

Barry: Good morning everybody! Welcome to ShowBiz Blueprint week 5. I'm excited to be here with you guys again on a beautiful Wednesday morning in Northern California. A little rabbit was just outside my window. One of those little racer rabbits and I was looking at that thinking how unusual an animal to see out my window. Something is going to happen today, and maybe it will be quick and speedy like the rabbit, or maybe it'll just be clever like the rabbit in Bugs, you know very clever. We'll see what happens today.

Great webinar ahead. I want to tell you guys briefly about something that happened to me this last weekend. I do something a couple of times a years, and I got to do it... First is everyone hearing us? Oh my gosh... Oh Bret, you're here! Finally had time to go to one live.

Just put a message in there as I'm making sure you're hearing me well over the internet. We are here and live. How's that for insider information?

This weekend I was up in the mountains, up about 25 miles above Ashland Oregon co-leading probably my seventh or eighth weekend I've gotten to co-lead a Boys to Men right of passage adventure. It is a remarkable experience to do something like that. There were 15 boys who for whatever, brought them to a place where it was time to do the manhood ritual. Boys to Men is an international organization.

I'm blessed to be connected with that group. In this weekend these boys get to take chances. They get to talk about stuff they've never talked about. They get to face connecting with other boys, it's a very awkward time. These boys of this age, to start talking about this stuff.

What I got to do and doing at the same time as running a ShowBiz Blueprint, I just saw so many parallels between that hero's journey, and face their fears, and how it happens early in life for some people, and then some people how they get their whole life without ever getting to talk about the stuff that's going on in the head. Them thinking their alone and maybe they're the only ones having these thoughts.

The doors opening were remarkable and I drove all the way back. My son, this is the first time he got to be on the Junior Staff. He did this weekend a couple of years ago. It was a remarkable experience and I'm bringing a little bit of that leadership of Boys to Men to this call, so we'll see what happens. I'm going to ask some bigger jumps of you guys.

Let me just look at these comments. All good here. Choppy video, yeah, just hit the refresh button on your browser. I just found that that works so well. If you could also maybe close a couple of other programs that you don't need. All that tech stuff, but I'm so happy with the way this is going.

OK I want to head into this call by highlighting something Alison had posted on the group yesterday that she just had this big breakthrough and it was all in caps and it was very exciting to hear that so I grabbed her on the phone and I said, would you tell what happened. I just got a very brief outline of it yesterday just to make sure that it was something that was applicable to all of us. I heard enough and said, OK, share it.

I'm doing a collar, this was my wife's addition about 15 minutes ago. She said, "wear a collar, would you?" OK, so there you go. So Alison is here. I brought her onto the phone. I wanted to just have her tell the story of what happened yesterday and let's see what we can all gain from it. Alison are you there?

Alison: I'm here.

Barry: Yeah, so yesterday your post on the group had this breakthrough and it was all in caps and what happened? Run us through where you were before and what happened?

Alison: Right, yeah, so the preamble to the breakthrough, I still hadn't made any call calls at that point, but my accountability meeting was yesterday evening and that was my goal is that I have to make my cold calls before the meeting, so at the 11th hour it was like two in the afternoon, and I was saying I have to make my calls.

I confess, I didn't even look at yesterday' homework because I knew... I had posted that as well and doing the homework is a great distraction, "oh, I've got to get to the homework before I can make my phone calls." So OK, I'm going to not even look at the homework and I'm just going to focus on making these calls and I had a few people listed for some trade shows coming up that I was going to call. I was just dreading it. My heart was sinking and I just felt gross and I made the first call and the guy shut me down, "I don't think our guests are going to understand what you're talking about." That sort of a conversation and that feeling of like, ah, he just doesn't get... a lot of people don't get what I do.

Barry: Just an interruption here, if you guys are listening to Alison right now and you can relate to anything, just either stand up, raise your hand, so something just so you take in what she's talking about is the truth for you and let's listen to what happened as she when on.

Alison: Yeah, so I got off the phone with him. He said, "well you can send me an email, don't call me again." I was upbeat saying "not a problem" but I just was feeling gross. I knew I've got to make another call right away or I'm going to never, ever do it. So I went to my next person on my list and it was somebody that I wanted to get introduced to on LinkedIn. So I go onto LinkedIn and on my little feed this little article popped up and I shared that with the group yesterday, it said something like, "Maker Fair meets Burning Man, Marketers Take Notice" it was about experiential marketing. As I'm reading it I just started vibrating. Every bell and button was getting pushed for me and I was just like, what is this, who are these people, this is my tribe, this is my corner at the party.

So I finished reading it and I was like, I want to meet whoever these people are that wrote this article and I go up to the top and I clicked the name and it took me to a website and it's an experiential marketing firm and I'm looking at their website and I was just, "oh my gosh, these are my people and I have to connect with them!" So that was all that was in my mind and I said I'm just going to find a number and call them. I had no plan going in, no agenda, no nothing. I just said I'm just going to speak from the heart when they answer. So I got the person on the phone, sort of a gate keeper person I guess, and I just told her the story about reading the article and how excited it made me and I said, "I don't even know what questions I want to ask you, I just know that I want to know you guys."

She just was really charged up, and she said, what do you do? I said corporate branded body art.

Barry: Had you used that line before? Did that come from your branding experience?

Alison: I've been kind of using that since I did "Get more Corporate Gigs" last summer.

Barry: Yeah, corporate branded body work, great line, yeah.

Alison: Body art, body art.

Barry: Corporate branded body art. Love it.

Alison: She goes, "WOW! That sounds really fascinating!" Well that's an answer I've never gotten on a cold call.

Barry: And you just got done saying that you hadn't really made any cold calls yet, but it's something that... you told yourself a story that you wouldn't get that answer.

Alison: I hadn't made any cold calls from the homework that we were supposed to do, but I have done them before, and I usually get a big question mark, just like the crickets on the other end. So she was like, "WOW, that sounds intriguing. Let me give you the phone number of the Senior Vice President of marketing."

She said, "Gosh, we've got to get you down here to do a demo in our office (they're in San FranciSEO) and I'm really looking forward to meeting you." I was like, "Thank you," and we were laughing and I got off the phone and my husband said, "Who are you talking to? That sounded like you guys were having fun." That part was really powerful.

Then I called the Senior Vice President of Marketing. I told her the same story and she said, I only have five minutes, four minutes to talk, OK I'll tell you my story in less than four minutes and then I told her the story and she was laughing and she was excited and she also said, "Oh, that's intriguing," and, "I want to hear more."

So she had me send her a little something because she was heading to Singapore, so she just had me send her a little email. She said, "I don't understand what you do, but it sounds really cool."

Barry: Oh, that's good feedback!

Alison: Yeah, so she said, "Just send me a little something so that I can understand what you do and then start to put my brain on where you'll fit in with what we do." She said, "but the cool thing is we only work with people who love us and who we love and you already fit that criteria."

Barry: WOW! Interesting. So, I want you to go on, but just a couple of signposts along the way here. The fact that you got through to the person and whatever it was, you went in acting naturally. You said you didn't have a script, so bookmark that for yourself. That may be a very important piece for you to be in the moment and that's what you do. The other piece is that you got your message across so quickly. Someone said, "Hey, let me give you the Vice President's phone number." Then that person answered the phone and again you didn't have a big plan. It sounds like you... you know the big overarching thing that I heard in this is that you had a very clean mindset going into this.

The first call you said you made that day you hung up and you felt yucky. That tells me right away that you were attaching too much of your outcome, your feelings about the outcome of this to that person's reaction. That's something that will get cleaned up with practice, Alison. There's no doubt about it.

Know that, that has to diSEOnnect. You have to go into it more like you did that second call. It's just like, "I'm here to find out what we can do together." I just love hearing what happened.

So, you go this call. Did the call last four minutes with the woman, the second person? Did she have to go?

We did go a little long than four minutes, but she was so interested that she stayed on a little longer, but we did get it done pretty quick and she said, "well, we got a lot accomplished in four minutes." It felt like we really knew each other and understood each other and it was like that real connection. I was like, I'm done for the day. I'm going to leave it at that, I'm not going to try and make any more phone calls or do anything else, I'm just going to sit with this and let it sink in.

One thing that I took away from that, as well, is I know now when I'm looking for people to connect with, I think I have a good barometer now for who's going to get me and who I'm going to love them and they're going to love me, like she said, and like Kerriane says. My people are going to just get me. Because it's not even like... with a lot of other calls I've made, it's not even like I'm selling myself, it's like I have to explain what I am. I can't just say comedy juggler and they go, oh yeah, I've seen that. I say corporate branded body art and they go, I don't know what that is – you're from mars.

Barry: I quit saying corporate juggler a long time ago. Those are terrible words.

Alison: I know, I know, but people understand what it is.

Barry: I got you, I got you. Really in a way it's worse if they understand that because there's probably a very bad connection to it. Hey, corporate branded body art. I said body work before – I think I was thinking about a massage, but corporate branded body art is phenomenal, so let's work on really tightening that up. I think the stuff that we did with Kerriane will help you with those exercises that we did last week. Huge thanks, thanks for opening the phone call with something.

Alison: Oh, I wanted to add one more little thing about language and connection to their brand and their mission statement lining up with mine. It's really interesting. I had told the lady on the phone, the Senior Vice President, I told her my little story and I said, "Oh my gosh, this is my tribe." And that was the word that I used and I started with some of my branding slogans. One of them was, "Leading your tribe to your brand."

I was really vibrating with that one and liking that one and that word was in my mind and I was feeling that as I was reading that article, so I said it to her, "WOW! This is my tribe!" The conversation went on and at the end she goes, "You had me at 'tribe'." Then looking at their website, that word is all over their website.

Barry: Ah! Man, you grabbed it right from the playbook. I love that. It sounds like it happened very authentically. I love that leading your tribe to your brand. Is that what you said?

Alison: Yeah.

Barry: I love that, mainly because there's no I in it and there's two yours. That's fantastic what that line does. Great. Alright you.

Alison: Thank you, Barry.

Barry: Let's get back into the webinar. Thank you so much for starting this way.

Alison: Yeah, thanks. Have a good one you guys.

Barry: Stay on the call, bye. Ok everybody, I love opening up with that. It was great. Boy, let's find ways to do more of that. Any successes you guys have that you want to share out loud. Gosh, how wonderful finding someone who gets me and I get them. Yeah, so true, Jason.

Along the lines of what Jason typed in there, don't stop looking, don't assume. I heard some real fear and resistance in Alison about the beginning of that stuff. Wave hello to Josh. He's at the bottom here. He's going to be presenting in about twenty minutes. Excited to have him here. Love to see the guest show up, nice.

Let me head over to just get going on some stuff we're going to be going back and forth today with a live presentation, more of your comments and just excited to share what's happening today. Oh man, isn't every week just so good, what we're digging into?

Let's take a look at this. Week five of what we're doing today. How are you different? This is something that showed up on our Facebook group the other day and boy, that just struck a nerve in me. I actually went on a bike ride that night, mountain bike riding and couldn't stop thinking about how are we different? What is that? So much so that I even left the graphic up from last week, brand an identity, because that's what it's so tied into.

Where did my slides go? That was the last one, let me undo that. We're getting to see real time and it all works out just fine. Good, so let's take just a quick peak back. Our connection challenge, two weeks into it and I love hearing what's happening. There's so much good stuff on the user group, on our private forum about the connection challenge and how it's showing up. Please keep going. I can't tell you the dramatic effect this is having in my life and I can't believe I've known Larry for years and it's the first time that I've really done the connection challenge the way he lays it out.

Let me get one more thing working here. I need to just get my view up the way I need it. Yup, there we go. Perfect. So this last couple of days I turned my connection challenge fully to LinkedIn. That's what I've done this week. Oh my gosh, it's a big bath, that LinkedIn. I can't wait in a couple of weeks I just found, connected through a connection of mine, an expert who's written books on LinkedIn and he's going to come on and speak to us live. The guests I've gotten on this addition of ShowBiz Blueprint have kind of baffled me just how it has all come together.

I think like Alison, when I get on and I start talking with enthusiasm about what I do and who the tribe is, people are going, "yeah, let me talk to those people. That sounds so fun." I talked to Kerrienne, she turns down so many requests for interviews and things like that, but I had the same reaction with her. Keep that connection challenge going even if you have to limit it because of time or because of your comfort zone. Make sure you do at least one a day, alright? Larry's going to maybe kill me for saying that. He won't know, but he made it for three a day, if your struggling with that don't write off the connection challenge. Redefine it to work for yourself. Make it one a day if you have to.

Our little group is firing me up. You know not everyone posts in there, that's fine. I know for sure you're reading it when you own a secret group you get statistics and easy to see that a lot of people are reading this. I just hope you're getting what you need from it. Clearly you are. People are making progress. No one is stepping out of this program and I thank people for that from the bottom of my heart.

I know there is a temptation to say, "hey, this is too much for me it's overwhelming. I had a talk with one member who was just saying it's wonderful, and it's too much, and I'm saying continue to push yourself, continue to stretch yourself so that what seems so far away right now becomes the new comfort zone. Can you hear that? What seems so far away right now becomes the new comfort zone.

What does that feel like to take in? That's what happens. That's what I got to work with these boys doing over this last weekend was just redefining what stories got you to define that comfort zone you're sitting in right now? What little steps can we take to just move it a little bit further. OK, yeah, let's do that.

Along the lines of that last one, I was going to challenge people who have not posted in the group, risk a post! Alright, if nothing else jump in there and say what's working for you or where you're stuck. Come out. I can tell you there are parts of our mind that like to stay hidden because it's safe in there. Challenge yourself to step out a little bit. You may be doing it in your accountability group. I'm going to ask you to do it in the bigger group. Step into our group.

Did you work out a Post Booking Funnel? I saw a great report from Dr. Steve about making that MP3 offer and far out. I love that. Do every part of that funnel. All the pieces of that are very, very important. They all build on each other. Borrow my wording, of course. That stuff has been tested over many, many years and maybe a decade on some of those funnels.

Don't try and improvise it too much. If you do throw your own wording into it, of course do that, but keep the essence of what's happening. What's happening in this funnel, that's big, big stuff for you. Do it to any client or producer. It doesn't matter. Once you get the booking kick into that post booking funnel and build the relationship.

Kerriane on branding, what else can I say? You guys have talked about it all week in the group. The homework assignments really just kept digging into that, giving you action steps to take around the branding. She nailed the importance of branding and gave strong ways to dig up the truth. Some of you are taking her up on her conversation and maybe some of you have gone into a business relationship with her.

I want to make it really clear that I have zero financial interest in anybody that I bring on as a guest in ShowBiz Blueprint. One person asked me, "Hey I signed up with her and I'm doing some work with her, I hope you have a financial interest in it." I will tell you I'm doing fine, and I would just assume keep any form of payola or any kind of bias on my part – oh I hope this person signs up, free of it on any guest I bring in to ShowBiz Blueprint. It's just not a way I run.

A lot of speakers or people who lead workshops, that's the business model. I'm not doing it that way. If you get into something with Kerriane or any of the speakers who I bring on, if they have an offer, you

buy their book, their program, whatever it is, know that I have no interest in that except if it helps you then I have HUGE interest in your doing it, wonderful. That's Kerriane on branding.

Next week I'm going to publish a bonus webinar. It's going to go deeply into how we... I was going to do this as a live webinar, how you build the CVIs that I showed. Some people have already jumped the gun and made their own. That's me doing a standing ovation. I can streamline it if I make it a webinar and I know for sure that some of you guys are going to have to watch this again or pass it on to an outsourcer, if you're going to have them do it.

In respect of your time, I'm going to do it as a webinar and I will just post it. We'll post it on the portal there, so you'll have access to that and you can watch it as much as you want. I don't need to spend your time with you guys watching it live instead of watching replay.

So that will be coming out and that's all about building that customized video introduction that I showed last week and I showed you how they worked for me. They turn gig hunting a little bit into fishing in a barrel, which is kind of neat.

Let me just ask this, what's going on? Are you speaking to prospects and people now any differently? Are your words, your attitude, you pacing, your goals and conversations, are they going a little bit differently now? I certainly heard it with Alison just now. I've seen it on the group, that there's been some more coming up. You guys, when you talked about the conversational calling a couple of weeks ago now, we've been dealing with the funnels. All this stuff is about changing the way you operate in this business.

I trust some of it's happening. Don't be shy about journaling, about putting it up on our private forum, about writing me privately, whatever it is. If things are happening differently, take note of those. I tell people this when they're withdrawing from sugar in my 30 Days Sugar Free program, you have to write down what's happening because there's parts of the brain that hate that you're here. There's parts of your brain that want to keep things the same because it's safe there, even if it's painful, it's safe. It's what the brain knows as safe.

If you take notes on this stuff. If you actually record it in some way that you can go back in those moments where you're maybe feeling a little bit weak and read the actual change that you're experiencing, you're going to light up. It's going to give you the strength to continue when there may be a momentum to just sit still.

So take the opportunity to record any small changes. Alison's thing is great. That's why I wanted to bring her on live just to share it. It's visceral, it's kinetic, it's kinesthetic for her, it's in her body, so take note of that. Don't ever go back, don't go back to sleep, don't go back to sleep.

Alright you guys, let's dig into what's happening today. Today's agenda we're going to attack. I mentioned how you are different from that great question that came up in the book. We're going to look at a not funnel, the Post Show Funnel.

Thickening the relationship. It's like when you make a soup and you decide, wow, this would be way better with stew, and you add some, in my case, gluten free flour to the soup to turn it into a stew. This

is what the Post Show Funnel does, and we're going to dig into that today. It's a wonderful funnel, one that makes me smile really big, actually, just cause of what's happened to it. This kicks in after the show and it starts minute after the show.

SEO for entertainers. Live guest, an amazing gentleman that I've had the chance to watch over a couple of years, first as a performer and then as he started finding his genius and pleasure that was off the stage. A couple of ShowBiz Blueprint Alumni, of which this gentleman is not one of, but a couple of ShowBiz Blueprint Alumni have really found a genius and pleasure that's off the stage and applied what they've gotten from this program into making that big, and boy, Josh has done that wonderfully with SEO. Not only SEO I'm always had someone one ShowBiz Blueprint who talks about SEO but this man does it specifically for entertainers and that is a whole different niche.

I will also make available recordings of a past SEO expert in the member portal who I had I think on all eight previous sessions of ShowBiz Blueprint. He was a real heady guy. Let me put it this way, he learned about what we do and adapted some of the lessons to it, but for the most part, this dude was up here living in the head about SEO and very spreadsheet oriented and very results and tracking oriented, which is wonderful, but my gosh, did any of us get into this business to do that? Going to dig into our guest today to find some more tangible steps and he know how to speak to us because he's one of us, which is awesome.

I'm going to spend a little bit of time at the end of this webinar reviewing the key points from weeks one through five because there's a lot. Let's face it, I've cut down and made it less of a firehose, but there is a lot that's happened, so I'm going to dig into some of the key takeaways that you have to have in place from weeks one through four and then we'll highlight just what happened today and how you can bring it together.

I went through and filter that out, know that there's stuff you can put into use right away to really see the fastest path to the cash stuff – what will make it so you can actually use what you're learning right now to convert prospects into gigs. Then there's stuff that's long term that, for some Alumni, is showing up in our Alumni group and you'll say, just had this happen. I put it into play two years ago and it's happening now, so I tell you we are going after this with a couple of different prongs of the fork.

Good stuff you guys. Let's dig in. I want to tackle how are you different? This wonderful question that came up on a post that Mike Toy put up. Mike's a great example of what I was talking about earlier in the group. A guy who hasn't posted in the group much, but I know is doing the work and took a risk just to step up there with a question. So here what, "When I went to talk to an agent two week ago she asked me what differentiates me from any other magician? I told her that I did some stuff for celebrities and big companies," probably not what would have come out of doing the homework with Kerriane last week, because those aren't really great answers for the client.

Hey I get it Mike, you jumped in. That was what you had on the tip of your tongue, so let's plant some seeds now. I'm going to follow up this exact question and show you how we'll dig into this. "I didn't know what else to say, she said she also had magicians that did the same thing." Any suggestions?

Barry: You handled it how you were in real time. You jumped in and you answered it like you would. I get that, wonderful. So what's good about this? Automatically it's telling you that she doesn't get your branding, alright? Or that it didn't speak to her, one or the other. She didn't get it by looking at your website, or it just didn't mean anything to her.

Of course, I can see that. I work for celebrities and big companies, wonderful if that's about you – both those things like Alison's sentence at the beginning that had to yours and no my or I's, this one speaks all about you. We'll look out for that, but let me show you a couple of ways to handle that in a different way and all of you guys take note because this is not an unusual question.

She's asking a great question, because really, at the heart of it, it's what she needs in order to sell you. Right? It's what she needs to know in order to sell you and she can't say to a client oh, he's worked for a lot of celebrities and big companies. That's not what she's looking for. Let me do something here. Let me pop into one of these screens. Yeah, I brought up Mike's website here because I would like to take a look at this.

Yeah, this is Mike's website, a beautiful looking website. Hey photography tells a lot that words can't or people don't have time to read, so anyone who's lived in San Francisco, or been to San Francisco, between the steep hill, the tight parking and the wonderful pictures of Japan town behind him, you can tell where he's at. Look at the very first thing when I scroll down here. Celebrity entertainer, quotes from people you may or may not know. Celebrity, celebrity, celebrity, celebrity, so branding himself here as a celebrity magician and that's wonderful, but probably not great for corporate events. This copy's not bad, it's a little bit generic, need more entertainment at your event. I don't want to ever put something in the first line of my copy that someone can say no to and move on.

There's some work here to do on copy. We're certainly going to talk about copywriting in a couple of weeks here, we're going to get deep into that. Make a note for myself, actually, I just thought of someone I want to bring on here. This is going to be good. So this website, it's branded beautifully here. This is a lot of authority. This is really good stuff here, it's hidden down under a bunch of celebrity pictures that a producer may or may not get past. This is stuff that Mike's obviously very proud of. Does it covert into gigs. We don't know that.

My guess is no, it doesn't speak, and especially based on what she asked him and how he answered – his response to that. Trade shows, great. Hey if Mike wants to work corporate events and trade shows, this stuff has to be tight and uptight. This is a great photo. I don't see Mike in this photo, so in a way this could be some generic photo from a trade show. Same here with this one, I don't see Mike in this with the shot from out here in the back of the audience. You know, looking at Mike it would be way more powerful... what did we lose? We lost that, yikes, sorry about that. I'm going to show that later.

Would a shot from out here in the audience be more effective if it showed Mike on stage with all these people looking at him, heck yeah. So he may not have that. He may have that, but I don't know that. The power in photographs. He uses great photographic use on this website. All this stuff, you can kind of tell what's happening here, so the power of this photo with Mike in the background would be a lot more powerful and this stuff up top.

So hey, anyway, we can review that till the end, but let me pop back over and talk back about the original question. That's the meat of this. So she's asking this great question. Mike, I have a question for you, did you come up with a tag line from the homework to answer that question? Did you come up with your specific brand, what you add to the group? That's the kind of stuff that I want you to work on. That's why I gave those homework assignments following Kerrienne's presentation because that's the kind of stuff that she needs to hear at that moment.

Look you guys, do everything I tell you, alright? No ego there, I'm trying to say that in the most humble way possible, but we are here to get new systems to do things, so if I gave you four days of homework around branding, do every day and dig deeper. Don't stop when you just have a scab over the sore. Pick that sucker off your leg and make it bleed again. That's the level we're going to. The good stuff is under the easy stuff. Don't pick and choose what's comfortable because I know what you'll pick and choose. I know you'll choose the stuff that's comfortable.

So do you understand your USP: what's unique about you. It doesn't have to be unique. Get this part Mike and everyone else, it doesn't have to be unique, you just have to say it is unique about you because that's what's happening in that conversation. Mike probably thought that saying I work for celebrities and big companies is unique because he hadn't done the work to dig down to what's unique. You need to find out what it is about you.

Mike, I sat here and in real time as fast as I could type and wrote this answer, "I live in the greatest city in America and I connect people at corporate events and trade shows in a way they always remember and that memory, it just so happens is etched into their brain with your logo as the backdrop." "I live in the greatest city in America and I connect people at corporate events and trade shows in a way they always remember and that memory, it just so happens is etched into their brain with your client's logo as the backdrop."

OK you guys, is that a better answer than I work for a lot of celebrities and bit companies? Mike this one I wrote in real time. This is not a big deal. That's one of a dozen that you can come up with if you put your mind to it this week. Get the critic off your shoulder and stand up on the pedestal where you belong.

This is not the look of a man who throws out a simple, I work for big celebrities and big companies. This is a hero. This is a hero who has the power to change a client's life for good, to up their bottom line, to build their relationships, to highlight their products in a way that's never been done. To connect dots in a customer's mind so that that company becomes the only logical choice.

Grab all these words, man. These are what you want to be telling people when they ask you that question, not that you work for celebrities and big companies. Hey, I keep coming back to that Mike not because there's any shame in that, trust me, I've said worse lines than that. There's been times in my life where I've done worse sentences than that that I can recall that make me sure.

What's the greatest city in the world got to do with it, Mike, because it's San Francisco. If somebody, and Mike's really working on working locally, Mike is building a business around San Francisco. His site is branded to San Francisco, so that's where that comes up. I imagine he's going to be talking to producers

and end clients who may be coming to San Francisco, so the fact that he lives there and he is a part of that culture, it's a big selling point and yeah, good question. Don't say that about any city you live in, that's not part of it.

So here's where it turns into you taking back the conversation. Follow that up without taking a break by saying what differentiates you from all the agents I work with? I'd like to know which of my personal end clients I can send your way. How does that land?

What differentiates you, so after that entire thing about the best city in America and what you do and how you etch their client's logo as a back drop to great memories. What differentiates you from all the other agents I work for? I'd like to know which of my personal end clients I can send your way? Wait we didn't get the visual effect on that. Turn the tables right?

That's you taking back control of the conversation and putting them in the situation where they get to say their USP, or they get to say why they matter, and man that changes the conversation always. This is operating system stuff guys. This is really down at the level of where this becomes relationship building exponential. This is stuff where they realize that you are not every other magician and they're not going to come back to you and say, "Oh, I have a bunch of other magicians who ask me questions like that." No, this is good stuff. Mike, what I would love for you to do next time you get asked that question have this stuff in 20 point font right under your calendar and use the wording or write your own. My gosh, write your own. Find what makes sense for you in that world.

Let me just run through the questions in here and dig up what it says. Truth based selling book mentioned what makes you different. Yeah, great opportunity but it's a trap for some sellers because you're thinking, "who am I?" Right! That's what that did, man, isn't that what that did when that agent asked you that Mike? Didn't that instantly trigger in your reptilian brain, "My gosh, she's right, who am I? What do I have to offer?"

So wonderful, and thanks for bringing that up, Mike, absolutely true. Rather than sticking in the place of what can I do that no one else can do? I love that. Oh I love that Cindy, your Dads there. Yeah, yeah, start a website for his physics publications and webinar. Yeah there's probably tons of young people that would love to learn that. Physics from a guy with his background. I'm guessing he has a good background I don't even know.

Lizard brain. Oh every page of the homework said lizard brain, man, I love that expression. I use that a lot in my sugar free stuff because lizard brain's a comfortable place. It doesn't like change. Lizard brain hates that you're in ShowBiz Blueprint, I'll tell you that. Lizard brain hates that people sign up for 30 Days Sugar Free and to that. It does anything it can, and it's got a lot of power to bring you back.

Mike, suddenly see myself as advising my clients rather than just saying what do you want me to do. Yeah perfect. Conversational style, so comfortable. Will, I guarantee you that you have conversational style that's comfortable with your friends. Moving that over to client's and business conversations is going to be amazing. Good, OK. Like interviewing the President in your garage. Yeah, that Marc Maron one that somebody posted the other day, isn't that something? Out of his garage he's going to interview Barack Obama. Oh gosh guys, love that.

So let's dig into the first part of today's lesson. Josh, I'm sorry man, let me unmute you for a second I just want to make sure that you have time cut out for this. Are you alright? I'm going a little bit over on this. I can move this lesson to the end if you want to jump in now.

Josh: No, I'm good. I will always make time for you Barry.

Barry: Awesome, man, thanks. I'm going to do this one lesson. There hopefully may be something in this for you to, but let me jump into this part of it and we'll get to you. I told you at the top of the hour man. I appreciate your time.

OK guys, here we are. Let's look at this Post Show Funnel, shall we? Let's dig into something that has an incredible amount of power. One of my favorite funnels and you're going to see why, of course. Over 90 percent of my income comes from repeat business. That's been true for probably 15 years. Rare is the time that someone comes into my world as a performer and hasn't seen me somewhere at another event, been referred to me, got a recommendation of repeat client from a few years ago, always all different scenarios but when I find out, 90% has come from repeat business. I blame a lot of that on this Post Show Funnel. I do this funnel with end clients, even if I get booked through a producer. It's your responsibility at a gig to be liked enough to trust the relationship to do this funnel with an end client. I don't care if this is at a Performing Arts Center, or if this is at a Library, a Fair, a corporate event, it doesn't matter. You should build enough of a relationship with the person who is actually responsible for the audience loving this that this funnel will not offend them, or you won't feel like you're violating any boundaries by doing this. Of course you want to get an email address so that you can thank the person and get them into this funnel.

So this funnel, like the others, is primarily about relationship building. It's done using a scheduled publishing system. The ones we've talked about, Boomerang, Streak... I did talk to John, a member of an Alumni group who uses Streak. He's going to come on. I think it's on schedule for next week or week seven, I'm not sure, and just give a demo of Streak and how he uses it in his business. Letter me later is another one. A lot of tools that we've had, that we've talked about this requires using a scheduling system.

A big requirement of this funnel, man, is knowing what's happening at the gig. This funnel requires you to be present and observant at the gig. Anything that happens, big laughs, a special song you played, interaction with a particular audience member, a VIP you had on stage, a faux pas that took place, was there a loud sound from mic feedback right in the middle of the show that you could call back that everyone will remember. Maybe the way the room was set up. All of this stuff is good fodder that you're going to use in the Post Show Funnel. You're not going to believe how this works.

So let me dig into one, we're going to go live, and just actually do what I love to do and that's just show you how I do one. This one, like others, I have done this using Boomerang, so let me just set that up to go here. Compose one here, and get that to a nice big screen. Let me go back onto the screen and just show you exactly what happens when this takes place.

So five parts to this funnel here. Let me just check one thing. Let me see something here. Let me do it this way, let me just show you here. So I'm going to just use this canned responses which I've showed

you. If you're watching the replay, you'll probably want to go into full screen mode, if you haven't here. So this is the after show. What I call it on here the After Show Day Funnel and this is day one. This is very quick. This I write from my hotel room. I write this right when I'm up in the room and I'm still probably sweaty a bit. This takes about fifteen minutes, this one.

This again, I put the subject line here, so I just cut and paste this right up into Boomerang. I'll just X that out, put that up here and paste it in. "What a night! Michael, what a fantastic time we had with the company here, or the group, or the Performing Arts Center, or the special event, whatever it is, with the group in Oklahoma or whatever it is. Then something good about the room setup. This is just a sentence that I tag in. Who would have thought of doing presidium sitting, or who would have thought of moving the group to another room, or we worked around those low hanging stars that you had from the roof, anything." I just put something about the room in here. Then I follow it up with something about the venue. This is all so easy because I'm still at the place. This is still... I'm there, I know what's going on.

So this one I just did on this show in San Antonio, they had, for the first time ever I'd been in a hotel, maybe you guys have seen this, but in the hotel, this is stupid I thought, but it was probably a technology thing, before you got on the elevator you had to plug your key in and hit what floor you were going to. Plug your key in and hit what floor you were going to. Then once you were inside there were no buttons in the elevator.

So if you made a mistake, if you forgot to hit your button, if you'd gotten on with a whole different group of people, ridiculous. You had to actually get off, and put your key in, hit your floor and get back in. So I don't know how this got passed, but there you go, of all places, it was in San Antonio. That's where state-of-the-art elevator technology is being tested – whatever. So I wrote that in this follow up email. I just said I was actually able to get up to my room finally after figuring out the rubic's cube of the elevator system, which got great feedback from him too." He wrote that yeah, he had the same problem, all the best." Boom. What a night. Out of it, and there we go. So that's number one and that's sent the day of the event, right from the night.

Day three, this is three days after the booking and the subject: that one was some petrochemical engineering group or whatever. So I just grabbed the name of the company is under my skin (that's the subject I put there). I knew this was going to happen. I was telling my wife about the show for the petrochemical engineers the other night and then I had a dream about and this is a volunteer and something funning that happened to him.

We use three volunteers in our show, so there is always something very funny that happens with the volunteers and always something that I can recall and I just, after the show, man, I always get the name and what it was that happened, because I know for sure that they remember it and conversation history tells me that they'd think I'd forget it, that it happens every night. Not the case. It is the case probably a couple of week later because other things have replaced it, but I put in here, and I had a dream about Bob and the way he ducked when I first pulled out the knives or something. "Oh man, was never so happy to wake up in my own bed."

That's just something funny that I had this dream about happened and there it is. Oh and what I'm saying about remembering notes about what happens, that's stuff we use in future days here, so this day three, this is just something that happened in a dream.

This is just some kind of funny interaction that you can share with them just to make a great connection point. Then here I put in something that the head honcho said to us right after the show. There's always something at a meet and greet that they say to us, and I just record that and I put that in on this part of the funnel. Then another mention of someone from their show.

It shouldn't be hard to grab two or three things of names of people who said things either that they enjoyed it or it reminded them of something, or they'd never laughed so hard. Really whatever it is, or that song just touched my heart. That's the song we used on our wedding.

We use a bumper song in one of our routines and someone actually told me that was their wedding dance song. Oh, it was Miss America. Sometimes we get a big burly man to come up for this thing we do with the bull whip and while he's walking up on stage we play Miss America, just for a contrast for a really funny laugh. It is a great laugh. But someone told me that they used that for their wedding song and they were both in the audience, the man and wife. So they had this great moment and just told us about that. Little tiny connection points and bringing those back into this part of the Post Show Funnel, wonderful.

So that one happens really quick and clean. This next one is on seven days after the show. This one we drop in, "Made me think of you." Boom! I just say, "Mike, have you ever had the experience where you learn a new word and then it's used in an article or a conversation the next day? This came across my news feed today and I it made me think of the fun we had a week ago with so and so." Going back to the point that these don't have to be perfect. Man, don't get hung up on anything. You've already seen a handful of my work in this world and it all works out fine. Keep going ahead and note to self, I'll change that to week.

"I certainly wouldn't have given this a second look last week and now it's an interesting perspective." Right here I just stick in a link to the article, the YouTube video, a screen shot of a Facebook comment – really anything, just something in the news that's about that group. How do I do that?

The night of the gig I'll just plug in that company or that group, or that market, that niche, that Performing Arts Center, the city, anything into Google alerts. One big Google alert and then I delete it because I would have hundreds of these coming to me forever.

Once I get the stuff for this funnel, I delete it and then I just put it into this funnel. So there's always something funny that's happening in every industry. Don't worry about perfection. Don't get caught up in, "Ahh, maybe this isn't..." just get rid of that. What we're doing here is touching in. "Thanks again for the great time in San Antonio, give our best to the gang." That's it, that's a week after the gig, wonderful.

Now we're going to ask. You know Gary Vaynerchuk, I'm sure I've mentioned his book in here, *Jab, Jab, Jab, Right Hook*. This is the right hook, so those first three have been three awesome little jabs, nice

things. So in here on day fourteen, let's jump into this one. "Would you please" a great subject line, right? It's like the one "Wonder if you can help me?" It's a great thing and by this time they're kind of used to seeing and hearing you.

So, "Just back from shows in blab la bla, and bla bla bla." I'll put in a couple of other shows we've done just in different places. It's just a really quick line. It's not a story, it's like, "Nothing was as much fun as a room full of 100 petrochemical engineers. Something that simple for where I say funny story about the last two shows. I say, "I hope life has landed better than ever for the managers, or for the engineers that we met in San Antonio. I'm sure everyone has let go of images of bull whips, garden weasels, machetes and paddle balls flying much too close to their faces and bodies. Mike, I wanted to ask if you would be willing to jot down a few thoughts about our show on some Petrochemical Engineering Letterhead. A few words on the booking process, customization, actual show, audience reaction, and professionalism. Boy if I get those five things into a letter of recommendation, I'm a happy camper."

I should show you this letter instead of my lovely face reading this stuff. A few thoughts, yeah, "It sure would be helpful for perspective clients to know that we hit a homerun for a company with..." and here I'll just put something unique about the company. I kind of look at their mission statement or their USP. With the biggest brains in saving our planet. I know I've dropped a few unexpected emails your way in the last few weeks. I don't usually do that, it just seems that your group keeps popping into my conversations, newsfeed, and now even dreams. I'm going to stop now. Thanks so much for the entire experience. It was really special. Best," and then I sign off.

I have a PS on this one, "I wanted to toss out one more thought and this is not accidental that I do this, I actually got a \$50,000 three day trade show contact the first time I ever tested this, and I kind of stuck with it. But I wanted to toss out one more thought I had, if Petrochemical engineers does any trade shows that has a big booth, think about giving us a corner with a small stage and we'll pack that place with prospects that we can entertain and inform a few times each hour. It's a specialty of ours and they head into conversations with the booth staff with really good questions, warm and ready." That thing opens conversations. It's a minny, minny little plan seed planted. No big call to action. I'm not saying I'm going to call and check into you with this. I just let it sit there, great. That' a good one.

Let me go to this final piece of this funnel. This one is six months after the gig, and it's just kind of out of the blue, "Hey Michael, it's just over six months since our show with you in San Antonio and something tells me you might be planning the next event. While no one could possibly be as funny and talented as the act you had last year, right? (Fun joke there.) I wanted to let you know that we are so well connected and would be happy to help you with selecting entertainment if you're planning to do that again."

Note to self, this paragraph would certainly be changed if I went through a producer to get this gig. I would say, "I wanted to let you know that you're in such good hands with Five Star Speaker... (oh, they're retired), with Empire Entertainment Group and they can certainly help you find the best entertainment and if you want to bounce any ideas off me, I'd be happy to let them know as well." Hey, let's face it, we're all out in a lot of gigs. We find people. We know other people who would fit in a

performing art series. We know people who are doing the circuit that we're involved in." So yeah, what better way than to offer to help them in that way by bringing them some real stories from the road.

So I go back on and I just kind of outline a little bit more of that variety acts, speakers, and comedians. "After 30 plus years in this rodeo we've met them all and can save you a lot of time and frustration. I'm not looking for a fee of course, just our way of lending a hand and saving you and the Petrochemical Engineer group some time and frustration as always, just a call or email away."

That's it. That's the last piece of this funnel. It's a beauty. It is a fantastic funnel. So you guys put it to use, dig in hard, and make it your own. I will have all those notes available on the portal. I'll have all those emails for you to peruse and modify to fit yourself. Alright, let me just recap this thing. This is 75% a template. It's almost like a mad-lib, right.

Go out of your way to connect with key people. When you're at the event, shake hands. These people are so star struck and interested in you. I guarantee that. Allow them the opportunity to get to know you. It doesn't matter what you're doing. They are star struck because you have been on stage. You've just gotten laughs. You've touched their hearts. You've delivered to their audience in a way that they don't get to see very often. So go out of your way to connect with the key people there. Allow them to know you.

As I said, use a recorder to make notes. This is raw material for the A++ Show Funnel that I've just walked you through. The more notes you have the better. I don't care if you use a little digital recorder, a little phone app that records, or go old school with a pen and paper. It doesn't matter, just get a lot of stuff down about the gig. You have to imagine what they saw. Look at it through their eyes and then record that. See the event through their eyes.

Listen to what people say to you. What do they say to you? I mentioned that before, but get specific. What are the exact words they use when they come up to thank you to praise you, to say something about the show, especially if the honcho is there, dig in deep to what they say and record that. I love going up to my room and putting this together. This entire funnel, believe it or not you guys, takes about 15 minutes when I'm still amped up. I get the whole thing out there. I may leave an opening in number three, in day three where I talk about something that just came up, or I can do a mega fast Google search and just find something about the industry. I'm not picky. I just go, "perfect, let's do it, let's write that one in," and I do it.

Plus doing it right after the show, it's a very grounding experience. It really brings me back down to earth and lets me just kind of land again on planet earth after, I'm sure as most of us know, when a show is going on it's a little more amped up going on inside the brain.

Let me run through the questions on this and just kind of see where I'm at over on this screen. I'm not having to do the dots today. Maybe they fixed my webinar software, but I'm actually able to just see all the comments, which is great. No more bumping.

Yeah, so do producers mind this kind of connection between the act and the customer? Not at all, I've never gotten one single complaint. In fact, if you do it right, the producer... I've never really even known

that a producer knows about this, but do it in a way that there is absolutely no infringement of that relationship. Do what you can. In fact, even one of the great things in email one is to throw in, and I'll do this, that Danny over at Smart Entertainment Always does first class events like this. Put is stuff to protect yourself if you're working with a producer, yeah.

I ran into that elevator and actually was a government building. Oh my god, what is that. I hope that doesn't become the new thing. Michael had a question here. Mark those as questions guys, they pop out a little easier to me. I have a multi-gage engagement coming up. Should I send this. Post one funnel out of day one? Yeah, after the whole event man, let the whole thing breath. They're probably going to be too busy during the event.

Yeah, our group had a question. OK we'll deal with that, I'm not sure what that is.

I like how you redefine USP make it easier to understand. Good. This energizes a relationship. It does so much good. OK, good, that's a catchup on the questions. If you've got any more questions, hit that little button that says mark as question because I've got a lot of stuff going on here.

It's guest time! Let me unmute because I can't wait. I got my notepad out. Josh is grabbing his mic which I think is fired up now. Can I get a hello?

Josh: Hello.

Barry: Yeah, we're on, very good guys. Let me kill my screen share and go back to live here. So you guys, SEO for entertainers. You guys know that I'm very much about relationship based marketing. It's what I do, and like that you have to do everything right? If you're still really in the stages of building your career. I'm so happy to have Josh here. He's one of us. He's a magician and now doing magic with Google search and has been for a while.

When he was deep in doing search and his magic work, he held six of the ten places on page one of Google for his important key words. Alright you guys, take a second to take that in. What's it like to own that real estate for that moment in time. When someone is looking up an exact key phrase and to own six of them. Do you think that gives you some authority? Some exposure? What could that do for you? What could that be like?

I'm going to grill Josh on what it takes: what you guys can do right now and what you guys can do over the next year. For the most part I'm going to turn the mic over to him, but I'm going to also be here watching our backs to make sure these are tangible steps that we can all take now. So let me introduce to you, make big screen, from the beautiful city of San Diego, California, Mr. Josh London. How are you doing man?

Josh: Hey, how are you Barry?

Barry: Good, really good, man. Thank you so much for agreeing to be here. For really opening the books. You are someone like I said earlier in the webinar who knows both sides of this market. I'm looking forward to you really being able to bring some pieces together that everyone can take home.

Josh: Yeah, yeah, hopefully I don't step all over myself and make a fool of myself.

Barry: I have juggling balls right over there, I'll cover for you.

Josh: Awesome, perfect. Cool, I'm really excited to be here. I know that Barry is really into relationships and funnels so what we're going to talk about today is SEO. There are two things in SEO that really, really, matter.

Barry: And just because some people might already be tripping, can you define SEO?

Josh: Yeah, yeah, it's in the slides here. SEO is organic results. It's not an ad. If someone goes to Google. They type in magician or juggler, I'm a magician so I'm going to use magic in my examples and it's an organic result. There's so many different things that go into that. Things that factor into how to get your website up in the search engine, so I'm going to share my screen and start the presentation here.

Barry: Opportunity number one to step all over yourself. You passed it looks beautiful.

Josh: Can you see it?

Barry: Yeah it looks great.

Josh: So SEO for entertainers, like I said, Barry's huge on relationships and funnels. I've known Barry for what, two or three years now?

Barry: Our worlds hit solidly. Yeah.

Josh: I know, right? So I really like that Barry's teaching goes in line with what I'm going to talk about today. I think you guys will get a lot of value from it. Also I wanted to make a *note Jab, Jab, Jab, Right Hook*, if you do not have that book, you need it. I see so much crap from entertainers, jugglers, magicians, variety artists all over Facebook, all over Twitter, it's all me content, it's all me monsters stuff and it's all crap. It sucks. I think that *Jab, Jab, Jab, Right Hook* gives you the tools that you need to really create a great connection and relationship with your audience and it's a great book, so I can't recommend that enough. If you guys have questions, put them in the chat room there. Barry, let me know if anything pops up or you need clarification.

Barry: Yeah, I want to actually just let you know a bunch of people are saying not seeing the slide show, but I am, which is interesting, and I'm not sure why or what you can do. Can you just cycle the screen share off and then bring it back on and let's see what happen? I want to make sure that we can see the slides before we go on. Even if we have to do it another way.

Josh: Entire screen.

Barry: Great, still seeing it. I'm seeing it. Let's just give it a second. It takes about 20 seconds here. Let me just fill here for a second. SEO stands for Search Engine Optimization. It's making web pages friendly to search engines so that search engines feel like this is part of what the person is actually looking for.

Refreshing when he mentioned the book, yeah, Jeffrey he was talking about the book by Gary Vaynerchuk, *Jab, Jab, Jab, Right Hook*. We'll put a link to that on the resources pages. Just pop in there. So is anyone... are you guys seeing the screen now? Can you put a comment in there? Let's make sure we're catching the screen here. Let me see if I can do something else. Present to everyone.

Can anyone none Barry see Josh's screen? Yeah, stay on your screen there. Wow, still not seeing it. We'll have to get my tech people in. I don't understand how that's possible, that I'm seeing it and you're not.

Josh: Let me try and share the window. Let me see if that works.

Barry: OK. Hey the other thing is, Josh can you email me that slide presentation or a link to it and I can maybe run it from here and you can talk if you have to?

Josh: Yeah, yeah.

Barry: Send me that link, and I'll grab it. Sorry about the delay guys.

Josh: I'm sending it from my Google drive.

Barry: Perfect. Let me see if I can grab this for you guys. We'll get this ironed out.

Josh: Sorry about that.

Barry: It's not you. I don't know what happened there but we'll get it worked out. OK I got the link for it here. Let me see if you guys can see this. OK let me go back to the share now. Present, now let me see if we can make this happen. Let me share my slides too. Boom. Let me know if you guys can see this. I have the slides. I'll be presenting here to when Josh is presenting. Are you able to see it Josh.

Josh: Yeah, I can see it.

Barry: Maybe you guys can see it. I'm part of the Blue Man Group. I guess some people were seeing some sort of blue flashing head. The ubiquitous Google flashing head guy. This won't be part of the highlights reel. Let's see if we can get this. Just somebody pop into the group if you're seeing the slide share now.

Yeah, OK people are seeing them, excellent.

Josh: Awesome. OK you can hit the next slide.

Barry: We need some sort of a collar maybe where I get a shock that would be excellent.

Josh: Alright. I'll throw one of those garden weasels at you.

Barry: Wave your hand in front of the screen because I can see you for sure.

Josh: OK, cool. So first introduction, Barry hit enter. Who am I, what do I do, what will you learn? I'm Josh London, you can hit the next screen, and next screen, next screen. I'm a magician. I'm based in San Diego. Those are my websites if you want to check them out. JoshLondonMagic.com, TheSanDiegoMagician.com. I also do internet marketing at ClickConvertProfit.com for entertainers, variety artists, bands and I do birthday parties, family shows, school assemblies all kinds of magic. I like to stay local in San Diego. I do internet marketing. I do search engine optimization, website design and pay for click, Google ad words, social media ads, all that good stuff. Here's what you're going to learn in today's lesson. Two SEO tips for entertainers. These two tips are user experience and content marketing.

These two things, user experience and content marketing are what I see as the most important pieces of the SEO puzzle. We all know if you're building a website online as an entertainer, you're probably using WordPress, first of all, second of all you already know about H1 tags, title tags, meta tags, meta description. That stuff is way too technical. It's on page search engine optimization, it's how to get your website to the top by appealing to search engines, making it easy for search engines to find you. So I'm not going to talk about that today.

Barry mentioned that he also has a past presentation. I did some snooping online with my SEO tools and I saw that presentation. There's great content in there so Barry will share that with you. For today we're going to focus on user experience, content marketing. These are the two biggest things.

So what is SEO? This is the technical description of SEO: It's a methodology of strategies, techniques, tactics used to increase the amount of visitors to a website. This is a picture of what SEO is. So pay for click, PPC is ad words. You can also do Facebook ads and remarketing and all that fun stuff. So those are on the top. Those are the top three results on the side bar. Then organic results are right below that.

Barry: It's one of the many ways that Google makes money, those top three and then the ones on the right.

Josh: And one of the many ways that many, many entertainers lose lots of money. So that's what we're talking about today. SEO in 2015 is totally different than Search Engine Optimization a year ago. Even the title tags in each ones heading internally, that stuff is all important but there's more factors that go into account for search engine optimization. What's important right now is high quality relevant results for the users. That's what search engines want to give.

When someone goes to Google and they type in "magician", Google wants to give them the most relevant results as possible. If that person clicks on the first result, and the first organic result and they're not given the answer to their question? That person is either going to X out or they're going to hit the back button and that means that Google didn't do their job. So they're not going to show your page as much. So high quality content is super important. That's why we talk about relationships, engagement, building trust, everything that you guys are learning here is important.

The next slide, user experience, that's what we're going to talk about first.

Barry: Let me interrupt for one second. There seems to be some kind of tapping going on when you talk. I'm not sure what that is. Maybe it's your mic hitting your screen or something. It goes away when we're both quiet. It's funny, I'm not hearing it when you're not talking.

Josh: I think our gardeners are out.

Barry: No, just sort of a tapping in the back. Alright, if it's what it is we'll go with it.

Josh: Oh man, I'm sorry. OK so user experience. I think is the most important part of search engine optimization because it's the user that really matters.

What is user experience? It's usability, accessibility, website design. Your conversion funnel, Barry, talks a lot about funnels and that's what user experience is. We want to create the best possible experience

for our users when we get the user online onto our website, or let me plug this mic in here, a little bit better, or the user will bounce. It's not good when you work so hard to get your results up to the top page of Google and they click on your website and the user just bounces. Have you ever seen a website that isn't mobile friendly? It's not good at all. It looks horrible.

Barry: I own one.

Josh: You're actually losing ranking opportunity. So why does user experience matter? Search engines measure user experience when they rank websites. I don't know if you guys know this but whenever you do a Google search. Put in San Diego Magician for example, Google indexes every single website in the world at once and they do it within .05 seconds. What they're doing is they're using their algorithms and they're using their crawl data when they crawl your website, they take into account all your title tags, all that information, but what we're seeing now as SEOs is they're taking into account your click through rate and that is the amount of people that are clicking on your website and then clicking through to your website, different parts of your website. They're looking at your bounce rate.

Are people getting on your website and then immediately leaving? They're looking at that. They're looking at how many page views your website has. They're looking at the time on the page. Are people spending three seconds, or three minutes on your page? They're also looking at the page speed. That's why mobile is so important now because almost I think 64% of search is done on a mobile device and that's huge. So their taking all these factors into account when they're ranking your website.

Barry: Josh, interestingly there's two elements to this, one they feel a little big brotherish, right, like how could they watch all this stuff. Then the other is Google is doing its job to deliver its customers, those of us who use Google to search, the absolute best and most relevant results. They can get that by doing all this stuff.

Josh: Yeah, exactly, exactly. It's as simple as installing Google analytics, I'm sure you guys all know how to do it. If you don't go to Google, type in how do I install Google analytics. Another tool you should be using is Google web master tools. Have both those installed. Start running crawls on your website. See what's wrong with your website.

Barry: Let me just put a caveat out. I know a lot of us have no interest in this, this part of the webinar will be very interesting for you to have in your brain so at least you have the conversation to talk to someone when you're doing SEO and to really be educated to go in armed and ready to just be able to just say, "here's what I know about it, is this something you do?"

Josh: Yeah, exactly. So what is the X factor? What's the thing in user experience? It's creating a funnel for your users that you can test, refine, and optimize. Barry, I saw his example with the emails with Boomerang, was that the Boomerang app for Gmail you were using?

Barry: That's my favorite flavor.

Josh: Awesome. I'm going to get that now that I know you use it. It's a predefined set of steps that a user should go through once they land on your website. So here's how to fix it – how to up your user experience.

Barry: Man, I gotta congratulate you. I think I might personally go crazy if someone else was driving my slides during a presentation that I don't give very often, so thank you for making it work and being cool to roll with it. I'm sure the performer in you is stepping up right now and being helpful because things go wrong on our stages all the time and we have to be ready, so way to go on that, thank you.

Josh: No problem. It's more the OCD in me that's really bothered.

Barry: Exactly, I get that and oh my gosh do I get that.

Josh: So focus on the user. Here's how to fix your user experience. Focus on the user. I see too many people, and I talk with too many entertainers about their search engine optimization and pay per click and they're not focused on the user. They're worried about the best key word to use. You know what they always say, I want to use the key word that I want to target is corporate magician.

Do you know how many times people search for corporate magician in the world? Less than 40 per month. You know who searches for it? Magicians from the magic café that want to check out the other entertainers. It's crap, don't do it. Focus on other key words. A better key word to use is corporate entertainer, or corporate entertainment. Those are better key words to use.

Don't stress too much about the technical SEO. You can always fix that, you can always get that up and running. If you're using WordPress, a good plug-in to use is called SEO Yoast it'll set up your meta description, title tags, all that stuff. All kinds of technical stuff, but don't stress too much about that. We're building relationships here.

Mobile friendly test. Google's mobile friendly test. Go to that domain name and at the end I'll give you links where you can download this whole thing with all the links and everything. But plug in your website in that URL and see if it's mobile friendly. If it isn't, you're going to be at the bottom of Google faster than you think because Google wants to show mobile friendly content to their users. You can hit the next one. Page speed? This is an awesome tool by Google developers. You can log in there, put in your domain name, hit enter and it will tell you how fast your page speed is. It will tell you how to fix your website for page speed. Blazing fast page speed is super important. Have you ever been to a web site and it took more than five seconds to load? I have and I X out.

Barry: That's generous, man, five seconds.

Josh: Yeah, so what does user experience look like on a home page? If you hit enter, this is a screen shot of my home page there's five parts there that are sectioned out so we can see them easily. What you're seeing there, the top part where it says San Diego's premiere Magician that is optimized for SEO. If you notice my main keyword is San Diego Magician, but it's not written San Diego Magician, Josh London, it's written San Diego's Premiere Magician, that's a long tail keyword. Google likes that. It's not keyword stuffing because I put the apostrophe s and premier in there. It adds a little flavor to it. So, I've actually seen a local magician copy me on that. I'm noticing his rankings are starting to climb up there with mine as well.

Now if you want an example of what all this can do. Barry, go back to that one. Thank you.

If you guys want to, I don't know Barry if you can do this, open up another tab and show them and you can actually Google San Diego Magician, and show them what's possible with all this stuff that I'm talking about.

Barry: Sure, let me grab another tab and do that. Yeah, here we go. I'll get back into that. Yeah, so San Diego Magician?

Josh: Yeah, just Google San Diego Magician. So the first set of results there, those top three parts that's all ads on the side bar, that's ads, but look at that local pack right there. That's my website and right below that, that's my website as well, so I'm on two times. If you scroll down, my website is on second, that's number two. Gig Masters, man it's hard to beat Gig Masters, but here's what's really cool, that's my Yelp listing above the Yelp listing for just general magician.

Barry: Oh, here's Josh, here's Yelp, just talking about magicians, San Diego and your Yelp listing actually jumped above that.

Josh: Yeah, and I only have ten reviews. There's a guy in San Diego who has like 40 reviews on Yelp.

Barry: There's an Alumni that was heavily using Gig Masters. This is Yelp, right, that's something else. But look at the way you're using Yelp, man with ten reviews. I imagine that's something you work into either a Post Show Funnel or somehow into your marketing. I know you're stepping away from performing now, so wonderful to keep this up.

Josh: Go back. Scroll down a little bit more. Usually, where am I at, that's four times I'm on there. Sometimes I'm on there five or six times, but that didn't happen this time. Right there, I'm on four times on the first page of Google. You can't help, if you're looking to hire a magician in San Diego it's impossible for you not to land on my website and if I was using...

Barry: How beautiful are these two? Gosh that's pretty cool stuff. I don't know if I even understand what's happening right there, but.

Josh: That's Google places. It's called Google my business. So you need a Google plus account, you need a Google plus page and you just need to create your business listing and that's how you get in there. All free. All this stuff is free, that's what's cool about SEO. It just takes time. If I was doing paid ads, my ad would be right there at the top.

Barry: Right, if you were doing paid ads. You do that for people, I know, so you can own one of these. I used to do a lot of Google ads and I was always up here. It did pay for itself. Of course when you're charging... you're up in the five figures for a gig, you don't need many clicks and many conversions to make the rest of your life paid for by that.

Josh: Nope, all it takes is one. If we can go back to this slide. Can you go back one slide? Thanks, Barry, for doing this for me.

Barry: My gosh, we make it work here, that's what we do.

Josh: So those three images there, those are just images that I added borders to. This is a shot of my home page when people first get there. They're given three options right away, 1, 2, 3, do you want a birthday party, family event, school assembly? What this is doing is enhancing the user experience.

I know my audience so well that I know that they are going to be wanting a birthday party, or a family event, and maybe a school show, but pretty much they're going to want a birthday party, so when you review this on mobile, the first option you see is birthday parties, so they're going to click that. What that does is it puts them deeper into my website. I'm immediately getting them off of my home page and onto my website.

You showed, Barry, earlier Mike Toy's website? One suggestion I have, for Mike is to add two button options on that home picture, on that title picture where it's the full screen. Add two buttons, the first button should say something like "Read Reviews" the second button should say "Book a Magic Show" or something like that because you want them, once they land on your website, you want them to click through to your pages and get deeper into your site and go through that funnel. Google loves that and that will be a rating factor and that adds to user experience.

Barry: Let me ask you a question while we're here on this, Josh. Taking that Mike Toy site earlier that we saw is it possible that someone could go there, spend some time. I scrolled through the site, but I didn't click on anything so when I leave that looks like a bounce rate.

Josh: Exactly.

Barry: Wow! Interesting.

Josh: I don't mean to single anyone out here, but yeah that's the goal. We want to engage with people. We talk about... Barry you talk about engaging with people over email, phone, at the show, after the show, this is how to book the show by engagement. How do you get them interested? So then you have the main call to action there. Call my phone number or click here. That's all above the fold and there you go. Everything they need they can click on right there.

Barry: Yeah, those are five really nice highlights. You circled those in red just for this demo or is that on your website like that.

Josh: Yeah, no, no I circled that for this demo.

So content. The second part we're going to talk about today is about the content. What is content? Content marketing is blog posts, it's videos, it's info graphics, it's any media that you put out onto the internet. What this content does is it creates build and trust with users and search engines. You are given the opportunity to use your key words more.

So if your key word is "magician" and let's say you're a San Diego magician, your key word is "magician", one website, website A has magician used 100 times throughout his website he only has 5 to 10 pages in his site. Magician B his key word is magician as well, he's using magician 1000 times over 1000 different pages on his website. Who do you think is going to get more trust and more notice from Google? Magician B. He has more time using that key word

There's technical stuff to it like don't keyword stuff. Don't do any black hat stuff. Don't optimize your anchor text. It gives you the opportunity to create more content using your keywords. The next part, content educates the user in any buying stage. Now these three buying stages: awareness, research and comparison, and buying. These are terms that we know about in search engine marketing.

Each of these phases that someone is in, they're going to use different keywords, different search terms. So someone in the buying phase of the buying stages is going to use a search term like hire a magician. That person is ready to buy. Someone in research and comparison stage, they're going to use Josh London, versus one of my buddies Kevin Viner who's a San Diego Magician. Josh London versus Kevin Viner, who's better? That's going to be a search term in research and comparison.

Awareness is going to be a key word like magician, birthday party magician, corporate entertainer, and corporate entertainment. They're trying to find all of these ideas. So your content can educate the user in any buying stage that they're at.

Regular versus boring content. Regular boring content versus good content. I see so many magician's do the "Five Tips to a Great Event", "Why Hire an Magician", these kind of blog posts that are just boring generic and it sucks, it's horrible, it's not educating anyone, it's not answering any questions. The content that you create. Blog posts are the most common form of content that we'll create. Your content needs to answer questions.

Your users have questions. One of the questions we get asked all the time is how much do you charge? You can create a funnel for how much do you charge? You can create an eBook, you can create a video, you can create all kinds of stuff explaining how much you charge and not really tell them how much you charge. I know Barry you like to talk to them. You don't like to tell them your price, do you?

Barry: We don't go there.

Josh: They just write you a blank check.

Barry: Well it's a line item once the way more important things have been handled and built.

Josh: Awesome, yeah, so you can try and get away from the regular content that really isn't going to add value. Good content. Here's what good content is. It's relevant, it's answering questions that your users have. It isn't boring. It's entertaining.

There was a video on YouTube a couple of months ago. A magician who posted on there, I think the headline was like Magician Gets Out of Speeding Ticket. Would you watch that video? That's pretty cool. He ended up on Ellen, he ended up on all these talk shows. That's cool, that's content, that's creating buzz, that's engagement. That's what we're talking about.

Barry: Great idea, that's a good video. Really smart. That's got everything man, the headline written for it, the intrigue, a lot of curiosity around that.

Josh: So here's how to create content. These are three tactical actionable steps I'm going to give you. Find worthy content. Make it better and outreach to the right people. I see so many people that they create a blog post and they spend three hours writing it. They put it in WordPress, they get it published,

they put it on their Facebook page and it says, "Hey everyone, new blog post click here, read it, tell me your comments." You know what, nobody does anything. You know why, because nobody cares. So you have to go find the people that care. I'm going to tell you how to find people who care.

Barry: Wow! That's awesome.

Josh: First piece, find worthy content. Find a website that gets a lot of links from their content and here's three tools you can use to find websites that get a lot of content. One is Open Site Explorer, One is Topsy, and the other is Google Search. I like Google search because I think it's easiest. It's the best. You can go to Google, type in whatever you want and find some great, great, content pieces out there.

I have some examples here. The first one is Topsy. You can put in corporate entertainment and it lists results of all the websites that get the most shares. That have the most links. So that top one there is Steve Given, world class corporate entertainer. That one got 447 links, those are all... I actually looked at that those are all Twitter links. Look at the fourth one down, fifth one down, "Want to impress your clients? Know your corporate entertainment trends." That looks like a blog post. The next one down, "Tribute Bands".

So that one, "Want to impress your clients." That might be one to take a look at. What this is telling you, this is from Topsy. It's telling you that these are the results for that key word corporate entertainment that get the most links. You can hit the next slide.

Barry: OK, it's about links and shares, got you.

Josh: Yeah, yeah, what we're doing here is we're trying to find... we're doing recon work. We're doing spy work. We're trying to find content that works. So here's a Google search. I put in "corporate entertainment ideas". You guys want a great piece of advice on what in the world you should blog about. You know you should blog. Here's what to blog about corporate entertainment ideas. That's a huge, huge, search string. I think it gets around 1,500 searches a month on Google. So people are searching for that. Look at that first organic result: "55 creative entertaining ideas or your next event" that was published in 2009. That looks pretty good. That's above FunnyBusiness.com.

Barry: That's the top organic search and that's from six years ago, six and a half years ago. WOW!

Josh: Exactly. You can hit the next slide.

Barry: I was kind of hypnotized by that, but yeah I got you.

Josh: So the second thing you do is you make something better. So this is that blog post "55 creative entertainment ideas for your next event or meeting". So you're going to make that better. How do you make it better? There's a couple of different ways. You can hit the next slide.

Barry: You know I've got to point something out. This is so funny just looking at this. Their number one tip, hire a comedian who can poke some fun at your NCO, do an impersonation of him or even make light of your industry as a whole. Those have got to be three of the worst things you could possibly do at a corporate event. I've been the first act back after 10 years of break of entertainment because of

somebody doing those three things. So wonderful, I love that. Talk about making something better. I don't think it would be too hard.

Josh: Here's a little tip. Can you go back to that please. Sorry Barry. I'm making you work today. This just occurred to me right when you said that. That first tip. We're seeing a Blue head.

Barry: Hold on one second, can you hear me?

Josh: I can hear you, I just see the blue head.

Barry: Let me see, my thing just all of a sudden refreshed for some reason. Let me get back on the screen. Yup we still got our audience here. I think we're going to be back real quick. Good, there we go.

Josh: It's a good thing we rehearsed yesterday, hunh?

Barry: Oh my gosh, the agenda is working perfectly. (laugh)

Josh: OK so that first tip about a comedian, when you said that Barry, it occurred to me here's a technique you can do, you can reach out to this guy and say hey, I'm a comedian and would you mind putting a link in your first tip to my website?

Barry: Whoa, yeah.

Josh: Maybe worth it, maybe not. Yeah that idea sucks, and it's not good but it would be a huge, huge link because what we're going to see in a couple of more slides, this guy has 47,000 links to this blog post and that would immediately increase your website rankings.

Ok, if we go on to the next one. So how do you make content better? Here's a couple of ways you can do it. You can make it longer, so instead of 55 creative entertainment ideas make it 100, make it 99, make it 97, make it more up to date. This guy's website, it's actually a subdomain of WordPress.com. So you can create a better design for it. You can make it more thorough. You can go through there and fix up all that bad advice, bad pieces of advice there.

So the third thing that we do is outreach. So we find website owners, we find influencers and we find people who have shared this piece of content and they have already linked to similar content. So what we're doing, what we've gone from is not knowing what to write about in a blog post or a piece of content to finding a piece of content that we can, not copy but make better.

We have started writing that piece of content. We've designed it better. We've fleshed it out more. We've created a better piece of content that will get shared. Now, instead of just hitting publish and sitting on our hands, we're actually going to do some work, and we're going to go out and we're going to do outreach. This is called influencer outreach in search engine optimization.

These are three websites that you can use to do the outreach. AA Traps, Open Site Explorer, and Buzz Sumo. What's really cool about Buzz Sumo is you can go there and put in whatever domain name or key word you want. It will give you results of the top pieces of content that have been shared on social media, and it will actually, you can click like the Tweets part and it will give you every single person that Tweeted that piece of content. Imagine how powerful that is. If you have a piece of content that you

want to share for people that Tweet about corporate entertainment and you go to BuzzSumo.com, and you put in corporate entertainment, you can find everyone who Tweets about it. You can Tweet to them and say, "Hey, I noticed you shared this piece of content. Would you mind sharing mine that I made even better?"

It's powerful stuff. It's huge. The next slide is a screen shot of... for my clients, my SEO clients...

Barry: Let me just pop in for a real quick second, Josh. That's a lot of work what you just talked about. I talked earlier about building a team in our business. Not thinking of ourselves as the only ones for as long as we... We can never get bigger than ourselves, if we insist on working alone and this is text book stuff to have someone on your team, be it someone you're mentoring, someone you hire, an assistant. This is not stuff I want to see any of you in there on Buzz Feed and looking for who's Tweeting, but this is stuff that should absolutely be done to get the kind of results that we're looking at right here. So we'll talk about ways to get that done. So continue on, sir, I just don't want anyone to put their props away and start looking at Buzz Link or whatever you said.

Josh: You know what, that's what happened to me and now it's a huge business for me.

Barry: You found pleasure in it, man. You have a new kid that you're home with. I tell you that changed my life too. It's incredible.

Josh: I know.

Barry: That's how we shape shift on this ride on the carousel we're given. It's fantastic.

Josh: So this is Back and Kicks Plover, this is a screen shot of my SEO software that I use for my clients. This is aggregating data from another, from majestic SEO, one of the other software. So this piece of content about 55 creative entertainment ideas, 47,000 backlinks.

Now backlinks are good. Backlinks are good, I mean that's huge. Backlinks two or three years ago, backlinks used to be the number one ranking factor for Google. Then what Google found out, through their algorithms is that when they start giving rankings to all these websites they have: 50,000, 100,000 backlinks, the quality of the links from that website to the referring domain, it's a low quality website. It's crap. It's a directory website and most recently, I think about two weeks ago, Thumbtack, my God, they got deindexed by Google and what's funny is Google owns Thumbtacks so the deindexed themselves.

So what Thumbtack was doing was they would, after you signed up, they would send an automatic email out that says, "Hey, thanks for signing up. If you want 23 credits you can put this badge on your website. What they were effectively doing was buying links, they were buying links in a way from the users. So what happened about two weeks ago was Thumbtack got deindexed. The algorithm, I think it was Penguin I think is the link algorithm, deindexed them and their organic results did not show up in the search engine.

Barry: With one click of a button, this company out in Silicon Valley, California has the power to destroy a business if they're not playing by their rules.

Josh: Yep, yep, and this is why I am dead set, my mission in life, Barry, is to get rid of Thumbtack and Gig Masters, Gig Solid, all those crappy websites where all it does is devalue entertainers. It makes it a race to the bottom. When you create high quality content and you're doing outreach and you're engaging and you're building relationships with people, price isn't a factor. People don't care about price. The Raspyni Brothers are coming, who cares how much they charge? They're amazing.

Barry: Taking that up a level, I saw, this is probably going back eight years at Network Interop, one of the big trade shows in Atlanta, a company paid \$100,000 to have Penn and Teller to one 12 minute demo. The entire trade show was around this booth, that buzz... it didn't matter the amount of money. That's the power of a name of a brand. This is how we build it, what we're talking about right here. This has to be a part of success today. Hey, this stuff is all very technical, let's keep moving. The total backlinks, just to define that, backlinks are a site that has a link to your site, is that correct?

Josh: Yes, exactly. Ok, so the next slide. Once we find all the websites, we email the site owners. This is a template that I use. "I was searching for some articles about corporate entertainment, I came across this webpage (put the URL in there). I notice you link to one of my favorite articles. I just wanted to give a heads up I created a piece of similar content. It's like 55 creative corporate entertainment ideas, but it's more thorough and up-to-date with 100 creative ideas. It might be worth a mention on your page."

Barry: Wow, you guys.

Josh: If you're emailing that out to 47,000 people, people are going to give you a w link. If not, they'll mention it on Facebook, or Twitter, and that will help as well. That's the email. You can hit the next one.

Barry: Can I have permission? Can we share this slide deck with the folks?

Josh: Oh yeah, definitely, definitely.

Barry: This will be part of the resources page, you guys. This is awesome.

Josh: Yeah, Yeah, so at the end of the day, SEO... what is SEO about? It isn't quick boring me tactics. Get away from me, me, me, me. Don't be a me monster, it's not about you, it's about them, it's about relationships. SEO takes time and it takes a lot of time. You can go to ODesk or Elance, or Fiver, or whatever get some SEO stuff done, but before you start paying people to do that stuff, make sure that their philosophy on search engine optimization, and how they're actually going to get your website up. Make sure that it's in line with your business. This is a business, this isn't just doing magic shows or performing shows, it's your livelihood. It's how you eat. It's how you feed your family. You don't want to hire someone that's going to do bad black hat techniques.

Barry: Yeah, that could ruin you.

Josh: SEO is high quality content.

Barry: I can guarantee you Josh that that Thumbtack trick with the badges, that probably started out as a meeting and somebody thought it was completely brilliant. Like we will have more links, and man, black hat to the nth degree. Bad that content, bad idea.

Josh: Yep, yep, exactly. Create your high quality content with SEO. Build relationships. SEO, it isn't just putting words on a page and that's it. It's building relationships, engagement and creating high quality content. So you have some homework.

First homework you can download this, go to clickconvertprofit.com/showbiz that will be up there for awhile. It's just a small landing page I built. You can get this whole slide deck in PDF there. Also it will put you on my mailing list. Over the next five days you can learn how to book more gigs with internet. So you'll get the email series over the next five days, the slide deck with all the links in there. So that is it. Any questions.

Barry: Man, thank you so much for that. What a primer on this entire world here and why it matters, why it's important. Go to that site, clickconvertprofit.com/showbiz, get what Josh is offering here. I know Josh does this as a business. I'm a huge believer in how much work goes into this, what it's like. If you have someone on your team you want to build to do this work for you, wonderful. Step into that. Get that going. If there's someone like Josh, who you have seen, whose built some trust with you and has already told you some stuff and you want to get a consultation, I'm sure he'll offer some sort of a free consultation just to kind of look things over.

That's something that I may have stuffed into his mouth.

Josh: No, no, I do free consultations. I actually, I end up talking to people longer than I should on the phone.

Barry: Take advantage of that you guys. I just thank you so much. You can see the comments there, wonderful, thank you so much. I'm just really touched.

Josh: Good job Jason. Don't go back to Gig Masters Jason.

Barry: Don't go back to sleep. You just got rid of it, WOW! I know Jason as an Alumni and that was a very functional part of his business for a while until the made some changes. So good you guys. Thanks so much, Josh. Welcome to hangout. For the rest of this I'm going to recap a bit on one through five. Applause while standing. Jeremy figured out the applause logo. See you're extra high tech. I don't even know how you do that kind of stuff.

Certainly someone who's playing at a higher level in the icon game than me. Alright guys, thanks so much. Let me bump out of this screen share. I'm going to go back and just kill that presentation. I want to bring something back to life that we are working with here. Yes, there we go. Let me pop in. We're going to do a recap, you guys of some stuff.

I will be the first to tell you that a lot has happened in the last few week. Not all of it can be done. Not all of it can be put into use right away. You know that I'm all about relationships. That's straight up. I barely do my website, my Raspyni website isn't mobile friendly. I'm in a place in my career where I'm looking at

sliding off of it after 33 years. I have officially come to the realization that there is very little that I haven't experienced as an entertainer that's still out there waiting for me. So I'm well into the next chapter of my life and still more than just about anything, am honored and love when there's a chance for me to do a gig. To get out there... I'm sorry I'm trying to find my hangout screen. Here we go. Perfect I want to have that up and just reduced a tad here.

There's a lot in my life that's going on outside of this. One of my favorite parts of it is sharing what's worked for me for 30 plus years in this course once a year, and I am all about relationships, straight up. It would be fools play to not be found. To not do what is currently happening. It's like when talking movies first came out. People held out with the silence for a little while until they didn't matter anymore. The Yellow Pages has been killed. I had my son in the car, who's 13. He was probably 9 at the time. I opened the mailbox, grabbed this big fat Yellow Pages and he was like, what? He was just so confused. I was like dude, this is now Google. So that's gone.

You get a Yellow Pages now it's more like a brochure in most places of some people who don't give out... It's ridiculous to not be found. So get someone on your team to do this. If you're not going to build 100% relationship market, get someone on your team to do this. Run from this if it isn't your genius and pleasure. Do not use this as an excuse to bog yourself down. Ask yourself is this something that someone on my team should be doing?

There's a whole lot worse that you could do with the money you make from one gig, or hopefully just a part of a gig if you're charging in the \$5,000 and up range. A tiny part of a gig dedicated to an SEO employee every month. What is it like, what's the value in having five spots on the top page of Google for your key words? What's that authority? What's that real estate worth to you? Kind of a crazy mind shift, I know, but that's what we do in here. Imagine holding 50%, 60% of the real estate on the Google results page. That should be very, very exciting for you... beyond exciting.

So, that's my wrap-up on this SEO stuff. I probably won't talk about it anymore and I'm completely happy to bring it into the group and hopefully you'll take Josh up on his offer for some free time. I know he's very giving around that. So a lot has been tossed into this salad in the last handful of weeks. A lot of it has been counterintuitive. It has forced you to get outside of your comfort zone.

Your growth has been inspiring to watch, alright? That's a given. The brain can't make so much change at once. It's impossible. Alison pointed out that I talk about the lizard brain a lot and the lizard brain wants to keep things the same.

Some of this no doubt feels very scary and the rest is buried in resistance, right? A lot we just haven't done. Alison admitted at the top of the call that she's not been getting on and making the conversational calls and I bet a lot of you could raise your hand for that. So let me talk right now about what should be in place. If absolutely nothing else from weeks one through five. I realize we are on two hours here. Some of you have to go, I get that. Catch the replay.

Week one I just want to instill in you there is no more valuable commodity than time. That's what it is. There's a balance that can be achieved by being very protective of your time. The closer you watch your

time the more that you'll have. Again, counterintuitive, but the closer you watch your time, the more of it you will have.

I work with my private clients extensively to define their routine. Know how many hours you have to work that day and define the routine. Be clear up front of what the work period holds for you. Schedule in distractions. Does that sound weird? Schedule in social media time, distractions, time to just play around, free time. Schedule it in, don't let any of this stuff be random. Don't let distractions own you. This is a life hack, make no mistake. Successful people control their time. Unsuccessful people are controlled by their time. Successful people control their time. Unsuccessful people are controlled by their time.

Alright, perfect. Finding every opportunity to serve bigger. We talked about this in week one. Become obsessive and systematic. Obsessive and systematic in your efforts to show up bigger and more in focus than everyone else. I have seen some of this already in our group and it should become your operating system. Look for opportunities to serve bigger. We talked about it in the Post Booking Funnel before the gig. That time after the booking and before the gig. The MP3 commercial. The way to drop little lines that say I'm thinking about it and you're not going to believe how funny this is going to be. Or I'm just writing a song that's going to completely connect with the audience because of what just happened in this city.

This is the kind of stuff that takes you minutes to do because of your talent. Find every opportunity to serve bigger. Accountability map, always say what you're going to do and do what you're going to say. One of the biggest things that we put into the boys brains at the right of passage adventure. We had then look at times when they weren't accountable. Times when they were not accountable and out of integrity and what was the feeling state? What did that do to their relationships, their life, the times when they did own up to what they did versus the times when they just swept it under the carpet.

This is what we're going to do. This is another life hack that will upgrade your business. It has no chance to stay in just one container. Upgrade this thing and it will upgrade your business. This is just another part of accountability to me: be early whenever possible, but always on time. Alright you guys?

Week two, key points on takeaways: the completion process. It is a highlight of my life every time. Let me get off this screen for this. It's way too important for me to be looking at a slide. It is a HUGE boon in my life when I get to share Bill Lamont with people. I love that. It's getting harder to do too. I used to be able to call him or text him and get him onto a call and bring him into something I was doing. I brought him into my Mastermind Group. It's hard right now.

He's booked, he's busy, he's expanding his message and it's getting bigger without ever touching the internet. That's not part of his life, as you saw. He doesn't do that. So let me just tell you one thing that Bill Lamond did. I mentioned this during my... let me take a drink real quick. I mentioned it during week two when he was talking to us that what he gave me and my life was so BIG that I knew I never wanted to be without him. I had an obsessive compulsive disorder since my earliest childhood memories. It's something that was so deeply engrained in me. It was the ability to, as people were talking, at no matter what speed, I could use a system I'd developed to count the syllables in what they were saying.

What did this do for me? As a kid who was living in an abusive home it made me feel very safe to have something that I could depend on. It gave me something that I could always fall into to stay out of the present moment. If things got ugly, or I was getting hit, or was in a very unsafe situation in some other city, or I was moving to a new school every single year of my elementary school life. It gave me something I could always count on. It was still going with me at 45 years old. 30 years past when I actually still needed it. I moved into a very safe home at around 12 or 13 years old, into a very safe home. I no longer needed that, but it was still with me.

I still had this ability to do this. Doing the completion process live with Bill on a phone call in front of about 100 people in an online class he was teaching it got so deep into me and I've done that completion ever since. But that is gone. It's gone from my life. I don't even do that. I probably could do it, but the need, the hook is gone and I guarantee you there is something in your life that is still holding on from when you were five, seven, nine, ten, twelve years old.

New completion processes. Probably the biggest thing I can have you take away. I want to say from this course if you do it, and I want to say at least from week one if you're putting all this other stuff into use. Huge, so I wanted to share that story with you because it's very personal, very much could have lived in a back, dark, deep part of my brain where it bred and grew more bacteria and took hold, but I revel in the chance to share it with you because it's a very powerful truth of mine. I hope it helps you go on.

Week one we also talked about relationship based marketing. We buy from people and companies we trust. As simple as that. Everyone does that. We are picking up tools in this course to build relationships, and it works. Get more comfortable with it and lean into your network. Always lean into your network. More on that coming in a few weeks. We've got a very powerful speaker on LinkedIn who talks to us about networking on all fronts.

Conversational calls, hey what can I say. We heard an example of it at the top of the call. Break through the resistance. Find a way, find what it takes, and it might be something that I also, not coincidentally talked about here in week one – the completion process. What completions do you need to do about the telephone? About your value to the market? About a dozen other things and we followed up with that with what I think are some of the top completions for entertainers to do.

Oh yeah, and I shared one recording with an Alumni. I brought it into our group and played it. Was that far from perfect? That conversational cold call, was that loaded with ums and ahs, man and did it work like a dream? I need to follow up with Ivan and see what happened with that one. But I tell you that was so text book of getting in, getting permission, getting out. Beautifully done and tons of room to do it differently, of course.

Week three we talked about outsourcing. Really there's nothing from week three that you should put off all three of these key points from week three, you should be taking into your life. Outsourcing, it's the stepchild of time management, you guys. The step child of time management. We can't do it all ourselves. I said it earlier in the call, we'll never get bigger than ourselves if we insist on doing it alone.

I brought up something I want to show you, let me see if I can dig that up real quick. This got me logged out, but let me just bring you guys into something. Alison wrote on there, this is interesting but it's not

my genius and pleasure. Let me show you something on this screen here that is so in that category – so completely in that category, but it had to be done for me to grow to the next level.

This is a screen shot out of my 30 Days Sugar Free program. These are some of my campaigns. This is a program called InfusionSoft which changes the game when being in touch with people. But here's a campaign that I paid somebody to build which, could I have done it? Heck I went to a three day live conference on InfusionSoft to come home and learn how to do just this.

A half day into the first of three days I realized that this was nothing I had interest in doing and that it was something that had to be done. Each of these boxes, if I click on any one of these boxes, they have steps inside of them. This one has an email. This one has tags that get applied. This is nothing that I want to be doing but this is the kind of stuff that I've built for my businesses now that change the game. That change the way that I'm building funnels with customers, connecting with people, building ongoing long term relationships.

So you have to have somebody to do this stuff. This could just as easily be done with SEO. I'm not engaging someone to do SEO stuff for me that brings people into this system, because it's not my pleasure. So, yes, you guys, yes, and more yes. This is something we have to do. Outsourcing is huge. Don't be afraid of doing it, ever. Please don't be afraid of doing it. Find ways to do it. It doesn't always have to cost money. There's all kinds of ways to trade it and we will dig into that a little bit later. Trades and different ways to get outsourcing done for yourself.

Larry opened up the doors to a whole new world of possibility that I took very personally. I took two plates of from the Larry Benet buffet. I'm keeping this challenge going, and I encourage you to do it. Like I said at the top, even if it's just one or two a day, push yourself. Push yourself in the area of connecting. Find the new boundaries of comfort. Expect more from yourself in the area of connecting you guys, especially if it's hard for you, especially if it's hard.

Then we got into the five part sales funnel. One of the cores of what we do to connect with prospects in this. Get very good at the steps of this. We're going to produce a PDF to leave on the resource section for you guys for every funnel, so you have all these funnels at your disposal on a single page. That's something that was requested by an Alumni and we're definitely putting that together.

Week four I want to talk about the Post Booking Funnel. It was one of the big pieces that we did. Don't turn off the awesomeness once the gig is booked. It's a time to keep the train rolling. Make them pinch themselves to believe that it's real. That funnel, that simple Post Booking Funnel has the potential to actually cause people to pinch themselves just to make sure that what they're getting is really happening and make them so happy.

Karrienne talked about branding. It is our trust factor. It's an ongoing practice. It would serve you well to revisit the homework from that week, every couple of months put that into your calendar right now. Just schedule in for August, I'm going to do five days in a row of the homework from week four of ShowBiz Blueprint. You'll be in the Alumni group at that point. Report in.

There's going to be changes in a couple of months, I guarantee you. Put it in your calendar to do that. Listen to her talk again, on a hike, or a bike ride, when you're in motion. We take information in differently when we are in motion versus when we are staring at a screen. Listen to it on a hike, or bike ride, or jog, or drive, whatever it is. You can't do all of this at once. You can't do all of the branding stuff at once, but you can make incremental improvements without ever having to work too hard. You get that? You can make huge improvements, incremental improvements without ever having to work too hard.

So those are the big takeaways from week four that I want to have you do. The branding, it's what makes you different. Then the SEO piece. This is a review of just what happened in week five. It really hit me hard. At some point you are going to be asked that question that Mike was asked: What makes you different? Take control of the conversation at that point. Use your branded sentence that you worked on. I wrote one example for Mike that is wonderful. That really puts you in the ownership of that conversation and takes back the control and then turn it back on them to really get into the place of trusted advisor.

What Josh talked about today. What's not to love? You doing it? That's probably what's really not to love. It's hard, man, it's hard. He put it right there. So where does SEO fit into your current schema? It probably doesn't right now. You're probably just making a new website and put it out there. Find a way to get someone on your team to do this. I feel like I've talked this to the ground. Decide if it's you or someone on your team and get used to thinking of yourself as part of the team, you guys.

Then just real briefly on the Post Show Funnel that I touched on today, there's going to be some homework on that. Really what's not to love about that, right? You're going to laugh. You're going to pinch yourself actually to go back to the earlier metaphor that this is available to you. What it does to create ongoing trust, to build your relationships. Lateral referrals from end clients. Vertical referrals if it's with a producer. Just find ways to make that really work into your life.

That's it for week five and then am out of accountability, because I'm two hours and fifteen minutes. I know that a lot of you guys ducked out of here. I can see a viewer count on the bottom of this thing. Come back to the replay. Get into this stuff. It's a lot to take in, I give you that, and I want to make the most of our ten weeks.

There were a couple of questions that got dumped when my screen automatically refreshed itself. They were about SEO I'm going to pass those to Josh personally. He will come back on. Maybe I'll record a quick video capture of him answering those questions and I'll post it.

A couple of questions here. Is it resistance what is stopping me from making conversational calls is I don't know who to call first. Hey man, you do know who to call because I showed you how to do it. You don't have that excuse any more, Dean, it's impossible. I've showed you the markets that you want to work in. Defining those, getting on using tools to find out what events are coming to those markets. Yes it's resistance, but it's earlier than that, you're having resistance to the methods that I've showed you to jump in there and find out who to call. It's all in there. If you don't know who to call, go to our group, put on the market you want to work in, if there's a city, don't tell me that you just want to work corporate events anywhere, that's too broad to start with right now.

Make it a city you live in. I know you want to stay in the area because you have a couple of kids you want to father and be close to. Man, you got your city right there, find out what's coming to that market.

Connect the dots between your mat and get on and do some conversational calls, man. Take your belt off and have 20 notches on your belt by next week and I'm saying this directly to you. Have 20 notches on your belt by next week. Scary? Heck yeah, man, and do it! Get over the hump. Find people, find your tribe like Alison found. Did you hear her voice? She's not talking from a place of resistance on that.

Alison wrote I want to book more company picnics and don't know who to call for those. Companies, call the companies, and especially if you know they have them. You can use Google search. You can use Google image search to see if they have picnics. You know most of them do. Why in the world would you not be at those, Alison. There is no reason with the corporate branded body art. Why would you not be?

Why would you not be putting little HP logos on every kids face at a party but having a monster coming out of it, or whatever? Of course, every company has them. So develop one page. You know how to build a pop that does that, to build a nice little one page. We'll talk about pops in the following webinar I'm doing, but Alison has been building those already. Why would you not build one about a company picnic? Get the right decision maker on the phone. Do your conversational call, get permission to send that to them.

OK do you want my questions again, pages versus posts. Thanks so much Andrew, yeah I'll have that in the transcripts. I get the transcripts of everything that happened in my dashboard, so I'll have those. Thanks so much for those. I'll do it.

20 notches starting today! Dean! YOU'RE THE MAN!!!

Who was that who put up Jeremy, find the clapping hands for Dean. Awesome.

Alright guys. I'm going to check out and turn you guys lose. Wonderful day, thanks so much. Week five – stellar, stellar show up. Way to show up in the chat boxes and everything about this tells me that this was the right time of year. So happy you guys stayed the distance to do this work in ShowBiz Blueprint. Listen to all of this again on the MP3, on the replay. Use the group. Lean into the group, your accountability group. I can't wait to talk to you guys again next week. Take care, Bye, bye.