

Barry: Hey everybody, it's Barry. Good morning! Give me a ring in the chat box there if you're alive and well and hearing me. I'm coming from a totally different location today, so I had to kind of make-shift it up, but I think it's all good. We did a couple of tests and we should be ready to go, up in Leadville, Colorado, at the top of the world here, it feels like.

I took a couple of block brisk walk this morning and came back out of breath. You can think you're in good shape and then all of a sudden this happens with big altitude. Drop something in the box. I'm expecting a very full day today with a guest who's yet to arrive, so we'll keep our fingers crossed. He was available right here at the top.

Hey good morning, thanks Kiley and Brett. Happy Birthday Brett! I liked you on the webinar today, I saw your birthday yesterday on Facebook. AV good, from 10,200 ft. excellent. I don't know how it works but I love it.

I was going to go live with a guest right at the top of the show, but he's not here yet, so I'm going to jump back and form just between emails just to check that he's doing OK. If it's going to be a little delayed, we'll jump into what we're going to do next, but I was really kind of did pin the day on starting with that so that we had something to talk about. So that we had the context for what we're going to talk about today.

Let me just check in if he's on the other screen here. Hopefully you guys are doing good here. We've been having rain. I came from my house where it's 80 and 90 degrees to hail sized rain yesterday. I wish we had some of this water in California. Still nothing on an email from him so I will... I think I'm just going to go forward with our lesson and we may cut out of it at any second just the second he shows up to go live. Oh, there he is, my gosh.

Nathan: Hey Barry, how are you?

Barry: How are you doing sir? Good! Good to see you man, you're live.

Nathan: Good seeing you as well. Good seeing everyone else. Who are we live with right now.

Barry: We're live with ShowBiz Blueprint, entertainers from around the world. I'm going to do a quick screen share and just do an intro of you man, because I know your time is limited and I want to just jam into you.

Nathan: It'll be a lot of fun.

Barry: It's going to be epic. We'll go quick. You guys, you guests that just came in I don't have to improvise like I was telling you. On stage we have to improvise all the time, Nathan, and I was just getting ready to do that.

So today we're going to start at the top of this lesson with how to make Facebook work for you. Different ways we're going to talk about contests, promotion, deals, a store (no one thinks of that), advertising, and personal versus fan business page. I going to have our guest talk a little bit about that and what that means. Some of you guys may not even know that. Tips and tricks and then making it simple and effective.

Instead of me making this up I reached into the network. Look at him. Man, he looks like he's 14 and just had his bar mitzvah but not true. CEO of HeyO.com – an amazing company who does such remarkable work. I'm a huge fan of the *Entrepreneur On Fire* Podcast so when I saw that he was guest number 300, I thought that that was one of the great credits to have. A friend of ShowBiz Blueprint since 2011. He's just always providing unbelievable value to when he shows up and we're lucky enough to grab him for a little bit of time this morning. Featured in the Wall Street Journal, the Economist and so much more, fun to Google.

Check this out, his company has, it's a remarkable number, helped launch ¼ million Facebook campaigns, but that may be old. And helped over 100 small businesses, so needless to say I am so happy to have our guest here this morning and we're just going to get off the screen share and go live to Nathan Lotka. Good to see you, man.

Nathan: Good to see you Barry. Thanks for having me on.

Barry: Yeah, you bet. So this is a remarkable group of entertainers who have become very good at one thing. This is week 9 of our course. We've looked at so much about relationship building, about new ways to speak on the phone, new ways to contact producers, how we present ourselves to clients, and of course Facebook is a huge piece of the equation, so I'd love to just let you talk and share.

Nathan: Well to kind of shoot at your 14 year old comment, you know, look I have to keep shaving and get my hair cut cause if I look under 25 I'm like a cute young business guy and the press write about it and everyone talks about it. Now if I grow my beard out and I get my hair long, then I look old and then I'm like an old business guy that nobody cares about, so I'm trying to make it last as long as I can.

Barry: Strategic planning, I love it.

Nathan: Everything is strategic.

Barry: I wish I could say that, but yeah. Anyway, hey man, good to see you. What's going on with Facebook and how are you using it? I know you came on ShowBiz Blueprint first in 2011 and shared remarkable strategies with a company that you started called LaJour. You've since moved on to so much bigger and I just love what you're doing. Can we do the live demo the very first thing with our cart?

Nathan: Yes, why don't we do that first, and while you're getting that kind of set up, Barry, on your computer, and I love the email that you sent me. I think you use the same graphic and the same text, let's go and get that set up.

For all you guys tuning in, first off, you are in the right hands. Barry is at the top when it comes to working with entertainers, professionals, creatives online helping them to have a lot of success with his Blueprint, so Barry, thanks for having me on, and look, here's what I'll say about Facebook. It's changing all the time. Frankly, people are lazy, they don't like change and so when the change kicks them in the butt, they then blame the platform instead of trying to stay educated and stay ahead, and that's what you've heard recently on Facebook. These people complaining about decreased reach and how do you make money and I'm giving up and all of this.

The trick is to make sure that you're plugged in and you know what the changes are so that you can stay ahead and we are definitely plugged in here at HeyO. We've now launched over half a million contests on Facebook including the likes of Metalica and some major, major brands.

So those Facebook contests, Barry, which you know I came to your group in 2011, you can find those at HeyO.com, but what I'm most excited about and where we are going all in is understanding how to sell on social. Now Barry, before we go into your screen shot, I want to play a quick game. So all you guys listening, I want you to try and guess who I'm talking about. So Barry, back in 1995, about the year I was born, just to make the off shoulder joke.

Barry: It's not far from there.

Nathan: Not far, I was '89, 24, but back in 1995 this pretty ugly dude graduated in New England and he was studying Mary Meeker's online reports. Mary Meeker posted internet reports. She was like the authority on internet stats and figures back then. He was studying her reports and saw that internet usage was growing exponentially, but there was not an easy way to buy online, Barry. So this guy traveled across the country to Seattle Washington and said, I want to help people sell online and he started with books. Now before long he patented something called a 1 click checkout and it is now the multi-billion dollar behemoth Amazon. Barry, you probably remember that story.

Barry: Oh yeah, yeah. I've heard Jeff talk about that live at a TED Conference.

Nathan: I'm a big fan of Jeff. I've read all of his books, and studied them like crazy. Here's the thing, now a lot of the eyeballs online are not spending their time on websites. Where are they spending their time? On social: social media, Facebook, Twitter, Instagram, Pinterest, YouTube, you name it, but nobody has come up with a 2015 version of the one click checkout for social. So that's what we've created here at HeyO and at HeyOCart.com we have invented a way where you can post a status update on Facebook, and say comment "buy" below to purchase my "whatever", my entertainer's pack, whatever, my video course. When people type "buy", that's like an actual credit card transaction, so Barry you want to start?

Barry: We're going. Let's do this. I prepped one last night, ready to go. I did this back in April just as a fun test. I was chatting with Nathan and he said, "You're not going to believe this thing that we're doing." So I just put it up and made sales. We're going to do this one live and by the end of the webinar you'll see what happens you guys. Then I was getting ready to do this and I realized that yesterday was National Junk Food Day, Nathan. How good is that for selling a book on sugar the next day?

Nathan: People tell me I'm usually great with timing and this is no different.

Barry: I know, incredible. So here's the ad we're putting up. We're going to post this to my 30 Days Sugar Free page which has about 35,000 fans on it, so let's see what happens here. So I just wrote, "Yesterday was National Junk Food Day, today our fans combat that national disgrace at a special discount. Use "buy" in your comments for the deal.

Nathan: You want to make sure in that update, Barry, you put the price, so comment "buy" below to purchase for X amount of dollars, which is a fantastic deal where you save X amount of dollars.

Barry: For \$4.99.

Nathan: I see Barry, and Andrew and Gary, good morning, good morning. Brett said thank you. I see Steve guessed Jeff Bezos on the webinar chat. It's good being with all you guys this morning.

Barry: Cool, so for \$4.99. Just put that in. I'm going to put something about the Kindle version is, I think \$5.99, I don't know if 20% off is worth mentioning?

Nathan: Yeah, actually, the more that you create an exclusive deal for your Facebook audience the more purchases you are going to get.

Barry: Good, let's do it.

Nathan: Barry, I can't see your screen, should I be able to?

Barry: Yeah, I think you should be able to. I know why, I have you selected as the star of the show. Let me undo that. There we go. Are you seeing it now.

Nathan: No, I'm seeing me infinitely.

Barry: Infinitely on you, OK. How's that?

Nathan: I don't know. Ask in your chat. Guys can you...

Barry: Are you guys seeing that?

Nathan: I can't see your screen.

Barry: You're just seeing yourself. Now there's you in infinity. Let me make sure I'm sharing the right screen. Hold on one second. Stop. Let me get that screen up. OK I'll share this one and we'll be good to go. There it is. I think I had the wrong one shared.

Nathan: Yes, perfect. I'm not sure your audience saw this either, so do you want to walk them through it one more time.

Barry: So here's the HeyO cart. I'm in the back panel of this thing. All I did was go in here and select my page. I manage a bunch of pages, so I selected the one I want to share it to, and here I'm just putting the status update just like I would share on Facebook. Yesterday was National Junk Food Day. It was so funny when I was looking up what can I do about this, "Today our fans combat that national disgrace at a special discount. Use "buy" in your comment to purchase for \$4.99, a 20% discount off of Kindle.

Nathan: You want to say period, Barry and then enter and on a new line just say the I Love Me More Than Sugar eBook teaches you X, Y, and Z so that they understand a little bit about what they're going to get.

Barry: Ok, I put it down here.

Nathan: Yup, that's perfect.

Barry: Perfect. Let's put this bad boy up. So you'll see right here I put the price in, \$4.99, and little product description. I'm hitting next and here. Yup, I already uploaded the product. I uploaded the PDF. So it's easy. You guys could be doing this with your songs, with your music. What are people using this for besides books?

Nathan: We actually have a lot of country music artists selling thousands of copies of their song on this. Any audio books that you guys have created. Digital audio, and Barry, while that one just went live. So any of you guys can go to his Facebook page now and comment "buy" on that status update to watch how this works. It's really amazing. Barry, you can do that real quick.

Barry: Let's see at the top post here, yup, there it is, the top post on the page.

Nathan: Yup, now while it's getting some "buy" comments, Barry, go back into HeyOCart and go onto the statistics from your last post. You can see that Barry got 15 sales on his last post and you can see all the data here including customer names, and emails.

Barry: Unlike Amazon, I actually have customers now. I have emails, which is kind of remarkable. I don't usually get those. Well good, we'll come back to that. Love to have you just talk the entertainers about what the difference is between a personal fan page and a business fan page and what are some effective strategies to use?

Nathan: Yeah, so there's two kinds of Facebook kind of profiles that you can have. The first is called a Facebook profile and Steve and everyone else listening, that's where you've got your friends. So profiles are for friends. You can't do business there according to Facebook's terms of service. Then you have a Facebook fan page where you have people who like it, number of Likes. So if you don't have a fan page set up, you can go to Facebook.com/create and that will help you set up a Fan page. Now once you have a fan page set up, you want to start posting content there regularly to build your fan base. Once you do that, Barry, you can then get creative and start running contests, promotions and sales to get more exposure.

Barry: So I've gotten this I Love Me More Than Sugar, this 30 Days Sugar Free Page up to 35,000 people organically. Really never spent any money on it and I continue not to. A couple of key viral photos have really helped me. Some that get 14,000,000 views and 300,000 shares. Things like that start building the numbers up pretty quickly and I can do some things like this.

Nathan: Just so everyone knows, Barry, what was the name of your fan page, if you want to go check that out?

Barry: 30 Days Sugar Free.

Nathan: 30 Days Sugar Free with 35,000 Likes. In fact, I am going there now and grabbing this because I will use this eBook like crazy, so I'm going to comment, "buy". So what other questions, Barry, do you think your audience has about using Facebook?

Barry: Yeah, so I guess really the way that entertainers specifically can use this either for shows or in social media to build a following that's outside of their personal page.

Nathan: Yup, so when you guys are doing live shows, one of the things that you can do is launch a contest. So let's say you're performing at a night club or in Las Vegas, or somewhere on Friday night, an upcoming Friday night. You might launch a contest a week in advance that says, "Enter your email and click Like, Share, and Tweet for your chance to win an onstage pass." Or personal one on one time with me. Or for your chance to win front row seats.

So you've got to get the incentive right, and there's five other critical elements of a successful Facebook contest. Barry, when I say successful. I mean a Facebook contest that converts at 30% or higher. Meaning if a 100 people visit the contest, 30 or more of them will opt in. So the first is strong incentive, the second is you want to feature your brand or logo in the upper left of the campaign, the third is you want to make it really easy for people to enter their email.

So step one should say enter email. Step three, four, and five, should ask them to Like, Share, and Tweet the contest. That's how you start a snowball and get free traffic without spending money on ads. The fifth is you want to make sure that you put a good description on the contest so that people understand what you want them to do. The sixth is you need to make sure the contest is mobile optimized, because well over 55% of your fans will engage with the contest from a mobile device.

So all of that may seem complex if you're listening right now, and you're going, "Oh my gosh, I need to hire a developer or, gosh, we're going to have to work with a Freelancer on ODesk who's going to waste my time and call me in the middle of the night because they're overseas. We actually do that at HeyO and you can sign up on HeyO using a free trial at HeyO.com to launch your campaign totally free.

Barry: It's remarkable, really what you guys have built on HeyO for drag and drop easy. Hey could you share a screen of one or two contests that are working well so people can see?

Nathan: Yeah, how do I share my screen on this?

Barry: Yeah, if you hover over the video screen you'll see a green box with a white arrow there on the left.

Nathan: Ah yes, let me do that. I'll pull up a campaign or two.

Barry: Yeah, grab the one you want to share, then just hit share on the bottom. I've been so blown away, every time I see them happening on line and I see it from you guys I just get this huge smile on my face knowing that, first they didn't hire it out, they just literally said, "Oh, this goes here," and you have converting templates there that people just use.

Nathan: Yeah, and they're working incredibly well. In fact I'll show you guys one right now. Let me pop open... Alright and I'll share my screen. I have to share my entire screen.

Barry: Boom! There we go, it's going live now.

Nathan: OK great. So can you see?

Barry: Yep.

Nathan: Great, so what you guys... So we can see here this is an app on Stein's Facebook page. I just articulated the critical elements. A strong incentive, so here they're giving away coolers. Your logo in the upper left. The email opt in is closed because the contest is over. I'll show you that in a second. But the Like, Share, and Tweet and then a good description of the number is fifth most important thing and lastly, making sure it's mobile optimized. Which isn't going to work on a computer right now, but it is mobile optimized, on a mobile device.

Barry: You may be one of the few people opening this on a computer, actually. I know the way that Facebook is working now-a-days.

Nathan: Yeah, now this is one bad example because it's in a different language. We have over 10,000 customers in 168 different countries. Everybody is using HeyO.com. You can see here that this is an email opt in and then they ask people to Like. Let me go click on... I have a huge list here. I want to show these campaigns that are crushing it.

Barry: Man I love that number all your customers, Nathan, watching your growth in the last couple of years. I know when we first did a webinar you were somewhat working on a cinderblock desk.

Nathan: Yeah, a very small desk.

Barry: Congratulations.

Nathan: Now this is a page, it looks like a non-profit organization. They used our drag and drop template to actually ask some poll questions and capture email, so they built this custom. That wasn't our contest template, but we enabled them to do that without having to code.

Here's a good one. Enter for a chance to win a ticket to the Liz Gilbert Live Event, plus a copy of her new book, Being Magic. So you guys can copy this as entertainers. Again, logo, Like, Share, and Tweet and you notice when you Tweet this, I'm Tweeting out about the campaign. So every fan that enters is going to Tweet out about Liz's workshop and it's going to get more viewers. So it's viral in that regard. We really engineer virality.

Barry: This is Elizabeth Gilbert of Eat, Pray, Love I take it.

Nathan: You got it, you got it.

Barry: Yeah, I love this.

Nathan: I'm not a big political guy, but we do have currently Presidential candidates using us. We've got Pat Tumi who's the politician using us, I'm not a big fan, obviously... I don't take sides when it comes to folks like Sarah Palin, but you can see here, Sarah Palin.

Barry: Yeah, there she is, right? Using HeyO to run a contest or a lead capture.

Nathan: Yup, that's exactly right. She uses us super, super frequently. Let me see if I can pull up a few more other ones kind of on the fly. Again, customers in over 168 different countries, so this one, I don't even know what language it is, but you can see here they've got a beautiful background graphic and then email blasts opt in to the newsletter, and then click here to Like, it, and click to enter.

Barry: Once again, this is all through Facebook. No one is going out there. They're not leaving Facebook. They're doing stuff in an atmosphere where they are extremely comfortable and these people are building their list.

Nathan: That's exactly right, so again, this is like a regular Facebook page right here, and you can see that they posted an hour ago. "Win, get ahold of a pair of your shoes as used by like the global cycling network by entering our latest contest here." They put the HeyO mobile URL here and when you click it it goes right into that campaign. It's all inside of Facebook.

Barry: This is so game changing. I'm coming back over to this for my 30 Days Sugar Free. This is great. I'll be 10,001 latter today.

Nathan: That's amazing, that's amazing.

Barry: This is really too much.

Nathan: Fabreze is using us. They've had a lot of success. Let me see, I'm just clicking through a few others here. Are these valuable Barry?

Barry: Oh my gosh, this is so good. Hey you guys, jump in. What questions do you have about how this might work for you, building your list, getting an audience for your show? Rewarding people who are loyal fans. It doesn't end and we'll follow up on some more of this, but use Nathan while he's here. We've got another 5 or so minutes with him.

Nathan: Yup, yup, these guys put a campaign together, Happy Tummiess that's a specialty grocery store. I just proved that this would work for anybody. So their giving away an Excalibur Food Dehydrator.

Barry: Yeah, if your office was filled with one of everything you've helped give away, it would be remarkable.

Nathan: It would be packed. Here's one that's still live. So here again, logo, the incentive, a countdown, which strikes urgency and then people can opt in here. That's step one. Enter your email, Boom! It goes to their list, that's list building. Then Like the page, then Share the contest to your friends, to get more people to come in. Tweet it to your followers to get more people to come in. They just work beautifully.

Barry: You guys, you know I'm on vacation and I'm doing this from a friend's house in Leadville, Colorado, at 10,200 feet. I will do this right afterwards. I will set up a contest for 30 Days Sugar Free, share my results with you and I challenge anyone else on this call to jump in on Nathan's offer. Do a contest right now, let's use this to build an audience right now and get a call to action. I don't care if it's for a CD or for a personalized magic link to their kid's birthday party. There's a million things you could do to start building a following and everything we've talked about in this.

Nathan: If you're doing birthday parties, you could even launch a contest for the birthday. You could put the child's face here and then tell people at the birthday for their chance to win a piñata or candy or something at the birthday, they have to go to your page and enter the contest and actually do the contest for the live event.

Barry: You know, with some people who are playing really... this will be known as the webinar where we went from a picture of Sarah Palin to a couple of pounds of bacon. This is good.

Nathan: They're probably not a lot different to be quite honest with you.

Barry: Hey, there we go. So, Nathan, there's people who are performing at large Performing Arts Centers, and having a big audience, what about something just like a special meet and greet, or just something to do a meet and greet after the concert. I can just picture that happening and going so viral and selling tickets.

Nathan: Yeah, pre and post events, that stuff works great.

Barry: Hmmmm. This is good. Hey here's a couple. How would you use this to promote a live show? I guess that's depending on the venue, John put in there what kind of venue. Certainly if it's a Performing Arts Center or something open to the public, that's quite obvious. If it's for a private corporate event, it might be a little trickier.

Nathan: You can use it, so let's say your tickets are sold out but you held one or two tickets back, you could say we're sold out enter the contest for your chance to win the last two tickets.

Barry: Right, I love the idea of a couple of chairs right in the wing. Having been an opening act for dozens of celebrities, some of my favorite seats are right in the wings. So someone says, as a performer that doesn't have a book or a CD etc. what can I offer to my followers.

Nathan: You can offer anything. Don't forget that you don't just have to offer something physical, you can also offer an experience. Actually people like experiences even more. So you could give away a back stage pass. You could give away a free dinner at the event, you could do that, or before or after. You could say, hey, if you enter you'll get a free ticket and we'll give a friend a free ticket, so you get a two for one which gets you more exposure. There's a ton of things you can give away besides physical goods.

Barry: Nice, I love that. Someone had a good thing, does HeyO handle the choosing of the winner? How's that determined? How do you guys do that?

Nathan: Yeah, so when you're on the HeyO backend, we actually keep a little analytics dashboard where you'll see all your leads coming in and you can download it into a CSV and then pick the winner out of that CSV.

Barry: I love that, yeah, someone you love or someone fully random.

Nathan: We usually want somebody with a big social following because when they win, they'll then tell everybody and it gets you more traffic.

Barry: Right, and you guys, don't get thrown off if you don't have a big social following right now. I tell you, this is the kind of thing that can build. Go back a year ago, I probably had no one, or the low four digits on 30 Days Sugar Free and through constant work which sounds hard and it's really so easy. It's every couple of days I put something up. I should be banging it even harder. I've gotten this thing up to 35,000 people without spending any money on advertising and we'll go into a way of doing that.

Nathan: Barry, even on my personal Facebook page at Nathan Latka, I run a weekly give away and I only have 4,400 fans, but you see here I'm giving away, I got one of their new GoPros and like three of their business books, so people come in here and they're entering Like, Sharing, and Tweeting and that's helping me grow my audience all for free.

Barry: That's on a personal page, oh that's a public figure page.

Nathan: It is a business page. It's my name, but it is a fan page and you can see I've got 4,400 Likes here.

Barry: Well with that hair cut you'll have a lot of fans, I'm telling you.

Nathan: It's a comb over man.

Barry: It's not a comb over, that's solid. That's through the roof my friend I can see that. Let me take a look at this thing. Let me refresh this page and see how we're doing on my... I just want to check one more time for the questions, 274 reached. So I will throw some money at this thing for sure. So far there's people that Like it. This thing when I have 35,000 people, when I put something up it goes up to a couple of thousand views pretty quickly. Your recommend doing that even a five or ten dollar boost just to get this thing going.

Nathan: Yeah I do, especially because when you boost it for five bucks you get like three sales, you're putting five in and you got fifteen out. In fact this is my backend dashboard. So I'm using HeyO cart like crazy and you can see I put up a webinar eBook for \$27 and I got 20 sales at \$5.40 a pop and the cool thing is people comment buy and they don't purchase, you can actually remind people. You can say like, "Hey Dale, if you're interested, don't forget to check out," and you can actually remind them.

Barry: Just one comment for you guys. We kind of switched between HeyOs offerings here and the campaign builder now and I was just going back to look at this thing. Look at this, you were selling this for a reasonable amount of money. This was not \$4.99 product.

Nathan: It was \$27. We have people... let me see if I can find it. Yeah so this is Egard Watch Company. These guys aren't selling physical goods unless you have a CD or something, but read this real quick on my screen.

Barry: "For Facebook fans only, comment "buy" below to purchase our bestselling limited addition brigade men's watch for \$159, that's 75% off the regular price of \$650, shipping included, shipping to US only." WOW!

Nathan: Here they've got a ton of people buying, right?

Barry: Man, isn't that something.

Nathan: \$159.

Barry: Look at that, each time it puts the picture of the watch just for that social impact.

Nathan: The software does that automatically.

Barry: Hmm, boy, good stuff. Let me jump back to... I'm finding that you are using Instagram more than Facebook. Is that something that you're seeing?

Nathan: We are, that's why a lot of these contests, especially our photo contests that we have at HeyO.com that integrates with Instagram is doing really, really well. It depends on what your target market is. If it's the younger generation, you want to do a photo contest that integrates with Instagram. If it's more professional like a corporate event, sticking to Facebook is great.

Barry: Yeah, in your work, this campaign software this shares with Instagram?

Nathan: Yeah, the photo contest specifically directly integrates with Instagram.

Barry: Is offering a gift certificate for a free birthday party effective?

Nathan: Yeah, totally.

Barry: Just give it to me, man.

Nathan: If I can pay you and I get two birthdays a year I'm in.

Barry: I know, exactly. Yeah, good stuff. Hey man, I know we're at the top of the hour and you've generously gave us your time. It's a great day and thank you so much for introducing all the links to all your stuff. We're going to talk about some more Facebook strategies when you're done with it. Thank you so much.

Nathan: Well Barry, I think you're one of the best, so I know your folks are in good hands. If there's anything else I can do to support you. You guys can ask me questions on my Facebook page. I'm here to help.

Barry: Cool man, thank you so much Nathan, you're awesome. Take care.

Nathan: You, James, everybody else on the chat, I'll see you later. Bye, Bye.

Barry: Thanks. Alright guys. Incredible to connect with him. That guy is 24, 25? What did he say, he was born in '89, so maybe he's 26 now, running a seven figure business helping people who would have no idea how to do the kind of stuff that he just showed. Easily drag and drop simple to play and he's just been such a good friend of this program.

Every time I read about him or see something in the news. I'm thinking I can't believe that I can call this guy and he'll come on and join us again. So good to strengthen the network, right? Always do that and I certainly reached out to him and said how can a four time world juggling champion with six TED appearances, who can I connect you with and I had some fun with him as well. Good stuff. Really happy to do that. We're going to dig into our content here. Some of it is following up, and I'm really glad that Nathan made it and we were able to get him to set the context for what I want to do.

I'm going to boost this post a little bit. Facebook is a little funny. They love to see some... I'm just going to throw a \$10 ad at it right now for people who like the page, we'll let that thing run. That may or may not get approved. There might be too much text in that ad to actually be approved, but not a big deal.

Not really looking to sell too many books this way, but I thought it would be fun to look at the results of this thing. I certainly had some quick sales last time I off of this.

Let's dig into our stuff here. Good, I only have one screen today so I feel a little bit handicapped. I usually have a couple of screens here so I can see what you guys are talking about. I'll have to switch back to that just to catch comments and things. That was really cool too. Lots of youth are using Instagram, my goodness, my 13 year old is trying to get on that sometimes. Well good.

Week in review, let's just take a look how some of you guys played with the Holiday Party Funnel, like I said last week, this is the time to be putting that into use, or the time to at least be getting comfortable with it. So in the next week or two, three at the most I want you to start really pushing that. Everything I talk about it drove that Holiday Party Funnel into the ground with you guys and I have you every step to take.

I want you to be doing that and I want it in place in a couple of weeks here. Don't look at this as something that you put in the frig or the freezer, there's no time for that. This can easily, as some of our people have already found and shared in our group, they've already used this to pay out more than the ShowBiz Blueprint investment for Holiday Party Funnel. So put this into use right now. This is the time for that one to get going. There is extensive talk and follow-up and homework on pricing. We dug into pricing. How do you get your price and all kinds of the inner game around pricing.

Congratulations to AJ. I know you said you had doubled a price that you had quoted for something. Wonderful. Michael Kerry, same kind of deal. Just don't skip that part. This is another piece that doesn't go to the frig or freezer. This is another piece that without a doubt goes into the top shelf of what you're doing right now because it's the kind of stuff that's going to move the needle for you.

Working with producers, hopefully you guys heard all three interviews. Were those something else? Man were those a peek into the brain and behind the magic wizard curtain of the producer world? I couldn't wait to share those with you and I think they came at the perfect time in this running or ShowBiz Blueprint. I really hope you took the time to listen all three interviews.

Today I'm going to give you three more bonus tips for working with producers. Three pieces that kind of came up after I did that whole piece last week. If you come to peace with where you're at with ShowBiz Blueprint, I suggest you do a completion around the whole idea.

Oh, I'm still on the Facebook page, sorry about that John. Let me stop that. Thanks for telling me that. I stopped sharing that. I tell you doing this with one screen is kind of messing with me a bit because I'm used to doing it another way. I think we're doing that one. Yep, I think we're sharing this screen now. Thanks for shooting that over.

Let me just check with someone who's on the call live. Now I see I'm sharing that. Good so, hopefully you guys have come to peace with where you're at with ShowBiz Blueprint, done completions, decided what you're going to spend your time on and putting it into use. Please don't sit around waiting for this stuff to feel perfect or ready. Merissa Myers, right, the head of user experience at Google. I just love her quote about we should always be doing things we're not quite ready to do.

They're certainly doing that at Google and they're always pushing their people. I've done shows on the Google campus and it's remarkable what happens in there that people aren't feeling ready to do. That's part of the mission statement of the company and it has to be part of our mission statement.

So while you come to a place of peace with where you're at with ShowBiz Blueprint and I hope that includes a lot of discomfort, a lot of uncomfortable time when you're pushing yourself doing stuff you're not ready to be doing. That's the way to make progress. Alright you guys, today's agenda I already talked through with Nathan. He wrote me last night late and said, "Oh my gosh, I have an appointment, can I come on at the top instead?" So we juggled things around.

Let's revisit conversational calling. Six weeks later I just want to touch in with where that's at and give you a couple of more strategies that wouldn't have made sense at the very beginning. Bonus tips for working with produces, and we're going to do something that times into exactly what Nathan spoke about today. Kind of a viral video challenge. I'm going to bring something up to you guys that I want you just to take a deep breath, take it in. I looked down the list of people in this program, in this session of ShowBiz Blueprint and I know every single one of you can produce something that is a powerful viral video. So I'm going to give you the framework in which to play with that.

Good, so conversational calling, let's dig into... Let me just jump back over real quick and let me just see if we have any questions that I can take a look at in the meantime. Good, nothing else.

So where is conversational calling sitting for you guys, six weeks later right now? Are you doing it? Is it feeling different? How have the stories changed that you tell yourself about speaking on the phone, about your abilities to connect with clients on the phone, about your confidence in doing it? I've certainly enjoyed every single report and share that you guys have given on the Facebook group about how it's been working for you.

I don't care if they're good or bad stories, all I care about is are you doing it? Are you getting better at it? Are your stories changing about it? That's the big thing right now, and most of all are you trusting yourself to connect and not just to sell? Are you trusting yourself to be a connector, to bring value, to be able to listen? Is your mindset clean when you go in? Can you even tell six weeks after hearing this stuff for the first time, can you even tell if you're going in with a totally clean mindset, or is part of you still thinking I've got to close this deal.

Because if you're still thinking that, there's still a block. There's still whatever you want to call it, there's still bad mojo going on around you and that conversation, so when you have that first one where it's totally clean, where you're not thinking I have to close this deal, you're going to feel it. I know some of you have already felt it, man. I loved hearing those reports.

Have you practiced? Right? Have you practiced enough to be comfortable with it? I don't know, man I hope so. I hope so, because none of this is something that certainly wasn't meant to be entertaining. This is something that was meant to challenge you. This is something that has worked for me, has changed my life and my finances, my client list and the way that I connect with people. I share it with you in full knowledge that if you practice it enough it will do all of that for you.

Ask yourself, always ask yourself what's at risk for me doing this? What's at risk for me not doing this? The area in-between those two hands that are held up, that's the area you get to walk. That's the tightrope between those two hands. There's always a big risk in doing something and there's always a huge risk in not doing it. I invite you to be as uncomfortable as possible if you're not doing calling, you got to listen to that recording again and just dig into it.

Alright, so what commitment will you make to yourself? This is something that I need from you guys right here on week 9. We need to find out what commitment will you make to yourself around calling? Hopefully it's on your calendar. Hopefully it's actually in your practice, and if not it's on your calendar.

This comedian recently said, I heard him on XM radio on Stand-up, he said, "The phone is the least used app on my phone." Which I just love that joke, but the truth is businesses are the last places to still use the phone. You have to master it.

Be the person. Be the person who's comfortable on that phone call. Put your number everywhere on your site, your social, in your professional business signature. You're not going to get a ton of calls, but be the person who's out there with a phone number. You don't have to put your own mobile number. Put an office number, get a free Google phone number. That sucker will forward anywhere you want it to, when you want it to. It will ring two or three phones at once if you want it to. It will ring your Google hangout app on your computer or phone. A lot of control, so be the person who has an available phone number. It puts a message out there that this is someone I can talk to.

Then when they speak to you, you listen and you know how to do a conversational call. You're going to see how it changes. You're going to see how that tool becomes everything it can be before you, and all those years you spent fearing it, running from it, thinking you were bad at it, it's just a story, just a story.

Good, so be that person that others can't wait to speak with. You will do that. Listen, listen, listen, use aikido, not karate. Did we talk about that? Did we talk about that analogy of when in aikido and someone is throwing their weight at you, or coming to attack you, you use their energy against them to move them forward. It's beautiful to watch. T

hat is. That's the piece I'm sure we talked about when we talked about how when someone says, "Oh we already have someone who does that." Not a problem. That's the aikido move, right there, "Not a problem. I'm not calling to replace who you currently use. I'm calling to see if you'd be open to some ideas about Boom! Core conflict. That's it. That's aikido, very hard to defend that. Where as in karate it's all you're putting in offense with defense and it's not the way to be doing it on the phone. Good stuff.

Let me go back to the screen for just one second here and just make sure we're not high on questions here. Good, I have to do many completions before each of my ten calls. Kiley, awesome, awesome, Wow! Congratulations, that is so good, and I wonder how those went? I wonder how those completions helped get your mindset cleaned up to do those phone calls. Congratulations.

I still do them. Man, we're on a ten day trip and I have to do completions about my son around the media stuff and my story around it and what he needs. Of course thinking about when I was in the car as a kid

there was none of that so we looked out the windows and talked and played games. Completions of a different time and helping him look out the window, play games and talk too. Good stuff.

Alright anything else on conversational calls, because I'm probably not going to talk about it anymore. I may mention it as a throw away next week, but the truth is I think you guys have everything in your minds you need to do it. Now it's taking into the three D, into the real world, getting comfortable with this thing, loving it, and connecting with it.

Alright, let me go back on. We are... what a time, what a time. So the producer work, we did a lot of producer work over the week. We did homework. We did setups for how it's going to look. We did Blueprinting out kind of the rhythm of ways to get into their circles. Today I want to just talk about three more ways to connect yourself to them. Insights for working inside their inner circle.

So I had mentioned screen capture utilities, the easiest, cheapest one, it's free, it's called Jing, J-I-N-G. It's sort of big brother is called Snagit. I think that one is \$24. I use Snagit. And I will use that one to just go on, bring up both websites, your website and that producer's website and just record a short 60 to 90 second introduction, conversation, news item, anything that I told you that you could do in a conversation or a follow-up series you can just do right on a short Jing video. Send them a link to that.

Go back and forth. I like to go back and forth between websites and say, "Hey, look you're booking this guy, or you just did this great event. Here's one we did two years ago in that industry, do you have something in mind for them next year? I'd love to talk to you about being able to continue the great job you do every year for them with this idea, this song, this magic trick, this illusion, this ventriloquist act, whatever it is." It's really wonderful to use video. A short Jing or Snagit video switching between the two sites, and just narrating, just like I'm doing right here. It's very powerful.

Send a picture or a newspaper article with a post-it note. Do you know how, and I talk to a few people in ShowBiz Blueprint who have done this, who have stunning results of just sending a printout of one of their one sheets with a hand written post-it note on it that says, "This is getting a lot of heat right now. Just did this for 4,000 people in Minneapolis, standing ovation, right on a one sheet." Or a picture of something, or a newspaper article of something you've done. A newspaper article within a company that they just worked for. Getting inside a producer's world requires a little extra work and those relationships will last you five, ten, twenty years in some cases depending on where you are in your business right now.

So is it worth a little bit of work? Is it worth cutting out an hour a week to see how you can boost the producer relationship? Yes, yes, and yes, absolutely without a doubt.

OK, the third one that I was coming up with, a lot of speaker's bureaus and you know this very well after listening to Julie from Prime Time Speakers, she has shifted. Oh and let me just throw in a note here. She has really shifted to just doing consulting within the medical industry now, so I don't even know if Prime Time Speakers is actually working on that level any more, but everything that she said, A+ 100% applicable to every speaker's bureau you'll work with.

Many speakers' bureaus are niched. Some work with sports, some work in network marketing only, some work with multi-level marketing, some work in the wedding industry, probably not speakers bureaus, but some work in sales only, so anything you have that you can bring that you can focus on in either the show, or you can write songs for, you can customize material for, find those speakers bureaus that really focus on a niche and find a reason for them to listen to you.

You get what I'm saying there? It's connecting the dots. It's knowing that these guys book sporting events and I have a remarkable piece of my show that is so customizable to any audience and it really speaks to the sports audience. Yeah, of course, that's someone that is worth your time. That speaker's bureau's not going to respond to just, "I'm a comedian, I'm a singer, or I'm a magician." You're not speaking their language. Their language is sports. What can you do to really connect those two in?

Let me jump in there and just see if there are a few questions here.

I'm heading off to a cruise in a few week as a direct result of the cold call. Jeremy, awesome! You're heading onto a cruise, good for you man. Wow! I love that, for the second time. You're doing the work dude, that's it.

Lots of resistance when I call from the potential client, "Who is this, what do you want," wonderful, great time for aikido, trouble getting in touch with the proper person. I get it Dean and I'd love a couple of things for you. I'd love to know if you're completely cleaning your mindset and if you were it wouldn't be resistance it would be that's their reality and that's fine.

So you hang up and you get back on. You call another one and refine every time. I don't know what you're saying at the opening. If you every recorded one I promise you I would listen to it and give you some critique on it, and some feedback. That would be a wonderful exercise for you. Loving the process, man. Good for you.

Stay in the process. Every time you do it, everything the mind gets a little bit cleaner. So keep looking for ways to serve. Play with your conversation opener. If they say, "Who is this, what are you calling about, what do you want?" Wonderful, my name is Dean I'm not sure what market you're calling but could I speak to the person who's most concerned with bringing back new, informed and engaged leads from the upcoming South by Southwest Trade Show? That's what you're doing right there.

"Oh we don't do that." Oh, not a problem, so what I'm hearing is you go to trade shows, but you're not interested in bringing back leads? Silence is powerful right there. Feedback what you just heard. I tell you at that point you have nothing to lose and everything to gain. The experience of saying that sentence of letting them see themselves that way. Wonderful, you'll get luck at it, I promise, man. Just don't stop, keep with it.

Who is it? Chad Chesmark who's in our group, of course, boy he's reporting just such good stuff and he's a guy who's doing most of his work from a cruise ship right now. So hats off to you my friend. I just really appreciate how you're stepping up and doing that. Dean I love hearing you say, "loving the process and willing just to keep going at it and staying with it." You're doing it. That's where it's at. You're doing the work right now is what's happening.

Good, so that's the inside extra ones I wanted to give you for working with producers. I wanted to bring something up here: an idea and pass it though. We've done this with a couple of past ShowBiz Blueprints, but we haven't done this in a while, but I want to share this idea. This guy here on the left? I hope you're seeing him, his name is Chris Bliss. He's a stand-up comedian who's had, I think it's over 100,000,000 hits on a YouTube video that he did juggling three balls to a Beatles medley. The Golden Slumbers I believe that it's called. He did it at the Just for Laughs Festival. That video went viral, and changed his life. You will hear a full ShowBiz Blueprint interview with him during this week's bonus materials. You're going to love it, oh my gosh, you're going to love it. The insights there. What it's allows him to do. How things changed when that happens. If that doesn't inspire you, I don't know what will.

The man in the middle, Judson Laipply, maybe you've heard of his video the Evolution of Dance. He went very, very viral a bunch of years ago and did a follow up with a great piece. He's a keynote speaker and ends his keynote speech with a thing call the evolution of dance where he takes it all the way from the caveman days up through disco and hip hop and ballroom and just Boom! Changing on a dime. Nothing to do with his talk, though it does now-a-days, but back then it was just this fun piece he threw in at the end.

Then the man on the right, Shawn Haynes, millions, and millions of hits on viral videos on YouTube that he makes specifically with the idea of ad revenue of making money from the videos. So a whole different take from it. All three of these gentlemen gave interview to me during different runs of ShowBiz Blueprint throughout the week I'll be sharing those with you. I want you to listen to all three of these throughout the week, with the idea in mind that I'm asking you to create something that has the potential to go big. Let's talk about it actually, why we're going to do this.

We're going to combine everything from today, everything Nathan Latka talked about. How he talked about contests and how he talked about building fan pages, launch campaigns, give-aways. You guys all have something to give away that's valuable. He had mentioned the experience giving away experiences is sometimes way better than a physical product.

I don't know about you, but I personally don't need anything else physical in my life right now. I don't need one more gift. I don't need one more anything, so an experience, heck yeah. Sign me up for that. So we're going to use everything that we got from today. Facebook and videos are a viral platform. That's how these things work, so being able to share something, that's what happens on Facebook. It's the stuff that goes viral. Stuff that you never signed up to see.

So this is an excellent opportunity for us to really look at who we are, what we bring to the world through our gifts of performing, of being able to address crowds, to speak to people, to either show tricks, share music, fool people, engage people, inspire people and we have to do that through platforms that are built to go viral. Facebook and videos via YouTube are built exactly for that. So what we do as entertainers, I just covered that, has viral potential of course. Anything that's normal that we do that has potential to go viral. That traffic changes lives in today's world and that's not an over statement at all.

In fact I'm going to show you something. The last thing I shared on that is you have to have a piece of that. You have to have a piece of that change because of the skills that you have. Let me stop sharing

this. I want to pop over and show you guys something pretty quickly here. Let me go over to this screen. You're going to laugh at this thing. Let me share this one here. Let me refresh this and see if anything is happening on this one yet.

I know that certain times that publish to my Sugar Free page and I really do it on a schedule. Let me see, three more comments here. So here's some people that wrote "buy" that's their comment, buy, buy, so three others. So these people just wrote buy, so this is starting to catch on. We'll look at this later in the day and see how this goes. This will sell a bunch of book. You know it's not a ton of money but I did this for a demo here. Only 927 people reached so far, but let me go back to this.

Let me show you something, the power of viral here. This is something I posted March 27th. My son and I made this. This is a photo that we made right here. This is his writing on here. We were making microwave popcorn and I wrote... I made this just to share on my 30 Days Sugar Free page. It costs \$.25 a bag and doesn't contain any of the junk in the \$1.65 bag and the only way I branded it was this little logo down here which I wasn't even smart and put it up where the bar doesn't cover it, but 30 Days Sugar Free. I didn't have any call to action in here, all I did was... look at these numbers. 14.5 million people reached, 376,892 shares, comments 1,541 just on this.

On the shares I know there were way more comments than that. Some of these caused a lot of controversy like, do we use regular popcorn kernels, and then I hired someone, I had an assistant who just went through and answered every one of these comments so we just built it up, and built it up, and people knew they could reach us through this. It was just crazy.

People complained, "How could you talk about his popcorn turns to sugar in your body and blah, blah, blah." Who cares at that point? I was not obsessed with making friends at that point. This thing went viral and even the more important part is what it meant to business, what it did to my list having those... 14.5 million eyeballs that went on that my list blew up.

I probably 10X the size of my mailing list through that from just people going to that page from that little place in that corner and signing up my mailing list, joining into my program, blah, blah, blah. It just kept going. So a lot of power in viral, in having things go out in a bigger way. Let me go back and talk. When you have that kind of power, when you have those kind of numbers, just putting up a basic one, like sharing a cookie I got a little smarter about how I branded this, but I always put this in the corner of my photos now. Just a little sugar cookie. I didn't write this recipe, but this is something that I just made a little picture and I put it up here. Once again 43,000 reached, 650 shares and all that traffic coming back to my website. The same one here. Just asking people a question, do you agree with this?

So a lot of fun having that kind of play, just having that kind of power and this all starts very small. I promise you that page a year ago today had I don't even know how to look at the results, but I don't even think it was in the thousands a year ago. I really started focusing on that a little bit each day and maybe totally an hour, an hour and a half a week. So not big stuff but the power grows pretty big.

So I'm going to inspire you guys right now. We are going to dig into... we did a little bit of the why around viral video, and now let's talk a little bit more about how it works and what we do. So let's talk about the how of this thing, of going viral. Don't make it perfect. Nothing I've ever done, was that

popcorn picture perfect? That was a... we could have typed that thing out and made it great and the whole thing, but instead I told my thirteen year old to grab a marker, he was twelve at the time – he didn't have his birthday yet, we wrote down everything that we did. We had a little picture of a teaspoon of oil with a ½ teaspoon of salt, we poured the 1/3 of a cup of popcorn down on a plate and shot a picture, did a five, ten minutes of Photoshop work and put it out. Didn't make it perfect, didn't even come close. So find what people are talking about. I certainly know in my niche what people are talking about. They're talking about losing weight, of feeling better, of high blood pressure, diabetes, these are all things that are in the conversation.

So what are people talking about in the news? If you just want to capture something that's happening in the news right now. If you're in Canada, if you're in Europe, or in the United States, what's happening in the news right now? We certainly have a... it's a political year, right. It's a... everyone is starting the Presidential campaigns. Everyone is starting to talk about that. What can we do with our art to get into that conversation? That's what people are talking about right now. Health care, probably a bunch of stuff, I don't know, as you know my love of news died 16, 17 years ago.

So what's your 60 second take on it that matters? What's your 60 second take on a big news story. Something that's happening in our world that actually matters that adds something to the conversation that's done in a creative way? Think magic, think ventriloquism, think song, who loves anything more than song? It's amazing. We gather in droves to watch people sing. So what can we do in 60 seconds or less that matters on something that's in the national conversation?

So the headlines. Check what's getting traffic and how do you do that? You look at Google news, you look at YouTube and you look at the titles of these videos. Then find what's getting traffic and then just model it. Even putting response at the end of your title is a wonderful way to do it. To jump into that kind of viral traffic.

I don't know what's happening with Sarah Palen, but Nathen brought it up a little while ago, you know, maybe she's doing something that's kind of funny now, or making some news. All you have to say is Sarah Palen drinks a quart of oil response. Wonderful, that's a video title that's getting searched. So jump into the conversation use that stuff in your headline. Then share it all over the place. Get in the draft of the buzz because there's conversations going on about it.

You're going to do your take on it, your 60 second take that matters. You're going to have a headline that culls that gets traffic, that gets results and you're going to share it all over the place. When I say all over the place, I'm talking about using it to comment on, and this is great stuff for you not to be doing, you guys, my goodness, this is something.

We still have a couple of weeks of summer left here for most kids. If you have anyone who is fifteen or above in your, heck I'd trust my son to do it, thirteen or above in this world, get them on there looking at where these conversations are happening and just post that video as a comment. Do it on blogs, do it on different user forums, do it on Facebook, in Facebook groups that are talking about it, do it on Huffington Post, do it on places where people are talking about this stuff - just share that video URL. Get it out there.

I've seen this work wonderfully, good. What are we doing? Why are we doing this? Right that's probably the logical question that is coming up in some of your heads right now. What are we hoping for on this? A lot of reasons: to build a following, to build your email list, to sell something. I grab those three examples right from what I'm doing with 30 Days Sugar Free. All three of those to build a following. To sell my books. To sell my online program. To build my email list, all those things.

For you guys – fans. Being able to sell DVDs, being able to get a massive YouTube subscribership where if you put something out, you have sales right away. Building an audience for live touring, for being in different places. Building a local following and really regionalizing this stuff. Doing videos about local things and then being able to follow it up with a concert, with a live performance. So know why we're doing this. Are we looking for conversion to put them on a list, to do something else with people, what?

Don't make it the call to action part of your video, you notice on my thing there was no call to action on that silly little popcorn thing. There isn't, "Hey, join the 30 Days Sugar Free Program." There's a little tiny logo in the corner. People had to work to do it. Of course you can do a lot more of that with video. In YouTube you can have a description. I think I even mentioned that. Brand that video with a water mark so that people know where it's coming from.

There's a whole lot of stuff going on with people. People stealing videos and downloading them and then putting them up under their own name and getting the traffic they had nothing to do with it, so brand the video with a watermark, then use the description. This is what I was saying. Use the description as the call to action to either go somewhere, to learn the secrets of a trick, to get in a contest.

That's a great place for Nathan's work, to join a contest that is going on until August 30. The winner gets a free custom song written for them and their sweetheart. Boom! Right there. How are you going to build that list? What are you going to be able to do with that list? How's that list going to get shared? How many people would love to enter a contest that costs them nothing to have a Christmas song written for their sweetheart and how long would that take someone with skills in doing that, or to do a magic trick, and produce their name out of a bottle, or who knows. I'm not the guy to name magic tricks, but boy the contest prizes are endless on this stuff.

So I love that. So let me recap what we're doing here with the viral video. This is planting a seed you guys. This is more of the boot camp experience, right, that I promised you. This is something that you might want to put on the frig or the freezer, but I want to really invite you to give yourself a time and a place to doodle on this idea, inviting it into your brain right now like we're doing. This is planting the seed and allow yourself the freedom to create something and dream about something that is bigger than you can imagine right now.

It's happened for all three of those people that I showed you the slides of for Chris Bliss, Judson, and Shawn Haynes, you're going to love their stories throughout this week. Man I listened to those. I've listened to each of those interviews a couple of times. They're so completely inspirational and so hands-on about here's what I did, here's what it looked like and you being able to connect dots and draw parallel lines between their journey and yours. Allow yourself the time and place to doodle on this. Yeah, find a place in your schedule. Maybe it's in your schedule just the first five minutes of any drive

you take. How does it sound to schedule yourself just for that first five minutes of any drive you take, to set a timer on your phone and just let your brain play with ideas around viral videos? I want someone in this group to have one that hits six digits, seven digits and then really working the call to action to do that.

I will put up some details about a contest I'll offer to member of this ShowBiz Blueprint who want to do a viral video that I will get on the phone with you and I'll grab one of those three winners and we'll get on we'll talk about how you can make that even bigger. I'll have details on that, but we're going to run a little contest on this, it sounds fun.

So keep the story short and keep it moving. This is not a long time in order to teach something or to really help people absorb and experience. This is something where you get in and you get out and you make a point, and you make it fun, and you make it irresistible for them to not share. They have to share this thing. Maybe don't put a cat in it, I don't know. Do what you want with that.

So of course, look to your passions. Maybe that's a place where there's a big enough following and you have something to say in that world. Look to world events. Look at farce. Farce is always fun, a whole different take on something, a new point of view. Just rock the boat. Don't do the same thing in the same way. Look for a way to be heard about this stuff.

Alright you guys I want to leave some time here for you guys to kind of just think through, while your given this dedicated time to be here on this webinar, what from today is going to the frig, and what's going into the freezer? What actions can you take from today? What actions are you willing to take based on what we talked about today? Ideas for a Facebook, for viral videos, for producers, or for conversational calling. Four HUGE topics today. Any one of these, any one of these could radically change your position in this market. Which are you going to take action on today, and which are you going to put in the cold storage?

Drop it in the chat box if you want to connect, if you want to get a little bit of accountability, if you want to get some feedback on it. I'm going to come off this screen and I'm going to go back to live. Let me see what's been happening here, in fact in the comments because without my two screens I'm..

You guys probably all read this, but let me read this from Gary: A group of students decided they were going to disrupt (this is about aikido) were going to disrupt a class and all dropped their pencils on the floor when the second hand came to a certain time. When that time arrived all the students dropped their pencils. The teacher looked around ran over to her desk, dropped a can of pencils. aikido, right? Oh man, that's a good one, a little goose bumpy on that, that's really cool.

Sorry I'm late, she could have been angry, but instead used the situation to connect with her students. Man, that is sweet. That's such a good one, I love that. Hard to illustrate that kind of aikido, yeah. Speaking of assistants, I'm working on hiring an assistant from Elance and working locally for getting more corporate gigs, good, awesome. It's amazing what they found and amazing the power of personal assistant.

Man Brett, you're a guy, if you're doing it while keeping a part time job at a bank, Bud, no one on this call has any reason for not stepping out of their comfort zone a little bit. Here's a guy that's working on an hourly salary, invested in himself enough to come to ShowBiz Blueprint and now doing the same thing to play even bigger, to multiply his results, thank you, thank you, awesome, kicking my butt. My biggest fail in my accountability group is failing to launch my videos.

Wow! AJ, I don't know what's up with that, but here's probably a fear that you have underneath it. There's something that you're afraid of happening. There's probably two things happening, one afraid if you do it and one afraid if you don't do it. The one I hear you talking about right now is the fear and the shame a little bit of not doing it, so I invite you to look at what's the fear of if you do it? What could happen?

Yeah, and Brett, posting some things on your Facebook page, that's an action that you're going to take. Please do that. Make them viral man with Twisting animals, balloon animals you've got a lot of chance to do things that are viral right now. In fact you're going to meet someone in our Alumni group in a couple of weeks, when you guys all get moved into that, I can't wait to introduce you guys to everybody and have them meet you. I'm sure it's a lot of your old friends of course. But boy, there's a wonderful opportunity to do stuff with balloons: To make social comment, to make really a statement to rock the boat a bit with a balloon that looks a certain way and a caption underneath it to really have that stuff go viral and have that little mark in your corner that sends people back to your webpage for more.

The Facebook contest is in the freezer, awesome. Viral video is on the burner, alright! AJ, you're set dude, you're amazing for a viral video. That's something that is right up your market. Find something that's getting a lot of heat right now, AJ, and bring that stage character, the other one, not the kid's party one, but bring that other character to that viral video. Make it short. Make it powerful. Make a statement. Good.

Faith, creating my content calendar, my Facebook page, awesome, and posting it this afternoon. Hey, Faith, what's happening in this world that an awesome short Jazz riff or something beautiful, the way you sing could touch hearts, give a new view point, let people see things in a new way. Yeah, please do that, please put it out there and then also just sharing stuff that the world cares about. That that niche cares about. I want to see you jump on that.

Alright you guys, I'm so out of breath. I'm at 10,200 feet and man it's incredible that whole oxygen thing is underrated unless you don't have it. Who's at the next highest altitude to me? I think there's some people in Colorado, but I forget where, but we're up high today. So I don't see any more questions, comments coming in. What you guys are accountable for, take the opportunity, join in with Jeremy and Brett, AJ and Faith, who are jumping in here to say what they want to do. For Gary for that great example of what you're doing. I love that. If anyone wants to press the button and speak live, I welcome the company and the chance to work one on one coaching you right here if you want.

I always have a concern taking a side on a political topic because of the backlash. Yeah, so excellent and how do you do that without taking a side? How do you comment just on what's going on? You know a way to do that is grab somebody else's opinion, a reporter, something that's happened in the news.

There's wild talking heads on TV talking about what's happening in the news and how... There's wild talking heads on the news speaking about someone's reaction to something, or a political move that they made, what if your comment is about them and the way they handled that and the way they did it.

Oh, Colorado Springs, awesome, right down the hill. I post photos on my Facebook, fan page, never had a contest, putting a Facebook contest on the burner. Awesome! Good, yeah, let's do that and get clear on your prize, what you want to give away and man the experience is great.

Dean developing a Facebook contest. Awesome. So put it together. I think Nathan's thing is I don't think it's expensive, but it is a monthly cost. I know some of you guys don't want to get involved with that. Personally, I know if I'm paying for some a month, I use it. So I dig into it that way. But I think he offers a free trial on there that's pretty dang generous for people who run a contest. Alright get that stuff going. Get in front of people with it. Get in front of people with your content, get it out there. Take at least one action today from today's call. Hopefully, two or three. There's some big things that happen. If you're not doing CVIs, if you're not doing conversational calls, please dig into that stuff. If you're not reaching out to producers or at least plotting your strategy for when you're ready to reach out for producers, get that on your calendar you guys. I want all of that to be live for you guys.

Next week we're going to kind of take everything that we've done from ShowBiz Blueprint. It's going to be a powerful session. It'll probably go longer than... I think our longest was about 2hr. 15min. This session we've had some biggies. It may be 2.5hr. It may not be that long, but we're going to put a lot of stuff into place. We're going to grab a whole bunch of dots. On my wall on my office at home. I'm getting back Tuesday night, so I'll go right in the morning into the webinar.

Just the big freezer paper I have of all of ShowBiz Blueprint, grabbing all the dots and showing you guys how to connect them, where to go, what to do, how to push yourselves. How to use the new Alumni group for accountability. Suggestions for redoing ShowBiz Blueprint, redoing what we're finishing up next week, getting it on your calendar and making it all matter so you can get out of it what you came here to get. I know some of you guys are having huge growth. Some of you I don't hear enough from and I got my own story about that. I trust you. I hope you're doing it and please check in, please be that person.

Alright you guys, I'm going to sign out unless there's any more comments. Anyone else want to jump online? I don't see anyone raising their hand to speak, so it'll be the Barry and Nathan show signing out tonight. I hope you got a lot from Nathan. Man was that something else though, to see that how he's working that.

Let's do one more check on my 30 Days Sugar Free piece here at the top and see if we got any more of these book sales. It's so funny to jump on the tail end of National Junk Food day, ay yai yai, why do we do that to ourselves? Six comments, so it's up a few more. Got another handful of sales on this, buy, buy, buy. It's funny, last time I did this people were writing comments just using the word buy somewhere, now people are just writing buy and you see what's happening here, it's posting the picture in every one. I could run over to my dashboard on HeyO and seeing if people are buying this thing, if not I can hit the remind button, which will send them another comment.

Then somebody just wrote, "Great book." I guess this is somebody who already read the book, kind of cool. Probably paid full price for it. I hope she's not mad at me. OK you guys. Thank you very much, it's been wonderful. Alright thanks you guys. Kiley thanks for inspiring us and pushing us.

Man Kiley, that's it. That is what I tell my wife, that's what I tell my 13 year old. He goes, "What do you do on these things?" I said, "Dude, I inspire people to be their best." He's got me for a dad and I'm pushing him all the time and helping him find his, so I think he sees that.

So you guys, thank you so much. Thanks for showing up. I'm going to go take a beautiful hike to day to this field of wild flowers which we drove by the other day and didn't even get to the innards of, but this is the kind of thing. I'm going to show you on here. I hope you guys get some beauty in your day to day.

Find something beautiful to look at because, boy I saw a kid sing last night and I was crying. I went to this thing. It's something I shared on my Facebook page. This 10 year old girl at this big amphitheater, probably 12,000 people, she did an opening to a dance show last night and I was literally in tears and my son came and said why are you crying? And I said because I love to see someone who is 10 years old and found that gift in their life already, but that's... does that look good? Maybe not, maybe it's hard to see. Anyway, acres of wildflowers, we're going to go hike through. I invite you guys to find some beauty in your day. See what beauty you bring to the world and how you can tie that into a big story that will add to a conversation that's happening on a national level.

You guys, thank you so much, a blast today to do it from Leadville, take care, bye bye.