

### ShowBiz Blueprint – Module 3

Hey everybody, welcome back. Barry Friedman. Showbiz Blueprint. Here we are, module three. Excited to be with you. Today we're going to dig into some very important pieces just like we're going to do every week and in our live calls. Outsourcing 101. I want to talk to you about the one thing that's killing so many of us that look at this business as if we have to be in it alone. That solo-preneur. The very fancy, "I'm going to do this all myself." We're going to kill that guy. I'm going to ask you to entrust yourself with small tasks. I give you a couple of ideas of what you can jump into right away. We're going to do relationship building. I've talked about this in the preprogram, and our phone calls, I'm not a huge fan of sitting around waiting for the phone to ring. In fact, I never do it. We do a whole lot of outbound marketing and that means relationship building.

I've mentioned to you I have some contacts with producers that go back 25 years. It's very powerful to have relationships that old. You don't have to redo the leg work every time. There's very little reinventing the wheel. I'm going to dig into some ways that you can really strengthen the relationship with a very special guest. Then I'm going to talk about sales funnels. I told you, we're teaching six, seven, eight, I forget how many funnels throughout Showbiz Blueprint. Today we're going to attack the sales funnel, which is one of the biggies. It's a five-step funnel. You'll have some homework on it all this week and we're going to have it in our brains by the end of today, in our computers and working in a couple of weeks. We're going to have it in our bones within about a month. Once that's in your bones, there is no going back. No going back to sleep.

All right, let's get going. Let's dig into week three. Some reflections on week two, first. How about some of the big changes you guys are seeing in your life? Writing about in the Facebook group, or talking about on our live Q&A. I can tell you how exciting it is, how motivating it is to get to sit copilot when all of this kind of transformation is going on. Guys are making phone calls, people are reaching for the telephone. How incredible is that? I saw one member say that he's actually cutting back on his real job in making this the real job. Going part-time with the stuff that he goes into that isn't about his business. I can't tell you how exciting that is. Setting up basic systems for the telephone. Last week was a shattering, a shattering, of an old paradigm about how we behave around the telephone, the relationship we have with it. I really saw some people picking up on it and putting it in no matter how hard it was.

I told you a story about how when I take a program, sometimes I have to grab my hand and make myself send the email or pick up the phone or have the communication, write the letter. It's what we do. It's what we're here to do. Let's just do it. Networking opportunities are huge once we start making the connections, picking up the phone. I'm so excited to see all of this growth. There has been a little bit of confusion. There always is about conversational calling because it's such a radical shift in how we've always done something. It's impossible to think, "Oh, I heard this one time. I'll just jump into it and it'll be perfect." Not so much. The accountability groups have been made. They've been sent out. I know some people are already meeting and, well, what can I say? It's a big piece of the triad of support that we have in this group.

We have the modules, we have the live meetings for life support, you have your accountability group and we have our secret Facebook group. When you get out of here, the alumni Facebook group.

Don't let you go. I don't use the expression Blueprinters for life lightly and it starts right from the beginning, as you are seeing. Hopefully, you're digging into your homework. I want to really know that you're biting into it for everything it has to offer. There's so much power in those assignments. I make them so that they stack on each other. I make them so that they challenge you and I make them easy enough that if you have some extra time, if you have some energy, if you love something put more into it. You don't have to stop where I say stop. There's no reason, in fact, to do that. These are prompts, these are what you need to do kind of a minimum level.

Go beyond. Go beyond. You get out of it every single thing you put into it. Then the Facebook group. I want that to be a real pillar of support. Every year, there's always a couple of people that don't post on it. When I call them on it, it's like, "I don't do the group thing." Look, the excuse that I don't do I can't or I never have, it doesn't apply. I asked you real clearly on your interview, "Are you willing to let go of the way you've done things for 10 weeks and step into something new," and you wouldn't be here if you didn't say yes. I'm going to challenge anyone who hasn't posted in the group yet, pick it up, jump in there and do this one simple prompt. What's one step you've made so far in the program and what's one step you promise to make this week. Just two easy things to post. Direct prompts, jump into them and I look forward to reading those.

All right, where are we going today? We're going to talk about outsourcing. A 101 and introduction. This is the only way in life you can ever buy back your time. We can't get younger, we don't have more than 24 hours in a day. This is a way that I use very effectively to have, I don't know, maybe 40 hours in a day of actual working time. If I were going to have a staff, it would add up between graphic outsourcing, website outsourcing, automation outsourcing, video making outsourcing, editing outsourcing. It's nice to have a lot of people working on your stuff and I'm going to show you some ways that you can get it done for less money than you might imagine. Then, I'm so excited to do this. I'm going to bring you an interview that I did recently with Larry Benet. He's the founder of SANG. Speakers and Authors Networking Group, a huge, huge operation.

One of the people that you would not be able to talk to if you weren't in Showbiz Blueprint and I'm really excited to share him with you today. Forbes Magazine called him the sixth most influential networking expert to watch. That's a pretty good thing. I met Larry at a conference, became a great friend, ally with him. We've worked on some projects together. He's a grand example of what can happen when you don't believe the stories about not being worth it or I'm too small to connect with that guy. I had that story when I watched Larry connect on stage and went up to him. We ended up having a great lunch and we've been friends for a couple of years now. He actually calls on my birthday every year and sings Happy Birthday. I don't know where he fits the time in but we're going to talk about that in the interview. I know you'll love the interview with Larry. Have a fresh set of notes out.

Here's a tip on taking notes, how I do it. I don't look for how much I can fit on one page because it all gets clogged. Maybe like me, but I have a notebook when I go to a conference and I put one single note per page that, then I turn the page. I never run out of notepads. You get 100 sheet page, you have 200 pages with front and back. Just put one note. Makes it so easy to scan through that book and just say, that's what I want to implement today. Circle something, that's what I want to implement. Have one ready for Larry, he's going to be dropping gems on you like crazy. Then, what comes after the conversational call that we talked about last week? What happens after we have that call and we say, "Can I get permission to send you something to continue this conversation," or, "send you something

that will show you some ideas that you may not have had," or, "show you some new ways to," XYZ whatever their core conflict is?

What happens after that, that's what were going to get into today. Then, the five-step sales funnel. I'll probably jump off screen to show you a fair amount of that but we're going to look in deep to the five-part sales funnel, today. All right, let's jump right into outsourcing 101. I don't know how many people outsource when they're solo-preneur entertainers. I think it tends to be a whole lot of, "If I can do it, I can do it myself." I certainly heard a whole lot of that in the interviews. I want to invite you, though, to lose the tasks that kill the spirit. Is that clear? Anything, if you have to do it and it starts that way, "I have to do this," start opening your mind to the opportunity that there is a way for you to get it done. Everything from taxes to copywriting to web design to video editing. Housecleaning, yard work. If you have to do it and it's taking away from your spirit that you need for this profession to really fly, then I'm going to invite you to just open your mind this week.

We plant a lot of seeds in here and I'm going to plant the seed that there is a way to get everything done that you don't want to do in a way you can afford. Not only now, but in a way that will allow you to make more money. That's the huge piece that's so difficult to see with outsourcing. We are worth a lot more than \$3 an hour. So much of the work that you're doing right now, that you're saying, "I have to do this or this has to be done and I'm going to do it," you can outsource for \$3 an hour for even less to a part-time assistant that you pay 200, \$250 a month to. I'm going to invite you to hold onto that. What else is good about outsourcing? Gives you a brand-new fresh set of eyes on your work. To me, that's been invaluable. It's connected me with new partners, it's built relationships with VAs that I still use to this day. Just the fact that they laid their eyes on something and said, "Hey Barry, have you ever thought of doing it this way?"

We were not put on this Earth to do things like create databases. To go out and search Google and find 100 events that are happening in Chicago in the fall. That's not why we're here, believe it or not. That's something you could easily have done for three dollars an hour by someone who's probably got a bachelors or masters degree, overseas, who will do a much better job than you'll ever do. We'll dig a bit into that. This is a massive paradigm shift. In fact, you can probably already feel the resistance inside of you, to some extent, just when I say that. There's probably a flare coming up, "Oh, that'll work for him," or, "that won't work for me," or, "I can't do that, I don't know where to start," or, "I'm not big enough to do that." That's resistance. We talked about that. I asked you to read the book the War of Art. Resistance is the main character. Hold onto that. Plant the seeds and we're going to uncover it as we go.

Outsourcing is going to do something else for your brain that you probably never thought of. You may have heard Bill [Leman 00:10:14] talk about the words genius and pleasure. Outsourcing allows you to seek out and engage in what's your genius and pleasure. Because you're not doing all the stuff you have to do. In addition to that, things are getting done while you're not doing them. It is powerful and I'm going to insist this week, you'll see it in your homework, that we dig in and outsource at least one thing. Getting this stuff onto your plate is the doorway. It opens the doorway to you playing bigger in your career. You can produce a ton more value for your prospects and your clients if you're not doing every single thing in your business. If you're wasting 30% of your time doing something that could easily be outsource, imagine taking that 30% and pouring it into creative ideas for your client.

Creative ways to find people to prospect, creative ways to incorporate, like we talked about in week one, your passions, your pleasures, what you're here to do with your skills as a presenter,

entertainer. Channel that energy back into something that allows you to play bigger, to rise above the crowd, and you won't recognize yourself. Literally, outsourcing is what gave me the time and energy to write my book, create my 30 day sugar-free program, create Showbiz Blueprint, have time for private coaching with clients, group coaching programs, mentor entrepreneurs and online businesses. Everything I do is because I don't have to do very much that I don't want to do. I'm inviting you guys, I'm telling you that it starts slowly. It all starts by seeing yourself as the CEO of your company. All right, you are not your entire company. Think of yourself as the CEO.

The one who has the big vision, who keeps the plane in the air, and all this other support that comes from under the wings, that comes from ground control, that comes from the copilot ... One day, have a copilot. That allows you to sail this bird along. Big vision stuff and it starts very small. I said in the beginning you can't go from a zero to 10. Can we get this outsourcing from a zero to one? Because once we do that, I've told you the math. One to two is only 100% increase in that's very easy. Two to three gets a lot easier than that. Let's really hold the doors open for some of this and empower others, because it fuels your ability to do more. All right, that's really where I want to say it on outsourcing. I'm going to give you, now, a couple of ideas on how you can actually outsource that will instantly turn you into a more productive person. Design. Websites, flyers, graphics, ads, get all of these things off your plate.

If you're not skilled, if you're not trained or educated in it, if you haven't read six books on the topic and understand design in a very powerful way, you have to get out of it. It's costing you money. There's some numbers right now to have websites that have to be redesigned. I made that very clear to you during the interview process. You can't go on like that, it's impossible to be taken seriously. How about research? Clients, events, agencies, producers, people who are in our niche who are in our area, who may be running conferences in a niche that we have a gift for performing at or maybe we have a history of working with this type of client. A wonderful thing to outsource is the research part of it. Copywriting. This is tricky. Copywriting is a skill to get a message across. You can find cheap copywriters that maybe you'll get a great sentence out of on [fiverr.com](http://fiverr.com).

One of the websites I'll have below in the resources for you. You may get a good sentence but it's five dollars. You may want to hire an expensive copywriter. I used to write copy for people and loved it. My copy has made people hundreds of thousands of dollars in the entertainment niche. I've stopped doing it but I will tell you there are tricks to it and it all comes from everything I teach in here. Seeing your promo materials from the buyer's eyes and not from yours. From losing the ego. Practice or hire it out. The copywriting is a wonderful skill and it is something you can hire out. Video editing. Customize pitches, promo reels, sizzle reels, all of these things. We have an alumni who I will link below here who makes wonderful promo reels for people. Don't spend your time making a promo reel. We can't do it. We just can't afford to do it. There's too much to be done.

Organizational tasks, spreadsheets, travel, everything like that can be outsourced and I'm going to really ask you to do that. Client follow-up funnels, which is something we're going to get a little more deeply here as we go, another thing that you can have someone help you to set them up. There's literally no excuse to ever say I can't do this. If you can't do it, wonderful for admitting it, good for you for not being able to do it. We don't need you to be able to do everything. Never say I can't move forward because this isn't done. We're not doing that right now.

Good. Let's talk about building a team. A team starts when you have a second person, so if you have just one more person, you have a team. That's good enough. If you have two, is there something that's not getting done, or to the best way it could be done? Give it to someone else. This feeds a loop that will come back to serve you in a very big way. Once you give something away, you get that energy back and you get out of your way in going to the next level. That is one of the biggest gifts of this thing is just getting out of your way. It's like clearing off the road. They get all the cars off it, they turn all the lights green and you're free to move forward. Yes, it's not a panacea. It's not one phone call and then it works but this is stuff that we have to start building, here, early in the program. So that by the end of this thing, we actually have what we can call a real team that working for us.

See yourself as that person who is starting to build a team. That's a paradigm shift, a big one, to go from solo entrepreneur to "I can see myself as someone who has a team." All right, so a couple of my favorite places for finding team members. The graphics, I like using fiverr, 99designs, like using designcrowd.com as a site. What's this other one? Pickle or something like that? I forget. Pickle designs, Google that. Another fun one where you can get a monthly retainer to get all you want done. I've used that a couple of times when I have intensive projects. Designdesk.com, all these will be listed below but these are the ones I like using for graphics. Admin. I found my two favorite VAs in the world on a site called hiremymom.com. Dig into that. There's a lot of people get on there, who have five, 10 hours a week, skilled and wonderful and they're raising a baby or child.

The site's really well filtered, strong resumes, get on there and talk to them. We'll talk about how to get the best outsourcer. Think we're doing it today, I'm pretty sure. Upwork.com. Upwork, a few of the big ones merged into Upwork.com, recently. Everything is on there. On that Upwork, you can find people to do web design and programming for you. Video and audio. Gigreels.com. Link below. Does the Showbiz Blueprints alumni who does wonderful promo reels. He's done a couple of great jobs for members of Showbiz Blueprints alumni and he's done my personal sizzle reel for my sugar-free shots. Craig list. People in your own area, imagine that, for video editing. Yeah, pretty good. I have a client who is doing something in Atlanta next week and we looked on Craigslist and found a wedding videographer who was going to come in and shoot this nice thing in her office for 500 bucks. 500 bucks.

Pretty amazing to have that kind of local talent and, at the end, be handed the card. Copywriting. As I said before, it's not cheap but it is the business that you're in right now is to get that message across. You can go top and you can hire a big expensive copywriter. What I really would love you to do is hang out for a couple of weeks, because in a few weeks, we're having a module, maybe it's next week I think, with a copywriter who you're not going to believe. He will readjust [inaudible 00:18:15] do one of those 360 camera views on your idea of copywriting. Brian'll be here in a couple of weeks and I can't wait to share him with you. Let me go on to the screen share right now, just to show you what I really like doing when I'm looking for an outsourcer. Save yourself some time in the listings, be overly specific on your listing.

This isn't about making friends, all right. That might happen. You might have some great relationship, but at the beginning clear and outspoken. Use a screen capture utility to explain tasks. Don't go down the rabbit hole. Let me show you go something real quick here. This is, let me go back to live for second. This is something called, let me see if I can get it to pop up. Yeah, let me see if I drag it over onto that screen. This is something called ... It won't go onto the screen that I'm sharing full-size. I have a little thing called Snagit right here on my screen at all times. It's always ready to go. It's always ready to go. All I do is click a button and I can record. When I'm ready to give somebody a task to do, I

throw on the recorder, make a little couple of second video, 60 second video, two-minute video, showing them what to do, email it off and I keep going.

Don't get down the rabbit hole of trying to type this stuff out and explain it. Jing is free, Snagit I think is 20, 25 bucks a year. Wonderful, both from a company called TechSmith. You may have your own solutions but be using that. Ask questions that create conversation. When you're doing an interview, yes, wonderful if they can get the task but get these people to talk. You're going to get a real feeling for who they are, their work ethic, some of their history. This is all important stuff. Put a test in there to make sure they read your application and care. Either a very specific subject line, ask them their favorite sport or something and put that down towards the bottom. Make sure they actually read your application and care about what you're doing. I don't want someone just copies and pastes back a response to me. It's not who I'm looking for to work for me. Of course, ultimately, this is about saving you time.

There is a small upfront time until you get efficient at it. Don't spend your time on there looking for freelancers. That is a hole you go down. Write what you want, be specific, and let them do the looking and find you and apply. Virtual office. All right, you guys. This is a big dream I know a whole bunch of us have. I remember talking to a couple of the entertainers during our interviews. It's like, "I don't want to do any of that stuff," and by the end of the call, clearly we came to the place where, yeah, you have to do some of it. We have to get it rolling. I'm talking about the steps to it right now. The virtual office is a big deal. What I want to tell you is don't rush it. Don't rush it. You'll find exactly what you need. That's by starting slowly, just like I'm talking about today. Always keep an eye out for people who have a big picture view.

I'm always looking for. In the recording studio, right now, is a 16-year-old young man who I met at a boys to men weekend a long time ago. Had a big view of the world. Now, I always have in mind, here's a guy who can do some stuff, has skills and has a lot of energy for doing something. I look for a place to bring him in and now he's sitting through 10 modules of Showbiz Blueprint with me. Anyway, it's important to always just be looking out for someone you may know, someone you may meet, someone your kids know, your spouse knows, your partner knows, you meet at a meeting, what skills do they have and how might they work into your big picture one day? It is so powerful. My wife was our person, the Raspyni Brothers' person, for five great years during the big booming years of the dot com. She became very good at it.

It was literally me recognizing, "You're an extremely organized person, people love you the second they talk to you. You don't really want to travel and get out to all these shows." That invitation, that little bit of training, turned into a very powerful collaboration. Do you have any idea who that person might be for you? That's what I want to ask you and leave this outsourcing piece with that one question. Do you have any idea who these people might be in your life right now?

All right, you guys. I'm so excited for this piece of the module. This is an interview that it will shake you up in so many ways. If this interview alone, and the connection to Larry Benet is the only thing you take away from Showbiz Blueprint you got a huge return on your investment for being here. Larry Benet says, "The technical skills of any profession are vitally important. Without them, you're not even in the game. However, with them you're only in the game. Those who mastered the art of connection are nine steps ahead in a 10 step game." Is that amazing? Is that remarkable. Today's guest, Larry Benet. Forbes magazine put out its list of top 25 networking experts to watch and Larry was

number six. He's the creator of SANG, Speakers and Authors Network. A powerful community of trendsetters and change agents. Billionaires, iconic business moguls, best-selling authors and speakers.

Do a Google search of Larry. It points to a man who's truly living in the sweet spot of his genius and pleasure. Connecting the world's powerful and unknown individuals for mutual benefit. I tell you guys, he is one heck of a nice man. We're going to play this audio interview. I will add some video elements. Stay here, take in every word and take notes on Larry Benet. Larry, good to see you, man. Thanks for showing up.

Larry Benet: Thanks for having me, I appreciate everyone allowing me to share a few moments of time and insights and all that. Ironically, I did a keynote at a, again, author writers conference, actually, called Readers Legacy. Which is actually going to change, probably, the way the publishing world works. Anyway, that was on Friday night. I only spoke for a few minutes and literally, in the audience, was a writer from Inc. Magazine. He really was appreciative or taken ... He really resonated with the message so he wrote, yesterday, an article about me in Inc. Magazine. It was like Seven Ways You Can Connect with Anyone Quickly. I think it's had almost like 2000 shares since they posted it yesterday. You know it's interesting, you know how they always say give someone else a shirt off your back, have you ever heard that saying?

Barry Friedman: Oh sure, course.

Larry Benet: I was walking out of the conference at around 6 o'clock Saturday and they have a black-tie awards dinner Saturday night. He asked me, "Are you going to the awards dinner?" I'm like, "Yeah." He's like, "No." I'm like, "Why not?" He's like, "I didn't dress appropriately." He goes, "I don't have a tuxedo, I don't have a black-tie, I don't have a suit, I don't have any of that." I'm like, "Wow." I said, "You know, you should go anyway." He's like, "I don't really think so." I'm like, "I tell you what, come to my room and I'll give you a jacket. I'll give you a shirt and I'll give you a tie." He ended up going. I technically gave him the shirt off my back. Here's rule number one. You want to give first, always add value. You know how they say Miller Lite, tastes great less filling. Larry Benet's motto is give first, always add value.

Whether you're an entertainer, a speaker, a performer, an entrepreneur, whether you're trying to get to the event planner to get you on another speaking opportunity, whether you're trying to get a TV show, whether you're trying to get a media interview, whatever it is, someone else already has whatever you want. To me life is a lot easier, it is 10 times easier, to go build a relationship with someone by serving them, by connecting with them, and adding value. Using this guy from Inc. Magazine, here's what happens with most people. They need him, contributing editor, whatever his title is, I don't even know.

Barry Friedman: Right. Right.

Larry Benet: Anyway, [inaudible 00:26:24] most people do in our profession? They pitch them [crosstalk 00:26:28] an article or something. The first time they meet an event planner or speaker's bureau, "Hey, you should have me speak or perform." That's always the mode of operandus. I run a very influential business network. I've had Tony Robbins, Tony Shea of Zappos, Peter Gruber the owner of the Golden State Warriors. Guy Kawasaki. You name it, we've had them at SANG. I had the head of TBS television or TNT or the head of Mark Burnett, The Apprentice and all that stuff-

Barry Friedman: Sure.

Larry Benet: [crosstalk 00:27:00] at our event, normally, I never ask for anything. I'm trying to find out what's important to them. If you can figure out what's important to someone, man, it just makes things a lot easier in terms of cultivating, nurturing, and developing a meaningful relationship that will ultimately help you get whatever you want in business and in life, faster. That's my high-level opening remarks.

Barry Friedman: Man, that's pretty high level. Boy, it sure goes on par with how I built my business and what I want to just teach people out here. Man, when I met you, I just remember sitting in the audience in LA and just being like, "Who is this guy, and what's he touching inside of me and how are these wheels spinning?" Great example, though, with the man from Inc. Magazine. You know what I love about that story, too, let me just backup one bit. Here's the guy, you, you just gave this talk on stage and this guy sees year and he's like, "I'm not going," and you reached out to him and said, "Hey, come up man, get a jacket, get a tie, come to this awards thing." That's giving before taking.

Larry Benet: Yeah, so here's the thing. This is true, write this down. Are you a giver or are you a taker, number one. Number two, are your clients, are your centers of influence, is your network, are the people you surround yourself with, are your partners, are they givers or are they takers? Here's my thoughts. I'm a big believer you should always be a servant. Always give to thy neighbor, always try to help. The simple question to me is how can I help you. That simple question is diffused no matter how successful I meet someone is, it doesn't really matter. There's the question. There are a bunch of takers, my suggestion is find new people that will be close in your inner circle to be close to you in terms of your event planners, your partners, your booking agents, whoever might be your collaborator. I will tell you this.

If you build a network of other people that are givers, like Barry, like myself, life will get a lot easier for you and you'll find you're not going to have to work hard. It'll be effortless. It's like frictionless business. Harvey Mackay has written a great selling book ... or I should say he's probably at tens of millions of books sold over the last [inaudible 00:29:38] years, he's probably one of the most connected CEOs that I personally know. Harvey's a giver. Not always a taker. Therefore, right now, he's working on something that's very important to him called this Harvey Mackay University. The reality is I am really, really busy right now. I'm launching three conferences, I'm trying to raise about \$50 million for new business venture in the antiaging skin care cosmetic surgery world. I deliver keynote speeches. I got a lot of stuff going on. Harvey's someone who matters to me. I've learned a lot from Harvey.

When Harvey says, "Hey, can you help support me in getting my Harvey Mackay University out?" I'm like, "You know what, I am busy but guess what. I'm going to support you." This morning, I've sent of two or three emails for Harvey. Yesterday ... Excuse me, over the weekend, when I was at this conference, I met a gentleman named Orrin Woodward. I've never met Orrin, I've heard of Orrin. He's a New York Times best-selling author. He is running a very successful company. He told me yesterday his goal is to build it to \$1 billion and beyond. Literally, this past weekend, he had 30,000 people at an event. Maybe I guess at his event. He's a successful guy. Anyway, he was telling me his mission in life is to help people have financial freedom and get out of debt. As I was eliciting to him to talk I said, "Do you know Bill Bartman?"

He's like, "Name doesn't really ring a bell." I'm like, "Well," I explained Bill Bartman was. Bill used to be the 23rd wealthiest man in the United States. Self-made billionaire, was my personal client for years. Great friend, great mentor, part of my SANG network that you're part of. Anyway, long story short, I said, "You know what, I have got to introduce you because you guys have similar missions. Bill's got the fastest growing collection agency in America, he's up for the Nobel Peace Prize because he's helping his clients get out of debt and live better financial lives. This guy is doing it in a different way." I emailed him yesterday. Again, I'm busy but I just think it makes ... I'm not trying to get something from Bill and I'm not trying to get something from Orrin. It's just good business.

Like I said, when I got on the phone with Orrin yesterday, I just asked him, "What are you working on in case I could support you? Like what's most important over the next 90, 120 days, next six months and if I have someone in my network that can help you, I'm happy to connect you or add value or send you an article or do an interview," like we're doing here. Again, it's all about adding that value. When you do that, it's the easy button of life, basically.

Barry Friedman: Yeah, you're a living model of it, Larry, and it's so inspirational to hear from someone who's not just thinking about ... Just talking about what you've done today, now you are clearly in a hotel room meeting with a bunch of jugglers, clowns, magicians, and ventriloquists who are around the world. It's a, thank you, for one thing. Yeah, it's good people. Were you always this way? I mean, where you shy ever? Can this kind of thing be learned?

Larry Benet: Actually, I'm a pretty shy introverted person. Here's the good news. If you shy and introverted ...

Barry Friedman: Sorry.

Larry Benet: I mean, here's the thing. The reality is, I could give a speech in front of a couple of thousand people. That's probably easier than having to go walk in a room where no one knows you and then you got to just goes to are walking around and talking to people. The good news is, I'll show, I'll share techniques on the call today, where you can do this via social media, you can do this over the phone, you could do this via text, person-to-person, a lot of different ways. As a matter of fact, I want everyone right now to pull out their phone and I'm going to show you something right now that all of you can do. Here's what I want you to do.

Barry Friedman: Let's do it, guys, jump in.

Larry Benet: All right, this is going to be audience ... I'm going to have you guys do one thing right now and then I'm going to give you one thing to do later. I guarantee you you will get the result today and it will blow you away how simple it is. First thing I want-

Barry Friedman: Love it.

Larry Benet: You to do. It could be a friend, it could be a loved one, it could be a client, it could be an event planner, it could be an agent, it could be someone in the media, it doesn't really matter. I want you to reach out to them and say, "Hey, I'm on this amazing call with Barry," tell them what the thing you're doing but you know what and let them know you were thinking about them and you just want to see how they're doing and if there's anything you can do to help them, please let them know how.

Obviously, if it's a friend or loved one, you can mention love Larry, love Barry, whatever. Just tell them how much you appreciate them. Just tell them how much you appreciate them.

Barry Friedman: This is my texting face.

Larry Benet: Barry, I don't know if there's interactivity on this thing that I'd like to know when people get a response back. I'd be curious on the first person that gets a response back and what the text from them says. I did this at a speaking event about a year ago. I mean, I do this at every conference I speak at. This guy comes up to me, goes "Oh my God," he goes, "I got to thank you. Thank you so much." I'm like, "For what?" He goes, "That exercise you did that we texted everyone," he goes, "it was the first time my son, who is 16 years old, said he loves me in a couple years."

Barry Friedman: Oh man.

Larry Benet: [crosstalk 00:35:01] that was pretty touching, all in itself. I'm just saying, if you have an employee, if you have a speaker agent that's done some great stuff, just to let them know, whether it's writing a personal note ... Now here's another thing I want you to do later when we get off the phone. Great talk the other night, often.

Barry Friedman: I got mine online, I'm ready to go.

Larry Benet: Okay, awesome. Awesome.

Barry Friedman: [crosstalk 00:35:24] and if anyone else-

Larry Benet: Here's what I want you to do later when we get off this call. Literally I want you to do this the first thing you do. I want you to take out your phone and I want you to create three short little videos. It might be to a fellow speaker that you saw speak. For example, Marsha Wieder, she is a New York Times best-selling author. She's been on Oprah three times. To be honest with you, she's been part of my SANG network. She comes up to me and she says, "You know, I never told you this but I got Jack Canfield from Chicken Soup for the Soul as a client because of you." I had no idea. She came to my SANG conference, she met him there. Anyway, here's the point.

I took a little 30 second video and I just held up the phone and I said, "Hey Marsha, this is Larry Benet, chief connector, co-founder of SANG," and I said, "I've had some of the greatest thought leaders of our generation, from Tony Robbins to Jack Canfield, to Tony Shea of Zappos, to Stephen Covey at my events and I just want to say, I was so blown away by Marsha Wieder's talk. She was authentic, she was real she was amazing, she talked about dreams and it was inspirational." I said, "If you book speakers, you should definitely take a look at booking Marsha." I said, "If you're an author, speaker, coach, consultant, you should check her out because in 40 days a year, she makes \$2 million of income and it's a very leverage-able model that you can maybe borrow some ideas for. And I'm going to go learn from Marsha as well and you should just check her out."

She doesn't know I'm doing this. I sent it and then I did this for other people that I had met at the conference. When I get off the phone with you today, I'm going to send are just a lot of videos just the people in my networks that I haven't talked to in a while just tell them, literally, "I really appreciate you, in case I haven't told you before, here's what I really appreciate you the most or ..." The simple little

things, I promise you, go a long way. Here's another simple thing that you could do every single day if you're shy and introverted. If you don't want to pick up the phone, you can obviously pick up your iPhone and create the video, though. You can obviously text someone. One of the things I use is something called trigger events. Write this down. This is a million-dollar idea. Some of you have to reach out to very busy influential people.

Not so easy to get a hold of them all the time but-

Barry Friedman: Sure.

Larry Benet: When you use trigger events and a trigger event is it could be someone's birthday, so there's personal and business. A personal trigger event could be a birthday, anniversary, a divorce, the kids graduation, that's personal. On any given day, I looked up and I normally set appointments and phone or on my Google calendar ... Hey, Barry, when's your birthday?

Barry Friedman: You will know this because I met you in February-

Larry Benet: I know, I know, I know. I know. I want to share for everyone else, when's your birthday?

Barry Friedman: April 15th. Tax day.

Larry Benet: All right, April 15th is so easy to remember but, if you're like me, go put it in your Google calendar. Here's the thing. I call people on their birthdays. I sing to people on their birthdays.

Barry Friedman: You do.

Larry Benet: I record video singing Happy Birthday into my phone. Guess what, you're all entertainers, so everyone's going to love the kind of messages that are so creative that all you guys could do anyway. Here's another perfect example. Peter Diamandis is part of my SANG network. I don't really see him very much. He's very busy. I think he gets \$100,000 to give a talk. He created the X Prize. A couple of months ago, maybe it was a year ago now, but he was in Forbes ... No, Fortune Magazine on one of the hundred ... No, 50 greatest leaders in the world. Richard Branson, Howard Schultz from Starbucks and Peter. What I did was I basically just texted him, "Hey, congratulations," and what I did is I blew up the photo of Bill Clinton that was on the cover, I chopped out Bill Clinton and I put Peter's face on the cover. He was in the magazine.

Then I sent him a huge massive greeting card, like a foot long, this [crosstalk 00:39:31]

Barry Friedman: Right, right.

Larry Benet: And I congratulated him. Literally, when I texted him on the phone, he texted me back within three minutes. He's a very busy guy so-

Barry Friedman: He's a busy guy.

Larry Benet: Yeah. The other day, I was reading a thing. I get this thing in Hollywood on all these cool. I just got it just the other day. One of the events I noticed something for lupus. One of my friends wives

has lupus. I sent him an email. All it did was I copied the event and on the subject in my email, it said "thinking of you, I thought you and your wife might be interested in this event." Again, write this down. I know you've all heard it. People don't care how much you know or for that matter how good you are but really until they know how much you care.

Barry Friedman:[inaudible 00:40:22]

Larry Benet: I know you guys ... Everything I'm going to tell you, I guarantee you've already heard all these ideas before. Maybe I'm refreshing but here's where the rubber meets the road. If some of you are listening and watching, whether it's alive on replay, and you're saying, "Oh, I heard this stuff before," here's what I want you to do. I want you to put on sunglasses, and with the sunglasses, here's what I want you to do. I want you to look at it through a different lens. Are you doing the things you know because if you're not, you don't know it as well as you think you do. There's a difference between saying "Hey, you should go write a thank you know, a handwritten note, to everyone," and then actually doing it every single day. The difference, taking action. I want to share some questions. Obviously ... By the way, is there interaction on the ... Can they submit a question?

Barry Friedman:Yeah, they can. There's a chat roll, here. You should probably be able to see if you switched over. I think there's a tab up there that says chat.

Larry Benet: That's okay, I don't even need to. I just want to ask-

Barry Friedman:[crosstalk 00:41:26]

Larry Benet: If they have questions, just submit it through the little chat. Here's the question-

Barry Friedman:Please do, yeah.

Larry Benet: Do you believe relationships matter to your success in business and in life?

Barry Friedman:Wow.

Larry Benet: I'm assuming they're all going to probably say yes. Here's the number one thing. The number one predictor, according to Gallup and according to Harvard, predictor of your success, is the quality of your relationships.

Barry Friedman:Wow.

Larry Benet: [crosstalk 00:41:55] now here's what I'm going to do. I'm going to ask you guys some questions, rapid fire. I want you to add up how many yeses that you get. Do you believe you could provide value to anyone that you come in contact with, no matter who they are? Simple yes or no answer. Second question-

Barry Friedman:Don't write down the questions, just yes or no. We're counting yeses.

Larry Benet: Yes or no. Do you record both the conversations? If someone sends you an email, if they have a conversation, if they text you, and they're sharing information, whether it's personal about their

kids, April 15th is Barry's birthday, whatever it is. "Oh, outside, I absolutely love hiking and Runyon Canyon," are you recording the information in your CRM system or in your smart phone? Number three, do you have a permission based newsletter? If you do, are you using it regularly? Number four, do you just stay in touch with your network just to see how they're doing? Not to try to sell your product or your service or try to get booked for your next engagement. Next question, do you know the top 20% of your relationship [inaudible 00:43:15], you know the relationships you have, that are responsible for the 80% of your business? Or do you know the 20% of the most valuable relationships which will be responsible for 80% of your future revenue next year?

Barry Friedman:Wow.

Larry Benet: Next question, do you know the three most important goals or the things that are most important to your most valuable relationships? Out of the hundred most valuable relationships you have, do you know the three most important things that they most personally care about? It could be business or personal.

Barry Friedman:Wow. Oh man.

Larry Benet: My next question is do you actually have written down, lecturing me on a piece of paper somewhere, who the hundred most valuable relationships are in your network? Next question.

Barry Friedman:Hundred.

Larry Benet: Do you have a strategic relationship plan for your most valuable relationships? Meaning, do you know what events you're going to attend, do you know what events you're going to see them at, do you know their birthdays, do you know what you're going to send to these people, how your going to advance these relationships so it's a more meaningful relationship? Next question, do you use trigger events to reach out to your influential most valuable relationships? Again, there's personal trigger events. Now, a business trigger event is Barry becomes on TV, you saw. Barry becomes a New York Times best-selling author. Larry Benet was just written up in Inc. Magazine. That's a trigger about, "Oh, hey, Larry. Congratulations. I saw you in the news." That kind of thing.

Barry Friedman:Easy.

Larry Benet: Those are all trigger events. If you're dealing with a publicly traded company, I was reading in the news I was reading the Wall Street Journal just yesterday and I saw some things about some of the publicly traded companies that I want to do business with. I literally clipped it out. I'm reaching out to the CEO of T-Mobile because I think I can help him what he's about to try to do. Anyway, so those are some questions. I don't know how many questions I just asked, but can you have them put in the little checkbox how many yeses that they got?

Barry Friedman:Drop in there how many yeses some of you guys did. Interesting to see.

Larry Benet: Guys, I'm from New York and I am talking loud and quickly. One of the things I know how to do is model and slow down my talk. I lived in the South for a long time. I'm just trying to give you guys as much content as possible in a short period of time.

Barry Friedman: While people are counting, though, there were a couple of questions that came in. Did you do anything to get good at public speaking or did you ...

Larry Benet: Yes, I did. I watched a lot of successful people. I ask a lot of successful speakers, I sit down with them and I'm a voracious reader. I watch videos and in person. Years ago, when I was in corporate America and I was just in sales, I watched Mark Victor Hansen and Les Brown. These were dynamic powerful speakers. Tony Robbins. I model some of the things that Tony does. It's interesting. I love speaking and to me there's no more powerful way to get that message out in a live interactive, whether we doing it this manner whatever. The answer is yes. I've done it in a multitude of different ways. By the way, take a great speaker out to lunch but make sure you pay for it and more importantly, figure out what you can do to help them. Figure out who's in your network that's good for them. Most of the time, with the mentors, people are sucking and draining them energetically all the time.

You be the person that says, "Hey, I want to help you. Can we sit down and talk?" Here's another great strategy. Reach out to others in your network for five minutes, 10 minutes, or 15. Just to say, "Hey, I want to refer you business but I want to just get to know you a little better so I can understand [inaudible 00:47:19] the perfect ..." Here, right this question down.

Barry Friedman: Look at that one.

Larry Benet: Who is your ideal perfect client? Who is your ideal perfect strategic partner? In case I can refer them to you. By the way, here's another million dollar question. After I have rapport with someone, and I'm going to give you three or four questions and by the way if you guys just go up to Inc. Magazine and punch in my name, Larry Benet or go to my Facebook or my twitter, I know I posted a link to that article. There's seven really good questions you can ask anyone. Here are just some questions you can easily ask anyone. What do you do for fun? What are you most passionate about in life? What's your favorite cause or charity, and why? By the way, why is always a great question. It will allow you to connect with anyone in a much deeper level. What's one thing on your bucket list? Then, if you're talking on a business level, if you could just ask this question.

What's the most important project that you're currently working on in case I or my network can help you. That's huge. I've met homeless people, I've met government officials, I've met billionaires and I've met celebrities in Hollywood, it doesn't matter. It's just the same blocking and tackle. Here's my little formula, by the way on connecting with anyone. Number one, you want to make an authentic meaningful connection. Number two, you want to find out what's most important to them. Number three, if you know what's important to them, help them get it in some way shape or form. Number four is you got to be a VC. You got to be a value creator.

Barry Friedman: Value creator.

Larry Benet: Part of the formula is systematic follow-up. It's not enough to help someone one time. You got to stay in touch over a long period of time. Out of sight, out of mind. That's why I'm constantly pinging my network all the time to reach out, to stay in touch. I have a list of people I want to reach out today. Here's a simple strategy that you guys all can do today. I hope you guys take me up on the connection challenge. What I'd like for you all to do ... Depending on who you talk to it either takes 21 to 30 days to form a new habit. Here's what I want, Barry, from your group. I'm not charging you, Barry, to

do this. I get \$25,000 to give a one-hour talk in corporate. Here, I want everyone to do this. I don't want to be high-priced edutainment. You're listening to my ideas, you don't do anything with it.

Barry Friedman: Right, right, no [crosstalk 00:49:54]

Larry Benet: I used to go to seminars all the time and I was the guy that didn't always take action on the ideas that I heard. Ideas are a dime a dozen. The people that implement them are priceless. Would you agree?

Barry Friedman: Oh, man, thank you. Great way to put it.

Larry Benet: [crosstalk 00:50:08] simple idea, I want everyone to do it and just get back to me on Facebook, get back to me on twitter, get back to Barry. Ready? Next 21 to 30 days, take me up on the connection challenge. Three people a day. If you want to go after your goals in a more and more way, do more but start with three a day, in your network. That means in the next 30 days, you will reach 90 of the most valuable relationships in your network. They can be fellow speakers, fellow entertainers, booking agents, people you've worked for in the past. All I want you to do is just say reach out to them, find out what they're up to, what ... Here's another great question. What are you most excited about today? What are you most excited about now? They'll tell you. It could be personal, it could be business. Then, again, after you've asked them what they do for fun, what the most passionate about in life, et cetera, just the check in call, ask them what are they working on in the next 90 to 120 days because you can help them.

Again, I gave you the phrase that pays. How [inaudible 00:51:14] you and your network. It may not be used, it might be me. Might be Barry. Might be other people. You do that over the next 90 days. Then, make sure you're putting the information, you can write it down with paper and pen, it could be in the smart phone or it could be in the CRM system. If you do that over 90 days, you have other people in your network that you can connect them to. You might have read an article, like Peter Guber the Golden State Warrior owner, I know him. Two years ago I was at a sports promotion sponsorship conference and, literally on the table, they handed out this cool sponsorship report. All I did is I sent it to Peter. I'm like, "Peter, I think ..." By the way, Peter used to oversee Sony Entertainment, he owns Mandalay Studios, and he owns Dick Clark Productions.

He's a busy guy but he's one of my valuable relationships and I ping him all the time. That time I said, "Hey Peter, I thought this article would be relevant for you." A year ago, I'm watching NBC Nightly News and the guy has a dream. He's the nurse. He's the singing nurse. You can go Google him on YouTube. You know what his dream was, Barry? His dream was so simple. His dream was to sing the national anthem at the Los Angeles Dodgers. I tweeted the Los Angeles Dodgers. I'm like, "You can help make someone's dream come true." By the way, I emailed Peter because I have Peter's email. Let's just say you saw that same thing and you don't know Peter Guber. You can still Facebook and tweet and reach out to the Dodgers and you can help. Again, if that person was in the network or you cared to make a difference. It's all about making a difference in other people's lives every single day.

When you do this, you're going to develop a lot of relationship capital and a lot of connection currency so people are going to want to book you more, they're going to want to refer you more business. They're going to want to do video testimonials for you. They're going to want to promote your book. They're going to want to help you get on radio and TV shows. They're just going to want to help

you with things you care about. They're going to want to help you raise money for the church or synagogue, your favorite charity. Literally, the most connected people, the most successful people in the world are able to get results because of all these simple little strategies that I'm sharing with you. I know some of you have heard these things. I want you to take me up on the connection challenge. Barry, can you have them raise their hand electronically and tell me if they're willing to do, for the next 30 days, reach out to three people a day and report back to me and you on Facebook on twitter and a private-

Barry Friedman:You got it.

Larry Benet: [crosstalk 00:53:55] group?

Barry Friedman:I will follow that up. I want everyone is willing to do this connection challenge, right now, just to put a CC, connection challenge, in the box. I'm going to note it in here and I'm going to follow-up with you. Larry, this is unbelievable. I'm going to take the challenge myself. I can't wait. You are inspiring. I'm hearing voices of some folks that are saying, "I have nothing to give."

Larry Benet: All right, let me change the paradigm. Just so you guys know, I come from New York from a middle-class neighborhood. Literally, with the house that I grew up in, all five family members showered in the same little bath. I literally started with nothing. I want you to change your paradigm, right here, right now. Put on new-

Barry Friedman:You got it.

Larry Benet: Sunglasses and ask ... You gotta change your mindset. If you feel you got nothing to give, you got nothing to give. Right now, I have a question Barry. Is anything that I shared, do you think anything I shared in the last few minutes is been of value to anyone?

Barry Friedman:I think it has blown open some doors and the fear I'm having is, "Wow, this guys mentioning names of people I don't know." I will tell you, having done this for a bunch of years, this is a practice. This is starting with, like you said, texting somebody and getting the connection currency. Then just ...

Larry Benet: Yeah, just a thought. If you listen to someone, that's value enough. I guarantee you, right now ... Hey, Barry, do you know anyone in your personal network right now that might be going through a tougher time? Maybe they're unemployed, maybe their business is down, maybe they lost a loved one, maybe they're going through divorce, maybe they're having health issues. Can you have them punch in their text box if they know of anyone, right now, that's having a tough time in life in any way shape or form, can they just punch in yes or no, if they do, just punch in yes.

Barry Friedman:Put in yes if you know somebody was doing any of those things.

Larry Benet: Then what is-

Barry Friedman:[crosstalk 00:55:55] I knew someone in all five of those categories, Larry. Thank you, yeah.

Larry Benet: Then what is the situation? Are they going through divorce, is it a health issue, is their son and daughter on drugs, is their business income down, are they unemployed, did they just lose a job? Just have them punch and what that is. Then read one or two to me.

Barry Friedman: Yeah, there's a little bit of a delay on this but, boy, I will tell you. Someone wrote on here, "What is Larry's birthday?"

Larry Benet: May 11th.

Barry Friedman: May 11. All right, well cool. People are saying that ... Here's one. Best friend divorced. "Best friend just divorced."

Larry Benet: Here's the thing. Go Google articles on divorce. One of my friends, I don't know if it's a guy or girl, but one of my friends a year ago, I met a conference. Everyone, because he's a well-known guy with a big list, everyone's trying to pitch him on a joint venture. I asked him, "How are your kids?" He says, "Good." I then asked, "How is your wife?" By the way, always ask about the kids and the grandkids first, then ask about the spouse because sometimes things and in divorce. I asked, "How's your wife doing?" He goes, "Larry, we're going for divorce. She wants 100% custody of the kids." I'm like, "You're kidding." I thought this guy had the best family ever. I was blown away. She's with another guy, he's living in the house, it's a nightmare. I'm like, "Hey, with your permission, can I introduce you to a friend that runs a divorced dads network?" It's online. My friend Jeffrey [Micheau 00:57:36] runs literally a divorced dads network.

All I'm saying is you can Google and send an article, you can send a book. You can Google and find a video on divorce and it might be comforting to your friend. All I'm saying, I know everyone of you has a lot of value to give. You're all unbelievable entertainers. You could teach people how to be more influential, how to speak, how to make people laugh. Hell, I would love to learn how to juggle. I would love to learn how to be more entertaining, more comedic when I'm on [crosstalk 00:58:05] stuff like that. I'm always trying to improve. All of you have value. You just got to believe that and realize that. It starts with one person at a time.

Barry Friedman: Man, it is a practice. Just hearing you talk about it, I just realized that, yeah, we don't have the connections you have or someone may not. Everyone's got something here so start the practice of being in support, in connection, building that relationship capital-

Larry Benet: Can I just share one thing Barr?

Barry Friedman: Anything, man. Yo cam-

Larry Benet: I have a passion for helping the homeless and the military that. When I talk and I walked past a homeless guy, he doesn't know who I am. He doesn't give a crap who the hell I know. You know what I do, I ask him what's his story.

Barry Friedman: Really?

Larry Benet: "How did you get here? Do you have kids? What's your dream?" There's no way your dream could possibly be being homeless on the streets of San Diego. I ask him, "When's the last job you

had? Do you want a job? I'm willing to help you. I don't know you but if you're willing to ... If you want some help, I'm willing to give you a hand. Not just money but I'm willing to help pull you up. I'm willing to make an introduction or whatever." They don't know me. It has nothing to do with my contacts. Just to give you a perfect example, Barry, a month ago I'm at a conference called the Milking conference. By the way, it's the principles. It has nothing to do with Larry Benet. It is the principles and strategies I'm sharing with each and every single one of you. I see a guy named ... He's Lady Gaga and John Legend's manager. I've met the guy one time for three minutes. He doesn't know who I am, trust me.

I said hello to him. I said we met on a cruise ship on the summit cruise four or five years ago. "Nice to meet you, I love what you've done with Lady Gaga. I think what you're doing with John Legend is amazing. I'm huge fans of both of them. By the way, when are you writing a book because I want to be the first in line to buy it? Because whatever you know is incredible." He literally launched Lady Gaga from nothing to one of the biggest global stars internationally. Anyway, we start talking. He starts telling me he's working on a book for inner-city kids, inner-city youth. I'm like, "You know what, I got a whole network of people. I'm willing to back you up, support you, help you, show you." I sent him an article, for example. One of my friends, like you, has written a best-selling book. The article that he sent me via email was 12 1/2 Ways to Help Jeff on Amazon on Facebook on Twitter on this on that.

All I did was I sent him an article. I didn't write it. I just saved it in my email, in my Gmail, and I just forwarded to him. I talked to him. He introduces me to the person next to him, which is will.i.am's person that runs his nonprofit about science and education. I shake hands, I exchange cards, I go sit down. Literally, I see a guy I've never met in my entire life but I recognize him. He founded Sun Microsystems. He used to be the CEO. His name was Scott McNealy. He happens to be a billionaire but it's irrelevant. I go up to him, I said, "Hey, my former roommate, Kurt DeWitt, used to work for you. By the way, let's talk about the important stuff. How is your golf game?" I know he used to be, still is, he loves golf. Guess what he does, Barry. He pulls out his iPhone. He starts showing the photos of his kids and he shows me the scores of their golf scores.

One of his son is the number one golfer in the United ... I didn't know this. I never met the guy. Ever. I just recognized his face and he was five feet away from me. I went up to introduce myself because he was close in proximity to me. Anyway, I asked him, "What are you excited about in life, now? Like what are you doing?" He goes, "I've got a nonprofit for education and I fund it with my for-profit in social media." Then I asked him, "Do you know [inaudible 01:02:03]." "No." "Have you ever heard of Social Media Examiner?" "No." "I was the opening keynote speaker two out of the last three years for Social Media Marketing World. Thousands of people come," I said, "you would be fantastic. Let me introduce you. I'll send you an email intro to the guy." Then the guy who's got the biggest blog in the world for social media is Social Media Examiner, Mike Stelzner, is a guy that I know.

Even if I didn't know Mike, and I just met Scott, I could connect them if I had his card or his email or Facebook or twitter. Anyway, then I go, "Scott, do you know Lady Gaga and John Legend's manager? They're both involved in education." I pull him over and I introduce them to Troy Carter, the manager and I go, "Oh by the way, this is so and so, she runs will.i.am's nonprofit. He's on The Black Eyed Peas. He's an entertainer. He cares about science and everything else and so I guess ..." I just got to plug in before my computer goes dead and I lose the signal. Anyway-

Barry Friedman:No problem.

Larry Benet: Long story short, I connected all of them and literally at the same time this is going on, Barry, I recognize right were Scott was ... They're all within yards of each other. There is another lady named Sabrina Kay. I barely know her. I met her at two or three conferences in the last two months. She owns a for-profit college in LA. I said, "Hey, come over here. Let me introduce you to three or four people that are all in the education field in some way shape or form." Here's the point. They don't know who I am, they don't care who I am. I figured out, connecting the dots and I now have the card of Scott McNealy, and I'm going to follow-up with him to make some other introductions that should be of value doing the same thing. That's how it is. It's rinse and repeat. Give first, add value, serve others. Listen more, care more, give more and love more and I promise you the world will be your oyster.

You can have whatever you want in life. As Zig Zigler said, "You help enough other people." Barry, I don't know if you want to answer a few questions or however you want to go. I know [crosstalk 01:04:12] time is probably expended.

Barry Friedman: Man, I want to thank you. I wanted to let you take a breath but I tell you, guys, this is all stories. Five kids in a bathtub, right. In New York, not knowing anybody, middle class and he took the risks, he took the chances and just continued to build the capital. I hope this inspired you. Let me just ask you one thing because I know this is going through some people's minds. Is there a financial model behind what you do?

Larry Benet: I speak. I have a consulting firm. I give you an example, I have a small group coaching program like you have a small group coaching program. If people want to learn the skill to really achieve their goals, to become the best-selling author, becoming ... Whatever their goals are, we help them. Obviously, I have my SANG conference. Where the top thought leaders in the world, they gather. The Jack Canfields and everyone else, they come like you and we sure ideas and they paid to come.

Barry Friedman: I guess what I'm asking, do you go into all this networking, all this connecting, all this the triggers, all this stuff you do, this is just from inside. This is from a love of connecting. You don't think, "I'm going to do this because it's going to lead to this." I mean, I really feel that about you and I've seen you. Man, here you are talking, spending 45 minutes with us. It's insane. It's just a model. It's a model that feels so good to see. Thank you for doing it.

Larry Benet: The reality is, I'm supposed to be at another conference as we speak right now. I have [inaudible 01:05:44] phone call but you're in my network. I want to support and I'm like, "You know what, let's go add some value to these people." I just believe if you come at your core and it's heartfelt, and you're truly authentic and you just put your what you do out there in a big, massive way, and you're serving mankind and you're helping others you don't have to sell. You don't have to do any of that stuff. All the best people in all the different fields that I know, they're just really good at what they do and they help our people. If I help someone today, they may tell someone. They may say, "That guy, Larry Benet, you may want to have him speak at your conference. They may want to check out your ..." Who knows? I don't know what's going to come from this. I really have no idea. I really didn't go into it expecting anything.

Barry Friedman: I guess-

Larry Benet: [crosstalk 01:06:34] know you and I'm like, "Hey, if I can help you Barry, let's go do it." I think you reached out to me less than a week or two weeks.

Barry Friedman:Yeah, couple of weeks I started thinking about this lesson about connecting and my whole world is about that. I just never forgotten anything-

Larry Benet: By the way, just an interesting caveat. I split my time between LA and now I'm moving. I'm getting a place in Vegas. About two weeks ago, one of my buddies had a networking mixer. Stephen Mead in Santa Monica. To be honest, you and I have not communicated in a while. We did a few months ago. Anyway, I went through my Rolodex in my phone. It took me a couple of hours. I cordially invited about 175 people. I didn't invite everyone I was very specific who I invited. You responded to that email and I think I asked you what you were up to and you said, "Hey, I'm working on my program. We're training, we're coaching, whatever." I'm like, "Well, if I can help you out and add some value."

Barry Friedman:That was it.

Larry Benet: [crosstalk 01:07:34]

Barry Friedman:That's how we are here.

Larry Benet: [crosstalk 01:07:36] my network to other people. Everyone to be doing all these ... Let me ask you, Barry. Can you just have them put in one last time? Is there anything that we talked about that ... I mean, I think they're so simple, can everyone do these things?

Barry Friedman:Yeah. Yeah, answer that you guys. Everyone, by the way, we asked about the challenge said yes. I'm in, I'm doing it, I'm starting now. I mean great response and I will follow up-

Larry Benet: Barry, ask them what's the one take away that they're going to go implement? What's the one idea that they like that they're going to go implement and have that scroll on your screen, I'm just curious.

Barry Friedman:Got you. Scroll that down, you guys. What are you going to take action on? What are you going to implement, what did you love that came up today? Just put it in there. I am touched and blown away. I have two pages of action steps that I've just been scribbling away on. I came up with 12 yeses and I didn't write down the noes. Some people were down writing one, two, three and a half yeses. The importance of that is profound, Larry. The piece I want all of you guys to take away is that Larry started, he told that story of all the brothers and sisters being in the bath in a small town and it's just taking those risks. Asking what can I do to help you what are you working on right now? Man, your million dollar question is touching. Could you throw that million dollar question out one more time?

Larry Benet: Barry, that'll cost you because three times in an hour, that's a licensing deal. No. Again, after I have rapport, I will ask what is the most important project or goal that you're working on over the next couple of months, in case I want my network can help you. Hey, for the guy that said, with the lady, who said they didn't have anything to offer of value, if they were just taking notes of this thing, they could retweet. They could retweet this. They could send this a summary article to some of their friends they could go send this to the guy that promotes on both speakers and say, "Hey, by the way, here's a simple idea to go manage your most valuable relationships so you, the speaker bureau, can have more success." whoever their network is. By the way, the quickest and easiest way to get free drinks and free food at any event in the world is to be a good-

Barry Friedman:Here we go, guys.

Larry Benet: To be a good note taker. Then you share your notes with others. They'll buy me drinks and food and you'll have more value-

Barry Friedman:I love that.

Larry Benet: All over the place.

Barry Friedman:I love that.

Larry Benet: Barry, if I was with you live, obviously, we're doing this over the Google hangout, but you could do a simple video interview like were doing and share that. That's of value. Everyone can add value, trust me.

Barry Friedman:Larry said it. Redefine that. Build a new paradigm of what your values, what you have to offer, you have to offered with and just watch that incremental build. I told you nothing ... And there's new sunglasses, man I love it. Let me review some of these. "I can do these things. Right away, I'm starting. Give. Implement video messages to people. I'll contact with people every day starting today. Help everyone that I'm able to. Caring and giving to others. Contacting people in my network. That's the slight edge philosophy. What can change your life is easy to do and also easy not to do." [inaudible 01:10:53] "Do you find you have less and less time to connect with people as you need more and more people?" Little math problem.

Larry Benet: This is true. The reality is, when I am with someone ... By the way, let me give you one more gift. For everyone. The gift of being present. The gift of being present may be the greatest gift you can give another human being. If you're on the phone, if you're in person, if you're with your children, if you're with your significant other, if you're with your employees, if you're with your strategic partners, if you're with a speaker bureau that can book you or your booking agent or a person in the media and you are literally listening intently and being very present at that moment in time, that can be the greatest gift. Here's the bottom line. I don't know. I have 7000 plus people in my Rolodex. I don't know what the number is. There's obviously a lot more people that know me but, when I am in the moment sometimes ... Google owns pay per click advertising. I actually own and trademark pay per compliment.

[crosstalk 01:12:04] single day, I will compliment different people. Their hair, their beautiful outfit, their smile. A lot of times, it might just be me listening, being present, and smiling. Next time you're with someone or you do an audience thing if you just smile for 10 seconds, chances are the other persons going to smile. Can I help every single person equally? Probably not. Again, I manage my most valuable relationships. Who are your top 25, who are your top 50, who are your top 100, who are your top 250 important relationships? Some of you all have a newsletter. You're communicating value that way. Today, I'm serving up massive value for Barry-

Barry Friedman:Huge.

Larry Benet: Right now. I'm sure there's things that Barry, if I ever needed something, I'm sure Barry would be open to helping because I would do the same for him.

Barry Friedman:Very.

Larry Benet: That's what it boils down to. By me sharing today, you guys sharing this message, it's going into help other people. I guess that's my answer in a long-winded way.

Barry Friedman:It's a huge answer. The feedback's been amazing. I want to turn you loose, man. Somehow, 45 minutes went by and that was the top edge of where I asked for you. Thank you a thousand times. What city are you in right now?

Larry Benet: I'm in Las Vegas at the Monte Carlo hotel.

Barry Friedman:Nice.

Larry Benet: Yeah that's where I'm at right now.

Barry Friedman:Good man. Thank you, so much, Larry, for joining in and for plugging in your laptop in the middle and just not stopping, man. Not a ... Just never falling short. And just being-

Larry Benet: By the way, if they want a free e-book, they can either go to [freegiftsfromlarry.com](http://freegiftsfromlarry.com) or they can go to [larrybenet.com](http://larrybenet.com) and they can get some free stuff to teach them more specifics how to connect with anyone so they could achieve all their goals faster so they can make more money in less time, have more fun, stuff like that. [crosstalk 01:14:00]

Barry Friedman:Larry's e-book, The Art of Connection, is man, just a priceless easy read. Please dig into that. Thank you so much, my friend. I just can't thank you enough, and our be in touch. Thank you.

Larry Benet: Appreciate you and I look forward to hearing their feedback from you on social media.

Barry Friedman:You will get that. Thanks, and everyone is sending goodbyes to you. I appreciate it. Thanks so much.

Larry Benet: Peace.

Barry Friedman:Bye-bye. Coming out of Larry, I want to ask you guys one thing. Who are you willing to connect with and what questions are you willing to ask? Man, that's powerful. Take everything that Larry said, you guys, let's roll it up. I'm going to do a little bit of follow-up on Larry as we go through the course and I'm going to invite him into our group, here, where I hope he'll chime in on some conversations. All right, you guys, for this big chunk of the module here, we're going to do a little bit on screen but I'm going to do most of it through a screen share because there's a whole lot that you need to see and set up. There are tools below that we'll use to set these up. A couple of different options, some free, some very cheap. Some very cheap for what they do but it may seem expensive. I want you just look at where you want to bring this in your business. How much work you willing to do and how much of it you want automated.

Let's talk about conversational calls. Taking those conversational calls into a five-part sales funnel. Last week we did the Didn't Book the Gig funnel. A very powerful funnel where we talked about what happens when you don't get a gig. It's simple math and you have to be doing that in your business.

I hope you are. We looked at conversational calling. We talked about, really, how to get on the phone, what to talk about. Today, we move into the conversational call, we take that and that into a sales funnel. Five-part sales funnel. You've already done the first few parts. How's that, you've already done it. This picks up right after the phone call. Let's look at the five-part sales funnel. The first part, and this works mostly you doing outbound you having leads come in you probably don't need to do a lot of this.

Although I will tell you, I never call a client back until I've spent at least five minutes on the Internet looking up and learning was most important to them. Where they're located, where they started, what new products, how are they in the news, where the big players in the company, what do they want their prospects come by the website to know? All of this stuff you can find out in a couple of minutes on the Internet for on their website. That's step one of the funnel. Step two, the phone call. Picking up the phone. We talked that about in the last module. You guys got that. Review that module, get that thing into your brain and get it comfortable. Remember, we always do a lot of the work before we ever pick up the phone. It's getting that mindset clean. That's step two of the funnel.

Step three, the follow-up email. I'm going to show you some examples of this. I just want to highlight them here on camera. You recap with a graphical element. A graphical introduction that we are going to get to them. Number four, we reconnect. We use the phone, email, or the Skype. We reconnect us up for. I'll show you what that looks like. Then step five, we give them an irresistible offer. All right, so let's look at each element of this a little more deeply and I'll do a little bit of it live, most on screen share. The five-part sales funnel, let's dig into this thing. The research, that is optional because if this is an inbound call, inbound inquiry to the website, you don't need to do the research part to some extent. If it's a phone call, you got this. We talked about this last week. You know what to do on the phone call.

You know how to show up with the mindset and I'm going to remind you of all that at the end. The five-part sales funnel part three is the follow-up email. A recap and a graphic introduction. It's something that just goes a little bit deeper. This is right where Mike, I think, wrote me during the week and just said, "Hey, I'm unclear about this," and some of you other guys commented on that privately and in the group. What do we do next? Here's where we're picking that up. Step three, the follow-up email. Where you recap and do some sort of a graphical video introduction. I hold off on the video introduction. I do a graphic at this point. Step four, we reconnect. Either via phone, email, Skype, any other methods. A trigger, as Larry was just talking about. We reconnect.

Part of that reconnection, a thing I don't have in here but I really love to do is when I start to communicate with somebody and get to the place where it's feeling like something is going to happen, you guys may imagine this about me but, I go set up a Google alert about that company, about that person. Set up a Google alert about Larry Benet right now. Just go to Google alerts. They're free. You type it in, you get a digest once a day about where his name showed up on blogs on the news. Retweet him. Just put a tweet out there. "Just had a great webinar with Larry today and just read this. Thank you." Whatever it is but get in that circle. People do read their tweets. They look for where they're tweeted. Step five, an irresistible offer. We're going to break all five of these down right now but this is the five-part sales funnel grab a picture of that screen.

It'll, of course, be in your slides that you can get. Let's dig in wholeheartedly here. Research, step one. Find an event. What do you want to be working at? We talked about this a bit in week one. We talked about that overlap. Maybe that doesn't interest you. Maybe you want to find something that's just happening. You live in Phoenix where there's 150 or so corporate event possibilities every single

day. There's some meeting happening, to the tune 150, in Phoenix every day. Google is your friend. City, industry, market, niche. Find the prospect. Find something out there that you want to work. Research it more deeply. I'm going to show you how to do some of that. Right after here, we're going to a live screen. I'm going to show you how to do some of that. Also, we've talked about this in the earlier weeks.

Using the Internet. Finding out what's going on. Finding out their theme. Finding out who they've had in the past. Then reach out and connect. LinkedIn, phone, personal introduction, any of the other methods that Larry talked about. Reach out. Find some way to connect. In this first phone call, communication, we're not looking for anything except permission to suggest some ideas. "Would you be interested in a couple of ideas you may not have considered for your," fill in the blank. Core conflict. Enough theory. All right, let's go live. I'm going to come off this. I'm going to bring up a different screen here. I want to do something that I prepped. Let me find the right screen. Here's the screen. Let me bring this one over to screen two and just make sure you guys are seeing this. Yep. You're seeing it. We're going to go live on this one.

I looked up something I had done some work for in the past. The CDA. The California Dental Association. This is a big huge conference, it happens twice a year in usually Northern and then in Southern California or Southern then Northern California. Huge, huge trade show. 150,000 square feet of exhibit space plus another 100 or 200,000 feet of meeting space, breakout rooms, buffet. They take over the Moscone Center in San Francisco and the Anaheim Convention Center down south. Big event. I'm going to run you guys through how I do this. I'm going to be on the 2015 and every single website you'll look at has stuff like this. Don't think, "Well, you just found one." You can always find. My private coaching clients know how intense I get about digging out information. This is your friend, the Internet here. I'm going to go here to exhibitor resources.

I wonder if I make my screen a little bigger if that helps you guys. Let me see. Yeah, that'll help. Sorry, I'm not looking at the chat. Let me just make sure you guys are doing this thing. [inaudible 01:22:21] "I just sent an email to an influential fan asking how I can help his nonprofit." Yeah, Michael, way to go. Simon, "Thanks, that really helps. Wow, what a lesson. Thank you very much, Larry B. Thank you Larry." "Almost a whole yellow pad used up." "So great, the time flew." Good stuff, you guys. Let me just check this question. "When you post support documents later, can you create a separate page for the questionnaire he listed, what's important to you right now?" Yeah, definitely. I will definitely put some Larry links on there. Good, so right now I trust you can see my screen well enough. I'm going to go here to exhibitor resources. Because I'm going to look at the trade show.

I'm going to do this as if I'm interested in booking a gig for myself in a trade show. As trade show presenter. You can do this in any market. I don't care if you're working libraries or schools. You can always find who's the responsible party for this stuff. Good. We're in here, and I will look down and I will find exhibit hall floor plan. This is my favorite thing to look for. These interactive maps are so good. Let me see if this one will load up. Yep, this'll load up. If not, we can go find another one. This comes up and this is actually the trade show floor. This is what's happening on the trade show floor. I look and I find a booth that's a thousand square-foot booth. These folks are spending some money to be here. Some serious going to be here. I guarantee you, this booth, just the naked space is probably \$30,000. That's bare-bones. Then you put carpeting, you put padding, you get furniture.

These guys are into some big money by the time this is doing. This is for Ultradent products. I looked them up. I click on them, it's got the website. I did a little of this work in advance. I go to the

Ultradent website and I look at this. "Trade shows Ultradent will be attending. Every year, Ultradent attends a variety of trade shows around the country. Be sure to stop by our booth and see what's new. Interact with the specialists, and receives special show discounts." Great so they're talking to the industry here. Look at this. This is, what, a page and here's the second page. Okay, so is it 10 or 11? They're doing 10 or 11 trade shows a year. Finding out on there, they're at CDA, of course. This is the big one. CDA North, August 20th. What am I going to do from this point? How am I going to begin to do what I talked about? Right here. Find an event.

Found event. Google was my friend. Find a prospect. For the sake of this one, we are using the prospect called Ultradent. All right, for this example, this will go a hundred different ways for you guys. It should. Research it more deeply. Okay, I love that. I hit their events, I find out they're talking to. I had their products. I come down here and I look at all these different products here and I find something that looks kind of fun. I'm building enough to make this phone call right now. Reach out and connect. Through LinkedIn, a personal phone introduction, what am I going to do here? I'm going to couple of steps. I'm going to come here to the contact desk page. This is a place I always use. I'm going to look at here at their, probably, executive team to just dig in a little bit here. I'm not going to talk to the Executive Vice President.

Not interested in that. Senior Vice President of Sales and Marketing. Wow. Don't be thrown off by how scared this guy looks. Obviously doesn't pose for a lot of 8-by-10s but that's fine. Good guy, though. Senior vice president of sales and marketing. We can find out he's been with the company, here, almost 10 years. Passion for all things international. We can do this. I'm going to grab this name and I'm going to go to my LinkedIn. I'm going to, just on a whim here, this is always my first stop is I go to my LinkedIn and I type his name or write in here. I just cut and paste his name right in here. Senior Vice President Marketing at Ultra. Then I keep my fingers crossed, here, that there's some connection. Here's a couple of people I know that know him. Look at this. These are a lot of trade show entertainers. What was that one? This guy.

First level connection, wonderful friend who have done trade shows for. Reid Anderson. This person knows one or more people that can introduce me to Dirk. There's some connection here. Would I love it if Dirk was a second level connection? Oh heck yeah. I would love that. I would love that. He looks happier in this photo, too. My first choice is going to be to get in touch with Reid and say, "Who do you know who knows this guy?" Who do you know who knows this guy. I'm going to look at it ... Todd Greene, president of Headblade, another good friend. Million dollar company, Headblade. Helping men shave their heads easier. I would find out who these people know. Nancy, the owner of Red Propeller Incorporated, very good production speakers bureau. These two center guys, big time trade show entertainers who have probably done trade shows for some of these folks. That's the first place I'm going to dig into.

Then I'm either going to send him an in mail or I'm going to, actually, my first attack is I'm going to talk to those people to try and get an introduction. If they're not comfortable, don't know someone well enough, I'm going to go for an in mail. In that one, I'm going to do just basically the script from the conversational cold call. "Could I get a moment of your time to introduce you to a couple of ideas for the CDA 2015 show in San Francisco that can attract thousands. It can attract, educate, and entertain thousands of potential leads every hour?" That's going to be enough to get some kind of reaction from them. Either a yes, no, maybe, what do you have in mind, whatever it is. I'm going to get him on the

phone and talk to him. Good. Step number one, let me just take a pause there for clarity on research step one. I hate to do this to you guys.

I've never done this but that conversation with Larry got me so fired up and talking got me so fired up that I just completely out of water and I'm going to die here. May run in and grab some, here, in a minute. Actually, what I'm going to do is give you an exercise in a minute. During that exercise, I'm going to run in and grab some water. My office is about 150 feet from my house. I'll run out there. Let me leave ... "[inaudible 01:28:53] thinking I have the best year of my life. When I drifted away, it all fell apart. Truly works." Oh man, thank you Jason. God, yeah, do I remember how you first showed up in Showbiz Blueprint, when you started doing this stuff. Good, yeah, transcript'll have everything. Get those out here in the next day or two. Let me just bump these up. Make sure everyone's clear on this step one of this stuff. UMP. UMP. Sorry about this. Got to figure out what's going. You can just put a dot. Okay, good.

"Have you moved, are you outsourcing this bit or do you enjoy this yourself?" I'm going to show you where I do on the outsourcing right now. I don't research events anymore. It's no mystery to you guys that after 33 years, I've seen everything I have from this and my life is moving in a whole bunch of different directions. Do I love, though, when a juicy event comes to go through and do a proposal and do all this stuff? Oh my gosh, heck yes. Do I love when one of my favorite producers that I've had a relationship for 25 plus years calls and says, "Hey, I got this client and they need the Raspyni touch," yeah, then I jump in. Boy, I would have somebody in your town, in your city if you don't want to travel, if it's in your niche and you don't care about traveling, get an outsourcer to find every single event that's happening in your niche or something you have education in.

I know that this round of Showbiz Blueprint has three doctors in it. Three people who have medical degrees. I mean, imagine that. What does that say about our system that these guys are thinking now is the time to jump out into entertainment. I was just laughing about that this morning. The truth is, they're all following something that's so deeply ingrained in them. Those guys have huge connections to industries that they should be having their outsourcers collected every bit of data on and reaching into their network to connect. Yeah, I guarantee you if one of the doctors in this program wants to talk to a surgery conference about a specific, or enlighten, or emcee a conference for them, in a way, or present new material to them, their LinkedIn's going to look a lot different than mine. They're going to probably have a whole bunch of first level connections who are decision-makers.

They may even know this guy, Mister Jeffs himself. The equivalent of him in their niche. Yes, absolutely. Let's move on to step two. I'm not getting any more questions on one. Reach out. Feel into what we did in week two. Digest everything that Larry just talked about about how you can make connections. Put all that in a blender, turn it on and these ... Because I tell you guys, the Dirk Jeffs of the world, that dude is losing sleep. I guarantee you, he's losing sleep so that CDA North in San Francisco can be more effective than CDA South in Anaheim was back in April. He's dying to know what he can do to make that 1%, 2%, bless his heart, 10% difference in the number of leads he brings home because he's reporting to someone. Turn on that blender and help these people who are dying to get an answer to their core conflict. All right, and that's the introduction funnel that we did. That's the follow-up.

Let's get into that. This is right where it left off, now. Gather what you've learned about these people. Do a bit more research to find case studies, articles, what's important to them. Products, relationships, even the stuff Larry was just talking about. Create something simple. You can either

outsource this or do it yourself. Something simple. It begins to paint the picture of what's your thinking could be a solution to their problems. Follow-up with them via email, US mail, social media, video, whatever you want, and confirm the time for the next follow-up. All right, you ready? Here is the most ghetto version of this. This presentation, this template, has earned me so much money and you'll see that I've never changed it. I have not changed it because it has worked for me since Word. Since Microsoft Word has been around. I still crank these out on Microsoft Word when the time comes. This is step three, the follow-up.

Cover your eyes if you're an art major. This is something so simple but I will send them something just like this. Ultradent Products, their logo up in the corner. Let me turn on my little fancy tool here so I can help with ... Step one in the upper left here, where we start to read things. Then I just point to this really simple study here. "According to a study by exhibit surveys," which is in Trade Show Magazine. It's just to build some authority here that I had to bring this over here. "Live presentations using entertainment are the most effective attention getting technique in the trade show environment." That's pretty good. That's an intro. Then I just have an arrow that points to us. This is the people that you talk to because in the first call and in the email, I have in my signature Raspyni Brothers. This is us. Then I have this little tiny note here. I didn't even change this to the right name. How funny.

I didn't send this one out. This I just did for a thing. This would, of course, be changed to Dirk. "Hey Dirk, we've been thinking about the CDA show and came up with a hilarious routine using a 16 pound bowling ball, a feather, and a syringe to demonstrate the versatility of PermaFlo DC." What the heck is PermaFlo DC and where did I find that? I just looked on here in their products and I looked at what they talked about in their past trade shows and what they're talking about in their social media, what they're talking about in their news, if you go up here and hit their news. This is something that was mentioned. This is obviously a product that's on their mind. "One cement, multiple uses." I have notes on all that stuff but in this little thing I just talked about the contrast of a 16 pound bowling ball, a feather, and a syringe to demonstrate the versatility of PermaFlo.

"In 135,000 square feet of exhibit hall, meeting space and breakout rooms. History tells us that crowds we bring to your booth will always remember Ultradent and their products. Let's talk. We'll call tomorrow at 3 PM." That's what I do. That's when I call. That's when I follow-up. "Barry and Daniel, Raspyni Brothers." Something that simple is the step three. This is just when I pitch him to continue the conversation. Let me pause for questions on that thing right here. Voice. Going to bring out three bottles of water next time, not two. Let me just pause. Any questions on what we just talked about on the step three. The follow-up step. Okay, I'm going to keep rolling. I know we got a 15, 20 second delay here. Well, let me just tell you guys if you got the thing coming up in your head that I talked about in the very beginning about this'll work for him because he has all this stuff and all that BS, we're not carrying that story into this work right now.

We're looking at this, what I've done. Nothing on this page is something that you guys can't do. I guarantee you. I haven't mentioned my six TED appearances, I haven't mentioned my four Tonight Show appearances. I haven't mentioned anything on this page that you guys can't do. I've done very basic research on this piece. All right, let me bump these comments up a little bit because I see a few things coming. Yeah, that's a PDF, Mike. Definitely. "Have the trouble finding the source for quotes like this, non-trade show events. How trusted must the source be?" You can do anything. One of your favorite websites is Harvard Business Review, hbr.com I believe. I use Harvard Business Review for all kinds of stuff like this. But looking for return of investments for libraries, for schools, for festivals, for live

concerts, for clubs. Brain studies on music, finding something in the news about violence [inaudible 01:36:56]

Yeah, Chad. This attachment ... "Can you send this as an attachment?" Yeah, definitely. I'll put this right as an attachment or I'll put it onto a customized landing page. I'm going to show you guys that next. I'll drop this onto a custom landing page some time. Mainly, yeah, I'll just slap it into a PDF as a follow-up. Yeah, this is a PDF that I brought onto the screen. It ain't pretty. I tell you. You guys can tell, this is some 90s graphics, here. I could stand for an update. I don't spend a lot of time redoing stuff like this. If I find something that works for me, I tend to just keep doing it because there's shiny object syndrome in this world. Good, let's move on to step four. Reconnecting. This is the magical step, you guys. They'll have questions and conversation at this point. All right, it's always great to be answering questions when people are asking you questions. That's the sweet spot. Always speak in the I got this gig position.

"If we get this," I don't talk about it in that way. "If we're there." I always talk about when I'm there. "At the booth, we will do two shows every hour. We'll get at least 500 people, depending on the amount of space. 500 to 700 people gathered. If you have that 1000 square-foot booth, we'll get 500 people, legally, packed in tightly during that, hearing the message." You hear the difference? It's always about you being the owner, being the trusted advisor, being the leader. Always speak in that I have the gig position. When it gets to price, tell them an entire proposal's coming. It's going to get to price on that show because that is what people are somewhat comfortable or feel they need to be talking about. The truth is, when you're on the phone with him at this point, you've already got them thinking about this. You are a line item in this thing. The pricing is not the big deal so don't get stuck on that.

Tell them an entire proposal's coming and you're going to do it. End it with this. "What excites you most about having this at your booth?" This is a great question from the Larry Benet school, right? This is taking them into the position of getting to share. Getting to talk. "What excites you most about having something like this at your booth?" That question, alone, is a time when you are doing them a huge favor and yourself a huge favor. Let me come alive for second. This is the time when you are giving the people the opportunity to, write this down, talk themselves into having you. They're overcoming their own objections during this phase of the conversation. It's not you telling them anymore. When you ask them what excites you about having this at your booth at CDA 2015 at Moscone Center, they're talking themselves into it. Powerful, powerful, powerful.

Let me pause for a second for quick questions on that. "How do you send it?" Mike, well, you got their email during that first phone conversation when you asked for permission to send them some ideas they may not yet have considered. If you don't have that, you can always get their email address, you can get their LinkedIn. The goal of that first one is to get permission to stay in touch, to send over some ideas that they may not have had about the upcoming event. All right, let me know if you got something question-wise. We'll move on to step five of this thing. Time-wise we're pushing a good one here, you guys. I love this. I love this. So happy you guys are here. Yeah. "Can I see that slide again?" Oh yeah, of course you guys. Let me just bring that one live one more time for you. You don't need to be staring at my big head. What are we doing? What are we doing here? Yeah, so let me put that slide up.

Yeah, I'm going to leave that up for a second. I know you guys have some notes to take. I have got to go fill these two water bottles or are literally won't be able to talk to you anymore. I know my voice is getting fatigued here. I will be back. Let me just leave you guys a minute of time here to start

getting some ideas around who you can contact, what you can say to them, and what you're going to outsource. Start taking some notes on that, I'll be back in about 60 seconds. Okay, I'm back. Good. Let me just see if anyone had any more comments here. We're going to do ... You're seeing these little periods here, these are moving it up for me. "You post all the slides," yeah, yeah, yeah. Perfect. I want this stuff on the screen just so people can see it. Then one right there, right four and five. Sorry about that, yeah. We'll get all this up for you guys, definitely.

"Grab photos and the screen share. I can't wait for the replay. This is one I'm going to be watching again." Beautiful guys, okay good. Let's continue on here, it's some more to finish. That step four. Let's dig into, where are we at? Wrong way. Step five, the irresistible offer. This is after you connect again. This is where, after step four, when you reconnect, step five is the irresistible offer. You'll get the full template I use along with every tool necessary to create it. In fact, we're going to probably do either a bonus webinar or I'll find a way just to work it into a lesson but I want to walk you guys do exactly how I do the next step that I'm going to show you. We continue over-delivering with our irresistible offer. In Showbiz Blueprint, we use customized video introductions. Easy to produce. Effective as all get out. I've taught this in every Showbiz Blueprint and, without a doubt, it is one of the times when ...

Two requests to talk here, which I will make live here in a second. I'll grab those Barry and Dean. We'll definitely do that at the end here. Let me keep moving with this here. In fact, let me do that now, just in case it takes you guys a second to ... Speaker. We'll just check if this can work. Yeah, in Showbiz Blueprint and I have taught this customized video introductions time and again. Well, it's hard to argue with success. It is effective beyond words. I'm going to show you guys one that I do. In fact, let's do this in a second, here. I'm going to do special webinar training to show you exactly ... Well, there it is. I put it in type, so we're going to do this. I'm going to do a special webinar training to show you exactly how to create customized video introductions. In fact, let's check the technology here. I actually uploaded one that I think I can show you. Incomplete, here.

Yeah, United Hardware. This is an example of a customized video introduction that I will send, here, on step five.

Hello, United Hardware Distributing Company. My name is Barry Friedman, one half of the Raspyni Brothers. We hear you're having your 2016 spring and summer buying market January 9th in Minneapolis Minnesota. After discussing the details of your event with Jane Steck of Spotlight Corporate Entertainment, we hear it's a Saturday night after dinner entertainment you're looking for. 45 to 60 minutes fun and engaging and it's for hardware store owners and spouses plus some internal staff. While this is a perfectly fine audience on the left, we're thinking the 2016 United Hardware Distributing audience should look a little bit more like the audience on the right. Well, what they Raspyni and why should United Hardware care? Over 100 events a year and for that night, yours is all that matters. We expand camaraderie among your guests.

Customize using products and messages and we bring humor, motivation and focus to the night. The tools we use we garnered from over 200 national television shows, over 2000 corporate events and just for fun, we're four-time world juggling champions and we will bring a lot of that to the stage. What will they see? A fully choreographed yet improvisational night using golf clubs, bullwhips, raw eggs, and fine china, throwing knives, and also some of this fun stuff that you guys are distributing. Can't tell you how much fun that looks like. What will they feel? The benefits of laughter. Certainly the antidote to

stress, pain, and conflict. More connected as a group. Relaxed and at ease and from the message, they're going to know that UDHC is creative and progressive. You get the job done and they will continue to count on that for a long, long time.

Resources that show we're worthy of United Hardware Distributing Company. Six time presenters at the annual prestigious TED conference. Over 2000 shows since 1986. Guinness world record holders and we will bring some of that to the show. A link below to a one-hour performance. Take a look, scan through, and see what it's like to have a show customized specially for your group. You'll also see a link to a letter about our customization skills, what we bring to the table at a very important annual event. We will not get lost in the shuffle with agents and managers and producers. Jane and company will have our cell phone 'til the moment we walk on stage to make you look great. United Hardware Distributing Company, your big event January 9th in Minneapolis. We are the Raspyni Brothers and we hope to see you there. So long.

I hope that came across good. I haven't really played with injecting a video into a webinar before. Seems like it worked well. Very good. That is a irresistible offer and it was to that company because I'm heading to Minneapolis in January, where it'll be nice and cold, to do that show. That all comes from doing a bit of research, digging in, spending a couple of minutes doing exactly what Larry said. Talking, finding out, giving a little bit more before asking. This came as an inquiry. I know I was recommended, that we were recommended, along with three or four other top shelf acts for this date. Doing the pre-work that we did, that's what earned the gig for us. That's what'll happen for you and we will dig into exactly how to do those. These are loaded with social proof, authority, and they have been tested. Some of you who are into design and making everything good and fun on video, I hear you.

I hear you talking about, "Man, that could be this way, that could ... That could be better, that could be fancier." Yes, yes, yes, yes. Of course, all of that. I've used one that worked for me wonderfully. If I was younger in the game, maybe ... Hey, you know what I could do to upgrade this thing and I should do that. Did I have a typo in that? "You said UDHC and it's UHDC." Hilarious. Well, you know, that's the way it goes. Didn't even matter, I guess, at all. I could make this widescreen, I could do a whole bunch of different things but it's a very old-school PowerPoint template. I will give it to you. I love seeing what some alumni have done with the template for playing with that and how to build it. The important pieces are in there that I will go over in this webinar the things that you definitely want to hit, though. The social proof, the authority, the we got the gig attitude about it. That's the kind of stuff to take away.

Yeah, it could look a hundred different ways or a thousand different ways. I want to address something somebody's asked me in a private message here. "Is this kind of thing over saturated because you've taught Showbiz Blueprint nine times?" Hey, listen to me. Take this note and paste this on your mirror or write it on your eyeglasses if you have them. Worry about what's happening in your own backyard, all right. Be the one who's actually doing it. As Larry said, you're not doing everything you know. Nobody's doing everything they know. Make this one of the pieces you actually do and worry about what's going on with your own prospects in your own backyard. Let the worst thing in the world be that if you go up for something and somebody else got a video like this, big deal. Come from your heart on this thing. Talk about why you're the one, have fun with it. Have fun in the process.

So that you're not just pending on the outcome. It's the same thing we talked about at the beginning of conversational cold calls. You're doing your work. Don't worry about it. I've never turned in one of these, something like this and said, "Oh, somebody else sent me something like that." Big deal if

they do. We're moving forward. We're playing with what's in our own backyard. Price will be a question, hey no doubt about it. What do I charge, you guys want to know that. We're going to do a module on pricing, of course. Let me just do a blanket that I can throw over for this entire group, you're not charging enough. How is that? You're not charging enough. Think about this trade show. This trade show that we're talking about in this demo. Ultradent is paying as much for carpeting and padding as they'll pay for you for three or four days on a trade show floor. Bottled water is a fortune at trade shows.

You're not allowed to bring your own in. The booth owners have to buy bottled water. You are a line item and your job is to prove a 10X return on investment. A 10X return on investment. I did RSA in San Francisco a couple of years, working for CA. They sell mainframes and enterprise solutions. Their products are \$100,000 minimum. \$100,000 minimum. 10 grand, 12 grand a day at a trade show to do a couple of shows and bring in that kind of crowd, are you kidding? So easy to show a 10X ROI. Not even an issue. How do you show the ROI? Well, we handled that in that little video you just saw and we handle that in the conversations when they're talking themselves into it. When they're bringing their experiences of what they've seen for the last 10 years of doing this show and you paint a picture of how it could be going forward. You guys, we are line items, that's it.

What do I love about these? They're loaded with social proof, with authority, they've been tested. That simple video that I just played for you, that CVI, it is so basic. Yeah, a lot of alumni have dressed them up with Prezi demonstrations and Keynote with different effects. Doesn't matter. Do something that feels right for you. That one still works beautifully for me and I hang with it. I have the template for that one on the page, here, if you want a starting place. We will go deeper into CVIs. Like I said, there is an entire webinar training about how to build those and how to put together the PowerPoint or Keynote. How to record it, how to edit it, how to lay music down and how to tighten it up so that it just sings. So every single word of it moves along at a great pace, takes the story along, never gives the person a chance to be bored, doesn't play into the ego, and always plays into the benefits of what's in it for them.

Let me remind you with the phone calls, with the CVI's, we always go in with a mindset of this is about them. This is about me serving you, about me making your life easier so you can sleep better. We always change our objective from selling to serving and it's so powerful. If we start selling in the CVI, on the phone, in person, people can smell it instantly and it's painful. It's very hard to sit through. I don't want anyone to have to sit through that. Don't bypass the opportunity to build trust. Never miss an opportunity to build trust, whether that means doing what you say you're going to do, calling when you say you're going to call, sending something when you said you're going to send it, introducing somebody to someone else when you say you're going to do it. Always make a note of something. There is a willingness to really just give our time away. That looks a lot of ways. It may say, "Hey, I'll call you."

Do you mean that when you say that? Are you willing to pick up your phone and put a note in there to call this person at that time, to really make sure that the mindset is always about building trust and connection. Be careful about where you give away your time when you tell someone you'll do something. Make a note of it, put it in your calendar and make sure it gets done. That's the kind of thing that's going to compound interest and come back to you in so many bigger ways. All of this is about building trust so that you can have that conversation to establish if there's a fit. Once we know there's a fit, five-part sales funnel heads right in. Words and mindset, they have to match. That congruency is paramount. It makes our trust-based relationships so valuable over the course of time. All right, you guys. What a day it has been. A huge day, here, between Larry and the sales funnels.

Everything we've talked about so far, the outsourcing, let me ask you this. Commit to yourself, commit to me if it helps, commit to your group, that you're going to dig into this content. That you're going to find the scariest part of it and take an action on it. If you promise to do that, I can assure you the results will surprise you. They'll shock you. Watch the homework. Every day this week, I'm going to take you deeper and deeper into what we talked about today and I'm going to have some pretty bold challenges for you. I want you to dig into them with both hands, a foot, and your teeth. Just dig into these things and get going. Every single day, I want you to give the time to the homework, this week. As your brain is in this fertile place, I want to really invite you never to let an idea go wild. What I mean by that is if you get something that comes in, you have to pick up your phone and record it.

You have to write it down somewhere. If you ignore those little gifts that are being dropped upon you right now, because you're in this course, because your mind is open to paradigm shift, because you've told me on a phone conversation that you're willing to do whatever it takes to get to the next level, you're going to start getting input. Do not ignore them. Treat them like the gold nuggets they are. You're expanding every single second right now during this and if you refuse them, they'll stop coming. I don't want anyone to have them stop coming. Double down on your commitments that you made to me in the contract and your agreement in this program to stay away from mainstream media at all costs. Just do it. Allow yourself the time, the mind, the bandwidth, to create a new reality. I don't want you drowning in a soundtrack of what's going on in news right now. It's unimportant for what you're creating.

Connections. Connect using what Larry offered you. What did he talk about on there? The 30 day connection challenge. I remember my first time doing it. In 2016, I did a 365 ... Actually, that was a leap year. I did a 366 day connection challenge. Every day of 2016, I reached out to some new connection, either in the showbiz world, in my sugar world, an old friend, a colleague, another author, another content creator. It didn't matter but every day, I said this is my connection challenge time and I jumped at it. It was, well, what can I say. World is not the same after 366 new connections. I got really good at them where they don't take a lot of time. They fueled me instead of drained me. These sales funnels we talked about right here at the end, they are clean. Don't overthink them, you guys. Take action. You've already taken action on the first two steps. Really start incorporating.

What do steps three, four, and five look like and how can I get those into my life in a really good way? That's module three, you guys. Huge work. I will see you in our live Q&A session on Tuesday. Barry with Showbiz Blueprint. See you soon.