

Speaker 1:

Well, next guy up, Nick.

Nick and I first met each other in 2004 in Australia, at Frank Kern and Ed Dale's underachiever event. And then about a year later he came to my Judgement Day event, and it wasn't religious, in Sydney, and we've been obviously friends ever since.

But what this guy has been able to develop with his leads hook is quite off the charts, and I think that's what?

Up to 8,000 leads in one hour. So I won't say any more than that, but could you imagine getting 8,000 leads in an hour?

What would that do for your business? So with that said, Nick, come on up mate.

Nick:

I fell into this from a business that I bought that I couldn't do much with. My background's in investment banking, so much more comfortable with money and numbers, buying and selling of businesses.

I've had four exits so far and hopefully this is my last one. That's probably the best quote in marketing I've ever come across, which is...

The aim of marketing is to know and understand the customer so well, the product or service fits him and sells itself.

The best example I've ever come across of that is the Coat-of-Arms letter.

Speaker 1:

Not John Carlton.

Speaker 3:

You might know. So I came from banking, I'm into branding, and I launched almost 15 consumer products for TV advertising or advertising billboards, cinema advertising, all the traditional old school stuff.

And then I came across Direct Response. So then we started doing 30 second commercials based on Direct Response principles, and then I came online.

Speaker 3:

And so my journey was from branding to Direct Response and I guess Direct Response branding. And when I came across this, which was at the fusion seminar, it was the first time I came across this, with Halbert and Mark Joiner, and John was there too, and Caleb.

That's where I met Caleb for the first time. And when I came across it I was like,

"You know what, that's genius," because...

Not the copy aspect, but the fact that this sales letter only needs your name, and the alignment of personalisation was perfect.

It's a product to buy your name, therefore your name is needed.

Speaker 3:

And that stayed in the back of my mind, and I was wondering,

"How could you do this at infinite scale?"

Imagine you could personalise everything.

And so I modelled it out, but the technology at the time didn't exist.

So I was coming up with my hack solutions, and this is currently what I do and I'll share with you guys... Before I explain this, I'll just go one step forward.

Speaker 3:

Instead of product awareness, which if anyone read Breakthrough Advertising, will know, from unaware through to product aware.

But the other side that Eugene Schwartz covered, was the state of market sophistication.

So that's chapter two, that's chapter three. I was hoping in chapter four he would do this, but he didn't.

And so I spent many weeks going over this, going,

"Well, what happens if you intersect the two things in forms like a five-by-five grid."

Speaker 3:

And this is basically how I plan every market before I launch into it.

I come up with headline concepts in the five-by-five matrix. And that makes your life easy, it allows you to structure, not just try

and wing things. So I'll go back.

And so that's what those five boxes are, essentially just your product awareness.

So in the work that I've done, we started with lead gen, ran into a customer who is doing really high volume traffic, ended up being my first customer.

And we did their campaign, and we did 8,000 leads in an hour. Thankfully the service didn't crash, but it wasn't the best outcome for us.

So since then we built a lot of infrastructure and we can handle a lot of high volume.

Speaker 3:

But just to show you that, the market's moving from lead gen to customer gen, especially for people who are selling leads on a CPL basis, which is selling leads to a prospective customer and getting paid for it.

I work with a lot of CPL guys, and so the main model to follow now is traffic. You go to some pre-sale... Not necessary, but if you want to you can, depending on the market.

If it's highly competitive then you need a presale. It goes to decision tree, which I'll share what all that's about. And that allows you to essentially segment people automatically into the five categories, which is what I showed previously.

Speaker 3:

And based on that, you can come up with very specific messaging sequences, whether it be email, SMS, phone, face-to-face, and

other decision trees, to match where they sit in the spectrum.

So then you graduate them to the product awareness phase, depending on where they are, and that's when you give them a personalised offer.

And then the offer goes to... Hopefully you can see this, a reverse call centre.

Now that's for B2B guys, you do a reverse call centre, which is, you frame the phone call as a favour.

So rather than you calling out, they call you. They book in a time to call you.

Speaker 3:

And that was one of the biggest innovations I was able to work with, with a couple of guys I'm working with.

And you finally get the transaction, which is when they pay you the money. At that point, two things happen.

Either you repeat the cycle with the backend product, so you do exactly the same thing again with backend, or it gives you feedback if it fails. In which case... But look at the data you've captured along the way. And that data now allows you to create new ads, new offers, new landing pages, new decision trees, and the whole cycle repeats itself. And you keep cycling it over and over again, and that basically is how you end up getting lots of leads.

Your opt-in rates are through the roof, actually.

Speaker 3:

This is one of the campaigns... This is the kind of results we're getting reasonably consistently.

A highly competitive market, 55 to 60% opt-in. I'll share with you how to get 100% opt-in.

Do you want to know that? Okay.

That's 14,000 in a day, 15,000 in a day. So we regularly do these sort of campaigns as well.

The thing is, is that once you get the whole decision tree bit, it's going to take you two or three iterations to dial it in.

Once you're dialing in, it's just how much traffic can you find to monetize it?

Speaker 3:

Now, what is not lead gen? Most people think of lead gen as,

"Hey, I got their name and email,"

but we don't really know much about them at this point. Yeah, we know they want to download your free report or whatever, but what else do we know about them?

And not much. And so then a lot of hard work has to be done by the email. But even then if you've got to put everybody on the same sequence, some of them may be quite closer to buying, while some of them are not.

But you give everybody the same thing, and that's how you end up not having such a high conversion rate.

But what if you could split them appropriately and put everybody in the right email sequence? And that's what we're going to do next.

Speaker 3:

Right, so we need more information.

How do you make an offer that's so compelling to your prospects that they beg you to take their details?

And the way to do that is the journey of self discovery, or choose your adventure. And that's what the decision tree is all about.

It's about opening the conversation and allowing someone to go through or select their own path.

And as they are selecting their own path, you're grabbing data about where they've gone. And that data is now used to pre-populate or send the data back into Google and Facebook, Twitter, Pinterest. I'll share a bit of that later.

Speaker 3:

And then you can really do audiences inside audiences. And then you let the AI machines find you customers that you can't otherwise find, right?

And you do that by providing basically a personalised interactive experience, which is similar to what Drayton was talking about this morning.

It's all about being interactive, and you deliver a personalised lead magnet offer or sales letter.

Speaker 3:

Right. So this was the product that started it all. I bought the brand for a dollar because they weren't selling it. And then I tried to sell it, and I couldn't sell it either. So I said,

"Well, who's the idiot now?"

And anyway, came up with many variations. VSL, Drexel's, I tried every... Nothing performed consistently. And then I was chatting with someone who worked for Proctor and Gamble, and I said,

"You're a hair expert," not that I have any,

"How would you sell this thing?"

So she came up with a decision tree profile, this was the very first one. And she said,

"This is how you sell it."

And I said,

"Cool."

Speaker 3:

So I sat on it for a while and said,

"How do you implement this damn thing?"

And that's just for straight hair and then there was one whole map for curly, and the whole map for kinky, and coily, and whatever other hair types there are. So it became... I was like,

"I think this might work. How do you do it?"

So realised at that point, rest in peace, and no more static marketing.

Everything was going to be dynamic from this point onwards. So that was the start of the adventure of...

There's a bit of a headline missing here, but essentially the point of this I'm trying to make is that knowing where someone is and how close they are to buying, makes a massive difference as to what you're going to say to them.

And putting them in the right category is really, really important.

Speaker 3:

It's even better if they put themselves in a category, because then it's their category. Right.

So this was the decision tree that came up. It looks very simple.

I'll explain what's happening behind the scenes, how happy is your hair?

I get a personalised hair analysis in another 30 seconds. I've innovated this further, so if you're in things like relationships, investment advice, 30 seconds doesn't work. You say,

"We come back to you in three days."

And you actually don't deliver the final result, and then you email them the result.

Speaker 1:

Are you happy with your hair?

Nick:

Yeah. Well, when I put it on it all call came off. So the first question, also the chat bot style, so it's like,

"Hey, let's not be strangers, I'm your hair trichologist. What's your name?"

And it'll just quickly run through what it looks like, and then you select...

So four answers here. This one is a checkbox question. Probably the most powerful question in terms of grabbing data, and I'll explain why, because it allows someone to select more than one answer.

Nick:

The more answers they select, the more problems they're revealing about the specific issue. So this one here is that,

"Which of the following apply to you?"

I can learn a lot about someone by giving them the ability to select more than one answer. The interesting thing is that this question creates 32 combinations.

So there's 32 market segments from one question. That's another 32 market segments, but they're multiplying now. All right?

So I'll leave that thought with you, and I'll explain in the end what happens.

Nick:

And then you get your age, and finally it personalises the actual result. The whole thing is personalised. I would have picked a

curly hair, so therefore I'm only getting content about curly.

Baldy, it doesn't exist. It's got my name there. And basically what it did is it gives a personalised recommendation, but it's framing the product recommendation based on the questions and answers that I've selected previously.

And therefore that was the final product recommendation. This made the funnel work consistently. But so much so, that you try to copy it because it's done in regenerating based on thousands of combinations.

And you can have it running in front of your competitors for weeks on end.

Nick:

There's one funnel that I helped a client with, they get about 200,000 leads a month and it's been doing that for the last two-and-a-half years.

In fact, their funnel works so well that on the page where they grab your name and email, it says

"Form,"

and that's because I wrote a form for them, and I said,

"Hey, we'll go and change some copy in someone's side of the traffic."

And they're still getting 60% option, they won't touch it. So much for being a good copywriter.

Nick:

All right. Now this is one I did for the digital marketing space, the

Digital Marketers Australia was doing a conference or seminar.

This is a much more recent example, so much more sophisticated in application. We can do charts now, dynamic general charts. And so therefore you're no longer giving people a PDF, you're giving them a specific outcome about who they are and where they stand.

Nick:

So in this one here, what we'd done was had a bunch of questions that graft you on the six capabilities of digital marketing, which was traffic, lead gen, sales conversion, analytic systems, and automation and operations.

And what happened was... So, there you go, that's my chart. I shouldn't be up here based on that. And what would happen is, it dynamic generated the speakers you should go and pay attention to at the event.

Nick:

So now we're personalising the speakers to the chart that you generated for yourself, which means you own the outcome, you own the problem.

So the events selling it all of a sudden turn from,

"Hey, come to networking, get educated,"

to,

"Come and solve your problems."

And they sold out quite early actually. That's the speaker talking about how good it all was.

Nick:

So about three years ago when LeadsHook was first created, I worked with a guy, a friend of mine called Dave Jennins, and Michael Gerber's wife contacted him saying,

"Hey, would you like to run our next book launch?"

Which was Beyond the E-myth. So he contacted me, he said,

"Hey, let's do this LeadsHook thing. I said,

"All right."

So what we did was, we created a [inaudible 00:15:17] or a chart.

It had a sales letter going below it, and it pre-sold a \$5,000 event.

This thing went viral, and I think we ended up getting about 4,000 leads even before the book launch. So on the day of the book launch you get a bestseller, obviously.

How to manufacture a bestseller.

Nick:

Since then, I've gone into many markets. This is fat loss, job profiles, buying a home, the preppier niche. I didn't even know there was a niche for prepper, but there is.

Yeah, exactly. It's huge. In fact, what happened was a guy came to me and he said,

"Will this work for prepper market?"

I said,

"I've got no idea."

I said,

"What do you guys prepper for?"

And I was really like,

"Wow, this seems like doomsday stuff."

And I'm like,

"Wow, okay."

And so when I researched it, I was like,

"This is fascinating."

And he goes,

"Can you make one of these?"

And I said, I said,

"Sure."

And he tried for about three weeks to make one of these. And I said,

"Why are you wasting your time? Here, just give it to me."

Nick:

So I just went online, and what do I know about prepper markets? So I said,

"Things to prepare for, the worst things about preparing and the best things about preparing,"

and you get pretty much the content that you want to create for much of this stuff on Google pretty, pretty quickly actually.

Have done for what's your real age, for skincare... I guess the point being that, the...

Nick:

... Then obviously, how do you make these? The version that I shared with you earlier on which is quite elaborate, don't have time to share that today, but that's the the ultimate version of what you want to do.

So I'll take you guys through a very simple example that you can apply. And so I just wanted to share with you the... So all you do is, this is drag and drop, and you build your decision tree. The unique thing is that each answer that you have, you can attach snippets of copy, you can attach...

Or you can programmatically work out within the platform the answer that you want to compile.

Nick:

So if I go down this path, and say I'm a man, and are getting a question about some cars, and then you can talk about the boats, the final results page that's created, or thank you page, it's generated based on the path that I took.

And that's where you're getting a high level of personalisation and alignment to who the person is.

You can even change the background colours, there are all sorts

of stuff. So essentially taking personalisation to the next level, and dynamically building sales letters, offers and anything else that you want.

Nick:

Right? So this is the one that I built for the digital marketer one that you saw.

What we have here is the decision nodes, just a fancy way of saying you can programmatically control through conditions by putting logic in, about what snippet goes where. And it's all within drag and drop interface so you don't have to be too technically inclined.

It sort of looks something a bit like that, that if your score was below a certain number you can go and watch Greta and she's going to be talking about whatever your weaknesses were in your scores, right?

Nick:

Next one, this is the Michael Gerber one.

So I guess the idea of all of this is that you are limited by imagination as to how much personalisation you want. You can go crazy, or you can kind of...

And I guess to take it one step back, it depends on the market. If you're in a high competitive market like credit card debt insurance, then you're going to do many more of these or go wider.

But if you were in underwater kickboxing, then you can probably get away with just one node, you know? So you don't have to worry too much about the competition there.

Nick:

Now to go back to the original hair one.

So hair answers, four. The checkbox questions gave you 32.

Age gave you six because there were six age buckets.

It gives you a total auto-generated combination of 24,000 unique lead magnets.

Now there could be 24,000 unique offers, which you can also programmatically do.

So you're not physically creating 24,000, the system is creating 24,000. You're creating a snippet of copy for each one of those combinations.

Nick:

So four plus five, five, that's 15, 16. 16 plus four.

So there's 20, basically.

So you're getting 20 snippets of copy, the system puts together 24,000.

And that's where the personalisation is coming in. Now I've just been accepted into data source out of the US.

We're now able to take the email address and pull back 300 data points about Americans only, GDPR applies in Europe, so can't do that. Where we'll be able to get things like credit score, age, net worth, income, size of your roof, and a bunch of other stuff.

Nick:

Still playing around with how the tech's going to work, but basically if I can pass an email and get someone's net worth back, you can change the price on the fly.

So which means your offer can evolve, because price conveys information. That's one of the first things I learned when I was selling this hair product, is I got the prototype for about two bucks, or a buck or something they charged me. And I said,

"You know what? I'll sell it for five, five X, not too bad."

It didn't sell. And then I was reading... I think someone reminded me yesterday, Caldini or someone who... Where someone was walking out the door and said,

"Hey, half the price."

Nick:

And they ended up doubling the price, and they sold out of inventory. So then I decided to say,

"Well, let's do the price test here."

So I sold it for \$15, \$25, \$35, like \$50, \$65, \$75.

I got close to about a hundred bucks. And \$65 ended up being the sweet spot at which we sold more.

That isn't the most amount of revenue, which is kind of crazy, that. Which means the offer failed not because the copy was bad, but because the price didn't align to the claims we were making.

The claims were too big for the price. So for now, whenever I do a new offer test, I do a price test first just to try and work out like,

"Am I in the ballpark?"

Because you could be misaligning the price. And if that's the case, you can write the world's best headline and just won't get the right response because you misaligned the price to the value you're creating.

Nick:

Because when you start personalising, you create the perception of value.

So you need to jack up your prices. This is for anybody doing affiliate offers, just to want to share that you can do B2B, B2C, affiliate stuff, help someone in the health space.

They were doing a bunch of health offers, and we asked one question, and when we funnelled people into what the answers were... So if you selected answers that made you more susceptible to kidney disease or something, then we would move you to the kidney offer, vertigo, diabetes, high blood pressure.

And then they're like,

"Well what if everyone's in really good health?"

I said,

"Well then we'll send them to numerology."

Might as well make some money out of them.

Nick:

This is 37 different offers from the one decision tree. So once again an affiliate has gone to ClickBank, sucked every high

performing offer out of it, built one decision tree, and is sending people through 37 different offers.

I met someone who was running traffic on weather.com, and it said your life score, or your life something or other.

And he'd basically asked questions about your health, your career, and just funnel people into any number of affiliate offers, and would just cycle through after he got the list.

Nick:

But because no one bids on weather.com, the traffic's really cheap.

But no one knows how to convert the traffic. But if you can present a generic decision tree and give someone a profile about in what way their life could be improved, all of a sudden you can start making the traffic work. Right?

Nick:

My two best friends, for the gigs here, the JavaScript events that you can push data back into Facebook and Google, you can do it for Twitter, Pinterest, and any other traffic platform as well.

Because the audiences are the new email list. And so what we do with LeadsHook is that when you grab any answer, so you've given me an answer on let's say, your hair type is let's say, straight. I can push straight back into Facebook and create an event inside Facebook.

Nick:

Then what I'll do is at the end, once you've worked out where the conversions are coming from, typically what you find is that when

you're getting all this data, you're going to find that a small segment is making a lot of your money, but you're going to find four or five of them, but they're quite different. And so what starts happening is, you realise that your market is made up of five groups, or five segments, or X segments, but the segments typically look a bit different to each other.

Nick:

So your first pass is quite a generic decision tree. Quite a generic offer. Enough to get the data.

Then you go back and you make five of those. Now all of a sudden you're assigned to match the profile or the audience to the offer and the copy.

And that's when you blow up your funnel.

So we push this data back in, and then you create lookalike audiences based on the answers that are sitting inside Facebook and Google, and whatever else that you would want to put it. Quite literally, data is the new oil.

Nick:

So how do you do this really, really quickly?

I'm going to stick to the lead magnets part, but this could be a sales letter, this could be an offer, it could be anything that you want to personalise.

It could be in the front end as well, it could be on the backend as well.

So first thing is, if you are going to do lead magnets, get your existing lead magnet. I'm sure all of you have a PDF lying around

that did really well. Take the PDF... That's from Gary Halbert, the inventory of interesting facts. I think there's a whole newsletter on it, or maybe a few.

Nick:

Because you already got the good content that worked really well, no point reinventing I'm reinventing the wheel.

Take that PDF out, go through and create your inventory of interesting facts. They become the answers, and then you just create the question. And then, you recreate the whole thing, PDF again.

Except this time it's going to be created based on the questions and answers that someone has given you.

Nick:

So rather than giving someone a 45 page PDF and saying,

"Hey. Go work it out, which five pages are relevant to you."

You're saying to them,

"Let me do the hard work for you, and I'm going to give you the nuggets that are most relevant to you."

So all of a sudden you're resonating, but you grab the data about what interesting fact interested them, because they selected it. Which means now you can reframe the offer or reposition the offer, based on the answers they've given you.

Nick:

So then the question ended up being, is,

"Where can't I use this? And are they curious about that."

So I've gone from the top of the funnel. You can do your junior sell discovery type stuff, like how many profit leaks can you pick?

By the way, I also learned that if you use presupposition in your headlines, they almost work all the time, which is not... What was the one that Bond gives?

Seven email mistakes. So you can say,

"Which of the following seven email mistakes can you pick? Can you pick the seven email mistakes or copy mistakes?"

Nick:

And so having those sort of questions really allows your prospect to be challenged now. But through the challenge now you've grabbed all this data about what their weaknesses are, then you can reposition any offer you want according to that.

The middle of the funnel you can do implanting of buying criteria, so X factors that you might consider before buying your next program, or your next software solution, or your next marketing automation system, any number of other things.

Nick:

And then the last one is justifying quantified value. So you can create an offer selector.

So let's say if you're running an eCommerce store, you've got products that are quite similar to each other, and you're relying on your customers now, or website visitors, to be a bit aware as

to what they're looking for. Well, you can create a virtual salesperson. And in fact, there's a hair one that I worked on, a hair colour funnel I worked on recently, where they were able to triple their revenue.

Nick:

Because all it did was, you said,

"Select your hair type, select your current colour, select the colour you're looking for,"

and some factors around that. And all of a sudden it would match them to the very specific colour, hair colour that they should be buying right now based on the input. It's almost like having a virtual sales person that you run into in a department store.

Nick:

And on the backend side, this is the... The biggest way to increase the lifetime value of a customer is to get your customers to consume the product.

I've worked with many info marketers, where what they'll do is they'll sell the product, and immediately hit them with an affiliate offer. And then when you do that, all of a sudden you're going to have... Just reduce the value of the list.

It helps to stop and get them to consume that very first product, which means you've just extended your funnel. All of your backend products will be consumed now, or your probability of selling to them becomes much higher.

Nick:

And what you can do there is things like,

"What's your personalised plan of action?"

So you've just sold a course on let's say, how to do Facebook ads. Well, let's see what modules you should do. So you can ask them questions about,

"Have you run Facebook ads before? What's your daily budget you've been working with? What markets are you in?"

And technical questions about how to set up Facebook ads.

Nick:

That will give you a very good idea about how sophisticated they are and how knowledgeable they are about Facebook ads, to which you can say,

"Well instead of going from module one, why don't you just go to module 10 straight away? Because module one to nine would be too basic for you."

And so all of a sudden you've just enhanced the experience with what you've just sold them. And you're personalising to every person, because someone who's a beginner, they can start from module one, and you can do any amount of personalisation around that.

Nick:

To people who've converted, just to borrow Drayton's terms, you can start doing viral type campaigns, where you... And this is where I'll share how you get 100% opt-in, which is to remove the requirement for email.

And so what you're doing is, you drive traffic to a decision tree.

The decision tree grabs all the data, pushes it back into Facebook and Google, and as a result they'll complete the whole thing.

Nick:

And I've done it in a couple of markets now, you get about close to anywhere from 90 to 95% completion, not quite 100, because the fear is gone that this guy is going to chase me now. But you still chase them, because you're pushing all the data back into all the traffic dep, or traffic and ad networks.

And so that's how you get a... But then you end up building a nice profile of who this person... Or who's coming through your decision trees, or who's coming through your funnel, which means your ads now become better because you take the data now and redo the ads.

It's a really fast way to do market research without asking anybody anything. The magical tool for online marketers to do a survey. Well, not if you ask Donald Trump.

Nick:

So the point is that in doing surveys... I used to do a lot of focus groups stuff before coming online, and there would be a lot of error in the data that you pick up.

It's not easy to do a well-balanced, unbiased survey. I'm not going to say don't do it, do it because if the data is already there, if you've got a big list to play with, by all means do it.

Just be weary of the fact that it's not the be all, end all, and you may be looking at at bad data.

Nick:

Right. Now this question, which is how do you emotionalise everything? Which is to go back to what Bond was saying.

I've been able to add questions about emotionalising stuff, even in highly left-brained markets like debt and insurance. And it works really, really well because nobody's doing it.

Like you go to a Geico funnel, they will not ask what you what kind of lifestyle do you want once you've attained your insurance.

Nick:

And by offering a checkbox question here, it tells you firstly what's making them tick, but the more options they pick tells you how much more desperate they are to get this outcome.

And you can then use the data back into your ads, and also repositioning your offer, because you can change copy on the fly.

And so, that's one of the ways in which we've been using emotionalising of the decision tree.

I've worked in the funnel for a fat loss surgeon, where the leads were being sold to the surgeon for \$30. We created a decision tree where we were putting them into the five specific areas of where they are, from

"Unaware about how fat loss surgeries work,"

all the way to,

"I'm desperate, I want to buy now."

Nick:

It took the value of the lead from \$30 to about \$2000. And over a 45 week period, they're converting 40% on call traffic.

Because you're putting people in the right where they are at this point in time, and then you're nurturing them to the conversion, which is a far slicker way of doing it.

Nick:

Right? So to go back to this here. Now I'll share with you guys how I do the headlines. So recently in Australia we've had a property boom, and now we're having a property collapse of some sort, or at least some parts are falling.

And it's getting worse in Sydney because there are cracks in buildings, they've got large 40 storey towers that are being evacuated because there's cracks now.

So, become a third world country. And so as I was playing with it, and so I thought I'll just use that as an example, that you have your five product awareness or the levels of product awareness, from unaware to onboard, and very quickly came up with a bunch of headlines.

Nick:

So what I'm doing now, is I'm... It's still very early, but I'm testing to see if I can increase my addressable market, but creating headlines across the spectrum, across the five-by-five grid.

So if someone is unaware, it's certainly lower risk than buying a high rise apartment. So if someone resonates with that, then I'm like, Okay, they're in the unaware phase, or potentially a little bit far away from conversion. But the traffic might be cheap, so that's what I'm testing for.

Someone recognises the need, a secret trick to sell your cracks in my building risk. So all of a sudden,

"Okay, I'm recognising that there is cracks in buildings, I'm still looking to buy an apartment, can this happen?"

Nick:

And then once the satisfaction is how to preserve your capital gains even if your apartment collapses, so that would be someone who is in that state of current awareness.

Obviously the way the five clauses, you must add to your billing insurance agreement then you choose complete refund, including capital gains from the day of purchase.

And the last one is the the offer, which is the five minute pay process and zero excess or zero deductible as you put in the US. Includes the ironclad empty crack clauses, backed by Lloyd's of London and 25% off today, would be more your offer there.

Nick:

Just to show you that once you're getting a good understanding of where the market is, and you can use the decision tree now to to put people into specific categories, and then have nurture sequences that brings everyone at aware all the way to offer, at their pace.

So if they don't react in the automation system, you can keep extending the automations around unaware fits. But if all of a sudden they are resonating, you can increase their lead score and move them to the next one.

And so in a very dynamic way, you can move people around your funnel all the way to the last bit, which is to give them the offer.

Nick:

Right. The last step, which is, how do you execute this? I took the top 20 people in LeadsHook. Some of them are doing up to 200,000 leads a month. And I said,

"Let's profile you, and what do you look like?"

And so as I was going through, I put them through a decision tree obviously, to work out what are their strengths and weaknesses? How do they work? What makes them so special that they can do 200,000 leads while others are struggling?

Nick:

And I realised that most of them work in a team environment.

Hard to find a singular expert. I mean not in 2019, can't be an expert in all of these things. So generally work in a team environment, and they have capabilities in each one of these. They don't tend to have weaknesses.

And when you run into a good marketer, they may not be the best at their traffic, but they know enough about traffic to have a very good conversation with the traffic guy.

Nick:

Or if you talk to them about the technical aspects, they know pixels and tracking and all that stuff, but not necessarily,

"Hey, go set this up," and they'll be able to start putting in JavaScript. And so what it made me realise, is that really the skills that you need to make the whole thing work, and to be able to execute this really, really well.

Thank you.