your brand and give your other prospects referrals and this leads to more business.

To date I've worked with over 400 clients globally and it all started from offering to help someone by publishing a piece of content on a struggle I had and how I overcame the challenge.

**This course will show you all the tools
I use to achieve this and more.**

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You'll receive copies of the processes I go through to do this.

- ▶ You will also get contracts and examples of how to structure your own deals.
- ▶ You will get the excel files, PowerPoint presentations, word documents, process maps and ways to "interview" your prospective clients while on the phone to see if you're a good match.

Also included in the course is the way to make a course exciting to participate in.

- ▶ You'll learn how to structure a training
- ▶ How long it should be for each lesson
- ▶ What kinds of things people really want to learn
- ▶ What are tactics and what are strategies
- ▶ How to answer student questions
- ▶ How to do live calls each week
- ▶ How to market your courses
- ▶ How to create an outline for your book to build authority
- ▶ How to find JV partnerships
- ▶ How to write to your audiences using stories to capture their attention
- ▶ What people are really looking for versus what you believe they are looking for
- ▶ How to look to other peripheral industries to help them as well

Look forward to seeing you in the course and how it will give you the freedom you deserve and to make the money you want and to live the life you've always imagined.
