

PAF Certification Training Session 8 Brett Bartlett

WHAT IT MEANS TO BE PROVEN AUDIENCE FORMULA CERTIFIED

00:00:02 Brett: Hey what is up everybody? Happy Holidays to everybody who is viewing us live right now. What I wanted to do was go ahead and review. What we're going to talk about today in this session is what it means to be PAF certified.

00:00:22 I'm really excited to talk about this because this is kind of what we're trying to get everybody to. And I want to clarify and brainstorm with you guys about what it means to be PAF certified. So I think before we do that, it's worth reviewing the PAF models that we've talked about. When I talked about these PAF models, I don't think this all-encompassing, "This is the only way you can use PAFs and if you don't do it, step by step like I say, It's not going to work." No, that was not the point of why I'm showing this to you. The point was to give you guys a framework that hopefully you make even better. And some of you guys already have.

Review of all of the PAF models

00:00:58 Some of you have blown my results like out of the water with different models. So let's go ahead and review some of this PAF models. Number one, what we started with was what we call the AZ Marketing Machine or the Amazon Marketing Machine. That is what we really used to get something like Dynasty working. And I can tell you, now that we are a few days away from Christmas, we've seen that big chunk of the holiday season on the selling side. That machine is incredible. Okay. If you guys are able to break through on the Amazon Marketing Machine, you will dynamically change your business or others that you're doing this for with their business. That was the first time we spent some time with the Amazon Marketing Machine- Dynasty is a good example of that. Then we spent some time talking about the Merch Marketing Machine. We gave an example of how we can easily and quickly build an audience using Merch even if you don't have a Merch account yet. Right? Because we know the gold is in the audience and if you are able to build an audience that is familiar with a certain type of product or maybe has a certain type of taste or humor. Have them consolidate into an audience and you can kind of sell them whatever you want. And if you want Merch and have a Merch account opened or from another account, that's the best ways to do it.

00:02:25 Then Robert and Kyle were up here talking to you about how you can use the Group Marketing Machine. What that was about was how you can use a Facebook group, leverage the audience that's already there to create momentum on the ManyChat side or the Facebook messenger side. So they walk you through lots of steps that you can do in order to organize a group and kind of pull out the people who are interested in having as close as you could to a one on one conversation.

00:02:52 The next one we talked about was the Retail Arbitrage or Online Arbitrage Marketing Machine. This was similar to the AZ Marketing Machine. I just want to let you guys know, that as well is super powerful. Again, we are acknowledging that the gold is in the audience. Right? If we build an audience, we can continually have a win/win situation. We could build value for them and with that value exchange, it's a long term revenue stream for us. That's really what we're trying to build out. So the Retail Arbitrage and Online Arbitrage Marketing Machine focused on how you can use the steps you find doing that to build an audience. Again, to continually sell, too.

00:03:33 And then, we kind of talked about the Local Business Marketing Machine. This is the one that fills the most expensive and kind of confusing because now you talk about Proven Audience Formula applied to a

pizza shop, applied to an artist, applied to a photographer. I don't know if I updated you on this but we just threw our holiday event. It was the biggest holiday event they've ever had on mainstream. So you can do it for events. Right? And that's what makes Proven Audience Formula powerful; so powerful is that it's extremely expansive. So I'm not pretending to be up here saying that I showed you all the different models that Proven Audience Formula can be applied to. I feel like I've given you the core of it that you guys can expand on. And we're going to continue to expand on it but I kind of start to set the tone or expectations of what where going to be moving into. Most importantly, I want to get the people who are ready and kind of--you know I can see you guys in groups seeing different things-- ready to use this certification to your advantage to link clients and further business.

What does it mean to be PAF certified?

00:04:40 So what I wanted to know about was, what does it mean to be Proven Audience Formula certified? Almost like, what are you going to get? And this is a little bit of a review but it's worth mentioning again. The number one thing and you've got to remember, when you're talking to different people, try to learn about them as clients or just improving yourself as a marketer online entrepreneur, it's great to have social proof. Social proof goes a very, very far way and I'm learning that still. I thought I understood it, I'm realizing that social proof is everything. So the first thing you get is you get to be on the page of Certified Proven Audience Formula students. So this is going to be the people who have passed certification and I'll talk about how you pass certification in a second. But you got to kind to be on a website page that's going to showcase who is actually certified. Again, social proof. Okay.

00:05:39 So when people research you, they will be able to see that "Yes, you are truly certified." You can reference the best-selling book that we're going to be coming up with the PAF that is important to you. Again, social proofs, we'll see the reviews. It won't make sense to them, even though it won't but at least you have that social proof and now you're coming to the table with a lot of perceived value. This is actually the stuff that I really start to like. You guys already are kind of doing this but my vision for this first round of Proven Audience Formula certify people is you guys brought something up in like a couple of posts you said "Hey, some of us have different skills." Like I'll just talk about myself as example, I'm pretty good in getting leads. Right? I'm pretty good at creating a shareable story. I'm not very good at like the whole Manychat sequence. That's like giving me a root canal a little bit if you want to ask me like a million technical Manychat questions. But people on our group do, that's why I love having Robert and Kyle on our team, they're great at it. They are way better at it than me.

00:06:51 And the Proven Audience Formula certify people, what they'll have is a list of people that they know have past certification but maybe their strengths, maybe one person's strengths is coming up with a shareable story, maybe another person strength is creating a great Manychat sequence. Well you guys can team. Right? Here's another example. If you guys get leads and maybe when your leads is like "Look, I don't need a shareable story. I just need someone to do my Manychat sequence." Go to the person who's certified that you know is good at Manychat sequences, do some time of revshare and you don't have to do any of the work. You're bringing the client to them, they'll create the sequence and you're good.

Collaboration among PAF certified students

00:07:24 The idea is collaboration among certified students. That was the vision that we had on this because you guys are going to get bombarded. I mean, that pendulum is coming and we also are going to be referring to you guys. Another thing that you guys can use. And again you guys are posting or asking permission on

this. You guys can use those success stories that come up through Proven Audience Formulas specifically for my team. You could use that as your own testimony. Like "Hey we're a part of the team that did this." No I do love to manage expectations. Right? So you're going to be able have to manage your client's expectations, but proof is everything, social proof. You can use, it's not every day some like "Yes. Sure, you can just use my best-selling brand that just got featured on Today's show." Right? And you said it's a testimony of how you're good at marketing, that's not always the case. So you guys get to use this stuff and we're going to continue to try to tie you closer, everybody who's certified closer and closer to the brand that my team is birthing. So again, social proof, a way for you guys to team up with us.

What does the schedule look like from here out?

00:08:46 The next thing you'll get, we're going to move away from weekly updates. It's just, I feel like I've taught you guys a lot of the core stuff. We're going to move to a monthly update type of schedule. And what that means is those who are more like "Hey, here's some updates of what we're seeing." It's not like "Hey, here the step by step things to do." Because in order to stay relevant with something like Proven Audience Formula, you have to stay up to date. It is one of those things. And so, we're constantly..... If this was a story right now, we're like into the Intro part. You've got to remember, we are pioneering Proven Audience Formula. So they're going to be so much to catch up on and that's my goal. That's the beautiful thing, we do the stuff. This is not what we commonly do, stand up here and teach you guys. What we commonly do is we do the stuff we're talking about. And so because we do that, we have monthly updates that we want to share with you guys. Like "Hey guys, remember when we're talking about this. We're seeing that is working better, we've seen a lot of success with this ad, here's why we think that, least growth because of this. Just sharing a lot of different insights to you guys. That's going to be the function of the monthly update. You guys will continue to have access to his group as we're kind off starting to broaden the horizon, you guys will have access to this group. The group is amazing. I have really, if you guys notice, I pulled back a lot honestly because the group members answer the questions better than I can. I mean, some of you guys are just phenomenal community members. It does not go unseen. I really appreciate it. But you know, guys, this is an awesome community.

00:10:32 Take advantage of that group. And then again the ability to post jobs in the group for your clients. And I think that is a powerful thing. If you're just like "Look, I just want to bring in the clients. I've got a line of clients but I got to like outsource the work." Well heck, you've got the group. You're good to go. Don't overcomplicate the situation. Leverage what you already have. Alright.

00:10:52 So let's talk about probably what most of you guys are wondering is how do you become certified? Okay. And we thought a lot about this in trying to figure out like "What's a fair way to do this and also what's like a beneficial way to do this?" And so, here's what we come up with. You guys need to show that you understand the core concepts of Proven Audience Formula. Now that sounds confusing at first but let me say it one more time and then I'm going to show you how you're going to do that. So again, you got to show that you understand the core concepts of proven audience formula. In each one of those machines that I talked about, there's core concepts. There's really important parts of that, that if you don't understand the core concepts, you are not going to be happy with the results and your client. If you have a client, they're not going to be happy with the result. So how can you show us that you understand those core concepts?

00:11:56 So here's what I'm going to do. I'm going to create a post either in the group. I haven't decided exactly how to do this yet. Either be in the group or I might even a special bot where you posts this. But basically, here's what you're going to do. If I create a post, you are going to put a link to one of those

machines that you've built. Let's actually walk this through. Robert is trying to get certified for a Proven Audience Formula. He has built several group machines. What he would do is he would post a link to the group machine that he built. So let's say he did a giveaway with the group. Right? He would post the link to the messenger reference url or maybe to the live giveaway. Something that our team can click into and go through the experience to make sure you understand the core concepts.

Our team's commitment to you

00:12:59 Our team is actually going to walk through your set up to make to sure you get the core concepts. We'll give feedback just in case you missed a couple of things or maybe there's a couple of things you have to do. Or just like "Hey, you nailed it. Wow, we learned some stuff from this." That's going to be the process. I know some of you guys are killing it with Merch, some of you guys are killing it with Amazon, some of you guys are killing it with clients, some of you are doing all the above. Right? The key is, we need to see your process. We'll do a post, you're going to put the link. We're going to go through it as the user. Right? To validate that you understand the core concepts of that machine. If you are clear and understand the core concepts and we feel. Because remember, this is important, our names attached to this too. Then we can move you over to being certified. And again if you are not there yet, that's okay. This isn't like "Hey the door is opening and it's closed. If you don't get it now, you're not certified." No, that's not what I'm saying. You have plenty of time to get it done.

00:13:59 But for the people who are there who really want to be certified now, we will be opening this up. Or solidifying this process starting the first of the year. So, let's say the first week of January, I'll do the post and you guys can post your machines there or proof of the core concepts and then we can start to build the certification form there. I would love to open it up for questions if you guys have questions. Really, this is us starting to love into working together more than me just being a talking head up here.

Questions from the students:

00:14:43 Robert: Brett, is there a decline or deadline for getting certified? Or can we get certified anytime?

Yes. You can get certified anytime. There is no deadline. This is not cramming for finals.

Yes, we'll wait a little bit for the questions coming in. And guys this is really exciting. I'm really excited for you guys. Just so you know my personality type. I really do believe you learn the most by doing. So anybody who's been seating waiting for the silver bullet answer. Right? Or lesson, like the one who's going to make it all work and now "I'm free to be the best I can be." It's not really that way this is going to work. The best you can do is start. Start trying. Start going thru the mechanics, start going thru the machine. Take your time so you understand it. But start! You have to start. If you don't, you just constantly gonna be in the state of over analyzing. So I really really encourage you guys to take action.

Robert: When you post a video without any boost and it gains traction, is it okay to boost it after like one day?

Yes, that will be great. If it's getting traction organically, it should duplicate that when you are running out.

Robert: Is there a way to organize the videos you've made versus the others we're posting so it's easy to find your replace?

I believe we have a sheet that has a replace on there in the file section.

Robert: In the file section there's the replace themselves also with the transcripts. and i have made a reference URL and I'll be posting that. And then that will also have all of the transcripts and the videos and the side lessons.

Awesome. Robert is the man.

Robert: Will your certified PAF members be in your new book? Will you be adding them as they become certified?

That's a great idea. I like that.

Robert: Do we have to send links to all the PAF machines? Or can we just get certified with one?

You can get certified with your best one for sure. There's no reason to send us all of the links.

Robert: When you make a post and it gains traction, is it okay to edit the wording of the post maybe at a link to easy text?

Adding a link to easy post would be great. If a post is really working, I highly suggest to not do any type of edit on it. If you want to run a new post with those edits, it's a split test that I would recommend that.

Robert: Now it is require to know all five types of PAF methods in order to be certified?

No. You don't have to know all of them. I totally understand that's a lot in a small amount of time. I have the benefit of a team so you do not need to know all. Although we need to really be proficient or understand the core concepts of at least one. That's the goal.

Robert: Can you speak to the new facebook algorithm about bait click? It seems that this is outside of what we do in PAF, but I want to make sure I'm not missing anything.

Yes. We definitely don't do any type of bait clicking . I would never even recommend bait clicking because bait clicking- you are not telling a story, you're tricking someone. So your goal is to get a qualified customer and community member into our process and funnel. So bait clicking was never even on our radar. That's really for the people who are trying to trick the system. It's not even remotely a PAF issue.

Awesome. Well guys if you have more questions, post them. We'll be active in the group. Other than that, have a great Holiday Season. And then, we will be going live probably sometime mid January. That's when we plug back in. So thank you for everything. Take care and I will see you guys on Facebook.

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