

ShowBiz Blueprint – Module 5

Week five, everybody and we are back in a bigger and better way. We're going to talk today about how are you different. One of the big factors in selling our act to any market we're working in is differentiating ourselves, having a unique selling proposition and it's powerful. We're going to dig in to a powerful piece of the funnel, one of the funnels that I teach. This is the post-show. This is what happens after the show. It is legendary by all accounts in its ability to build relationships, thicken what's already been started and even lead to more business for you again or as a referral partner, as a member of their creative team, all of it and more has happened through using a post-show funnel.

Then we're going to bring on a special guest who, well, he's become a big part of my life. In November of 2016, I realized we had been in a mastermind group together for about eight months. He had said something to me at the end of one call. It led to a conversation, which led to me bringing him on as a partner in a business that I'm running online, 30-Day Sugar-Free, which we will do a complete guided tour of in a couple of weeks when we talk about the passive income module.

Sam is going to be a remarkable interview for you to share. I've never interviewed him about this. We had grown to be friends organically through a mastermind group and talking to him about the business from an outsider eye, through the lens of an entertainer. What you'll hear from Sam today is going to shake up radically how you think about your business and how you run it and what you say, where you find new people and what you do to bring new people in your business. I can't wait for you to hear it. We'll include it right on this module. I'll probably put a recording of it down below on the page, so you can take it on the go. All right.

You know I like to look back on week four because we've had the module and then we had some live time. I want to see just what's happened in those days in between. I told you I'm going to stay on you to stuff with homework and me checking up. Larry's connection challenge is a couple of week's old. If you've been doing the work, you're what? Fourteen challenges in, 14 connections in. It's very powerful. I'm sure you're feeling it. I hope you're not sitting this one out and thinking, "I'll start it at some other time."

I'm telling you just to get the notches on your belt, just to get it into your DNA, start the connection challenge and stay with it. I know most of you have. I love hearing about it and I chase you on this thing, I know. Our Facebook group is a remarkable place. I mean, we can say that honestly. We'll head into the alumni group about five weeks from now when this all finishes up. I'm excited for this group. It fires me up always to go in, see where people are stuck and read the wins. The wins are a huge piece of this stuff.

Post-show, post-booking funnels, did you get one of those out? Have you organized the pieces to it? Important: jump on it. It will never let you down and carry in on branding. I hope you've all listened to that at least one more time. I did put the interview on the page for module four just so you can grab that on your player because she's powerful. She says almost too much for the brain to take in when you start mixing it with, "I wish I had done this sooner," or "Here's an idea I could have." Take it in, listen to it and find the little steps you can take. She is amazing, a big part of this.

Next weeks, I'm publishing the Building your CVI Webinar, the technical call where I actually go in deep and look at the tools for doing it. It's going to be doable. I make it doable for everyone. In fact,

in your interview for this call when I brought you in to the program, I said, "Are you comfortable with drag and drop or do you have some way of building a webpage?" Everybody here said, "No problem," or "I can get somebody." Here's where I challenge you. Here's where I ask you to step up.

The last thing I want to review from past weeks, how are you speaking to prospects right now? Is it different? Is it different than how you may have spoke to them five weeks ago, five months ago, five years ago? Is there a build? Do you feel more comfortable? Do you feel more like you're serving, connecting, looking for ways that you can help, looking to become the valuable team member that they never saw coming? Yeah, I bet you are. It's powerful to do that. Keep digging in. Keep doubling down. Keep leaning into me. Keep leaning into your accountability group. Keep leaning into our Facebook group and challenging yourself. All right.

Today's agenda, you guys, we're going to talk about how you are different from what? From everybody else, from anything they've ever had. How are you different? How do we separate that out? It's powerful. We're going to talk about the post-show funnel. This sucker kicks off while you're in the hotel room or while you're in the car on the way back home from the gig. The brain starts working on this one really quickly and boy, does it thicken the relationship.

Then I'm going to bring on Sam Oh, who you're going to love. He's going to talk about SEO, content creation and lead generation, three pieces that he's brought to the business that we run together now, that have changed everything, have made it profitable and fun and exciting and the opt-ins are coming everyday and the traffic comes. It's just such a beautiful trifecta of ways to change your bottom line and it's ways that most entertainers will never even consider playing.

Finally, we're going to review the important pieces of weeks one through five, that if you take nothing else away, these are the pieces I want you to have in your brain for weeks one, two, three, four and five and they're going to be powerful. First, look at the screen share. This was from an alumni. He said, "When I went to talk to an agent two weeks ago, she asked me what differentiates me from any other magician. I told her that I did some stuff for celebrities and big companies. I didn't know what else to say. She said she also had magicians who did the same thing. Any suggestions?"

Wow! Do you guys feel that? The spot to be put in when you're standing in front of an agent and she just ask you these questions like, "What makes you different?" You throw out what you have. What's good about this? What's good that he had this experience, that he went in and talk to this agent and she said, "What are you doing"? Well, she's asking a great question because it's what she needs to know. You can either take this as an upfront, "Wow! This person is really aggressive for asking me that," or you can look at it through the eyes of curiosity, "This is actually something that somebody needed to know in order to sell me." Yes, hold it that way because that is the bigger truth. Remember, it's never about us.

Did you come with a tagline? I invited you after the branding exercise to come up with a tagline about your act, something that felt right to hang your head on about how you could talk about your act, something that's memorable and it's incredible. Do you understand the USP? Did you get that out of there? Look what I'm putting on the screen right now. This is another way that that guy or entertainer could have answered that agent. He could have said, "I live in the greatest city in America and I connect people at corporate events and trade shows in a way they'll always

remember." That memory, it just so happens is etched into their brain with your logo as the backdrop. Is that a little bit different than, "I have worked for a lot of celebrities and I have a lot of clients," or whatever?

Then after that, go back and ask that agent, "What differentiates you from all the other agents that I worked for? I'd like to know which of my personal and clients I can send your way." You guys, that the conversation. That's the kind of bold conversation that I'm really insisting that we step in to. It's no longer from fear. It's no longer from lack. It's all from abundance and service. That's the only place we run our conversations from. It's a radical paradigm shift. I know that.

Post-show funnels, let's go into this next piece of today's module. Over 90% of my business still does and always will come from repeat business. It's people that I've done business before, who remembered the good experience, definitely remembered my followup at the beginning, during the show and my post-show funnel. Today, we're going to dig in to that post-show funnel. I do this funnel only really with end clients. You can do it with a producer or an agent, but only do it one time with them. It doesn't need to be done every time. You can do some smaller version of it with agents, producers, meeting planners, someone who's not an end client. Boy, on the end clients, jump in to this thing.

This funnel, just like the others, is primarily for relationship building. This is the one that takes us from where we're at and keeps spreading on the value, spreading on the service, spreading on the continued support that you've showed them all the way through the process. It's very powerful. This is done using a scheduled publish system and e-mail system like you've used for some of the other funnels. Not difficult to put together and a lot of it is a template and then we fill in the specifics for that event, but it's easy to do.

This funnel requires you to be observant at the gig. All right? You're going to have some notepad. You're going to have some recording device, a business card you get from someone. You're going to be observant at the gig. I'm going to show you exactly what you need to be on the lookout for, so that you're perfectly suited to have this funnel work for you. You're not going to believe how this works, I promise you. Let's head over to the screen share and take a look at a post-show funnel in action.

Let's dig in to something that has an incredible amount of power, one of my favorite funnels and you're going to see why. Of course, over 90% 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 even, been referred to me, got a recommendation, a 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 mean, 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 e-mail address, so you can thank the person and get them into this funnel. I do this. 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. Oh, and 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 a give a demo of streak and how he uses it in his business. LetterMeLater is another one. A lot of tools that we've had, we've talked about, this requires a scheduling system.

A big requirement of this funnel, man, is knowing what's happening at the gig, right? 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, faux pas that took place. Was there a loud, "Ooh-wooh," one of those feedbacks right in the middle of the show that you could callback that everyone will remember? Maybe the way the room was setup, all of this stuff is good fader that you're going to use in the post-show funnel.

You're not going to believe how this works, so let me dig in to one. We're going to go live and just actually do what I love to do and let's just show you how I do one. This one like others, I have done this using Boomerang. Let me just set that up to go here, get that to a nice big screen. Oh, yeah. Let me go back onto the screen and just show you exactly what happens when this takes place. Five parts to this funnel here. Let me just check one thing. Let me see something here. Yeah, let me do it this way. Let me just show you here.

I'm going to 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. This is the after show, what I called on here, After Show Day Funnel. 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. I'm still probably sweaty a bit. This takes about 15 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 set up." This is just a sentence I just tag in. "Who would have thought of doing proscenium setting or who would have thought of moving 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 followed 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. This one, I just did this on the show I did in San Antonio. They had for the first time ever, I've been at a hotel, maybe you guys have seen this, but in the hotel, "This is stupid," I thought, but it was probably a technology thing, so we can get pass. You had to, before you got on the elevator, you had to plug your key in and hit what floor you're going to. Plug your key and hit what floor you're going to. Then once you're inside, there were no buttons in the elevator.

If you made a mistake, if you forgot to hit your button, if you got on with a whole different group of people, ridiculous. You had to actually get off and put your key in and hit your floor and get back in. I don't know how this got passed, but there you go. Of all places in San Antonio, that's where state-

of-the-art elevator technology is being tested, whatever. Anyway, I wrote that in this followup e-mail. I just said I was actually able to get up to my room finally after figuring out the Rubik's cube of the elevator system, which got a 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.

That's number one. That sent the day of the event right from the night. Day three, this is three days after the book. The subject, that one was, oh, some petrochemical engineering group or whatever. I just grabbed the name of the company is under my skin and that's the subject I put up here. So and so is under my skin. I knew this was going to happen, was telling my wife about the show for the petrochemical engineers the other night.

Then I had a dream about and this is a volunteer and something funny that happened to him. We used three volunteers in our show. There's always something very funny that happens with the volunteers and always something I can recall. After the show, man, I always get the name and what it was that happened because I know for sure they remember it and conversation history tells me that they think I forget it, that it happens every night. Not the case. It is the case probably a couple weeks 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 of what happened, that stuff we use in future days here. This day three, this is just something that happened in a dream. This is just some funny interaction that you can share with him 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. 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 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 bring a big, we get a big burly man to come up for this thing we do with a bullwhip. While he's walking up on stage, we play Miss America just for a contrast for a really funny laugh and it is a great laugh.

Someone told me they used that for their wedding song and they were both from the audience, the man and wife. 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. 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 learned a new word and then it's used in an article or a conversation the next day? This came across my newsfeed today and it made me think of the fun we had a few weeks ago," or that should probably be a week ago with so and so because I sent this seven days after. Hey, going back to the point that these don't need to be

perfect, man, don't get hung up on anything. You've already seen a handful of my words in this world and it all works out fine. Keep going ahead and note to self, I'll change that to last week.

I certainly wouldn't have given this a second look last month. Now, it's an interesting perspective. Right here, I just stick in a link to the article, the YouTube video, screenshot of a Facebook comment, really anything. Just something in the news that's about that group and 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, that city, anything into Google Alerts, one big Google Alert and then I deleted it as I would have hundreds of these coming to me forever.

Once I get the stuff for this funnel, I delete it. Then I just put it in to this funnel. There's always something funny that's happening in every industry. Don't worry about perfection. Don't get caught up in, "Oh, maybe this isn't ..." Man, 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. Peace.

Now, we're going to ask. This is our, sorry, you know Gary Vaynerchuk? For sure, I've mentioned his book in here. Jab, jab, jab, right hook. This is the right hook. Those first three have been three awesome little jabs. Nice things. In here on day 14, let's just into this one. Would you please, great subject line, right, because it's like the, "I wonder if you could help me." It's the great thing. By this time, they're used to seeing and hearing you. One second. They're used to seeing and hearing you.

Just back from shows in blah, blah, blah and blah, blah, blah. I'll put in a couple of other shows we've done, just in different places and just a really quick line. It's not a story, "Nothing was this much fun as a room full of 100 petrochemical engineers," something that's 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 bullwhips, 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 engineer, whatever their name was letterhead. A few words on the booking process. Here I tell him exactly what I want. 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. Oh, gosh! You know what? I should show you guys this letter instead of my lovely face reading this stuff.

A few thoughts, yeah. I put all that there. Sure would be helpful for prospective clients to know that we hit a home run for a company with ... Here, I'll just something unique about the company. I look at their mission statement or their USP with the biggest brains in saving our planet, something like that. I know I've dropped a few unexpected e-mails your way in the last few weeks. I don't usually do that. Just seems that this group keeps popping or 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. Then I sign off.

Then I have a PS on this one. I wanted to tell one more thought and this is not accidental but I do this. I actually got a \$50,000 three-day trade show contract the first time I ever tested this and I stuck with it. I wanted to toss out one more thought I had. If petrochemical engineers, I should

remember their name for this. 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. They head in to conversations with the booth staff, with really good questions, warm and ready. That's it/ that thing opens conversation. It's a many, many, many little seed planted, no big call to action. I'm not saying I'm going to call and check in to you with this. I just let it sit there.

Great. That's a good one. Then let me go to this final piece of this funnel. This one is six months after the gig. This is just out of the blue. "Hey, Michael. It's just over six months since our show with you in San Antonio. Something tells me you might be planning the next event. Well, no one could possibly be as funny and talented as the act you had last year, right?" Fun joke there. "I wanted to tell you know that we are so well-connected and 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 want to let you know that you're in such good hands with five-star speaker ..." Oh, they're retired but, "with Empire Entertainment Group and they can certainly help you find the best entertainment. If you want to bounce any ideas off me, I'd be happy to let them know as well." Because hey, let's face it. We're all at a lot of gigs. We find people. We know other people who we've been on performing arts series with. We know people who were doing the circuit that we're involved in. Yeah, what better way than to offer to help them in that way by bringing them some real stories from the road.

I go back on and I just outline a little bit more of that variety, ex-speakers, comedians. "After 30 plus years in this rodeo, we've met them all and can save you a lot of time and frustration. 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 e-mail away." That's it. That's the last piece of this funnel. It's a beauty. It is a fantastic funnel. You guys put it to use, dig in hard, make it your own. I will have all of those notes available on the portal. I'll have all those e-mails for you to produce and modify to fit yourself. All right.

Let me just recap this thing. This is 75% of template. It's almost like a mad lib. Go out of your way to connect with key people. When you're at the event, shake hands. Look, these people are so starstruck 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 starstruck because you have been on stage. You've just gotten laughs. You've touched their heart. You've delivered to their audience in a way that they don't get to see very often. 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 or use 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 shoes and then record that. See the event through their eyes.

Listen to what people say to you. What do they say to you? I mean, I mentioned that before, but get specific. What are the exact words they used when they come up to thank you, to praise you, to say

something about the show, especially if the honcho is there, man? 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 the third e-mail or in day three where I talk about something that just came up or I can do a megafast Google search and just find something about the industry. I'm not picky. I just, "Oh, that's 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. Really brings me back down to earth and lets me just 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.

That's the power of a post-show funnel. You guys, you have to have it in place. The question is now, can you do it on a client that you worked for last week or is it too late? A month ago, is it too late? Three months ago. No, no and no. It's never too late to do this. I want you to do it in fact on those people just so you get to practice. Grab somebody. Remember what you can. It's not going to be perfect because you didn't know all the details you needed coming out of the gig. Do what you can on this thing right now. Take the opportunity to practice on someone that happened three months ago, six months ago. I don't care. Get them in to a post-show funnel because you're going to love what it does for you. Okay.

Let's meet in an interview right now that I did with Sam Oh and I can tell you a lot about Sam Oh. He is the owner of MoneyJournal.com, which is an e-commerce training site and he is kicking butt. Consultant work, courses he teaches, private work that he does for clients as a strategist and then in the work that we're doing together in 30-Day Sugar-Free. 30-Day Sugar-Free as a much smaller dream before Sam came into my life through the mastermind group at first, but then also as a partner since November 2016. I'm excited for this interview. I keep it very focused through the eyes of an entertainer because that's who we are and I want to milk all we can from Sam Oh talking to us about lead generation, SEO and content creation for entertainers.

Okay, everybody. Let's dig in to this. Here we go. We're going to dig in to the behind-the-scenes, but I'm going to give you a sight of the business that I don't really talk about in this because I leave it to the experts. Sam Oh is a man who I've met a year or two, a couple of years ago. We've been in a mastermind group and him working with me. We became partners with 30-Day Sugar-Free. Transformed that business, how it operates. When the sales are made, the experience the customers have from the moment they've signed up. I just started thinking, I had a guy talking about SEO in week five of Showbiz Blueprint since the beginning.

The truth is, it's way too deep for us and we can't do a job nearly as good as someone who actually teaches that. If SEO is something you love and want to learn more about, there are training courses out there. I can certainly recommend a few. I will tell you, what we're going to do in today's module is bring it down to the important things and that's lead generation, how can we get more people seeing our business, PR, some B2B SEO tactics, some search engine optimization tactics for SEO, for business-to-business, which is what we are, content creation. What do we need to create that helps us, helps our business? How can we increase conversions? We are going to talk about all of this stuff.

I guess Sam Oh is the author of Money Journal, which is why we have this picture on the page there, a strapping young guy. What do you got a 22-inch waist or something? Is it?

Sam: Thanks, man. Not quite.

Barry: Not like that? Not quite? I'm not good at metric. It's somewhere probably around 200 kilometers, something like that. By the way, as I was talking to Sam about this, you said, most of these entertainers, are they doing a transactional mindset, which is like we put our services out, we get paid and then we go away. In a way, that is what we do. We're doing less of it as we get into Showbiz Blueprint. Sam, you don't had a feeling about transactional mindset that started with ... There's nothing wrong with that, right?

Sam: Yeah. There's absolutely nothing wrong with a transactional mindset. Not at all.

Barry: There's more to the equation that we can dig in to. Anyway, how you doing, Sam? Is your time 10:30? Thank you so much for joining us this late. You're a busy guy and I appreciate it so much.

Sam: Of course. Thanks for having me, man.

Barry: Yeah, this is probably the most time you spend with singers, magicians, jugglers, ventriloquists in a long time.

Sam: I think ever, but I'm happy to be here and I'm excited to share some information with you guys. Hopefully, you guys can get a ton of value from it.

Barry: Good. Let me just queue up one more time. We talked in week one about this and we've touched it throughout Showbiz Blueprint. We talked about where our gifts are in this world, a passion, something that we love doing. We have an affinity towards. We have education in. Then we talked about our skills as entertainer and marrying those two together to create an experience for conferences or gatherings of those people that they never saw coming.

So much of what I teach around this is out-bounded. We contact the event. We do the proposals. We get them on the phone. We talk about it. We build a picture of opportunity for them and then we make a proposal. Sam is going to show us how to use inbound strategies to create content and increase our conversion. Let's just dig in to I guess talking. Let's touch on SEO, Search Engine Optimization, really. What you think the knots and bolts of it are that we need to know and people can dig in further if they need to?

Sam: Yeah, absolutely. SEO, it's very much a long game. It takes a while to actually get results no matter how well you're doing. You're looking at about six to 12 months. Let's say about six months at least before you start seeing some real tangible results. Yes, it is a long game, but you have to also keep in mind that it's a free game or something in the start. You're basically getting free traffic from Google. What they're trying to do is they're trying to solve the users' intent.

Normally, if you search in Google, you're usually looking for some question. Even if it's chicken recipe, you're looking to solve a problem. You need to make something for dinner that day or

whatever it might be or how to make a website. You want to learn how to make a website, so you Google it and Google's job is to bring the most relevant search results to the top.

Barry: Yeah, really important to say, really important because what meeting planners or people who are thinking of hiring entertainment, what they're typing in Google is probably not what we're typing in Google. If you're typing in corporate entertainer, you're probably going to see, you're probably another corporate entertainer. Other people aren't doing that. They're typing in, "How do I keep my awards banquet from being boring?" "What are a few ideas for kicking off a general session at my corporate event," "creative meeting ideas". These are things people are typing in.

Sam: Exactly, yeah. I think that's where you need to be a little bit more creative. You can't just look for what's obvious, corporate entertainment or hire a juggler or hire a magician. For example, hire a juggler or hire a magician in city name, it will have buyer intent in it, but you'll also have to keep in mind that the search volume for something like that is going to be really low, maybe five or 10 per month, unless you live in New York City, then you might get 50 to 100, but it's going to be more competitive as well.

There's a lot of things to take into account when you're looking for this stuff, which brings us to the two points that are crucial for SEO. Number one is content and the second is link, link building, having other websites link back to your website.

Barry: As you said, when you talk about content, Sam, are you talking about that being on our own websites? Are you talking about putting that places where people actually are?

Sam: Both, actually. On your own website in terms of search engine optimization, you want your website to rank for a specific keyword phrases, so that your potential customers can find you. You can convert them into a lead and then to a sale, right? When you're posting on other people's websites, you also want that to rank well because your name is attached to it. There's probably a link back to your site as well. It's more important to get them onto your website. I'll get in to a couple of different content types that I think will work well for both your website and also for other websites. It's really depending on what you want to accomplish through that.

I think in terms of content, the most important thing that you need to do is you need to think about the reader. What is their intent? If Google's purpose in life is to serve people's intent, how can you do that? For example, if someone's looking up how to host a great corporate event or something like that, then you want to actually ...

Barry: Will you run that on a Google page while we're doing this

Sam: Sure. "How to host a corporate event?" Seven tips for hosting the perfect business event. You can tell by the actual intent of the query and we're looking to host a corporate event. This looks like it's going to solve it.

Barry: American Express.

Sam: Yeah, and then there's one from Entrepreneur, then there's from WikiHow, which is a spammy site, but I won't get into that today.

Barry: Sam writes for Entrepreneur. I forgot to give him a proper introduction.

Sam: That's okay.

Barry: This guy's coming out the yin yang, but yeah. How's that? Credits out to yin yang.

Sam: Yeah, I write for Entrepreneur. It's a good place to actually start getting traffic and links and leads, actually. Let's see here. For example, appeal to your target customer, partner with other businesses, the term and the best day and time, spend lots of time on logistics. There's information here that can be helpful. I'm sure it is to some people, but if this posts were more in-depth and thorough, then it could help even more people and help solve more problems. I think it's AmericanExpress.com. They're domain authority. They've been around for a while. They're a trusted brand and Google recognizes, trusts their brands as well. It's going to be ... They don't need to write a 7,000 worth of article, for example, on how to host the perfect business event.

If we, I don't know, let's say for example, we jump into traveling to New York City, which is probably their topic and I'm sure that there's tens of thousands of month. There's hundreds of thousands searches every month for something like that. I don't know. Let's say for example, traveling to New York City. I don't know, 15 things not to do in New York City, the official guide to New York City. Trip Advisor is going to rank really well because there's a lot of content there. You got to keep in mind that every single comment that comes out there is a piece of content and it's adding more depth to the actual piece. That's where user-generated contents serve that content.

I don't know. Let's say for example, let's go to 15 things not to do in New York City. It's loading. I'm not sure what's happening. Okay. Let's see what else there is. Okay. There it goes. These sites are annoying. Have you ever seen these where you come to a thing and you got to keep clicking that?

Barry: Yeah, that's for page loads.

Sam: It's really annoying. That's one thing that you can actually do. Let's just not to do that. Anyway, 27 best things in New York City [inaudible 00:38:03] Yeah, it's just pretty really in-depth content. For example, I got create a guide. If you create something an insider's guide and be like, "Go to the Statue of Liberty, go to Times Square." It's all stuff that people already know are in New York City and it's not really that helpful. If you're creating a true insider's guide, then you might have all the different pizza places because a lot of people travel to New York to have pizza or where to go shopping or if you like nature, then you can talk about the hikes and trails that no one ever talks about.

Barry: That's how to do really specific keyword and get targeted audiences. Now, if we bring that around corporate events, if we bring that around to performance arts, we can have the top seven mistakes made at corporate meetings.

Sam: That's perfect. That's exactly what it is.

Barry: ... and how to avoid them, right.

Sam: Exactly. You just sent the words out of my mouth is that you want to give them something that's also actionable, something they can take away from that, not just don't do this because people might look at it and be like, "Okay. How do I not do that then?" If you give them something actionable like, "Don't do this, do this instead," then it starts to give them action items where they can actually take advice away from that. It's not necessarily just about SEO, but it's also about building the relationship with the visitor. You want to be able to help, so that they'll also trust you.

Barry: Perfect. As we do this, be thinking about, "What do I want to say in a specific piece of content? Do I want to tell people safety tips for having an event in a hotel? Do I want to talk about five best ways to start a morning meeting to assure audience engagement and attention? Do I want to talk about seven ways to keep award ceremonies from becoming boring? Do I want to talk about the three most important factors to have at a kid's party to make sure that everybody has a great time?" It's always these numbers and then delivering the really high content material within that.

Sam: Exactly and because Google, their most recent update is called Hummingbird, you can Google that if you want, but it deals with in-depth content, actually. In content, 400-word articles for example are actually, some of them are actually getting penalized for that. You don't necessarily want to be producing ... It's just crap content. It's spam to Google. It's web spam to them. You want to be providing information that is genuinely helpful, that's topically relevant, so you're not necessarily just going for, I don't know, I'm in Toronto, so if I say, "How to host a great corporate event in Toronto?" and then I do another article that's very similar to that that's called How to Host a Great Corporate Event in Mississauga, which is a neighboring city, it doesn't really make sense. It becomes spam now because I'm basically producing the same piece of content. I'm just changing the name of the city at the end and that's not what Google's looking for.

Barry: They're way too smart for that.

Sam: Yeah, and they just keep getting smarter with AI now. You really want to just stay away from it. The great AI is actually called RankBrain. They actually have systems in place to detect this stuff and it's just getting more and more sophisticated.

Barry: Incredible. We're not going to fool Google. We're going to give it content that is valuable. We're going to be very specific in our titles. We're going to deliver on that. The hope on that is that it gets shared, that it becomes part of other people's toolkit that they pass along and share.

Sam: There's actually a study done by Dr. Jonah Berger. He's a professor at, where is it? University of Pennsylvania, Wharton College or university or whatever. Anyway, one of the things ... He did a study on ... He wrote a whole book on it called Contagious. It's about why things get shared or why people share things. One of the top reasons for why people share things is because it's helpful to other people and because it's helpful to other people, it makes them look good when they share it. It's just an interesting thing.

That's something to keep in mind is that you want to help people. You don't just want your signature to be like, "Hey, click here to hire me," because people aren't going to actually click that link unless they trust you first.

Barry: Right, right and why bother. Who's going to click that? You had a note that I had written down during one of our talks. You said the thing with Google is to in-depth content that covers the user's current intent and their next intent. I love that.

Sam: Yeah, and that's important. You got to be a mind-reader. Going back to that New York City travel example, if you have the top 10 places to eat in New York City that no one knows about and you provide a ton and ton and ton of value, what you can do is you can actually create something where it's almost like a map, where it maps them out where to go, which parts of the city they're in and you can organize them like that because let's say, for example, you're staying in a hotel near SoHo, then you can create the different restaurants around there. How do you get there? You can have all the addresses there. That might be the next intent would be how do I get there.

Next intent might be shopping because they're doing very touristy things to look at the top destinations. That's what I was talking about with in-depth content is that you're truly going above and beyond what your ideal viewer or reader or lead or whoever it is what actually wants to continue to read your content because it's literally answering questions as you go through it.

Basically, content creation is number one and what's important is that you have to actually create high quality content [inaudible 00:43:55] with what high quality content is. The second factor is links. You need to get back links from other people's websites. Honestly, if you want to do it ethically, then it's a lot of work. It's out of manual outreach. You've been teaching a lot of things about cold outreach and how to do it and I'm sure a lot of the same principles would apply to messaging another webmaster.

Barry: Give people an example. I know you've done some of that for Sugar-Free and you've certainly done a lot of that for your own business. What would someone do if they wrote an article about the top seven ways to avoid a corporate meeting ever being boring? They would what? Reach out to Entrepreneur and say, "Hey, I see you have this article about corporate meetings." How would that conversation go to be most effective?

Sam: Yeah. For example, with something like that, you wouldn't necessarily contact Entrepreneur because they're not going to go and edit their link. Top authority blogs like that like Entrepreneur, Forbes, Huffington Post, they're not going to go in and be like, "Yeah, I like drilling to that." That's not necessarily what you're doing. A really simple way to do it is to just Google the keyword phrase that you want to rank for. With corporate entertainment, for example, that might be a little bit tougher just because it's so niche, right?

Barry: Yeah, it's so niche. It's tiny, right.

Sam: When we're talking about New York City, for example, you can go here to one of these links. Then you can go to a tool called Ahrefs.com or Ahrefs. I'm sorry, it's just loading, but yeah. Then you just copy and paste the URL in there. Then it's going to tell you everyone who's linking to this website, Fodors.com or I don't know if I said that properly.

Barry: I think it's in there.

Sam: Then you can go to the back links and you can see where they're actually getting links from, right? You can start contacting all these website. You can be like, "Hey, I noticed that you mentioned Fodors.com in your article in 15 things not to do in New York City. I thought it was a great article too. I actually wrote a more in-depth one that covers absolutely everything you can do in New York City. Here's 101 things to do in New York City that no one knows about." Then you just say to them, you don't necessarily send them the link because there's so much malware and link spam that's going on through e-mails.

Instead of sending the link to them, again, the idea is to build a trusting relationship first. You say, "Thought you might be interested in it. Let me know if you'd like to check it out." You're basically just asking for their permission just like, "Can I send it to you? Is this something that you'd be cool with?" If they like 15 things to do in New York City, what about 101 things that no one's talking about?

Truly, if you're born and raised in New York and you know all these things about New York that no one else does and you share it on your blog, number one, no one's going to find you if you don't promote it. You have to actually go and do this cold outreach. For example, here's one from the Huffington Post, world's best honeymoon destination for 2015. You're not going to contact Arian at Huffington Post. She's busy, she doesn't have time for that kind of stuff. What you can do ... Internet connection, I'm not sure if it's going too slow.

Barry: Yeah, the audio ...

Sam: Basically, you're going to look for the author. Oh. Actually, it's indicated. This is indicated. This is what's indicated from the website. What you can even do is you can say, you can contact the editor at the Huffington Post and you can be like, "Hey, I noticed that you just indicated what photos on the world's best honeymoon destinations for 2015. I actually created something that's better." You wouldn't necessarily something that's better but, "something that's more in-depth and detailed where people won't feel [inaudible 00:47:42] or whatever, would be interested in or a person who deals with indicating content or is there someone else you can refer me to?" Ending off with a question, it just leaves it open-ended, so that they can at least respond back to you.

Barry: You're really doing what we do in the conversational calls. I mean, you're really ... I'm just telling the folks in the group it's what we do in the conversations calls. We're looking to create a conversation, so we can build trust, so we can see if there's a fit. It's the exact same thing Sam's recommending we do here. I just sent you a chat, Sam, for one that I think is a pretty interesting article for this group that we can really take a look at. Could you bring up that one? It's in our zoom chat.

Sam: Let me see here.

Barry: Let's take a peek at this one and run that through your AA trusting.

Sam: Sure.

Barry: This is an article I found, six tricks to keep attendees from being bored.

Sam: Yeah, that's great. Even if it's not related to corporate entertainment, something like this can also be interesting for someone's that's ...

Barry: Oh, heck yeah.

Sam: ... looking for ...

Barry: Guys, we can publish stuff like this on our website. It doesn't need to be a part of our navigation. We don't have to have a link to it. It can be literally published on our website and we can send traffic to it or people can find it organically. They'll feel like, "Where am I going to put this on my website navigation?" may not matter.

Sam: Yeah, and what's interesting about this one is that it has no back links. It means that if you found this, for example, ranking in search, then it's probably not a very competitive keyword phrase.

Barry: It's rank number one. It's ranked number one when I just typed in ways to keep a meeting from being boring.

Sam: What's interesting for their last update I think, when was it? That's a couple of months ago. It's gone up quite a bit. Bored at a meeting is the keyword phrase that they're ranking for, bored at a meeting. Then you had other long-tail keyword phrases that they're ranking for. You can see search volumes here. You'll see that when you're topically relevant. When you write not just about being bored at a meeting, but you start elaborating, creating more thorough content, then you start ranking for other stuff that you don't even know about, which is a good thing.

You can see that they are ranking for stuff here. You can see KD actually stands for Keyword Difficulty. You can see that it's a really low, there's a really low keyword difficulty. For example, a score of four is pretty much nothing. You don't necessarily need to get back necessarily. You just need to create a really in-depth piece of content and you can start competing with this website and potentially rank on the first page of Google for bored at a meeting within, I don't know, three to six months. It depends on your website's domain authority. There's a lot of factors that go into it. I'm just saying it's three to six month.

Barry: You were saying this has no back link.

Sam: No.

Barry: No back links. Incredible.

Sam: Which is nice, but the thing is their domain rating is a little bit higher. It's the idea of authority. Authority usually comes from links, the number of referring links from other websites to yours. That powers the entire website, but each page is looked at as an individual entity when Google accept it as well.

Barry: Got you. Very good. That's the stuff, guys. I don't want to spend the whole time here on SEO. I know Sam's got a big night and it's already late. Let's call it that for SEO for right now. It's about creating quality content, getting it in front of, having it address the person's current attempt and next intent

of what they're doing, what their mindset is. We're not going to fool Google. We're going to create content that looks and smells like exactly what their people is searching for.

You can listen to this part again and ask any questions. I will bring Sam into our Facebook group and not even ask him to commit to answer things, but it would be interesting to tag him in there and see what happens.

Sam: I'll be there.

Barry: All right. Good. Inbound, let's talk about that. We were going to talk about inbound traffic. Everything I teach is about outbound, very different than what I teach and Sam can do a little bit of just insight into what does it look like. I mean, so many entertainers have a website and they think, "Oh, someone will come to it. Someone will find it. Someone will fill out the form," and this whole thing. I teach to get away from that and I'm never a guy, I've made a lot of money in my career from inbound traffic. What does it take to do it right? What can we do to instantly get working on how to improve that?

Sam: I think we talked about a lot with content. The thing is that the content that we were talking about were mainly blog posts. The thing is you're all in entertainment. If you're entertaining, then oftentimes that's shown through a video. It might be 3x. You might upload on to YouTube and you might start creating content in that way or you might start having meme pictures or I don't know. Whatever it might be that you're creating content and creating brand awareness, you can start driving traffic back to your site.

Barry: Got you.

Sam: I can't remember what movie. Was it Field of Dreams where he say, "If you build it, then they will come." Is it Field of Dreams?

Barry: Yeah, exactly.

Sam: Anyway, it's all bullshit. The thing is that with websites or companies or businesses, if you build it, they're not going to come. It goes back to the whole promotions that we're talking about. Cold outreach to other people. For example, if we're reaching out specifically to website owners, we talked about for SEO and that's for the purpose of getting a link.

There's also social influencers in your niche. If you have someone that has, I don't know, authority over people on LinkedIn. They're a big authority on LinkedIn and you know that there's a lot of corporate businesses on there, then you might want to contact them and start building relationship with them. The idea is to give value to them. You don't want to just let it go and be like, "Hey, I'm a corporate entertainer and I need a gig. Would you mind doing this for me? because your e-mail will get ignored.

There's other ways to do it though. It's the idea of providing value. Something that I've been doing recently is I've been e-mailing people. I've scaled it down to about 600 e-mail a week now. I'm basically just trying to build relationships with people. I had different tiers of influence.

People who are really, really big and really well-known and who have been well-known for a while, I'll just send them an e-mail with a subject line that says, "Respect." Then it's just, for example, if I was writing to Barry, I would say, "Hey, Barry. I've been following you for a while. I just wanted to e-mail you to let you know that I really appreciate the work that you're doing for the," for example, "SEO community. Just wanted to let you know. Cheers. Sam." That's it. Because they're so used to getting pitches like, "Please do this for me," "Can I borrow money?" "Can I do this?" "Can you do that?"

Barry: "Will you introduce me to this?"

Sam: Yeah. For me, doing something like that, they'll write back to me and they'll be like, "Sam, you've just made my day." What does that mean at the end? It doesn't really mean anything, but later on as opportunities arise, I can send them another e-mail. It doesn't seem as spammy now because I just told them before, "Hey, dude. I like what you do. Keep it up," that's it. When they see my e-mail, they're going to A, open it and B, likely they'll respond as long as I'm not saying, "Please, I need \$500."

Barry: Yeah, yeah, exactly.

Sam: If I'm just like, "Hey, I saw a piece of content that you wrote on XYZ topic. I thought it was great, but I hope you don't mind, but I felt like it was missing ABC. I just wrote about ABC. Let me know if you want to check it out." Then they'll be like, "Yeah, sure. Send them my way." These people are busy people, right?

Barry: Oh, yeah.

Sam: Then they'll be like, "Yeah, sure. Send them my way." The reason why is because you've started a conversation with them before where you're just, you're adding value in the sense that you're boosting their ego and not a bad way or you're boosting their ego in a way.

Barry: Let me just post one thing in here. There's something very valuable on what Sam's saying and that we are entertainers and we do things in an entertaining way. If something's happening in the world, if there's something happening in a company, how can we do something with this little device that we all have in our pocket? How can we do something entertaining that's 30 seconds, 60 seconds and send it to that person, let them know we're thinking about them, that we have an idea about it? How can we just do that? How can we do it so it doesn't sound overwhelming? Sam was talking about 600 a week.

How can we do one a week, so at the end of the year we have 50 new contacts that we've just written to? It is so tangible and so easy to do. It takes a little bit of awareness and a little bit of turning the lens away from ourselves and onto our prospects, our friends, our JV partners, producers, anybody else out there, corporate clients. How can we turn the camera out on them and just say, "Hey, here's something cool I created. I have an idea for you."

Sam: Absolutely. One of my coaching clients, I told him, "Try and send 10 e-mails per week just to complete strangers and just be like, "Dude, you're awesome," just say, "You're great at what you do

and I respect you." He's like, "I don't know what they'll think about me. I'm a little bit worried." Then I was like ...

Barry: I'll tell you right now they don't think about you at all, so who cares?

Sam: That's true, but I was like, "Okay. Fine. Then just do this. Just send one e-mail per day." This person is they're great at their craft, but they're self-conscious, they're nervous, whatever it is. I just give them different exercises. I'm like, "Go to Starbucks today and ask for a 10% discount." Then he's like, "What?" I was like, "Just walk in to Starbucks, order a coffee, ask for a 10% discount." He's like, "I'm not going to do that." I was like, "No, you're going to do it." I said, "If you're not going to do it, then it's over. Just go and find a new coach because the thing is that I'm actually getting ahead." Isn't that funny?

Barry: That's so great.

Sam: He did that. Now, he's just sending e-mails and he's way better than me at sending e-mails. He's just so crafty.

Barry: Did he get the discount at Starbucks?

Sam: No, he didn't, but then I told him how he can get a 10% discount at Starbucks. I just told him. You got to modify that pitch. I just told him, I said, "Hey, just do this next time. Say, 'Can I get a 10% discount?' They'll ask you why and then just be like, 'I just want one. I would love to get a 10% discount today.'" Then he's like, "Okay." Then I was like, "Then just tell them if they say no, tell them that, 'I'm actually on my way right now to go pick up my family and I was going to bring them all back here. If you can give me 10% off, which is \$0.20 off my coffee, then we'll come in and we'll order lattes.'" He did it. He got 10% off.

Barry: Oh, my gosh!

Sam: I don't know. I think he got his drink for free. I can't remember.

Barry: That is a story. Oh, man.

Sam: It's the idea of giving value. Even in that Starbucks example, how do you give value? You can say, "I'm going to give you more business." That's not the best example because there is a trade off. They have to give him a 10% discount. Another thing that I've done recently and it's working really well. Hey, I'll look in Ahrefs as you saw before with the different links and I'll be like, "Hey, I was looking through Twitter and I found a couple of your websites. Website A, which is a link in here and website B, another piece of content that they have. I'm looking to set up my Twitter feed or my Twitter cue right now. Which one would you like me to promote? I'd love to add you in there. Let me know." Then they'll reply back and they'll be like, "Oh, sweet. Awesome. I like article A." Then you're like, "Okay, great." Then now you've started a conversation with them by providing value.

Barry: Wow! Love that.

Sam: Even after you reply back and you can say something like, "Hey, can I get a link here?" Just be a little bit classier than that. Worst case scenario is that they'll stop responding or they'll say no or absolutely worst, they'll call you a jackass. I don't know. Life goes on. It's not a big deal. Just rejection is a part of life.

Barry: "Hey, Barry ..."

Sam: It's never happened to me, by the way. I'm at over 7,000 e-mails now. I haven't had that happen to me once. It's really just a matter of talking to people.

Barry: I mean, does this sound familiar what Sam's doing? It's funny. I won't lie. We've done all these Showbiz Blueprint models and a lot of it is based on what I do with Sam. His methods of reaching out, of taking risks, of asking for things that are bigger than you feel like you may deserve, of showing up in people's lives in a way where you're giving first. The combination between Larry [Binney 01:00:12] and Sam Oh has definitely influenced my business a lot in the last couple of years. I'll just credit both of them with that.

Right now, the sharing with you so you look for ways that you can show up bigger, play bigger, reach out, help people, give them ideas, give them ... I just did a video for the guy who makes head blade, this great thing that's made for shaving baldheads. I did this one video. I was talking about this new model. It's sitting on my table. Then my son brought the camera inside the shower where I was using it and did this thing. Then came back to the table just to say, "This is absolutely the best blade in the world to shave your head."

This guys just said, "Will you tell me every single thing you want me to send you?" They just love me and it took me ... I cost five bucks to make the video for me, but I love hiring him do videos. It took me about 10 minutes of time. I was going to shave with this new razor anyway. What can you do? What can you pick up and grab and put your song to, to put a juggling move to, do a magic trick with and just ...? This is not our dress rehearsal, you guys. We've talked about this so much. This is life. This is your career and we are on fire with it. We're in this program to take bigger risk.

Boy, this stuff Sam's telling you, this is it. This is it. This is the prize right now. I'll encourage you and I'll look for feedback in the Facebook group about what you're doing to institute this stuff into you.

Sam: I think that makes a lot of sense. For example, if you find a post on Life Hacker about the five most mysterious magic tricks that you've ever seen and you see that person and you see those tricks and you're like, "Yeah, these are all dumb." Then you can contact that writer and you can actually start a conversation with them and be like, "Hey, I saw this. I'm actually a magician. Yeah, I used to love these too, but these are actually quite outdated. Have you seen this one?" Not even, "Have you seen this one?" with the link because that's spammy, but if you say, "Have you seen the one where the baby does a headstand, the newborn baby does a headstand?" I don't know. That's not a real trick and I'm sure that's not possible because they're ... You get the point. It's something that's going to blow their minds.

They'll be like, "No, I haven't seen it. Can you send it to me?" Then you're like, "Yeah, here it is." It's a video of you on YouTube with your baby doing a headstand. They're going to be like, "Holy crap! That's so cool." Then they might actually cover you. You don't even need to ask them to cover you if

they're actually blown away by something like that. You're going to start getting some PR. It's just like starting a conversation like, "Hey, those tricks are really cool, but it's crap compared to this one. What do you think?" You're just starting a conversation. That's it.

Barry: Love that. Here, I'm going to send you this link. You can lay this on your screen because I know your stuff is being share. I'll put a link to it in there too, but it's just funny. You can just see how quick and easy this was to make and now, this is being shared on the ... There's a video of me in the shower actually now being shared on this head blade.

Sam: Now, I guess we all could see Barry in the shower.

Barry: It's a pretty much ... Oh, we're not hearing the audio, but that's all right. I'm not sure. Maybe it doesn't ... Yeah, maybe it doesn't feed in. That's fine. Here, I think ...

Sam: I turned my audio off, so I don't hear it. That's just ...

Barry: No problem. In 10 seconds, I think ... I sit here, I talk about it, I unboxed it. You know how easy this was?

Sam: There it is.

Barry: Here, this is not pretty. Look at this. I'm so sorry.

Sam: [inaudible 01:03:42] right here.

Barry: I mean, they're shaving with this great new tool and it just kicks butt. I've done a gig for these people. It's so easy. You guys, find anything in your life that you can just add your touch to. Had I been thinking during this, I would have juggled in the shower, but no one needs to see that. Plus, if I drop it, it's a whole mess.

Sam: Hell yeah.

Barry: All right.

Sam: That's exactly what it is. You did a great job with that. Now, they'll give you anything you want.

Barry: Anything. They're just so thankful. Good stuff. We talked about inbound now. We've done that. We did a little SEO. We were going to touch on content creation. Honestly, I think we've covered all this stuff. All the funnels we use in Showbiz Blueprint, they're aimed at outbound, but that is content creation. You guys are creating the CVIs. You're creating those infographics that connect you to their event. Sam's talking about making it valuable to the viewer. Those are the really big things.

On our websites, we have to be impressive, valuable to the viewer and also valuable to Google. I love the idea that he was talking about about creating guides. I would challenge everyone on this group to do that because the next thing we're going to talk about is lead generation. How do we start getting leads into our business, Sam? This is a small niche. Run that through your cranial 2000. What comes out with doing it for a super small niche?

Sam: With inbound leads, in a super small niche, there's a good thing about it. Although, first, the bad thing is that you're not going to get as much traffic as a global company that talks about travel, for example. You're going to get very, very, very targeted leads from inbound marketing. For example, if you rank for hire a juggler in Los Angeles, California, then people who are visiting, number one, you already know that they're in Los Angeles, which is good from [inaudible 01:05:39] and you also know that they're looking to hire. The quality of the lead is going to be much higher.

You have to look at a few things. You're going to be like, "Oh, fill out a quote form," and then they got to fill out 20,000 fields with their ...

Barry: Oh, my gosh!

Sam: No one wants to do that. Even contact forms, they're boring. People, they want direct access, so they want a phone number. Including your phone number, for example, in this corner here and if you notice all mobile, all phone numbers are now highlighted, so you can just tap on it and then it calls. Tap and then call. That's one thing that you can do for mobile. Another thing to do is let's look at 30-Day Sugar-Free. Something that we did with 30-Day Sugar-Free, we had a homepage opt in originally, but we made some changes a little bit later. It started converting 750% better. It's something silly.

Barry: That was when I realized this was a good idea to keep working with Sam on this thing.

Sam: Yeah, there's something that we did. You know what? I think my internet connection is slow because we're streaming with Zoom. There we go. All right. It's just testing. Get the menu now. Then people have to enter their name and their e-mail address and then they can get whatever is behind this gated thing. These are just lead magnets. I don't know if you've covered lead magnets in your ...

Barry: No, man. I'll tell you, I was saving that for this, but we can create lead magnets that are remarkable. We find out what our audience wants the most. We should be doing this. We should be building an e-mail list, you guys, absolutely. It's different than a contact form because a contact form doesn't really offer anything. It's them saying, "Hey, reach out to me to do this." Here you're saying, you know what their problems are, "Top three ways to have your kid's birthday party be the talk of the town. Drop your e-mail address in here. Let me send it to you." You have at that point a very captive, a pretty warm lead for you to follow up with the next day.

Sam: Exactly. I think that's where we get into lateral thinking is you can't necessarily look at it like, "Enter your name and e-mail if you want to hire me." It comes back to the whole, all the same principles. It's adding value. What can you add to their life that's not already there? Why are they finding you, first of all? For example, if they're typing in Google and you look through your search analytics and you find that people are finding you for juggler in city name, then what can you offer them there?

For example, 30-Day Sugar-Free, for those of you that don't know, Barry has a coaching program where he teaches people how to quit the addiction of sugar. I remember what we changed is we changed this copy.

Barry: Yup. It was terrible.

Sam: Then we changed everything. All of a sudden, we have a 750% increase in leads from the homepage. What happened? If you don't mind, I'm just going to read this aloud because it will make a lot of sense because the people that we're targeting in this program are people who realized that they have an addiction to sugar and they want to eventually quit that. We say, "What is the actual cost of sugar in your life? It's not your fault. You've been bribed, rewarded and punished with sugar since early childhood, but it's not too late to turn in around and discover life on the other side of the addiction to sugar. You can start taking control today."

We're addressing their problem. We're saying that it's not their fault and we're saying that there's a brighter future for you. "Download your free copy of my five-day sugar-free menus that you could taste the freedom and sweetness of a healthy no-sugar diet." We're saying not all sugar-free food is necessarily not tasty. Then they click here and they're like, "Yeah, okay. That all sounds good." Get the menu and then we're through. We're getting hundreds of leads to this now everyday.

Barry: It's interesting what happened to this thing. Then the followup funnels, which again you guys can all sign up for this and see what it's like. There's some very good stuff that Sam's designed into this stuff. In our case, really what we're going to do is, what we're looking to do is to build a relationship with someone, address a problem that we know for sure they're having, we know damn sure they're having this problem or that they fear it. It's the same thing we talked about in the core conflict of the conversational calls. We find out what their core conflict is, what's keeping them up at night. Then we start to give them some ideas to turn it around. We've become trusted and we have the conversation and we find out there's a fit. We make a proposal.

Sam: That's exactly what it is is have a contact form where it's just saying, "Hire me," basically or, "How can I help?" We're not asking open-ended question. We're saying, "Hey, here's your problem. This is what it is. I'll give you this and you give me that if you give me your contact information." Most people will. Even if it's a fake e-mail address, for example, that they give you, they still check at the download or whatever it is that you're giving them. You continue to provide value for them. I get e-mails like this all the time. They're like, "Hey, can you change my e-mail address to this?"

Barry: "Oh, I made a mistake typing my e-mail address," and you're like, "No, you didn't but now you want my stuff."

Sam: Exactly. It's like, "Yeah, no problem. Here it is." They'll want their primary e-mail address now on that file because you're actually giving value to them. I think that's the whole idea of inbound lead gen.

Barry: Mago Talent, what we've talked about. I'll give you a webinar of the creator and I running through the program and looking at it, does this perfectly, puts the menu right, puts the button right on your page. This is a very important stuff to be doing. Hey, can we take a look at something in lead gen? You had showed me a tool while back, which I just love called Hunter. I would love to see an example of how you use that.

Sam: Yeah, of course. For example, if I want to contact somebody on LinkedIn, for example, let me just see here. I'll just pick a recommendation. I don't know if this is going to work. There's a few ways to use Hunter. Basically, Hunter is a way to find people's e-mail addresses. What you do is you install ... If you go to Hunter.io, then you can sign up for a free account and you get 150 free e-mail look-ups.

If you're sending more e-mails, then the pricing is available here. It's pretty affordable, 1,000 e-mails per month for 39 bucks, which isn't bad [crosstalk 01:11:58]

Barry: 150 a month can be pretty game-changing for any of us.

Sam: Yeah. You basically find someone. Let's say, for example, I don't know who this is. She's a third-degree connection, but Maggie Robert. If I go up, then you can install a Chrome extension right here. You see this little dock? This is Hunter. You just Google Hunter Chrome Extension or once you sign up for your free account, there will be a link there for you. You look someone up, Maggie Robert. She works at Online Optimism, whatever that is. Just click Hunter. It's coming up here. I'm not sure why. Maybe if I do it up here. No, that's a bad example. Let's see if this person comes up. I'm not sure why it's working, but let's just say, for example, I don't know, you can use it on Apple.

For LinkedIn, you can just do that. It takes two seconds. You click their name, if it works, it works. If it doesn't, it doesn't. You can also go to their website. If you happen to know whose website it is and you'll notice with big corporations, they'll always work. These are probably smaller companies that we don't really know about.

For example, Apple.com, let's say, for example, you want to do a gig at Apple because you know they're going to be hosting some event. You can look for them on LinkedIn or you can just go to Hunter. You just click on that button. Then it shows you everyone's e-mail address. They have 6,597 e-mail addresses from people at Apple. I don't know. Let's say that mwilkinson@apple.com is the person that you're trying to get in touch with, then you can just ...

Barry: We would find that out through LinkedIn that Mwilkinson is a communications director for an upcoming trade show or product launch. We would just ...

Sam: Exactly.

Barry: Here's her piece right here. You guys, B2B e-mail is totally legal. We're going to say, "Oh, this is spam. You can't send those." B2B e-mail is fine. You can e-mail within a business anytime you want. Now, a business to consumer, a whole different conversation, but yeah.

Sam: I'm just looking up someone from Apple here. I think they're plucking this down. I think that's why it's not working. It should be working because it's ...

Barry: That's funny. I've seen this work many times here, actually.

Sam: Yeah, it works on LinkedIn all the time, so I use that all the time. If you wanted to contact someone on Twitter, it's the same idea. You just go to Twitter. You find their Twitter handle. Usually, they'll have their website address there and you just click on here. Apple's obviously a huge corporation, so they have 6600 e-mail addresses. For example, if you hit my website, which actually doesn't have that much or it's just me, then you'll notice that there's only three e-mail addresses.

These aren't actually my real e-mail address. This is because I know people use Hunter. I just played the system because I know how it works. Yeah, but you can still contact me here if you want. You'll still get to me, but that's the idea is that you can easily find people's e-mail addresses and then you

can just start sending e-mails, like very personalized e-mails and just be like, "Dude, respect." That's all it takes just to start a conversation.

Barry: I love it. Hey, for an entertainer who's looking for a big headline, a nice subhead, a little bit of copy that talks about what they can bring to an event, what they can bring to your feeder, why you should hire them to emcee your, work your trade show booth, any of these options that we have as entertainers, where do you think that lead generation box fits in? Is that a homepage item in your opinion?

Sam: In terms of generating leads? I think the homepage should always be used as a lead generation thing. Even if you look at my page here, I'm not really offering anything except free online marketing strategies, but it's converting at 9%-10% for whatever reason. I just haven't changed it. You can offer something here for free. You can do stuff in the blog sidebars, if you have a blog at least. Then you can start adding stuff in the blog sidebars. From 25,000 to 250,000 get my step-by-step e-book on how I 10x business in one year. For example, you hit it and it comes up with this. Then you got an opt-in for that.

The homepage should probably ... For an entertainer who's not creating content especially, you should optimize that you have a place to [inaudible 01:16:15] For example in this case, mine happens to be the spot, which is still rendering, but you can use it like that. In 30-Day Sugar-Free, it's like this. You can get a menu. In that way, then now you can start communicating with them through e-mail because they've given you I guess the right to contact them through mass mail. You can start contacting them and sending them down to different funnels as well.

Barry: Definitely. That's something to do and we can play with that and most entertainers don't have that. They're going for what I call either hit the back button or buy it. Basically, you have those two choices. We're offering something here that's maybe valuable. If we're heading towards a very specific market and we know that market's core conflict, we can have an answer to it and a way for us to mail to them.

One thing I really like doing, I don't know if we've done it on here. Oh, I was trying to click at the menu. I always like to say, "Download a free copy of my latest," and I've been doing this on some other sites, "Download my latest version," to make it sound like there's a reason or I would just have a link to it right here. I give the impression that I'm changing it, the most current.

Sam: It's being updated.

Barry: Yup, definitely. Definitely a good stuff to do.

Sam: Apparently, the two best words to use in conversion, the two best words to use in conversion are new and because, apparently.

Barry: Interesting.

Sam: There's been research that's been done on it, but using those words. For example, "My always new sugar-free menu because it will help you," I don't know, "lose weight," or whatever the thing is. Apparently, that works really well. Our page is converting at 11%-12%, so that's ...

Barry: This is one way [inaudible 01:17:55] with too much anymore, but yes.

Sam: It's not broken.

Barry: It's not broken, right, right, right. Good. Hey, can we touch a little ...

Sam: It's not broken.

Barry: Yeah, it's not broken. Can we touch a little bit on paid advertising, what you think? I know some people may want to be doing that hearing this. Again, it's beyond the scope of what we're going to do here, but there is a huge market for paid advertisement. We do some for Sugar-Free. Sam certainly does some when there's something of value to talk about. We have different places to be able to do it. Facebook is one way. I don't think it's the best for booking gigs because our people aren't in a state of mind in my experience, anyway.

I'm not sure if any entertainers actually crack the code for Facebook advertising to sell their act. It's not the frame of mind people are in. LinkedIn is a way to do it to target specific buyers, VP, HR department heads, communications directors. You can actually target people and show an ad directly to them. I think on LinkedIn it makes some sense, but what's your feeling on that, Sam? What works best?

Sam: I think again, it comes back to intent. The whole thing with marketing in general is intention. That's why direct mail doesn't work that well because they're just mass mailing a whole bunch of stuff to people and hoping that someone's going to buy it. Real estate agents do this all the time. It usually it doesn't, but their leads are worth so much money that they just keep doing it. Exactly, right? "Contact me, so I can sell your home for you." "Contact me, so that I can buy a home for you," but it's not working. It's really about intention.

When we talk about paid advertising networks, one with the most clear intention is Google AdWords because you're targeting keyword phrases. For example, if you were to hire a juggler, then you know what their intention is. They want to hire a juggler. Those are the kinds of keyword you would bet on because those are the ones that are probably going to produce money for you.

When it comes to social media, it's a little bit trickier because you have to think about the intention of why people log in to their social media networks. Think of it like this. Think about Facebook and then think about Amazon. When you log in to Amazon, you either A, have your credit card already loaded and saved in Amazon, so you can just buy your stuff or you pull out a credit card. When you log in to Facebook, when was the last time you logged in to Facebook and you're like, "Oh, crap! I need to get my credit card in case there's an offer like a limited time offer that I have to buy"? No one does that. If you go on to Facebook, you see what your friends are up to. You're looking for something funny. You're bored. I don't know. People log in to do mindless stuff. They want to be entertained or whatever it is.

YouTube, if you're doing to YouTube, they're actually working really well right now. If you use YouTube, that's a quite bit. Oftentimes, that's two stuff or it's funny stuff. You need to [inaudible 01:20:47] For Facebook, looking for funny or [inaudible 01:20:55] LinkedIn are working on this as

well. It's really for business networking. You're thinking about the intention of why people are actually logging in to these networks and then you need to serve that intention.

Now, LinkedIn is actually really expensive for ads. I run ads on there. I run a \$1,000 worth of ads. I think I was paying \$14 per lead, which is not necessarily a lot for people, but I'm used to paying, for Sugar, we're paying what? \$0.27 a lead.

Barry: I know we're on the 0.27. That's right. Different deal.

Sam: It really depends on what you're trying to sell. For something so niche, you're probably looking at a little bit higher. On top to paid advertising network right now is Pinterest. I've been using Pinterest a lot for paid advertising. I've been actually scaling it for the past year and a half while no one else is doing it. I started spending a lot of money on there, but it's just the ROI is insane on Pinterest right now. If your audience happens to be on these networks, think about where your audience hangs out. If it's LinkedIn, you can try LinkedIn Ads, but be prepared to spend a lot.

Barry: Yup, it's bigger money. Just to be clear, Sam's not doing Pinterest for his Money Journal. That's for another niche site he owns. I don't know if you want to talk about that, but it's something very aimed at moms.

Sam: I won't talk much about it, but I own a mom blog. I own a mom blog in the natural living space. I know nothing about it, but I just have a bunch of niche sites that I just, that I own, that I buy [crosstalk 01:22:23] They're doing well. Last time I talked to Barry about it I think it was, I told you that I was making an extra \$1400 from Pinterest. That's something net. I'm up at close to 10K now. Isn't that crazy?

Barry: Yeah, you're doing it right, man. You're in the thick of it. You're staying ahead of the curves on all these things, which is why I'm just so glad to have you in my world, in the Sugar and also just an interesting idea and you agreed to come speak to entertainers about it. I think what you've given people today, it's just a huge overview of the possibility of thinking playing bigger, showing up in the areas that they may not expect you and areas certainly that the competition isn't showing up in. That's what I really love about this.

The last thing that I or close to the last things I want to talk about was PR moves. I think we've incorporated some of that in, but you had one example. I turned you loose in Showbiz Blueprint Alumni and just showed you what people were doing in there and you were like, "Oh, my God!" You saw this one video that you just said, "This should be worth six figures to her."

Sam: Well, I think the way it's started was when Barry and I first started working together. It peaked the curiosity in me to learn how to juggle. I started YouTube-ing videos how to juggle. I was like, "Yeah. You know what? If Barry can do it, I can do it too." I was in that state of mind. I looked it up and then one of the referring videos on the side was this one here. I don't know if you guys have seen this.

Barry: Oh, I'm not seeing that. Oh, yeah, there it is, yeah.

Sam: This is one at Jen Slaw. Then I told Barry, I said, "Dude, have you seen the girl or the mom, assumed to be mom who's juggling with her baby? It's so cute." He's like, "Yeah. She's a Showbiz Blueprint

alumni." I'm like, "No way. You know her? That's so cool." I thought it was beautiful. If you actually play it, I'll just play it for a little bit. I don't know if it's going to work in that. I like the baby moving and it's just something like this is really appealing to people and it's perfect for something like YouTube on the entertainment side.

Barry: Oh, my gosh! Yeah.

Sam: This is something that I think needs to be shared on Facebook because it's going to do well. From there, you go out promoting it. Let's say, for example, you only have 43 people that like your page. No one's going to see it. You have to actually start going out and promoting it.

Barry: You have to be outbound with it. Sure. I mean, for this video to be sent to people and for mom blogs and talk about time management for new moms, there is no better thing.

Sam: Exactly, right? You can start creating content like that. Even though she's juggling for corporate entertainment shows or whatever it might be, this is brand recognition of just who she is as a person and it comes back to what you were talking about before when you bring in your passions. I know that when my wife was pregnant, she was really passionate about everything that's going on, reading so much about it. She's really tying that into her work life too. For someone else, for another mom that sees this or even for me, I'm a dad now and so after having a kid, I've just become a sucker to this kind of stuff.

Barry: Yeah, you're a softy.

Sam: I am, but it's beautiful. I see this stuff and I'm like, "This is content marketing. This is the kind of content marketing." Honestly, I think that you can use this video to start getting PR. For example, you find things on, I don't know, let's say, for example, you find a post on Life Hacker that's related to this in some way, shape or form, then you can start creating that relationship and you can start pitching the content as you go through it.

From there, it starts building up and building up and then Life Hacker writes about it. Then all of a sudden, and they link to your website as well, so that improves your SEO in authorities like Life Hacker. Plus, now people are going to see this and this is actually sharable content. People want to share this because it's entertaining, it's emotional. It creates a whole slew of different feelings that people can have when they see something like this. That baby moving for a new mother is ...

Barry: Go out in the video, it's about two-thirds of the way into the video where the baby's arm is actually pushing one of the balls. I mean, that's insane. I think she should have probably opened the video with this, but it's pretty powerful. Just the ball up there and the baby from the inside is actually pushing it down. I don't think it's that clip. Somewhere in here. She was just setting the ball.

Sam: Yeah, just out there. That's pretty.

Barry: Yeah, there it is.

Sam: Yeah, I think we're lagging a bit.

Barry: Yeah, we're lagging a little bit. That's fine. I'll put a link to this video on the module page. Anyway, huge stuff. It's powerful. It builds likability factor. It's genuine content. It's not fake. It's as good as it gets. Her market is talking to corporations about time management, priorities, creativity. All these things that she talks to corporate clients about, perfect balance, work-life balance, these are all her topics right here. This is the living personification of it.

Sam: In fact, I'm just going to add a couple more things here because writing for the Huffington Post as well I write for Entrepreneur. I get pitches all the time. If you want to get PR, the things that people are pitching here are like, "Hey, we have this really great new product and we want people to know about it. Can you cover our company?" If you look at that, then for someone who's actually writing it, "Why should I write about you? Because you have a great product? No, it's not about you. It's about me. I'm not trying to be selfish."

Barry: Yup, I get you.

Sam: It's really about adding value to me. For example, if someone message me and they're like, "Hey, I noticed you talk a lot about lead generation. Have you heard about this tactic, I don't know, the pregnant mama juggling tactic?" I don't know. Assuming that's a lead gen tactic." I'm like, "No. What is that?" I'll respond back and I'll be like, "No, I haven't. What is that?" They're like, "It's when you do this, this and this." I'll be like, "Oh, that sounds cool," and I'll respond back to them, so they've started a conversation. I'll respond back to them and then they'll be like ...

If they message me back and they're like, "Hey, do you want to cover that?" I'll probably say no, but if they say, "Hey, I can write about it for you and if you like it, you can post it on Entrepreneur." I'd be like, "Dude, I'm so in. You're going to write a content for me, let me use it and make me look good, so that you can get your SaaS service, for example, your software service that helps do this tactic? Dude, I'm in and I'll promote you until the day I die." That's taking a pitch, but you need to add value. You got to start being creative. How can you create contextual relevance from what they've already done?

For example, me writing about lead generation already. Then tie it back into add value for me. In return, you're going to end up getting value. That's what it is. It's like I'm not dumb that you're going to include a link back to your site. I don't care at that point. I'll add another one for you, but you need to get into the idea of adding value. When you're pitching journalists, you really need to A, start the conversation and then B, just add value without expecting anything in return.

Barry: I love it. Guys, we'll talk in a couple of weeks. We're doing a module about appearing on television, about how to get on news programs. The two most important things on those hooks are timely and local. When something's happening locally, same deal. What can we do with our skills as presenters to talk about it, to present a different take on it, to bring something new to the conversation? Then how can we say, "Hey, here's this cool idea, this whole new take on what's happening in Orlando. Happy to come in and do this on your news program, talk to you about it, something for your blog"? I mean, everything Sam's talking about right here.

You know why it feels good and it works? It's because it lights up somebody else. It's taking the spotlight off of ourselves and saying, "Hey, let me help you. Let me help you all the way from five ways to never have a boring conference to three things every birthday party must have to four ways

to fill your house when I come and perform at your theater." Gosh! All of it is about making other people's lives better. It's getting back to the core conflicts that we talked about in module two and module three. It's what we do. All right.

Sam, parting shots. Entertainers, what comes up for you about anything we haven't touched on so far?

Sam: I feel like we've covered a lot in this last session.

Barry: We have.

Sam: There's definitely a lot.

Barry: Do you have maybe an action step or two or three that you would suggest somebody at this stage when maybe they're not doing any of it? What do you think that all we've talked about, some action steps people could jump in to right away?

Sam: I think one thing they can do, number one is they're already learning how to cold pitch companies through you. I think that's great. I'm sure some people are a little bit nervous to do that. Maybe they're afraid of burning a relationship or a network and there's not necessarily an ocean full of them in their local city at least. I think something you can do is you can actually just start e-mailing bloggers. They're not necessarily going to be your business, but they can actually be your brand evangelist.

If you find a blogger, for example, that does something where you can potentially benefit from them, just action item, just send them an e-mail and use Hunter, find out the author name or just go to their website, their blog. Go to 30DaySugarFree.com, for example. Hit Hunter, see if an e-mail comes up. You can contact Barry@30DaySugarFree and just send an e-mail and just be like, "Hey, Barry. I really respect what you're doing. It's really helped me with XYZ. I just wanted to let you know that I really respect your work. Cheers," whatever your name is. That's it. Just get started that way.

Barry: Awesome. Love it.

Sam: In that way, you're going to start getting really positive responses back or you should at least. From there, it's going to get a little bit more confidence to start going and pitching journalists, for example. You can start pitching people. I've pitched people at the New York Times. I've build relationships with people at the New York Times now, Mashable, The Huffington post, which is how I got on their Entrepreneur, which is how I got on there. I'm working on a relationship right now at Forbes. It's really just about building relationships. I think that's what you need to do is go beyond that transactional mindset where it's like if you're not going to buy from me, then I don't want to talk to you.

Get into that mindset of, "Hey, who can I connect with? How can I help them and how can they help me?" Then from there, you start building relationships beyond. If Barry had only done Showbiz Blueprint and only did outbound messaging, number one, him and I would have never met. Number two, he would not have 30DaySugarFree.com and any other sources, his Ted Talks or whatever it is.

A lot of this stuff comes from inbound marketing where they see that you have a reputation and they see that you're providing value and how they can help you or how you can help them, I guess.

I think that's just the main action item. It's just start e-mailing people. Start creating content and you're not going to see traction right away. There's a lot that you can do, but creating content is not a bad thing.

Barry: No, it's not.

Sam: It's really not. If you're not a good writer, then hire somebody.

Barry: We hire. We have a writer that Sam has that we hired to write for 30-Day Sugar-Free, writes 2,000-3,000 word posts now.

Sam: Yeah, and really in-depth and they're really good. If you're looking for someone to hire, then go to jobs.problogger.net. You can pay, I think it costs \$100 to list something. I don't know if anyone's going to actually do it, but it costs \$100 to create a listing, but you'll actually get really good writers. It usually costs anywhere in the range of \$0.08 to \$0.15 per word, which gets expensive, but the person that we use, they charge us \$0.40 per word I think.

Barry: \$0.40 a word.

Sam: It's really, really good quality content. If you go to other places like UpWork and you're paying a penny per word or \$0.02 per word, likelihood is that your content is not going to be very good. You pay for what you get. It's worth it. The content is worth the investment all the way. If you don't want to write blog posts, create videos, create a YouTube channel. Remember, YouTube, a lot of it is about either emotional stuff or funny stuff or how-to. How-to channels are huge right now.

Barry: Huge channel.

Sam: Even if you're creating a how to juggle, you create ... I don't know how many topics you can create on something like that or juggling weird things. I don't know. Let's say, for example, you juggle fruits and you juggle chairs and you juggle babies and you juggle pizza, whatever it might be, even though it sounds dumb, even if people dislike your video, that might actually be a good thing. I'm serious because that also increase engagement metrics because people are engaging to say that they don't like it. If they see a video on terrorism or something, then people dislike that video, but it ranks better because it actually has engagement and that's not really a bad thing. Anyway ...

Barry: All right. Start e-mailing bloggers. They can be your brand evangelist. That's great. Another action step it sounds like you're saying, get out there and create some piece of content.

Sam: Absolutely, even if that's on Facebook if you have a bigger presence on Facebook. Just choose one social network if you're going to do that and just focus on that one social network in building presence there instead of trying to build it on every single social network.

Barry: It's funny. I was just looking at how SnapChat's numbers have fallen off. I think if you build your entire brand around SnapChat, I mean, those numbers have fallen to the ground. It's tumbled. You'd

expect to hear it. It's just dying soon. This chart was incredible. I was just looking at it. It's the danger of building on a network.

If you can build some network, YouTube is not going anywhere. If you could build it there, if you can build it on your own blog, if you can get some content that's valuable as Sam showed earlier and just find what people have written about it and say, "Here's something that's a nice adjunct piece to that." Any interest? I'd love to offer this, write it up for you, share it with my network.

Sam: Yeah, absolutely.

Barry: A great step. Third action step or you think that's enough for people? What else would come to mind for you.

Sam: Actually, just want people to do number one to be honest with you.

Barry: Yeah, just start e-mailing, get in touch.

Sam: Yeah, and you'd need content to start e-mailing them too once you start pitching stuff, especially if you want links or social shares. You need something there.

Barry: One and two, you start e-mailing bloggers and create the content that you're going to provide them. Those are excellent steps to take. Everything else in this interview, you guys can hear again, take notes on, come back to, add it when you can in your business. It doesn't all have to be happening right away. Boy, just the stuff he's talking about right off the bat, just start connecting.

If you're in a city, if you work for kids, you work for libraries, you work in theaters, start e-mailing bloggers, build relationships with people in those markets who are talking about it. Boy, start offering them something of value and let them drive that traffic back to your site. From there, we can work on building a list, having the conversations, taking in the booking. This is a long game thing. This is very longterm, but I've given you enough fastest path to the cash pieces to start acting right away. This is some of the stuff that we talk about, the really big picture.

Sam: Yeah, absolutely. I just thought of another idea for entertainers. This may or may not work, but there's at least where I live, there's a lot of different city, what are they? Not picnics, but events and they do them in the park. There's barbecues, there's whatever. Then I remember, there are entertainers there. Sometimes these people who run these events actually have a lot of clout in your city. They would be actually really great referral sources. Even if you said, "Hey, I noticed you have, there's a XYZ festival at this park. I'm a juggler and I'd love to actually come and just do my act for them, no charge."

Then from there, people will start to see you. Then people might actually come to you after the show and be like, "Hey, can I get your business card?" It happens or even [inaudible 01:38:36] has clout in that city. If you're not going to be doing anything anyway, if you're going to be at home watching Netflix, then just go out and do it. Get some fresh air. It's a good way to get yourself out there. It's just again, providing value to somebody who can potentially influence your business. I don't know. If it happens to be the mayor in your city, then now you have a connection with the

mayor. That's huge for you. I think that's where you have to look. Look who the organizers are, offer what you can.

Barry: Remember in Los Angeles 20 years ago, we had idea to have a jugglers' day and we had the mayor at the time proclaim Los Angeles Jugglers' Day and we did this fun show at this event that he was having in town. It was just all from a letter. It was all from this thing Sam's talking about right now, just local events that you can build clout with the movers and shakers in your region.

Is that gig going to be the one that makes you the fortune, makes you the connection? No, but does that guy own a business or does that guy's company exhibiting at a trade show? Is he connected to someone who's a president, who's having a trade show, having a corporate event, running a theater, needs an emcee? That's the kind of thing. Those are the oats we can sow. We can sow some of them virtually through this content marketing that Sam's been talking about and we can ... As he challenge you there in action step number three, we can build some of that up by getting out there and shaking hands and meeting people. We'll do a module on networking here in a couple of weeks as well.

Woof! Good stuff, man. All right. Sam, can't thank you enough on behalf of everybody who's enjoying this, alumni and current members alike. Thank you so much for everything you've brought to this. I'm going to add you to our groups. I'm sure there will be some people hitting you up for ideas and maybe ways they can help you.

Sam: Cool. Thanks. Thanks for having me, Barry.

Barry: Yeah. I'll talk to you soon, everyone. All right. Let's get back to that module. All right, Sam Oh. I love that interview and I hope you guys got a lot from it too. I will put the separate audio interview for that down below. Add it to your Showbiz Blueprint file on your phone or mp3 device and listen to it whenever you feel like, "What do I do next?" Because Sam loaded that conversation with what do I do next words. You'll love Sam's lyrical way of speaking. He's that 30 something generation. Man, different than mine, my generation.

Let me just say, connecting the dots between SEO and your business, between lead gen and your business, between content creation and your business. It's all doable for you now as an entertainer. If you decide to do something with the passive income module that we talk about in a few weeks, those three elements are huge.

I am all about relationship building and I would be crazy to stop and not accept all the organic traffic that I get into my life because of the work we do with SEO, lead gen and content creation. It's just so powerful. I've built that over 30 years, all the relationship capital. As you know, I've retired from this kind of thing. It's ridiculous to not be found on the internet. It's ridiculous for you to not use everything I talked about today, the secrets I tell you in Showbiz Blueprint that I use for the Raspyni Brothers, that I use for 30-Day Sugar-Free, that I use even for selling Showbiz Blueprint.

There are all these secrets and a lot of them Sam just talked about. It would be crazy to not use those. Sure, we lean into paid traffic, of course. I am on podcast all the time. I love talking to people about this, TV shows, writing a book. Everywhere we spread out, but let's never discount the power of organic traffic.

If it's not your thing, it doesn't mean it's not for your business. It just means you simply need to get someone on your team to do it. You have to have somebody doing the three things that Sam talked about. To move to that level and have some inbound traffic coming, we can't wait for it. We'll never wait for it. There's not enough time to wait for it. Run from this if it's not your genius and pleasure and run towards having someone to do it for you.

All right, you guys. Let's just recap now weeks one through five. I want to give you the big takeaways that you should have from weeks one through five. All right, you guys. Let me just recap what the big takeaways should be for weeks one through five and if nothing else, what I want you to have solidly in place in your business right now.

Look, your growth has been an inspiration to watch. Every time I do Showbiz Blueprint, I can't believe the notches, the conversations, the income, the new gigs, the new fee structure, the new connections. By week five, we're already rocking along pretty well. I love seeing that stuff. There's been a lot tossed into your brains, into the salad of what you're doing right now. A lot of it has been counterintuitive, right? A lot of it you probably said, "What?" When I first mentioned it and then you keep going.

The brain has a hard time making a whole lot of change at once. That's why I bring alumni back into this program every year free of charge. I want you to be able to dig in to this stuff constantly as you forget it, as you need it. I get e-mails at least a couple of times a month saying, "I've fallen off the wagon." People have come back in and they just pick up where they left off. Oh, gosh! How I love that part of it.

Look, some of this is easy. The rest of it is I guarantee you, it's buried in resistance. Just like Steven Pressfield talked about in *The War of Art*, "Resistance is that other knuckle that keeps us from just driving forward." Lean in to that book. Lean in to the group and always just take that one step that gets you from here to here because as we do that, the bigger steps become so much easier.

Let me talk about right now each week, take a quick look at each week, what you should have in place and what is absolutely important from each week that if nothing else, put these five slides in front of you and check mark off these to make sure they're in your business and if not, go review and incorporate them right away.

Week one, I want to just 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 upfront 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, time to free time, but schedule it in. Don't let any of this stuff be a 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. All right. Perfect. Good. Let me do that. 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've seen some of this already in our group. 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 ways to just 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 man always say what you're going to do and do what you're going to say. One of the biggest things we've put into the boys' brains at the right of passage adventure. We had them look at times when they were accountable, times when they out not accountable, out of integrity. What was the feeling state? What did that do to their relationship, 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 and it will upgrade your business. It has no chance to just stay in one container. Upgrade this thing and it will upgrade your business. Be early whenever ... This is just another part of accountability to me. Be early whenever possible, but always on time.

All right, you guys. Week two, key points and takeaways, the completion process. It is a highlight of my life every time. Let me get off the screen for this. Way too important for me to be looking at the slides. It is a huge boon in my life when I get to share Bill Lamond with people. I love that. It's getting harder to do too. I used to be able to call him or text him or get him on to a call. I bring him in to something I was doing. I brought him in to my mastermind group. It's hard right now. He's booked, he's busy, he's expanding, his message is getting bigger without ever touching the inner web. That's not part of his life as you saw. He doesn't do that.

Let me just tell you one thing 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 in my life was so big that I knew I never wanted to be without him. I had an obsessive-compulsive order since my earliest childhood memories. It's something that was so deeply ingrained in me. It was the ability to ask people we're talking at no matter what speed, I could use a system I had 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 I could depend on. It gave me something I could always fall in to 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. Thirty years passed when I actually still needed it. I'd moved into a very safe home at around 12, 13 years old, into a very safe home. I no longer needed that, but it was still with me. I still have this ability to do this. Doing the completion process live with Bill on a phone 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 for my life. I don't even do that.

I probably could do it, but the need, the hook is gone. I guarantee you, there's something in your life that's still holding on from when you were five, seven, nine. Do completion process is 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. I want 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 reveled in the chance to share it with you because it's 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. 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 in to your network. Always lean in to your network. More on that coming in a few weeks. 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? We followed up with that of what I think are some of the top completions for entertainers to do. Woof!

Oh, yeah. I shared one recording with an alumni. I brought it in to archive and played it. Was that far from perfect? That conversational cold call, was that loaded with um's and ah's and man and did it work like a dream? I need to follow up with Ivan to see what happened on that one. I tell you, that was so textbook 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 things from week ... All three of these key points from week three, you should be taking in to your life. Outsourcing, it's the stepchild of time management, you guys, the stepchild 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. Oh, and I brought us something I wanted 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 the 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 screenshot out of my 30-Day Sugar-Free program. These are some of my campaigns.

This is a program called Infusionsoft, which changes the game in being in touch with people. Here's a campaign that I paid somebody to build, which could I have done it, heck, I went to a three-day conference, live conference at 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 e-mail. This 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 business that's now that changed the game, that changed the way that I'm building funnels with customers, connecting with people, building ongoing longterm relationships. You have to have somebody to do this stuff.

This could just as easily be done with SEO. I'm now engaging someone to do SEO stuff for me that brings people into this system because it's not my pleasure. Yes, you guys. Yes, 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 in to 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 from the Larry Binney buffet. I'm keeping this challenging going and I encourage you to do it. As 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 of what we did. Don't turn off the awesomeness once the gig is booked. It's the time to keep the train rolling, make them pinch themselves to believe 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. Carrie Anne 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," and 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 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're staring at a screen. Listen to it on a hike or a bike ride, a jog or a 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.

Larry, yeah, good. Okay. Those are the big takeaways from week four that I want to have you do. The branding, what makes you different, post-show and then the SEO piece. This is a review of just what happened in week five that 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 and use your branded sense that you worked on. I wrote one example for Mike that is

wonderful that really puts you in the ownership of that conversation and take back the control and then turn it back on them to really get in to the place of trusted adviser.

What Josh talked about today, what's not to love? You doing it, it's probably what's really not to love. It's hard, man. It's hard. You put it right there. Where does SEO fit in to 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 today. There's going to be some homework on that. Really, what's not to love about that? 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 day five, man. All right, you guys. That is module five in a nutshell. We covered some wonderful information today: how are you different, your post-show funnel and SEO, lead gen and content creation for entertainers. It's so much. The last five weeks of this course before we just keep going and stacking it on for the rest of your career are engaging. They're all about the bigger picture and they're all about you stepping it up and just squelching down the resistance. If you read the War of Art, read it again before week six, you guys. Just go through. Keep it by your bathroom, keep it by your bed and do a couple of essays everyday. It's going to come in real handy weeks six through 10.

Barry Friedman. Module five is in the can. Talk to you soon.