

PAF Certification Training Session 7 Brett Bartlett

THE LOCAL BUSINESS MARKETING MACHINE

0:00:02 Hey what is up everybody at home welcome to PAF session number seven. We'll be talking about local business marketing as you can see. We are actually in my office preparing for our big holiday event. It's a local event. I was going to use that as our case study today but it wouldn't quite translate the way I want it to for the opportunity of local businesses so. We also have a much thinner crowd. Our team is basically fully preparing for the event this Sunday. Some fun things while everybody is kind of coming in. I have some fun announcements because. One of the challenges of path. Of Proven Audience Formula is it's so expansive there's so much you can do with it. We really had to figure out what does that look like. What do the trainings look like.

0:00:49 That's why we did it in this format because we didn't know the perfect structure. Some fun announcements around being Proven Audience Formula certified. Let me kind of go to order here. Me and Jim were brainstorming like what does that look like as we're kind of moving into you know the not conclusion, conclusion is probably not the right word but basically starting to finalize some of the certification and one of the things that we're working hard on is the Proven Audience formula book with several successful case studies. And again that's actually something for you guys. It's not so much for us it's so that you guys can reference that you're certified on that book and then the goal is that it becomes a number one bestseller and that'll generate leads and if we generate those leads those leads will be passed back on to you guys.

Referred Leads for you

0:01:48 And we've already started behind the scenes to refer some leads too, testing out those mechanisms because we know that the demand of this, you know there's so much need for Proven Audience Formula. And the next part of it is we are creating a website that's going to list everybody who is certified with their names and last initials.

0:02:08 As we start to move into people who are certified we do want to create a new Facebook group. It's not like we're super into creating multiple multiple Facebook groups but we would like to create a new Facebook group just for the certified people you know to kind of share advanced ideas of people who are doing this stuff. And we are thinking about also doing a video that explains what Proven Audience Formula is so if you guys start to get some clients or you know kind of just need to reference people to what is Proven Audience Formula and what can it do for my business. We'd like to make a video that kind of outlines that. The biggest thing the biggest question that'll most likely come up which is you know how are you guys going to certify people how do you qualify into going into it.

The most important piece that will get you certified right away

0:02:52 You may have already seen us dropping hints on this. It's very important that you take action on Proven Audience Formula. If you're not taking action. It's okay to fail. But if you're literally not even attempting the steps that's what's going to make it hard to certify you. So if you are trying and really following the process and you can validate that to us and we'll finalize this a little bit more but I'm giving you a little bit of a broad understanding of what's going to move you into being certified. It's that you're showing

proof or demonstrating that you understand the concepts and the best way that you understand the concepts is doing it okay? Showing that you're doing it, that makes it easy for us to move you over to the certified because we don't want clients to be your first time trying it.

0:03:46 Okay. And that's why I want to focus on local business marketing today so I'm going to kind of use that segue into talking about what is probably going to be one of the most common ways that you apply Proven Audience Formula. This is with local businesses. But I wanted to lay a foundation before we go too deep into this because I think that well first off, I've seen you guys have posted a ton of questions about local businesses and I've been really excited to talk about it. There's so many questions and with local businesses there's so many different ways to create a win win situation. There's not the set cookie cutter thing. My job always or what I feel my job is is to take something that can be extremely complicated right and make it simple.

80/20 rule and how it applies to PAF

0:04:35 So I'm always going to kind of give you the 80/20 rule. What matters 80 percent. And really I'm not going to focus on the other 20 percent. Okay. So as we're talking today about local businesses I'm going to tell you what I believe. What really matters with local businesses. All right so local businesses are everywhere. They're in endless supply. And when we're talking about a local business it can be everything from a pizza shop owner to a retail store owner to a chiropractor to a dentist. I mean they cover our cities and they really really need our help. OK. But here's the reality. I'm already seeing a lot of you guys attempting this but you have to understand if any of you have talked with local business owners OK they do not understand what we're doing.

05:25 You have to be able to speak, I call it like speaking local business. They care about one thing they care about are you getting them leads. Are you getting them customers. If you kind of come in and try to expand on everything that we're doing with Proven Audience Formula you're going to get like almost like a glazed over look because it's going to be overwhelming that's not their job that's not their business. Their business is if they're a pizza shop they're really good at making pizzas. They're probably not the best at marketing. So one thing I would encourage you guys on and what really are going to be training on today is. How to get their attention and pretty much make it a situation where you could write your own check. OK that's what I want to get you guys to today with working with local businesses don't over complicate the situation.

0:06:15 If you over complicate it it's probably going to make them more confused. And I don't see that like we're above them I'm saying like we're a complement to them. They are really good at probably whatever they're focusing on. We're really good at marketing. OK we want to combine those two things together. We don't want to necessarily talk them into why we're good at marketing. We want to serve them and give them exactly what they want. So the question becomes what do they want. Right. What's the thing that they are in dire need of. They are in dire need of leads. So when we talk about a local business OK here's how you want to think through it. If you can get the leads meaning customers, if you can prove that you can get that for them and and get it ahead of schedule, you don't have to worry about all the minor details because almost every local business arrangement or client is going to be slightly different or at least that's what I've seen so far, right. Based off their need but if you can get the leads, your job is easy. OK so let's kind of talk about what that looks like. If you're getting the leads you are in control and I want to give you a case study today of exactly what I did with this mattress company. My main job was to prove that I can get the lead. So what I'm going to give you guys today literally, my job is always remove the excuses. I'm going to post in the group.

You guys can use it as much as you want. OK. So literally today or tomorrow you can go out and start landing clients exactly this way.

The video Brett gives away that you can copy exactly as is and get leads

0:07:56 I'm going to give you my video that I did. It's super simple for the mattress company. You can use that video to collect leads. OK. And you'll be able to go to any mattress company which they're everywhere. OK. And do exactly what I did. OK. And this video collects leads like on autopilot. So I want you to hear what I'm saying because you're a part of this group because of your part of Proven Audience Formula, I am literally going to give you the rights to this video. OK. And you can walk up to it you can literally run the ad in any regional area, collect leads, walk up to a mattress company and say hey I have leads, do you want to work together? It doesn't get much simpler than that. But I want to expand on this so that you guys can replicate the process. It's very very simple in talking to Jim it was really cool. He shares with me that Mike LeMoine who's part of the community and an expert in local business marketing and offline marketing he shared that that's exactly what he did. He went and collected the leads. And when he collected the leads he was able to control his future. OK so it's all about collecting those leads. Let's take a look at the local business marketing machine. And when we take a look at it again you're just kind of following the same process. It's a very simple process. Let's go over what we need and then we'll dive into the exact ad that I did.

0:09:23 All right. So here's what you'll need for or here's what I recommend. This is just the basic model but prep wise you need a test Facebook page. You need ManyChat and you need Ads Manager. When I say test Facebook page you'll get it in a second. When I collected the mattress leads I didn't have the rights to use the company's name yet because I was just collecting the leads. I created a page called "Family Mattress Deals". OK. So that way I wasn't infringing on or representing them before we had any arrangement. All right. So that's what you need from a prep side. The breakthrough content image is pretty simple. We already have a lot of examples of that in the group but I'll show you my exact examples of the breakthrough content/image.

Your Goal is to Get Leads via ManyChat Subscribers

0:10:09 It's either going to be a simple image or a simple video. Doesn't have to be anything overcomplicated. Your goal is to get leads. This is where it's a little bit different than before. Now you can use the same mechanism shares and comments but really it's like can you get those ManyChat subscribers. Can you prove that the ad is plug and play. That's what I want to give you my exact video that I know generates leads automatically. That's my goal. Give you that so you can do it. But that's really the goal. Get the leads. If you get the leads talking to any local business owner will be very simple. Honestly they'll probably be bidding against each other. You really control the outcome. All right.

Create the Facebook Ad

0:10:48 Second part of it is you are going to create a Facebook ad. You're going to do that using your simple image or video. We're going to use a messenger reference URL in the comments and above and then we're going to do it through two different types of objectives through traffic or video. And then we'll run through an example ad. Facebook Messenger what you're doing at that point is you are organizing the type of lead. So that's through ManyChat. Simple message. You know I'll show you some simple ones to do. And again all

you're doing is organizing by lead type. OK so let's check out the ad that I did prior to even having this client and I'll show you how crazy simple this is.

Ad Done Before Having any Leads

0:11:43 Video: "What's up everybody. We're about to have our mattress clearance sale. Just wanted to give kind of an inside live view. This is where you can save half the cost of your mattress. All right. Comment below if you guys are interested. Gotta go." *Video URL <http://jimc.biz/2E5JJIV>

0:12:13 All right. It is actually you know I'm going to play it again just to show how simple this video is because it is a super short one. So quick back backstory on how this came about. The people who run this, this is just a warehouse about 30, 40 minutes from us. They heard about the success we were having using Facebook marketing and they approached us kind of like hey can you do that for us. This was the first attempt that I ever did with it. I actually bartered this for some mattresses which was awesome, a great deal. But it's simple guys. They told me before this they were getting some leads. After this they were bombarded with leads. This video this process of using PAF completely transformed their business. OK. So I know that this works. Literally you can go, I'm going to upload this video. You can walk up to any person selling mattresses out of a warehouse and sign them up with a client because you now have the converting video. OK. Let's take a look at the comments real fast because I mean this generic so that it would create possible leads.

0:13:48 OK. So you can see here.. It's doing exactly what it's supposed to do. People are tagging different people. Where are you located? Now remember this is a regional ad meaning it's only playing in a very small radius and I'll show you how to set that up in a second. What is your price on a full size mattress? Now they control the ad. I wouldn't do it like this. This is not my style up here. My style would be something very simple it says like you know "Amazing Mattress Sale" or "Best Mattress Deal", "Love My Mattress", something super simple and then I would put the Messenger reference URL right in there that says "Want to make an appointment? Click here". Something super simple.

0:14:33 We'll set that up right now. But that's the ad guys. That's how simple this process can be. All right so let's take a look at our machine. All right so we have our prep. We have our breakthrough content image which you guys just saw. OK. Now let's set up our Facebook ad. And guys I'm trying to oversimplify this because it really is this simple. Again you can make this as complicated or as simple as you would like. All right. So. Let's create the ad. I always like video views. OK so let's assume you're going to use this exact video. All right.

0:15:24 OK so what's different about this is most likely you're always going to be running this in a specific area. So let's pretend we were going to run this in Yorba Linda. So you would actually do it this way. Everyone in this location and it will let you choose the radius that you would like. I actually always like to bring it down a little bit at first so ten miles.

0:15:56 Everyone in Yorba Linda. And here's your potential reach, 1.2 million people. Obviously we live in a heavily condensed area. And this one you can typically keep it all. You don't even have to segment as much as you normally would. Don't have to do anything up here on the custom audience. So now we have our area. OK. Don't worry about anything down here. Let's go ahead and edit placements.

0:16:25 Away with desktop, we're going to go just mobile, sticking to what we know here guys. All right. Facebook feed. We are actually going...well we can run on Instagram. That's fine. Do away with the audience network. All right. Now we'll keep it at 20 dollars a day. Let's kind of keep moving here. Alright. This is not a "Dynasty Toys". This is where you would have your page called...let's pretend this is our test page "Celebrate Yorba Linda" and you know you can make any page you want at this point. You can call it "Family Mattress Deals", "Best Mattresses", whatever you guys want to call it. It's just a way to practice and make sure you can generate your leads. All right single video. And I'm not going to upload it right now so it doesn't mess up the stream but this is where you would upload the video. We are not creators of the best laser tag set in the world.

0:17:17 I like text that is super simple right. I'd just say something like "Best Mattress Sale" or even something like "Warehouse Mattress Sale". OK. Very very simple tagline. You don't have to add a website or URL. What you would put here is you would put "To make an appointment click here". That's where you'd put the Messenger reference URL. So when they click it they're actually sent to your bot. You're collecting the leads. All right. And then you would confirm. OK. That's how simple this is. I'll review it one more time just so we're all on track here. All righty. OK. So. Very very simple. We're running it to a local area. Most these local businesses obviously going to be local area. Going down. Edit placements mobile. Facebook feed. Instagram feed. Twenty dollar budget. All of that's default. We have our test page. Single video. Upload the video. "Warehouse Mattress Sale, to make an appointment click here".

Messenger URL in comments -- your warmest leads

0:18:47 And then we are all set up. Now I want to show you guys something though because if you noticed over here I say a Messenger reference URL in the comments. This is what's so beautiful about the way that we're setting up this PAF teaching. We at Dynasty Toys are finding out that the comments section is your hot...and I think Chris Leake or Daniel talked about this...those comment sections are probably where your warmest leads or customers are hanging out because what they're trying to do is validate the ad. What are people saying about this ad? You'll see a lot of times they ask questions in the comments. Let me show you something that I would do to this ad to improve it. So it doesn't allow you to pin a comment. So if you comment on there as the admin of the page it won't allow you to say hey put this at the top but what you can do as an admin is you can come in here and comment. OK. So let's just go up here. Comment. All right. So I'm "Family Mattress Deals" right here or "Celebrate Yorba Linda" and "to schedule an appointment click here..."

0:20:13 I'm not going to actually do that. That's where I would put the Messenger reference URL in the comments and what you can do, this is assuming you haven't run this ad for as long as it's been running. So if you do it right when you put the ad up it's going to show up in this top comment section automatically. OK. And that is one of the best places for it to be because people are going to continually click the Messenger reference URL and schedule their appointments. Because what will happen just so everybody's clear. When this is shared, when someone shares this, most of this will go away. They'll only see the video and they'll see the comments. OK so we've found that a lot of conversions happened in the comments. So I highly recommend that you do that in the comments.

0:21:03 OK. So what you can do too to make sure yours shows up as the top comment is hide the comments. OK so let's say you're like I want to make sure my comment is at the top, you're going to actually hide these comments so that yours continually shows up at the top. Just so that people can really see it quickly that you're offering a link to schedule an appointment. All right. So the next question becomes, all right let's go

back to our machine over here. All right so we have our simple image and video running. You guys can use my ads video Messenger reference URL in the comments. Objective traffic and video views. Example ad. Now on your Manychat sequence this is where it really depends on what you've created with the local business person. You can make this as complicated or as simple as you want. The mattress company really just kind of wanted me to stop at this point.

0:22:03 They didn't want me to manage the leads past this which I was happy to do. So I really used Manychat in a very simple way. When someone clicks on that Messenger reference URL what they see is something very simple like "Hey what size mattress do you want?" Right. To create a little bit of a conversation. But all I'm doing is getting them to schedule an appointment with those people. I'm not managing the community. That wasn't part of our arrangement. And like I said different local business people are going to want different things and they can afford different things. So that was my job. My job was to set this up, prove that the video works, collect the first round of leads and we're on a recurring monthly basis. And I literally do nothing. I mean they do everything from here and I get a monthly check so that they can use my ad and my Manychat account. That's it. It's that simple. OK. That's why I don't like to really over complicate this process. I know what they wanted. They wanted those leads right. They...but then at that point they kind of wanted to manage those leads. So I was totally OK to do that so I don't do a lot of audience management in this. I do none actually. They do at all. But what I did use Manychat for was organizing the lead. So if you went into the Manychat when I first built it you would have seen questions like "What size you want?" and all it is leading to is cool schedule your appointment now. OK. So. On the Facebook Messenger side remember you can make it as complicated or as simple as you want but really value your time.

0:23:41 That's my biggest thing in kind of the conversations I see you guys talking about. If you take on this super big project make sure you're getting paid for it because that is very very valuable. And 80/20 rule, your funnel, or your process or your local business marketing machine is not valuable unless you're getting the lead. So for me the way I set this up originally is they wanted to write me a check on the spot. I said you know what I want to wait. I want to make sure that I can get you the leads so that when I come to the table I know that I have all the leverage because I now have the leads sitting in my database. So that was my goal. Just so you guys understand that. My recommendation to you guys is collect the leads first. Or at least some proof of the leads and then start to approach these local businesses. Because if you have the leads man I mean they are just going to be clamoring to get you guys. So let's do a quick review and then we can open it up for questions.

Ideas in getting qualified leads

0:24:39 Again, prep...you guys can do this with as many Facebook pages...so if you have pizza shops around, create a page called "Best Pizza Places" right. Super simple prove that you can collect some leads right or even just using the mattress example "Family Mattress Deal". OK breakthrough content you can use my video or do something very similar or a simple image would've done the same. We're really focusing on getting the leads. Facebook ad you see that we put a Messenger reference URL at the top. We put a Messenger reference URL in the comments and we kind of just let it do its thing at that point. One thing I love about doing this for a mattress store is I only have to get them like 5 leads a day and that's like a huge deal. I don't have to get them...like Dynasty Toys we want 3000 people a day coming to our website. The mattress place wants three and so what this did is it created the opportunity to do this for their entire national chain. That's what this led to because I came in with proof that the leads exist. And then I took this local area and made it the most...it is actually the most successful regional mattress store in their entire chain. So then basically

corporate came and said how are you doing it. And they said it was because of this process so then they signed up a bunch of their clients for... it was great. All right. So Facebook Messenger. Keep it super simple.

0:26:16 This is where like I think a lot of people can get lost. Don't build this for you, build it for them, know what their need is and make sure if you're going to build this thing to be super expansive you get paid for it. All right. That's all I have. And look I understand local business can get extremely complicated. I like the Facebook group because we could ask specific questions that you know I'm not touching on but here's your opportunity to ask some questions about the local business training. I'm sure we can make some videos going into more detail about different arrangements or opportunities. But right now I really want you guys to focus like here's the rule. It's almost like you're not allowed to talk about the other stuff unless you are showing steps that you understand. It's all about getting the leads okay. It just makes everything way simpler.

0:27:03 Let's kick it off if we have some questions, man.

Robert: Yeah totally. Our first question is how can we say that we will save half at this point when you're still generating leads?

0:27:16 You know it's so funny. It's all about...so that mattress store actually has no fixed prices. They just like that ad because it generates interest and then you know they kind of take it from there. So you can run that it won't cause any problems. And it really it's up to the mattress store how they want to honor that process. Those people are just showing that they're interested in mattresses.

0:27:48 Do they have to be selling from a warehouse or could a typical mattress store do this?
Any mattress store any mattress store. Again all you're getting is...all you're doing is filtering. Hey these people are interested in mattresses.

0:30:05 Chuck thought you were in the back room of the mattress store the whole time.
That was not me. That was actually the guy selling mattresses.

0:28:13 Robin asks: Can Brett discuss again about the the top comments.
Yeah. Here I'll show that again real fast because I'm sure that's a little bit confusing. All right. So. When you start an ad OK there's not going to be any comments down here. What you're going to do is comment here. OK. And you're going to put "To schedule an appointment click here" and this is where are you going to put the Messenger reference URL. When you do that your comments are going to show up right up here at first but as your video gains traction it could potentially get buried. A lot of times it will stay as the top comment. So if you see here, Top Comments. So you see their first post right here. They started 80 and go up from there. This is their top comment so this is where you would have your Messenger reference URL. And then if for some reason it's getting buried you can hide the other comments.

The First Question to Always Ask

0:29:15 Eddie asked: My question is about deal structure. How much range you charge on your reoccurring model and what services do you commit to provide monthly for that money?
So this is how I always like to back into that. First off don't...there is no cookie cutter formula. OK. It's really up to you, your time, what you value yourself at. Obviously like for me time is extremely valuable and I can't really sacrifice a lot of that. OK so the structure I came up with them was pretty simple. Once they didn't want any community management it was really just a one time setup fee which I would recommend for these

guys...let me reverse into this OK. These guys were spending ...this is always my first question...are you running any ad spend or are you spending any money on ads right now. These guys were spending upwards of 3000 dollars a month. OK. So at 3000 dollars a month this was very easy. All I did was use that number. I said look if you're spending 3000 dollars a month then I ask how effective is that? Oh not very effective. OK.

Different deal scenarios

0:30:15 How about this? We do a one time setup fee for half that. OK 1500 dollars. Then what we'll do is a thousand dollars a month and you guys can use the machine that I build you. And if it's not effective after 90 days we can end it. OK. That's the deal structure I like to go with because it's a it's a set it up, they're going to run it, I really don't have to do anything. And I get a recurring check. That's the best way to set up these deals in my opinion. Now if you're going to manage the audience and do all of this that number should be going up. That's what I'm saying. But let's say they don't have the money and you really believe in their business. Right. There's ways that you can set up revenue share models. There's a lot of different ways to do it. So it's not quite a cookie cutter formula but the number one thing I recommend, or two things. Get the leads. And number two ask them what their typical ad spend is. Because all you're doing is moving it from an ineffective model to an effective one.

0:34:28 Joel asks: Can you go over again how you get the leads from Manychat to the mattress company for them to contact?

So they actually took over...well we did two things. So when we ran it from Family Mattress Deals. That was that Manychat right? I had to get them from there over to their database. Right. All we did was we sent a link that Messenger reference URL that got them from that database over so we did a broadcast to Family Mattress Deals. that link. When they clicked on that link they were actually sent over to the new whatever their exact location is. What is it Temecula? They were sent here Mattress Clearance Center of Murrieta. That's how we moved them over. Because remember they wanted to manage it so that was up to them. I would have been happy to manage it but they wanted to take that on. So my job was to move them from there over to Mattress Clearance Center of Murrieta.

0:32:36 You or Jim mentioned a thousand dollars a month. Is that per mattress store?
That would be per mattress store.

0:32:45 I'd love to know what you're charging for this service with the mattress store.
Oh we kind of just went over that.

0:32:53 You used to be able to change the name of a page one time. Is that still the case?
Yeah I've seen that you could do it one time if...there's really no...well yes I believe

0:33:08 Once you collect the leads in advance do you know your cost per lead? Then how much do you suggest charging per lead to a local business owner? Two times, three times etc.?
I wouldn't back into the number that way...I always back...you don't want to...that's like telling them how much they're going to spend. Almost all local businesses have some form of a budget that they can't exceed. Build it from them. Understand their number and then back into it.

0:33:38 Do you charge them the same for one location or for nationwide?
Every location. Every location has its own process and Manychat database.

0:33:51 How old were the leads when you approached them?

They were fresh. A day, two days.

0:33:57 Do you have any documentation for a local pizza store? Money spent? Ads, ROI,

Yeah we can help pull that up. I mean I think that it follows the same process. So we will continually share those examples but I'm giving you guys like locked and loaded ammunition. So really in my opinion I love these mattress stores because they have very high margin products and they are willing to spend money to get it in because they make good money if they sell two mattresses a day. So you know again when you work with local businesses, I love the pizza shop, it's a great story but if I was... If you're kind of just getting started and you can go to a mattress store with these videos and stuff. Start there. That's just that's my recommendation.

0:34:50 Will you have more direction on contracts agreements? Agreements are unique per customer any direction available on the points to make sure we are covering them?

Yeah. We're happy to do feedback back and forth. It's not...look guys this is where it's the 80 20 rule. If you're working with a client and you have them locked and loaded and all you're doing is you know maneuvering that contract. That's a beautiful place to be. If you're worrying about the contract before you have even any leads. I don't like that place because you just got a lot of work to do to even make the contract valid. I love to win people over with the leads and it just makes the contract part so much easier.

0:35:35 Question for Brett from a viewer. How many mattress companies are you already in contact with and in the process of rolling out the PAF method with?

So just one big one. This was total luck that I plugged into this through an acquaintance. And what happened was I saw really how...this was in the beginning stages of PAF and how it could change their business. And so when it worked with them they then went to their... I think they're called Mattress Clearance Center. They then plugged into all the offshoots or different locations nationwide and we started to build a relationship with them.

0:36:21 Can you give a little bit more technical on the leads? What do they see when you get the lead, you're Manychat or theirs. What are the actual numbers on the deal?

We don't do a per lead deal. We went over the deal structure. I don't recommend a per lead deal. It makes it really...I just don't recommend that. But as far as the Manychat structure it's very simple. I like to test out that I can get the leads first so the leads come into my own Facebook page, my own Manychat, everything OK? Let's say I get 10, you don't need 100. You need 10. Look here I'll just show you guys. When you start to look at what this really can do. Let's go here. OK so I've gotten them 2030 active subscribers. OK. I think I started with like 15. It didn't take a lot to show them hey look I can get these leads. I mean 2030 active subscribers for a mattress place in one location is awesome. OK. So for this place all I did was get it into my own Facebook page, my own database, showed them that I can get the leads. Then they said all right, how do we want to do this. All right what I'll do is I'll move them from here over to yours with the Messenger reference URL. And then we'll reboot the ad but now we're going to take them from instead of taking...we're going to put them up on your Facebook page using my video. That's why I want to give you guys my video. And they're going to go from your Facebook page into your Manychat. That's how we struck up the deal. And they run with it. I literally do not do anything with this. I do not do anything. It's beautiful.

0:38:25 What happens if your local area does not have a mattress product type company like your example? Can you do a cold traffic type campaign in a U.S. state area? Or that you can actually run remotely if I'm not physically located in the state?

Yeah that would totally work. If you go on Craigslist right now because that was the main place they were marketing or even Facebook Marketplace and local groups you'll see all these different mattress companies. If you call them and just say hey I got the leads...but run the leads first pick an area. You'll see where they're running on Craigslist, you'll see people saying hey mattresses for sale. Right. Pick an area. Run the ads. Get the leads. It will not be difficult to talk to that person and say hey I got mattress leads. You know that is music to their ears. If you say anything else like "Hey I got this great marketing plan". It's like you're really not going

to sell them. If you say hey look I got leads I'm either going to come to you or these three other guys in your area, you definitely have their attention now.

0:39:31 Is there a specific type of business better than another? Service, retail, etc..

I like people who are already doing some form of ad spend online. I don't like servicing people who are not doing any type of ad spend or marketing any type of a marketing spend. If they're not doing marketing spend they're just not quite ready to pay you yet, in my opinion.

0:39:59 Do you eventually switch from the Facebook test page to the company page? If yes, what level of access are you requesting?

Great question. Yes you switch it over and always be an administrator on it so that you have some level of control.

0:40:19 Are you able to put in the group an actual contract or agreement so we can see an example?

Yeah, we can start to with some of that stuff guys, that's no problem.

0:40:38 Do you own the Manychat account? Or is it theirs?

So you can do it two ways. I actually typically recommend keep your Manychat account. Keep all the leads. Service the audience. But remember they weren't interested in building an audience right. So at that point I was like okay I was just going to give you guys the leads. Typically I'd say I want to keep them all. I want to grow that audience and engage them but that really wasn't the way the relationship was going to pan out. So normally I would say do everything you can to keep the database and control every lever on it.

0:41:14 Do you charge them for the ad spend plus the thousand a month? Or is it the thousand covers your ad spend and what is left is the profit?

Great question. They do all the ad spend themselves.

0:41:29 I'm comfortable with how to get the leads. Where I'm not as comfortable is in the various kinds of deal structures. Would you be able to give us some training and some point on the side?

Look this is going to be the kind of recurring question. I think the best way to answer that question would be if you're in a situation where you're like hey I got these leads, here's the type of company I'm working with. My first question in answering that is going to be what is their typical monthly spend. If you're not reverse engineering it I can't understand how you can walk up with a contract that doesn't fit their need. Remember you're there to serve them. OK so I'm not saying you have to do...you're going to do everything at different prices. I'm saying reverse it from them. So to best answer that question it would go like this. Hey what is their

typical ad spend? If you have their typical ad spend then we can start to structure a deal around it. Other than that, now you're talking about potentially pushing them to a point where they're going to bail on the deal.

0:42:35 So a two part question for a couple of our viewers right now. The first part is how did you get them from the test page to the company page and what was the conversion rate?

Messenger reference URL and it was in like the 80 percentile.

0:42:53 What daily ad budget to get five leads a day? Is that taken out of your monthly budget?

Nope. That's their monthly budget.

0:43:00 Would use charge a setup fee per store?

Yes.

0:43:13 Will there be more trainings on setting up Manychat sequences? Robert That sounds right up your alley.

Yes definitely can do that. And that would not be a problem.

0:43:24 Robert: Is there a great model, the challenge for local business is how to create a shareable story. For example what would be a shareable story for a local gym that sells highly specialized and workable packages worth 350 dollars a month?

Well that's a little tough for me to do on the spot but really what you're talking about is the same process. Make it very very simple. Don't even worry about the shareable story. Maybe just start with a simple picture of the machine and see how it does. Like don't over complicate the process. I think that's kind of the running theme of PAF is like simplify, simplify, simplify. And yeah that's what I would do on something like that.

0:44:20 And Chuck is asking can you go into a little bit more detail on how that conversation went between the client and yourself in regards to how you explain Manychat?

I tried not to explain Manychat. Look, that's why I started it off with. The more you let them focus on what they are good at the more this relationship's going to make sense. They were just kind of an anomaly because the son is a 20 year old who helps run this and he was able to understand Manychat very quickly. So typically I wouldn't do it that way. I would actually do everything on my end just to say hey look I got one job I'm going to get you leads. Your phone is going to keep ringing. Here's how we're going to do it. OK. But the

0:44:20 Robert: And Chuck is asking can you go into a little bit more detail on how that conversation went between the client and yourself in regards to how you explain Manychat?

I tried not to explain Manychat. Look, that's why I started it off with. The more you let them focus on what they are good at the more this relationship's going to make sense. They were just kind of an anomaly because the son is a 20 year old who helps run this and he was able to understand Manychat very quickly. So typically I wouldn't do it that way. I would actually do everything on my end just to say hey look I got one job I'm going to get you leads. Your phone is going to keep ringing. Here's how we're going to do it. OK. But the The challenge for local business is how to create a way. The conversation went was look I can set this up so it's basically automated. OK. And from there what you're going to do is manage the system that I set up. So very very simple way to do it. And that helped them a lot because all they did was manage what I set up not build Manychat from scratch.

0:45:25 So if I understand correctly in your case the mattress company controls the Manychat account. Is that correct?

Yes.

0:45:32 But you could have also set it up where you control the Manychat account but they're still able to properly handle all the leads since they have access to them in Facebook Messenger. Correct.?

Correct. Yeah. Or you could even simplify it even more and do in Manychat where part of the sequence is they call the mattress store. Right. And that's the leads. They're going to call them. But you're still managing the database.

0:46:00 Do you recommend using Facebook Business Manager to organize all companies?

Honestly I've never used it. Couldn't give feedback on that.

0:46:12 If this is in your Manychat what are you actually giving them as a lead?

This is in my Manychat and they have access to the same Manychat.

0:46:24 What about local businesses that does knowledge type service, lawyers, accountants, business strategies, coaching etc..

Functions in a very very similar way.

0:46:38 Any ideas for real estate or mortgage bankers? They spend lots on ad spend.

My number one recommendation is start playing around with ads. That generates leads. And then you will have every single one of them clamoring.

0:46:57 Can you transfer the test audience leads you create in Manychat account to a new mattress client? Or do they use the Manychat account?

That probably wouldn't be super beneficial because these are all regional. So unless you know they're next door neighbors those leads wouldn't be very beneficial.

0:47:17 What information do you collect from the prospect to send to the mattress company?

This one it's changed over time but the main thing is what size mattress you want and then getting them to call in the phone number. Very very simple lead process.

0:47:35 Can a comment on a post automatically go into Manychat?

Yes.

0:47:43 Do you set this up like a digital marketing agency and should it be separated from your other businesses?

You could do it anyway you want on that. Again I like to simplify it and go look if you're getting the leads. You can be like I'm Tom. I get good leads. Do you want to pay me for them? I mean it doesn't it...that scared me really bad. It doesn't have to be that complicated but yes that'd be a great way to set it up.

0:48:09 If you set it up where the lead calls the mattress store would you use Google Voice so you can track call data?

That sounds awesome. I didn't do it that way but that's a great suggestion. Any recommendations on chiropractor's or hearing aid stores?

0:48:21 Robert: Any recommendations on chiropractor's or hearing aid stores?

Best thing to do. Test out a very simple image or very simple video. See if it gets any traction.

0:51:16 Awesome! Well guys thank you. I know there's going to be tons of questions on the local businesses. I feel like we just kind of tapped the surface of it. That's really the group and we can make more expanded videos on it. But here's my thing. Remember to move over to certified you got to be showing that you're trying the process. Proven Audience Formula is so expansive it's so...there...it is endless...you could ask endless questions...endless what ifs. Please please please my number one recommendation. Start taking action on it right. Start going through the process and you will see how much clearer all this stuff becomes. It's exactly what we did. So thank you guys so much. I appreciate it. We'll make sure to be really active in the groups so that we can cover some more of this local business stuff. Take care.