

RECODE FACILITATOR PROGRAM

MASTERCLASS TRANSCRIPT CALL#3

How to Market Your Message

PART 1 – HOW TO MARKET YOUR MESSAGE

(B) Welcome to the next master class training for the Recode Facilitator Program Level 1 and in this training we're going to talk about how to market your message.

There are many, many different definitions of marketing and one of them is that marketing is really letting people know what they can get by working with you, so they can decide if they want what you've got.

You're showing people what is the end result that they might get if they go through the process of buying your products or services, doing your trainings, what are they going to get on the other side and then they can evaluate whether or not they want that thing and apply that to your product and service and decide, which means two things.

First of all, you're speaking to the mindset that they're in before they've got the end result. Oftentimes you already have the end result and you speak to people who get it, who already know what it's like to get what you're offering, and that kind of speaking doesn't work in marketing because you're often speaking to people who don't know, who haven't got that end result yet for themselves, so they might not even know that they want the end result you have in mind for them.

In fact, there's a particular challenge when it comes to marketing transformation, which is in your marketing you're speaking to people before they're transformed. Let's say you are offering a transformation of an expansion of consciousness where people become aware of, like in the Recode program, how they're interconnected with other people and how other people's lives affect their own.

If that's the transformation that they're going to get in the program, if you're speaking to them in the marketing, they haven't had that transformation yet, and so if you talk about how great it's going to be that they get all of this connection with other people, saying that to someone who doesn't yet have that connection, doesn't yet feel it, it's going to seem like a strange concept. They might not even think they want it.

You really have to find the mindset of the person "before" they're transformed and speak to the needs, wants, desires, hopes, and fears of that person and show them why walking

down the path towards the transformation that you have to offer is going to get them more of what they already want in addition to offering the kind of benefits that you know they're going to want once they've been transformed.

Also, just a clue on how buyers decide. Ultimately people buy transformation from you if they love how they feel in your presence. I found that's ultimately the deciding factor. When people really love how they feel when they're in your presence, they want to buy transformation from you because they feel like they're going to feel like that themselves once they've been transformed and there's a good reason and it's actually true.

They're actually buying your worldview and your beliefs and the way you move through the world and if you can transfer that to them in the program, then they're going to feel like that on their own even when they're not with you anymore. That's how buyers decide to buy transformation, which means that the best way to sell transformation is to give people an enticing, low risk way to feel what it's like to be in your presence as you talk about Recode or your expanded views of the world that you're going to be selling through your transformational work and that's what the Recode marketing process does.

It actually puts people in contact with you, so that they can feel what it's like to be in your presence. This is the Recode marketing process. It's got 14 elements and we're going to go through each of these elements as well as give you examples in the workbook, but before you get overwhelmed and think, "Oh my God. This is so much," really it all kind of narrows down to this one free webinar or live event and this is the place where people get that presence experience of you, where they get to be face-to-face with you and feel what it's like and therefore, decide if they're going to really pursue getting the kind of transformation that you have to offer.

Everything else, all the rest of these 14 elements, are just leading to and following up from that one live event.

The next most important element is the RSVP page because that is the place where people are going to register, where they're going to actually make this decision to be in your free webinar or live event.

You'll need some technology to set that up. We'll go over that in a minute.

In addition to the RSVP page, there are some emails that you'll need to have. Again, in your workbook we have given you examples from Recode of what you can use, but if you're doing your own kind of work, you'll need to write these and also some social media posts that accompany those emails and that makes up the system, these 14 parts.

RSVP Page

Let's talk about the RSVP page. First of all, it's better to build your own, so if you have the capability of building web pages or putting a web form in WordPress or whatever it is that you're using, that's the best way to do it because you want the most control. You want to use your branding, put pictures there, some testimonials, some descriptions of the benefit and you might want it to look a certain way to have the look and feel of your event.

It's best to build your own, but if that intimidates you, then it's totally fine to use EventBrite, which can do all of that for you, and you don't need any technical knowledge to set it up. They'll collect email addresses for you and do the RSVPs. I think they'll even help you with some of the confirmation emails. So either build your own or EventBrite.

Don't use Facebook. Facebook events are notorious for collecting a lot of people who say they're going to come, but don't actually come. I've heard numbers like 5% or less of the people who RSVP on a Facebook actually come. Also, if someone registers for your event on Facebook, you don't get their email address, so you actually can't follow up with them with any kind of reliable way because, as you know, Facebook messages and reaching out through Facebook events, it's just not a very reliable way of getting in touch with people.

Stick with building your own, collecting emails that way or using EventBrite.

First Invite Email

Let's talk about that first invite email. First of all, who are you going to send it to and this really depends on your situation. If you have an email list, of course you're going to use that email list to send these emails and to get people to come. If you haven't built one yet, then basically you're sending this email to everybody whose email address that you have.

You may be sheepish about sending it to some people. I'm not really sure my uncle wants to know about this transformation stuff that I'm doing, but I recommend getting over it and really sending it out to everybody because you don't know who's interested and who's not. Let them decide and even people who you think never would be interested in transformation or in the kind of work you're doing, I found in my life they often surprise me and not only end up coming, but end up being a great lead source to other people they're recommending.

Definitely send that email out to everybody that you know, everyone whose email address you have, to invite them to your event.

If it's a personal email from you, it's fine. This doesn't mean you can buy an email list and just send it out without them opting in. There are problems with that. You really don't want to focus on getting a lot of emails out there at first. You want to focus on getting the email to people who you actually have a relationship with, who you can share your authentic story of transformation and entice them to join you in that story.

Let's talk about this first email. First of all, you want a subject line that builds curiosity. The job of the first subject line is just to get people to click on the email. The subject line that we said for our very first Recode live event in San Francisco, the subject line we used was our secret is now revealed.

This doesn't tell you anything about Recode or expanding consciousness or the live event or anything that was going to happen. It just was a curiosity statement about our secret being revealed and the reason we said that is because we had been silent for months as we had been working on developing this content for Recode.

Some of our customers were wondering where did you go? Are you doing another program? What's going on? We said now our secret is revealed and when you went into the email, it said we've been working on this thing for months. It's our latest and greatest and you now have this opportunity to see what our secret is and come to the live event and check it out. That was the first email subject line.

In the first email, name your event with an irresistible benefit driven title. Don't call your event the webinar on depression or my teleseminar, something like that. Don't call it names that don't themselves have any interest. You want to talk about a global transformation summit or you want to title your event the Recode Enlivening Event or something that indicates the benefit that people are going to get from going to the event and it makes them irresistible. So just the name of the event makes people want to go.

Also in that first email, you want to present a unique and tangible opportunity. Tangible means it's something you can film with a video camera. There's got to be something that's never happened before, something that's tangible.

For Recode, the initial email talked about the three of us, Jennifer, Kane, and I, all coming together for the first time in years to actually deliver transformational material that wasn't based only in growing your business, but was based in changing who you can be as a person. This is the first time we're doing it and that was the unique, tangible opportunity of coming to this event. This is going to be the first time you ever heard this material.

It should be a first or some kind of a one-of-a-kind opportunity that if they don't go to the live event or on the live webinar, they're going to miss it.

Also, only give one action. The only action there is to take in this email is to click on the link and go to the RSVP page and RSVP for the event. Don't ask people to also like you on Facebook or go read a blog or click this other link to do something else or also reply to you if they have a question. Don't give anybody any other actions to take except for to RSVP and include that in the link, but also have many links.

In the emails we usually have three links per email, but each link does exactly the same thing.

When you're going to send that email out, also mirror your emails on Facebook or LinkedIn or any social network that you interact with your potential customers and have a post on that social network, which says almost exactly the same thing as the email does, and of course, make sure that you put a link to your RSVP page in every single post for the week or so leading up to the event. Not just this invite post, but every post, even if you're talking about how great it was to see your mother over the weekend or that you saw a really great movie. Also at the end say and that reminds me that I've got this really great event coming up and you should check it out. Here's the RSVP link.

In all your social media leading up for about a week or two before the event, make sure that there's a link to your RSVP page.

Second Invite Email

The second invite email. This one is a little different. The subject line can actually now start to indicate the benefit that people might get from coming to your event and the action that you want to take, which is coming to the event. So it could be come join me on Thursday night for a mind blowing conversation. Now I kind of know what it is. First of all, it's Thursday night and then it's a mind blowing conversation. I start to see what's happening here and I start to know what to expect if I open that email.

In the email itself you probably want to tell a story of someone really getting the benefit that you're offering, not in your product, but at the live event itself. The live event is going to have its own benefit and you want to tell a story about someone who you worked with in the past and you had this conversation with them and then they had this tangible benefit, which changed their life in this particular, specific way, and that's what happened out of someone who interacted with this material, which I'm going to share with you at this event.

You also want to include a cliffhanger or a counterintuitive teaching point. You've learned all about the clear story format, which is your access to counterintuitive teaching. That's how you narrow in on counterintuitive teaching points.

Cliffhanger is something where you tell someone part of the story and they're only going to get the rest of the story if they come to the event. You could say, "At the event I'm going to tell you what three words that you can change if you want to change dramatically the experience of your relationships. Just swap out these three words for three different words and you're going to have a completely different experience in your relationships with these people and I'll tell you what those words are at the event."

That would be an example of a cliffhanger. You want to give something like that in this second email and of course, express urgency. This event is only going to happen once and it's a once-in-a-lifetime thing and it's coming up soon, so they really have to RSVP now to make sure they get their spot.

Whatever is true or whatever is in integrity for you, if you have any kind of limitation, whether it's the size of the room or the amount of time, whatever it is, if it's true, make sure to mention that limitation.

I'm not a fan of some marketers will say we only have 20 spots when it's like a webinar and it can be obviously 1,000 spots. I don't like that so much, but if there's some real limitation. Jennifer and I, when we would do live events, we'd almost always have standing room only, so when we would have a history of standing room only, we'd say make sure and RSVP so you can get your seat and come early because we don't want you to be standing in the hall.

Whatever is true, whatever is authentic for you, if it's a limitation, use that to drive urgency.

Additional Invite Emails

You can also have additional invite emails. Three to five invitation emails is not too many. Two is the absolute minimum. If you do the minimum and you don't get the attendance you were looking for, don't wonder why. It's because you did the minimum. We are recommending at least two, but do more and just keep sending additional invite emails. For every 1 person that you bother, there's 20, 30 people who never saw the first one, who might be able to come to the event because you sent a 2nd and 3rd email.

Again, mirror all emails in your social. For invite post two, mirror the email number two and you can use the subject line from email two or a cliffhanger that you used in email two as the content of the post and of course, put a link to your RSVP page.

That gets you to after the RSVP and before the event. All the emails and posts we were talking about so far have been sent to everybody. Just everyone you know, everyone that's on your list, everyone you can possibly send it to, you're sending it to them, but now these emails are sent only to the people who RSVP'd.

Confirmation Emails

Remember, people are busy, so you have to remind everyone who's RSVP'd what they signed up for and why they signed up for it, so keep putting the benefit to coming to the event in the confirmation emails. We recommend doing at least three.

Immediately upon RSVP, as soon as they RSVP, they should get a confirmation email with the details, all the logistics, where to be, when to be, if they need to bring food, how to dress, is there parking, everything like that. If it's a webinar, how they log in, what are the instructions, what's the dial in, do they need to bring a notebook, anything that they need to be prepared and also remind them why they signed up, what they're going to get.

Send a second confirmation email either the day before the event or the morning of the event. You can choose. Then also 15 minutes prior to the event send a last minute reminder. "We're about to get started. Make sure you come on time."

I even know people who send an additional reminder five minutes after the event has started and it's an email that says, "Don't be late. You're five minutes late to our meeting. You've got to come. You've got to show up."

To taste, you can add an additional confirmation in the emails if you'd like, but at least do these three. You also want a last minute post on social.

Sometimes immediate calls to action do better on social than invitations that require planning on the customer's part because it might be easier to say click here to come to this webinar right now. If someone happens to have a few minutes, then they'll go check it out versus click here and plan for this thing on Friday and then remember to come back. That might be a little harder. Make sure you do a last minute post on social. You can usually pick up a few additional attendees that way.

Live Event or Webinar

Then that takes us to the live event or the webinar itself. All of those other pieces were about driving people to the RSVP page and then once they've RSVP'd, making sure that they actually show up at the event. We could talk for hours and hours and hours about how to do webinars and live events that sell and honestly, the best advice I have for you is that

you need to do them. Just continue to practice. Even if you only have four people coming to your first live event and you're doing it in your living room, that's fine. Do it. Do it well. Make sure you give them a transformational experience either using the Recode material, which we'll do that, or using your own material and then the next one will have 8 people and 16 and then 24. You can build your reputation of actually being able to make a difference that way.

It's really more important to continue to do them than to worry about whether or not you feel prepared. That said, we're going to give you some quick tips. There are five quick tips for success in the actual webinar or live event itself.

Five Tips for Success

The first tip is to teach the mindset that someone needs to have in order to want what you're selling. You don't just teach random content and then at the end sell your stuff. You have to understand what is the key mindset that someone would have to have in order to really want what I've got and then teach that mindset.

In the case of Recode, one of the mindsets that someone would have to have is that changing their thoughts or changing the way they think can actually have a really powerful impact on how they experience their life and what they can have in their life.

If they don't think that changing their thoughts will change their experience or change their life, then why would they want Recode? There's no reason to change their thoughts or to recode their thoughts, but once they realize that their thoughts actually do change what's available for them, then they're going to want Recode the most because it's one of the best ways that you can change and recode your thought patterns to have a different experience.

Teach that or something like it that really sets people up to understand the value of what you're offering and want it. If you can give people a palpable, tangible feeling of that, that they actually are having a different thought and a different experience in the live event, then it's going to be so much easier to sell them because they're going to want what you're selling instead of it being a concept or an idea.

The second tip is to create a logical step-by-step process that starts where the customers are, leads them to buying a product as an intermediate step, and then finally ends up with the result that the customer already wants.

You want to outline in your webinar there's a multistep process to get to where you're going. The first step is where you are now. The second step is you have to recode your thoughts and you can recode those thoughts using processes like the ones we have in the

Recode program, and then once those are recoded, then you start to implement them in your life and in that implementation you start to have the results and then you start to get more money and better relationships and feel more powerful in your life.

You want to outline that logical step-by-step process so people can really see themselves in where they're already in step one and ultimately ends up in the thing they already want.

The third tip is to give away your best stuff first. This comes to us really from our dear friend, Eben Pagan, who teaches that you should move the free line, meaning make more and more free as possible. It might be intuitive to think that if you have some really great stuff and some OK stuff, you want to have the really great stuff in the product you're charging for because you're charging money, then you want to make sure they're getting a lot for it. Then in the marketing you give away the not as good stuff so that people get the not as good stuff and then once they buy, they get the really good stuff.

That's kind of intuitive in a way to think of it that way from your perspective; however, the reality is in the business of transformation, people don't actually transform their lives just by hearing once about a new idea or a new process or a new thing. They transform their lives through repetition.

You want to put your best stuff first in the free webinar, in the free stuff. You put that first free so that they can get awakened by it, get excited by it, get enthusiastic by it and then when they buy your product and they start with your group coaching program or start working with you, then you're taking that stuff that they've already heard once in the marketing, but you're really helping them implement it through repetition, integrate it, and get the benefit of it.

You're still getting a huge amount of value by purchasing because you're actually getting the value in your life of those concepts that you first heard in the free webinar, but you're leading with what's most attractive to make sure that they're actually going to be into it.

Fourth quick tip is to create a smooth transition from teaching to selling. You're going to be teaching for most of the webinar and then at the end you're going to start talking about doing some work with you and selling them on the next opportunity. The best way to make that transition smooth is to make sure that you basically just keep teaching all the way through selling.

When you're selling, you might be talking about attributes of the program or the price and how it's going to be delivered and you can continue to teach by talking about all of the thinking that went into choosing the way that you did it.

You might say, "I'm offering a program where we meet every week in this living room to go over exactly and integrate the kind of transformation that's available through the Recode material. Why every week? We've found that if you do that kind of repetition and you have the social pressure of a group to work with, you're far more likely to actually integrate and to get the benefit of these teachings in your life."

Now I'm teaching you something about why we're doing what we're doing as well as telling you what it is that we're doing.

Just keep that teaching tone all the way through to the end.

The last tip is you want to ask your customers to jump through the smallest hoops that you can. You don't want to send an email out that says, "Will you do my \$25,000 year long program?" Nobody will say yes, but if you can ask them to instead go to the RSVP page and then once they're on the RSVP page, ask them to sign up for the webinar. Once they've been in a webinar with you, you can ask them for a phone call, which is free, and then in the phone call ask them to do a product for a few thousand dollars and once they've done that, ask them to upgrade to the \$25,000 version, then you get that nice, smooth set of hoops.

The more effective a marketer and a seller that you are, the better you are at understanding exactly the mindset of your customer. What are their hopes? What are their fears in the language that they would use, then the bigger the hoops that you can ask people to jump through and they'll still jump through it.

You may have seen people like Kane sell from the stage and he can go into a room and in 90 minutes talk directly to the hopes and fears of people and then ask them to buy a multi-thousand dollar product and many of them will.

If you don't have that skill, it's OK. It just means don't ask them to buy a multi-thousand dollar product. Ask them to have a conversation with you and then in that conversation ask them to jump through a larger hoop and then a larger hoop and eventually they'll buy from you.

For the Recode marketing process, we really recommend first the email to the free event, either in person or live webinar, and from that event to a phone call, one-on-one, or a one-on-one in person, and then in that one-on-one in person you end up selling them on the paid group program or whatever it is you're selling.

Agenda for Live Event or Webinar

Here's a possible agenda that you can use. This comes from Alex Mendosian, who I think he said he's led over 30,000 webinars. He's like the webinar king. He says most of them follow this exact agenda and it starts with talking about your topic, the what. That's the head, the mind or theoretical explanation of what you're talking about.

Then once you say what, then you go to why. Why is it relevant? The heart. What does it mean? Why are we talking about this topic? Why is it important?

Then the third part of the agenda is how do I execute? What do I do? What do my hands do? How do I actually step-by-step put in place what you're talking about?

Then at the end the what if. Speaking about humanity and the future. If everybody did this thing, how would that improve life for all people? Why is this a good thing for not just me, not just you, but humanity and the planet?

That's Alex's four part agenda, which you can also use to help tune up your own thinking about how you might do this webinar or live event.

Finally afterwards, as soon as you've done the event, you want to tee up your next event. You can do this with a couple of, what I might call, brag posts. A brag post is posting on social media about how well the event went. You can do like exact quotes of praise that you got from participants or specific results that people achieved by implementing what they learned at the event.

"Oh my God. I went to your event and then I went home. I had this conversation with my wife and we had a completely different level of intimacy than we've had in years. Thank you so much." That kind of thing is great for the brag posts.

You can also post statistics about attendance or conversion rates. "We had 500 people come to the event and 40% of them decided to work with us," but only share those if they're impressive to you. It doesn't matter whether they're impressive like industry standard wise, but it should be something that you're proud of and that pride will come through in the tone of your post and will be attractive to people on your social network.

Lastly you can do one last social post, which will allow people to kind of skip ahead, so they can go directly to the next hoop. That might be like a sales page or sign up for a call.

"If you missed the webinar, it was amazing. Don't worry though. What I offered on the webinar was a conversation with me and if you want to just jump ahead and have a conversation with me right away, then here's your link or why don't you check out what people were buying on the webinar," and you'll pick up a few people that way as well.

This is the system. These are all the elements that you're going to need to market your message, whether you're doing Recode or your own material, and there are 14 elements, like we said.

Each of these elements are in the workbook. We give you examples of exactly what to do for Recode. You can just use them or edit them to use your own voice and if you're doing your own material, you can take those as placeholders. You can see what we're doing there, what are we saying in each email, what are we saying on the posts, and you can change them and alter them to really reflect you and your work and what you're doing instead.

Integration Exercises

Here's the implementation exercise. I want you to put into your calendar 7 appointments over the next 2 weeks for 30 minutes each. 7 30-minute appointments over the next 2 weeks and I want you to use that time to finalize 2 of the 14 elements in each appointment using the workbook examples.

For 30 minutes you're going to take on any 2 of the 14 elements for each appointment. That means in 2 weeks if you have 7 appointments, you'll have all the elements complete and you'll be ready to actually launch your first live event or your first webinar and start marketing your message.

In conclusion, this is a quote, which was a favorite of mine. I actually had this on my wall when I was a kid in junior high school and high school and it reminded me that I needed to put into action everything that I was excited about, everything that I loved, everything in my imagination wasn't going to matter if I didn't actually act on it.

This quote is from **[30:27 Agalla Sue Shannan?]** Black Elk. A man that has a vision is not able to use that vision until he performs it on Earth for people to see.