

## ShowBiz Blueprint – Module 6

Hey everybody, Barry Friedman, module 6 of ShowBiz Blueprint and today, excited. We are talking about another funnel, surprise! We're talking about the business card funnel. What do we do with those little gems that we got handed after a show? We're talking about copywriting and again, "Barry, you keep doing it." Yes, again, I have brought in the best person in the world to talk to us about copywriting for entertainers, a six and seven figure copywriter who also just happens to love magic. I used my connection challenge skills that I learned from Larry Benet a couple of years ago to reach out and connect with someone that, yes, I was sure he was much too big to connect with, yes, I was sure he was too busy, yes, I was sure he'd not answer my email and the answers were no, no, no.

Good friendship came into some of my courses, I took some courses from him and then he spends a huge amount of time with us today talking about it. You'll hear some conversations with other people who were on the phone during the conversation with him and I trust that all those questions are questions that are going on in your mind as well. Just hold those, listen to those, and as a special bonus I'm going to invite Brian into this little group of ours, this Facebook group, and see if he can jump in to some of the conversations if you have them.

He also makes a generous offer which he may or may not have time to do right now but I invite you to at least get in touch with him. He's a great guy and use everything that you've learned so far in this course when you're reaching out to Brian. There's a whole different way to think about it. Then, finally, I'm going to talk about the 80-20 rule of business in your business, putting it in action in terms of ShowBiz Blueprint and how can we use the 80-20 principle right now to get going.

All right, let's do it. A real quick peak at module 5, what we ran over the connection challenge, I hope you're still running. Did you work on your how are you different response? That was a big question I asked you, how are you different? What's your USP? Did you do a post-show funnel? Did you get one out into the world? How exciting is that? Then, Sam Oh on SEO on lead generation and content creation for entertainers, hopefully you've listened to that again and maybe you've even taken some steps on it.

If you have, drop them into our Facebook group if you haven't already and I just can't wait to hear what happens. Sam will be in our group as well and you can interact with him. I'm really trying to bring as many of the faculty into the group as possible and they're all busy professionals who have their own big businesses so we go a little bit easy on them but nothing wrong with checking in. Building the CVI webinar, that is being published, I believe, today so I think it's probably on this page or under the resources. I think we have the special webinar for building the CVI and dig into that thing. Then, my final question, it's always is what's stopping you from taking action? Are you using all the support resources that we offer you to move past the blocks?

It's very big to always keep momentum going, you guys, and I'm so proud to be in this position where I get to see you. All right, today's agenda, we are talking about the art of connection, bigger and better than ever. I have an example I'm going to play a little recording of and we're going to talk for a second about how someone who's at our level, was at our level at one time is now doing something so remarkably huge and we're going to listen to him talk about it in his own words because I want you to

put yourself right in that position. Here I am now, this could be me in six months, this could be me in a year and this is me in five years and it doesn't look anything like what we talked about right now.

We're going to dig into that. We're going to do the business card funnel. We're going to show you on how to not drop the ball when you get these beautiful little pieces of gold handed to you. We're going to do copywriting for entertainers, that's with our live guest Brian and I'll give you his full name in a moment but we're going to have a nice long conversation with Brian and boy, would he tell you about copywriting, can't wait, and the 80-20 rule, hands on in your business. All right, so let's dig in.

Look at this. You recognize this guy? Marc Maron, WTF podcast. Let's listen to what Marc said about an extraordinary moment in his career. Let's dig into this. I want to show you guys something, this was from the WTF podcast with Marc Maron. I don't know if you guys have heard of this over 600 episodes, an incredible, funny man, standup comedian who is no different, so go back 600 and something episodes and go back a few years, literally no difference than anyone here playing as an entertainer but he decided when the podcasting craze came that he was going to create a podcast WTF. It's gotten huge publicity and huge coverage, it's become very popular, millions of downloads. We had a talk ... Oh, that was in our alumni group about podcast and the popularity of them.

Boy, what Marc was able to do recently and I don't know if you know but from his garage in Los Angeles, he had an interview, a one-hour long form conversation with President Barack Obama just a couple of weeks ago and he did an episode recapping what that experience was about and Steve Bedwell from this group sent me an email yesterday asking me if I heard what he talked about and it relates so perfectly to the connection challenge about the way he nurtured it. I wanted to play just that segment of this interview for you. I don't know who's in this group who might be real sensitive, maybe there's a language bomb in here or what but let me just put that caveat out because you never know.

I'm going to play the audio from this and I want to just let you guys listen to this one piece then let's talk about a few things.

Marc Maron: It was a definite sense of let's check this out, let's see if this is real but let's contact them.

Co-Host: Sure.

Marc Maron: That was about a little over a year ago.

Co-Host: Really?

Marc Maron: June of last year, yeah.

Co-Host: [inaudible 00:06:07]

Marc Maron: Maybe even May of last year but definitely in that time of year. It's interesting because I've seen since this was announced that this interview would happen. People have said, we heard that the White House reached out to have President Obama on and it's not that simple actually because it's like just because you're in contact doesn't mean that something is happening.

Co-Host: Right, I completely put it in the back of my brain.

Marc Maron: It was a vague thing, so that was June. It wasn't until September last year that there was ever the mention of the president's name. It was like what would you think about him doing the show? It's like a joke to us. People have said all the time, "When are you going to get Obama?" Of course, we would have him and I think they wanted to make sure though that having someone on, if you look at our guest list, in 612 episodes, there's not a politician on it.

Co-Host: That's right.

Marc Maron: I think that was ...

Co-Host: Intentionally.

Marc Maron: Yes. I think that was what they were saying was, "Why would Marc want to even do that because it's a politician?" I said, "As I've said all along to anyone we've ever talked to, we would have any guest on as long as they could do the type of interview that we do which is talk about life and talk about other things and not have a specific promotional agenda." I think I remember you telling me this. I'm like that's crazy, I mean, of course, I'll interview the President. Well, I remember when we were first talking to them, I said, "That's a good conversation I have with the White House" and you said, "Maybe someday we could get Obama on." I said, "Yeah, probably when he's not president anymore. There's no way he would do it when he's president."

I also just think it's like a little bit of a lesson there, especially for people who are doing podcast that that's like old media. Even though they came to us specifically because we're new media, I believe the reason this came to pass was just because lines of communication were kept open and there was a constant cordial discussion and comfort level achieved on both sides of everybody thinking this would be a good thing to do. That only happens like with time and with diligence.

To me, it's a good lesson for people like if you want something, it doesn't have to happen right away, just make sure you keep the work up, put that in the little file there and keep it as something ...

Co-Host: Especially, to-do list. Right, if it's something like that.

Marc Maron: Yeah.

Co-Host: Like, oh shit, I forgot the president wanted to ... Do you know what I mean? Don't be like, ...

Marc Maron: Well, I mean ...

Co-Host: ... "Can we call back the president?"

Marc Maron: We were not pushy about it.

Co-Host: Right. No, I don't remember pursuing it that hard at all.

Marc Maron: Yeah, yeah. It wasn't until the earlier this spring, late winter, early spring that I got a call on my phone. I let it go to voicemail because it was an unknown number.

Co-Host: Right, to a tip.

Marc Maron: No, it just said unknown, blocked.

Co-Host: Wow.

Marc Maron: That went to voicemail was a person at the White House that said, "We wanted to get back in touch with you thinking about doing something or other maybe with the president," very casual, like he slipped it in. Obviously, I got in touch and then all of a sudden, maybe three or four weeks later, we got dates.

Co-Host: Is that when I said, "Where? Am I going to Washington?"

Marc Maron: Right.

Okay, let me pull that off. How are you really any different? How am I different, Barry? Dude just interviewed the 44th president of the United States in his garage in the San Fernando Valley of Los Angeles or we can say Marc Maron was just a guy once who had a dream to do a podcast. Those are the steps we're taking in ShowBiz Blueprint to slowly, consistently, make the progress and just keep moving our presence, our place in the market up and up and up just like Marc did and eventually landed that remarkable interview.

I know it seems out of reach, listen to what he said, how out of reach did it seem, of course. You can do anything if the lines of communication are kept open. That was one of my favorite lines of his. I may have paraphrased it a bit but to say that, you can do anything if you keep the lines of communication open. It's the same with our prospects. It's the main reason why I say we never stop if we just don't hear from somebody about a gig if we made a proposal. We give them the benefit of the doubt by always continuing on until we get a yes or we get a no.

That is the only time we stop finding out if we can be of service to them. More often than not, you're going to get this line that is so beautiful when they say, "Thank you for staying with me on this. I've been so busy and this is the perfect time." Let's keep going, let's keep the lines of communication open. The comfort level that is achieved on both sides of the conversation, that's you and the person you're talking to about potentially working with or Marc or President Obama's people. There is a time of building that comfort level and never ruining it by forcing the sale or asking for it too soon.

It's death, it's the killer and especially now in the world of social media, we're not able to do that anymore. This happens with time and diligence, that's the main way you do it. If you want something, it doesn't have to happen right away, do you get that? It doesn't have to happen right away. Keep it in the file and keep working on it, keep nurturing it. Funnels, use the funnels to keep building the relationships you have. Never be pushy. Are you thinking of reasons why this can't happen right now? Are you saying to yourself that somehow Marc is special? You are, aren't you?

I'm going to come through the screen and bust you right now. You're thinking there's something special that he has and I'm here to tell you, there is nothing special. He took the steps. What was that, 600 episodes or something? It's a lot of steps to take, a lot of consistency and we already in the six weeks of this program have so many tools that we can work on a consistent basis. Let's do that and let's hold that powerful vision of one day having a president sitting in your garage for your podcast interview.

All right, let's talk about the business card, these wonderful little pieces of gold, that's money. Let's talk about the business card because that is a powerful funnel to do and it's really fun and easy. It's just a simple, I think it's three steps total in the funnel, we'll go through this piece. Some of it here live and I'm going to do a screen share because there's some important elements that I want you to see. It's mostly an email followup. You have these pieces of gold sitting in your desk and they're from a show where they saw you once as a hero. You did this 30-minute, 45 minute, 60-minute commercial that you were actually paid called your show and people came up and voted for you by handing you the business card.

Now, it's time for you to show up with humility. Let's run through what it actually looks like to execute a business card funnel and continue the relationship that happens after they hand you something. All right, so someone comes up after the show and hands you this card. One thing I don't want you to do is put it in your pocket. I want you to hold this card and hold it in a respectful way. Read their name off the card. Even if they introduced to yourself, look at the card, read their first name, that visual interaction with the letters and you saying the name is going to make it so you can always remember it.

Use their name three times if it's possible, if you have an interaction that's even a couple minutes or a minute, you can use their name three times very well, "Robert, thank you so much for this." Then, during the conversation, "That's sounds like an amazing experience, Robert. What else happened that night?" Then, when they're leaving of course, "Robert, it was so nice to meet you." Those three times of using their name, it's the greatest music someone can ever hear is their own name. Be the person who does that naturally, authentically in the entire time that card is still in your hand.

If you're meeting a lot of people, there is a little bit different strategy and I want you to play with this. There's different ways you can bring this together. One is to have a pen with you and scribble down some little note that you have about the person, about their hair, about their smile, maybe they mentioned where they were born, do they have a funny laugh, what do they do for the company, did they tell you something about their kids, did they tell you a funny story about juggling or magic or singing or anything that you happen to have done on stage? Did he tell you some story, and can you scribble some quick note to yourself on that card?

Plant that, it's going to come in very handy as we go on with this thing. Then, you're going to tell them that I'm going to connect with you real soon. Ask them if it's okay if you quote them? Did they something amazing about your show? Did they say that was the funniest show I ever saw? You can make a joke out of it and say, "Man, I would love to quote you on that, can I?" Let them say yes and then just put yes, greatest show ever. You have their name right there, you probably have their picture or you can get their picture off the internet to make that testimony on your website really sing with the picture, the name and what they said.

Boom, like that, just off a business card interaction you go to having a great testimonial. Then, hold the card again, final piece that I really want to make sure you get that. Hold the card. Do not let them see you shove that thing into your pocket. All right, step three of the business card funnel, connect with

them. We're going to do this afterwards and I'm going to really insist that you use the telephone because you have such good skills at this thing now from our earlier conversations. Mention one thing that was noted on the card. You took some notes on there and then revert to that beautiful question that Larry gave us a couple of weeks ago.

Is there something that I or someone in my network can help you with? Oh my gosh, it's so beautiful, give me goose bumps. Still, when I hear Larry say that thing. Okay, then we're going to inquire about is a possibility. They already know what you do, they sat through your show, they've enjoyed it enough to come up and meet you and hand you a card, so inquire, "Robert, were is there a place where my skillset, my experience of 34 years in the entertainment can help you?" Then, leave it silent, you guys, allow silence on the phone. It is such a beautiful gift that's so rare in our culture. Silence, you don't need to jump in to save it, ask him real cleanly, "Robert, where is there a place in your business, in your life that my skills of 34 years as an entertainer can help you?"

Man, I just love the way that feel. Your clean mindset will give this a very natural ending. You'll know when the call is over because you're doing this with such a clean mindset of service, of connection. We're not looking for a sale on this thing and you're going to get permission to follow up on an email. That's the final thing we're going to look for on that phone call, "Is it all right if I drop you an email with a couple of ideas?" That's it, very simple. That promise to him, that promise to her, that promise to yourself, that's going to inspire you to have anything you need to write to them in the way of ideas like you need more. You have plenty, I know that.

All right, so part four of the business card funnel, don't drop the ball right now. The mindset of this is service, this is we're looking for is there a fit? Is there a fit with this? We've already met them live or we've gotten the business card somehow. We followed it up on a phone call, we've had a conversation, we've noted some things about them, we know some things from the phone call and from the initial meeting. Now, we're going to use all of that. We're going to use the reminders we have from the phone call, from the card, and we're going to ask a question in an email that shows that we care. We're moving towards advisor.

The mindset again is one of service and we're going to say, we're going to let that person know, "If there's a time that we can help you sort out your entertainment needs, call us immediately. If there's ever a time when I can help you sort out your entertainment needs, pick up the phone, drop me an email and let's talk." That is heart of a sale that we're going to do on this business card funnel right now. It's a very natural ending for an email. It's almost a salutation in the way it ends. We're going to offer that little piece at the end.

All right, number five on the email, and I always talk in ShowBiz Blueprint about how we can go beyond what the expectations are. Email, five, in the business card funnel is certainly no exception. This is another email we're going to send to them and we are going to discover something that they probably know about their industry but maybe not. What it's going to show is that we're keeping our mind in their game. We're not just all over here working on us and trying to attack them for the show, trying to fool them into booking us. This is about serving us them and it is powerful.

It's going to help them out too, It's going to either give them some insight or connect. We have a remarkable way of looking at other people's businesses or issues. I have found that in pharma, in medical, in legal, financial, industrial, blue collar, every market that I've worked for as a performer. My

take on their business is always so valuable and different that we don't have any right to ever keep that from our prospects or our clients. It's powerful and we're going to use it, we're going to use a piece of it right now.

What do we know about them? If we spend five minutes on Google and we deliver them an idea or a song if we're a singer or a quick little one-minute selfie video talking about something in their industry and possibly, a new take on it, an idea for a marketing campaign, an idea for an advertisement, something you saw on the world that reminded you of them and here's an idea for it. Something else that would be fun to do for their audience that you could do in your show, whatever it is, we're going to give them something. We're going to give them some insight through our eyes into their industry and it's a powerful email and we're just going to remind them again at the end, "If there's ever a time when I can help you sort out your entertainment needs, pick up the phone, drop me an email immediately."

We're going a little bit deeper into just handing them something that says, "Hey, we care, we're here, we're part of the team." This is us moving from someone they met to almost the category of trusted advisor and it's powerful. It takes no bandwidth, the whole 10, 20, 50, 100 of these together with even the most basic CRM software or a simple database.

Okay. Here we are at the very top, the very end of the business card funnel. They are in your funnel, they have come through this entire piece and now I want to implore upon you to not slide into sales. For one thing, we probably don't even know if they have an event unless they've really mentioned that to us. Let's go the next step of intimacy. Let's invite them to our LinkedIn network. Yes, of course. Do we have a fan page on Facebook? Do we have some way or Instagram? Is there some other thing that they're using that you could look them up easily and invite them to?

You have earned enough collateral with this person right now to be able to say, "Hey, I want to join with you on some of these pro networks." We continue the conversation over there. We watch what they're doing on LinkedIn and we can just star them and make them people that we see in our LinkedIn feed and go, "Oh my gosh, Robert is doing this amazing thing, let me drop him a line of congratulations. Let me throw him an idea that comes to me right when I read this thing." We can introduce them to people who are in our network who might be able to help them.

This is nothing short of a bank CD that we have deposited some of this time of ours into and this attention and it's just maturing and waiting for us to withdraw, so it's powerful. How many can you do this week? Can you run through and do at least one full business card funnel this week? Can you get it started? Can you start three? Can you start 5 or 10? Because you're probably not going to finish this whole thing in a week but can you get a number of them into the funnel right now so that the seeds are sprouting so that everything is starting to happen under the ground and soon it can break through to the top.

The business card funnel, it's a gift, it's a huge gift. Lean into it heavily because business cards are someone saying to you, don't forget about me.

Okay, everybody, let's talk copywriting. A wonderful piece for module 6 because we are square in the middle of rebuilding ourselves, of changing our message and our branding and how we communicate with people and what an ideal time to get the insight in the eyes of someone who has made such a splash in the world of copywriting and also has a huge affinity for performers and magicians.

Let's speak with Mr. Brian Keith Voiles. Let me tell you a little bit about him. Let me just check the comments real quick. "What if they are not the person to speak to, wonderful, the event organizer? Often, I just meet the sales first and exactly not the organizer, should I ask for an introduction?" Bingo Shawn, once they've seen you perform, you have a lot of authority and clout with him. You asking for an introduction at that point is perfect and ask for it in a specific way. Ask them to include you on the email, so to do a three-way email where they write to both of you. They mention briefly where they met you, what they saw on the show and what specifically they think might interest the person that he or she is introducing you to.

If you ask them to do all three of those in the introduction, you're going to get a lot better introduction. Don't just ask for is there anyone, give them the steps to take. "One client's dream is being a writer for Saturday Night Live. Yeah, every talk we have I give them something to try for the next few weeks." Oh, that's awesome Benjamin. Look at the way Benjamin delivers value to a client because he got this guy to open up enough to say he wants to be a writer for SNL, which is a pretty cool goal.

Every conversation they have, he just drops in something new for that guy to try. Hey, work on this and it cost Benjamin nothing and it continues to build a relationship. "Yeah, makes more sense thinking I could actually tell them." Yeah, man, you have to be a leader and that right there, Mike, what you just wrote, that's moving to trusted advisor from hired magician to trusted advisor. Boy, that position has gotten me into some amazing trouble and quotes over the years just being in a great place.

You guys, let's dig in to, let me come on live and introduce this guy. I'm so excited, this is a guy who I met by networking, by connecting many years ago I think going back to 2009 or so, a man who I really gained a respect for through one set of eyes as a world class copywriter, as a guy whose name appears when you look at some of the most successful marketing campaigns in the world. His name will show up somewhere in the credits. Through some looking around, I find out that, wow, Brian likes magic.

I know magic, people. I'm in that world too. Doing all Marc Maron did, just putting out the fillers, letting it develop over time, reaching out, offering whatever I could do, initiating a conversation, became inner circle friendship with a man. Then, testing the friendship by dropping a note and saying, "Hey, will you come on and talk live with a whole bunch of entertainers from around the world who are looking to up their game and didn't go to school to study copywriting, isn't maybe their joy and pleasure but can we let them see a glimpse into what it takes to do it properly and what successful copywriting can do, what it looks like versus bad copywriting. Just for fun, can we bring some of it on live and actually dig into a few pieces of it?"

What does he say? "Man, sure, let's do it." Brian works under the radar with top name high-profile clients in so many different industries, surprised me when I got in there and started learning. He's the safest bet in copywriting as his clients always say, "It's not a gamble when I go to Brian, it's just a matter of am I going to do it?" Pretty wonderful to be in a field and have a reputation where the gamble's removed. Frank Kern, probably one of the most successful internet marketers in the world, credits Brian with getting him into the business which boy, I'd love to be able to say something like that.

He's not a guy we can afford to access, I guarantee you, I don't know his rates for copywriting but they hover high in percentage, I'm sure, and he's here for us today. With all of that said, let me bring on chicken back in his home in Salt Lake City with guitars in the background which I asked him to play.

Brian Keith Voiles: Yeah.

Barry Friedman: Hey Brian, welcome. Thanks so much for being here man.

Brian Keith V: It's my pleasure, Barry.

Barry Friedman: Yeah, good. Let me ...

Brian Keith V: Happy to do it.

Barry Friedman: Yeah, good, let me kick up the volume. Thanks for doing that, man. Give a little brief introduction of how your worlds collide with magic and copywriting. Where did it all start for you?

Brian Keith V: The long story short is I was ... This is in the late '80s, I'm trying to build my magic business and doing birthday parties, lots of families here in Salt Lake Valley. I just wanted to learn how to get more business and I happen to come across an ad in a mailer. It's a newspaper magazine. It was actually one of those BizOp mailers, page after page of get rich overnight, selling golf tees door to door, selling no soliciting signs. "Oh, you don't have a no soliciting sign. You need to buy one of these." Then, you go around the back door, "You need one back here too."

Barry Friedman: Oh my gosh.

Brian Keith V: Yeah, just magazine selling all kinds of stuff like that. Anyway, I saw an ad in there that said, "Hey, need more customers?" I said, "Yes." The ad just sucked me in and I couldn't not buy this book on copywriting that the guy was selling, I couldn't not buy it, I had to.

Barry Friedman: Right, it worked.

Brian Keith V: Yeah, it worked. That kind of what got me started and it was on direct response copywriting and I wrote a letter. I just did what the book said. It said do this and this and this and this. I just did that. I think that's kind of a separating factor a lot of the times, doing, taking action can be all the difference in the world. It seems to me like so many people don't take action, some sort of self-sabotage or fear or whatever. Anyway, I'm getting off the topic.

Anyway, long story short, I did what the book said, I wrote a sales letter selling my birthday party service to moms and I had 36% response rate with that letter. Out of 100 letters, I'd get 36 birthday parties. I had no idea how freaking phenomenal that was. I just figured, okay, it will work, this guy says it will work, I'll do it.

Barry Friedman: Yeah.

Brian Keith V: I just did it. I followed the instructions and I did it how he taught it and boy, did it ever work.

Barry Friedman: What year was that, Brian?

Brian Keith V: I think that was in '91 or '90, yeah.

Barry Friedman:That's when you when you entered the copywriting world.

Brian Keith V: Well, I became aware of copywriting ...

Barry Friedman:Yeah, you became aware of it.

Brian Keith V: ... at that point but I didn't know it was something you did as a profession. My paradigm is just very, very small and very narrow, I just was a small business guy who wanted to get more business and that was it, period. Anyway, that's how I got into it. Then I went to a Brian Flora marketing magic seminar and I shared this letter. I stood up and held it up and say, "Hey guys, I got this letter. You guys are all welcome to have a copy of it and use it." It averages 36% response.

The whole room just like, what, what? Everybody just like freaked out and I'm like, "What? What did I say? I'm sorry." They're like, "No, no, no, no. Do you not understand what you have?" Obviously, I didn't understood what I had. That's ...

Barry Friedman:Yeah, those numbers ...

Brian Keith V: ... how I got started. One of the guys that was there, David Alexander, I don't know if you know that name, he wrote ...

Barry Friedman:I know the name but yeah, I not have heard.

Brian Keith V: He wrote Gene Roddenberry's biography. He was the man in the room that we all had respect for because he was connected in Hollywood and et cetera, et cetera. I'll never forget it Barry, I never forget the day he was sitting in the front row inner aisle, I was sitting on the back row inner aisle and he looked straight down the aisle, right in the eyes. I had just cracked a joke and everyone else was laughing.

He looked at me right in the eyes and he says, "Will get the hell out of the magic business and get into copywriting, you can make a hell of a lot more money."

Barry Friedman:Really?

Brian Keith V: Everybody else erupted with laughter because they thought that was pretty funny. The laughter was silenced to me because I'm like, really? This is news to me. In my entire drive, just to go a little personal with you, my entire drive was to be the greatest dad I could be. I had four amazing kids and I just wanted to be a killer dad and a killer husband and nothing else mattered to me in life, honest.

To me, what that copywriting represented was a way to make more money working less hours. That meant I could spend more time being that great dad, I would have more money which would give me the freedom to be that better dad. That just grabbed me. I just was dead determined to do whatever I could do to become a copywriter.

Barry Friedman: Yeah, man. Fantastic organic beginning and you just saying yes. You saying yes, doing the work, following the directions, putting in the time which I'm sure would have been easier not to do it first.

Brian Keith V: Sure, sure.

Barry Friedman: Yeah, always. Hey, great lesson there. Let me move into copywriting and just kind of get some big picture stuff around it. In this world that is so video driven, is there still a place for copy? Do headlines and big copy still matter?

Brian Keith V: Oh absolutely. I'm just polishing up a direct mail piece that will probably go into mail the first part of September, end of August. As I recall, right now, I have 52 pages of copy written for this mailer.

Barry Friedman: Really?

Brian Keith V: Yeah, eight and a half by 11, 52 pages, front and back. It hasn't entered the design stage yet. This is just with the copy.

Barry Friedman: Copywriting.

Brian Keith V: Yeah.

Barry Friedman: Fifty two pages guys. That's clearly going to a targeted list that has shown an interest in the topic.

Brian Keith V: Right.

Barry Friedman: You know what, we sometimes talk about a video has to be less than 60 seconds or 30 seconds to ... that's a different world. What's the broad topic of what market is that going out into?

Brian Keith V: The target audience is what you would call the survivalist or prepper, doomsday, some people call it doomsdayers.

Barry Friedman: Right, end of the world kind of stuff and people being ready.

Brian Keith V: Yeah.

Barry Friedman: Yeah, that's a good marketing. You're getting paid nicely I'm sure to create a story.

Brian Keith V: Oh yeah, it's a win-win. I've just had so much fun writing the piece. It actually kept me up at night. That's a good sign when the copywriter can scare himself so bad that you want to buy the product. That's where I'm at.

Barry Friedman: Wow. You're lighting this stuff and you going "Man, maybe I should get into this whole survival thing?" Even that's something.

Brian Keith V: It's actually scaring me.

Barry Friedman: Hey, someone had a cool question. Is Brian still using the principles he learned from the original copywriting book he bought?

Brian Keith V: Oh, absolutely yeah.

Barry Friedman: Are you hoping for [inaudible 00:36:03]?

Brian Keith V: Yeah, that book by the way was I believe it's called "Cash Copy. It's by Dr. Jeffrey Lent.

Barry Friedman: Are you hoping for 36% conversion on this letter?

Brian Keith V: I'm always hoping for 36% conversion.

Barry Friedman: Yeah, yeah. That's cool man.

Brian Keith V: Dr. Lent, based on my experience isn't the kindest individual or most thoughtful or loving certainly but he had a huge impact on my life at that time.

Barry Friedman: Good. Let's bring this prime into the realm of entertainers. Does it work for ... we're not going to send out 50 plus page letter to our clients but what's the most important piece? Do you mind jumping into a couple of websites live if I make them live on the screen?

Brian Keith V: No, I don't mind. I just want to do whatever it's going to serve the people who are on the call if they ...

Barry Friedman: Love it.

Brian Keith V: Yeah, whatever you want to, I'll do it.

Barry Friedman: Cool. Let's bring up a couple and let's just talk about the page you're seeing when you see it and then let's talk about just in general, what can we do as entertainers to really capture the prospect of someone who lands right away? Good, I'm going to take this in order that you guys put them up on the screen here. Here's one from Ray Thompson who's an alumni of the group, "What do you see when you look at something like this?"

Brian Keith V: Well, I'll just spew this out as the thoughts flow in. My initial impression is I don't know where to start. The picture is where I'm first drawn to. The picture is what grabs me but from there, I'm assuming, obviously I'm not live with this page but I would click play for sure.

Barry Friedman: Yeah, I'm sure that heads into some testimonial type stuff.

Male: [inaudible 00:38:33]

Brian Keith V: Okay, it's a 40 second blip of testimonials. I think that's always good to have some evidence proof. You've got your previous venues to the right there. I think that's really good, establishing

credibility, hey, this guy works. He's not sitting on the couch. He's got a track record so you've got some good things going there. My biggest beef really at this point is the headline if you want to call it that, hypnosis and more.

I'm like, okay, that's not a headline. Then, it says, presents Ray Thompson then now I'm really confused. Hypnosis and more, was that a company and they represent Ray Thompson? Well, who the hell is hypnosis and more and why should I care? Presents Ray Thomp ... what?

Barry Friedman: Yeah, disconnect.

Brian Keith V: Yeah, there's a major disconnection. The use of all caps is very distracting, I would use it on occasion but certainly not the way it's being used here.

The colors, I kind of like it but I think having the text be, it looks like a dull blue, kind of a dull royal blue text. I think I would make that wide, I would at least try that. The paragraphs are little tall for my liking. You want to keep your paragraphs ... what my rule of thumb is no more than five lines but that fifth line can only be two or three words, okay.

Barry Friedman: Interesting.

Brian Keith V: I shoot for three. I really try to break paragraphs at three. Don't worry about breaking them where your English teacher taught you to. Just break them so that they look good.

Barry Friedman: Brian, if I shrink this down to phone size, oh this website is not scalable, it's not responsive, but I broke this down to phone size, that paragraph is probably giving in the 15 ...

Brian Keith V: Oh yeah.

Barry Friedman: Which is where most people look at their websites nowadays. Yeah, I wouldn't say this website is not responsive for mobile stuff. Okay.

Brian Keith V: Those are just filling my initial impressions but it looks real sharp, it looks real professional and the things that you've done right Ray is you've got that credibility is right up front plus you're backing it up with these logos, you're backing it up with videos. You did a lot of things right here as well.

Barry Friedman: Good, awesome. Hey, if you want to play around Brian with the idea of ... what comes to you when you think about hypnosis that kind of show for corporate events?

Brian Keith V: Well, that would be my other thing that I would comment on Ray site, it's really not very clear to me that Ray specializes in corporate events. One thing that throws me off the trail is hypnosis and more. Well, I'm just completely befuddled, and more. Oh you juggled too?

Here's a picture of you bending forks. I don't didn't know hypnosis bend forks. I mean, see, there's just so many convoluted things coming at me whereas really what you want, when they hit that page, you want them to go, "Oh this is exactly where I need to be right now." A lot of going, hypnosis and fork bending and ... what? You definitely don't them confused. I guess I

would talk about maybe seven reasons why Ray Edward's hypnosis show is perfect for your next corporate event. Reason number 1, track record, whatever. I'm just flying of the hip here obviously.

Barry Friedman: Wonderful. I mean, I just listened to what you're doing right there, how you're making it so specific. I think and it's scary and I can own this one for myself, we have this hope or this fantasy that when someone lands on our page, they're actually in our world and understand us. The truth is, they are in their world and don't understand us.

Brian Keith V: Yeah. One thing I've learned about internet marketing in particular is it's distraction marketing. The internet is one big distraction. Think about it, how many times have you jumped online, "Oh I've got to shoot this email over to Bob before I forget." You jump online, while your email is coming up, you think, well, I'll just hop over and I'll see what time the game is on tonight or something. Twenty minutes later, you're scratching your head going, "Now, why did I sit down? There was something important that I needed to do which was that email to Bob, right?"

Barry Friedman: Yeah, which was Bob, yeah.

Brian Keith V: You've gotten so distracted because this email had popped up and this banner had popped up and this video, oh that looks funny, I got a minute, I think I'll watch that. Before you know it, you're completely off topic. The internet is incredibly distracting. My point is, when the prospect hits your landing page, they don't have that, oh this is where I need to be right now type of reaction. You've lost them, the chances are you've just completely and utterly lost them because some things kind of distract them.

Barry Friedman: Some things kind of distract them and if the word and more is in there, it's like ... yeah, I don't have the brain capacity for and more right now. I love what you said even the top three reasons, the top five reasons why hypnosis will astound your corporate event. I mean, something that's pointed, that's what you're talking about.

I'm sure, hey man, if you're spending 50 plus pages talking to someone about survivalism, you know about the importance of keeping somebody's focus and that's what it is. We can't use words like more. We have to say what it is.

Hey man, there are so many requests that came in. We're probably not going to be able to do them all but what I am going to do is just jump and we're just going to run down a couple and we'll to some extent, power shoot them here. Mullets go for first impressions of what you think, you make that screen live over here for you, undo you from the world and bring up this one. Good.

Brian Keith V: Ray, that's good that your site is mobile friendly. I see that you've done some Google testing on it so that's good.

Barry Friedman: Oh good, okay. I think Google friendly is different in responsive Ray. I think they're maybe two differences there. I can tell if a site is responsive by the way it reacts and this is something we should all know. In fact, let me check. We can just try it here on Jayson's one. As you start

moving this stuff, everything starts shrinking, in other words, to fit it and yours wasn't doing. Now, your graph is rolling the same size.

This is what's called responsive. At some point, I get here and he's got his whole menus up there that stay here. A responsive site kicks into this at that point that says, hey, I'm too small right now, let me turn this menu into something else.

Yeah, Google friendly is one thing, mobile responsive is a whole another conversation, side note.

Brian Keith V: Yeah, I know nothing about that stuff Ray. I'm sorry, I can't help you there.

Ray: Yup, no problem.

Brian Keith V: I hope the other stuff was helpful.

Barry Friedman: Good. Here's another one. Let's make this live.

Brian Keith V: When was the last time you laughed at reality? Give your gifts, a gift. Okay, your subhead is much better than your when was the last time you laughed at reality. I don't get that, I don't understand what your ... as a prospect, I don't get it. I don't get where you're leading me but as a copywriter, I'm also confused as to what's the intention of saying that. When was the last time ... I'm not sure what your goal is in saying that.

It certainly not working for me as a copywriter.

Barry Friedman: Do you look at something like this and you think it's maybe going for some angle that what I mentioned on Ray's page before, someone would have to be somewhat involved in their world. It's not clear, it's not simple.

Brian Keith V: Okay, yeah.

Barry Friedman: Is that ...

Brian Keith V: That's a really good point. See, the next line is although it's vague, give your guest the gift of laughter and wonder, I like that much better. The other one, but even that can be improved upon. When I write headlines Barry, I'm a vicious, ruthless machine I guess. I rarely, rarely write less than 200 I would say is a good low bar for me, I rarely, rarely, rarely write less than 200 headlines when I'm working on the project.

If you do that, you push yourself to do it, you will have the most amazing aha moments and breakthroughs but it really takes getting into your prospect's mind. You have to look at the world from their perspective as it relates to what you're selling.

Barry Friedman: You guys, just bookmark that. Let me just let everyone take a breath on that right now. 200 headlines, get inside your prospect's mind because they're not in our minds. Man, you just said that so beautifully. In fact, Betsy, when you're transcribing this, put that part all in caps what Brian just said, amen.

Brian Keith V: For me, that's probably my real strong point as a copywriter.

Barry Friedman: Did you do [inaudible 00:50:54] it's written about online because I have this thing, I read about you for a while and I thought there was like headline challenge where you at some events and it was on a big screen and you're writing headlines and people were just in the audience amazed. Does that ring a bell?

Brian Keith V: Oh, I've done a lot of silly things over the years about it.

Barry Friedman: Okay. I read some reviews or someone was talking about your at conference once and they said, I just remember them sitting in their chair with our jaw on the floor at the rate at which you're creating headlines live onto a big screen.

Brian Keith V: Oh, that's funny. Well, I ...

Barry Friedman: Can you repeat that piece one more time Brian, just that thing you said you write headlines and you have to do it through the eyes.

Brian Keith V: Yeah, it involves empathy, it involves putting yourself in that prospect's shoes and literally I do this Barry, I literally sit in kind of meditative place and I imagine my prospects day. From the moment they plant their feet or from the moment they hit the alarm. What is the first thought that comes into their mind? Oh shit, another day, oh I can't ... oh got to go to work ... or are they happy and excited? How does that happy and excitement translate into their cup of coffee, into their drive to work?

How does it affect the traffic? What radio station are they listening to and why? What motivates them to do that?

I will literally walk through the entire day of this person trying to connect with emotions. This is the key, trying to connect with the emotional events that they will experience in any given day, not just as they relate to what you're selling although that's critical but also ... guess what? We have other things that influences all throughout the day that bring up emotions, oh I freaking can't stand that guy, oh that woman drives me crazy and then, you get over it, you move on.

Having empathy deeply, compassionately putting yourself in that prospect's shoes and imagining and feeling the emotions that they feel in a given day as it relates to for example, last year's Christmas party was such a nightmare. The entertainer didn't come. He was 20 minutes late and we had a 15-minute gap in the program before that and the DJ was blah, blah, blah.

What are all these nightmares that they go through and the emotions that they feel from having failed and everyone publicly seeing that oh you screwed it over, worst party ever. Then, getting to the other end of this spectrum, best party ever, way to go Becky, holy cow! Are you open to do it again next year? You were just amazing. What kind of pride they can feel swelling in their chest from accomplishing that. If you really, really, really want to connect with your prospect, you've got to take yourself and imagine their day and imagine their emotions.

What are their frustrations? What frustrations do they go through? This is huge and it's so skipped. Out of 20 books on my shelf, the idea of empathy isn't even talked about in all of them but maybe two of them. Two of them only briefly touched on it in terms of copywriting. It's just not something that's taught very much but it's so huge.

Barry Friedman: Man, my gosh Brian. I don't know where you got that but I just wrote a comment on here that this is like watching Michelangelo paints. Thank you for that but I'm guessing that's why this connected with you so well, the whole idea of copywriting, when you first put out that letter and got 36% response rate and in that room people turn to you and said, you need to be doing this.

Hey man, I know you wrote a book on this stuff, I know you wrote a whole course on it. Now, what while we're here because I don't even think that's for sale. In fact, when I asked Brian to be on this, he said, "Look man, I don't have anything to sell." I was like, "Dude, don't worry about that."

You're here to give your heart but thank you for that whole piece you just gave. I know that will be a well-read piece of the transcript. Thanks for doing that. Oh gosh, that's just really connects with me, so powerfully what you just did. Let me go back and bring up another side, I want to go back to the live ... you know how I always tell you guys turn off your ringer during ...

Brian Keith V: Allison says you're [P 00:56:26] please.

Barry Friedman: Yeah, you did that one piece. That was great. That's what she asked you to repeat just that wording on that. Let me shrink that down. Let me grab another one, boom, boom, boom, from people who threw up some [inaudible 00:56:41] magic, okay, we did that one. Are those shelves of vinyl records behind you? Someone's asking.

Brian Keith V: Oh no, this is my music studio. I write music, I write orchestral pieces from movie trailers and I write jazz and rock and roll and heavy metal, I write all kinds of music. Everything on the shelves back here has to do with either playing the guitar, playing the drums, playing the bass, mixing, recording, mastering, and orchestration. Everything, all of these have to do. There are training courses, books, DVD.

Barry Friedman: Always a student, man, aren't you?

Brian Keith V: Yeah, I love learning. I've got a pile of books on the floor I was going through this morning.

Barry Friedman: This is Brian and this is funny you guys. We met at the webinar green room about 10 minutes before we went live and Brian and I were chatting. I said, "What are you even doing for?" He goes, "I've been reading man, I'm reading about copywritings." Always a student. Let's head back to live and let's grab another, I think this is just wonderfully valuable to folks and thank you.

Good. Let's hit on to this one here. This is someone who's working in the birthday party, the high-end birthday party niche.

Brian Keith V: Great, wow. How much do you charge? I'm just curious, I'll throw that out.

Barry Friedman: Yeah. We've got an alumni member who wrote a book called The Thousand Dollar Birthday Party and he regularly books thousand dollar birthday parties.

Brian Keith V: Oh, I think I own that book. Who is ...

Barry Friedman: Andrew Smith.

Brian Keith V: I think I own that. I buy every book on magic and marketing. I have everyone all the way back from the late '80s. You name it, I own it. I guarantee it. I'm just fanatic. Any magician has something to sell in marketing. I just signed up for it. Unfortunately, most of them are very disappointing. Anyway, but this is perfect. I'm like that's planning a party. I mean, hello, here I am. I'm in the right spot.

Barry Friedman: We're not making anybody think or connect dots on this headline.

Brian Keith V: If I'm a mom or a dad or a grandma or whatever, planning a party and I see those kids in my peripheral vision, I know I'm in the right spot. I see some balloons, lots of color, make your party the best it can be, hire me, the great [Lourdini 00:59:26]. I would put that in quotes I think, the great Lourdini, and with two shows for one.

I'm really confused. Make your party the best it can be, hire me, the great Lourdini and with two shows for one bring magic to a child at New York Methodist Hospital. Okay, I think I just puzzled it out. When I book you to come to a birthday party, you'll go do one free at the hospital for ...

Barry Friedman: Dude, that's awesome.

Brian Keith V: That's a really very cool thing that you're doing and ...

Barry Friedman: From hearing, you have to puzzle it together Brian. It sounds like there's a way more clear and benefit upfront way of him even saying that.

Brian Keith V: Oh for sure, it's muddled as it is.

Barry Friedman: Okay.

Brian Keith V: What a great marketing strategy overall. I would compliment you on that, that's wow. You must dominate your market because what mom wouldn't want to book you assuming you are any good at all and be able to say they donated to the hospital too. I mean, gal, that's just freaking brilliant.

Barry Friedman: Yeah, no doubt.

Brian Keith V: What was this gentleman's name again?

Barry Friedman: Yeah, this is ... where are we at? I don't remember what I clicked on. Sorry, I'm running on a few different things here. Talking about a great point though, I mean, yeah to have your name right on this thing. Yeah, he's working under a character name for sure. Yeah, here he's got a letter at the end and really sticking with the character. There is no ...

Brian Keith V: It's Eric.

Barry Friedman: Yeah, yeah, yeah. Sorry about that. My mind is so focused on the content we're doing here. Yeah, that's Eric.

Brian Keith V: Okay.

Barry Friedman: I had a nice conversation. He told me about this two for one thing and yeah, brilliant wonderful. Are you able to make this work financially Eric? I mean, is this a big hit, and can you raise your prices for the birthday party market?

I mean, man, I agree with everything Brian said, the second you land here, you know that you're on a page that is the right place.

Brian Keith V: I mean, there are definitely things you can do to improve. Obviously puzzling out that whole thing was obviously doesn't work. I mean, beyond that, there's some stuff I would change like look at your market, ask yourself what percentage of the shows you do are birthday parties?

Well, it's [newyorkcitybirthdaymagician.com](http://newyorkcitybirthdaymagician.com), so there's your answer. Planning a birthday party, number one, so you could make that change ... you could throw some sort of qualifier in there. Make your party the best ... okay. Perfect for ages three to nine ... your son or daughter can have the best birthday party, the best they've ever had something like that. Hire me, the great Lourdini, yeah.

Barry Friedman: Okay, good. All you guys who are watching this, we're talking about Eric's site but take everything in and modify it to your market.

Brian Keith V: See I get what the important principle here is it gets them nodding their head. Having a birthday party, yes. Perfect for ages three to nine, yeah, my daughter is turning seven. Your son or daughter will absolutely ... blah, blah. Okay. Now that we've had three, four head nods whereas before there was only one. Planning a party? Yes.

Make it the best it can be, hire me, and I haven't nodded my head again, whereas if, you're implementing these target identifying. Again, reassuring them that they're on the right page so that they don't get distracted, they're on the freaking internet.

They're going to get distracted if you lose them so you want them saying yes, yes, yes, yes, yes, yes. Write as many times as you possibly can from that headline. Yes I'm in the right place. Yes I'm in the right place.

Barry Friedman:Awesome, yes I want to live in a bunker. Yes I want to stock up food for the rest of my life. You're doing that with your 50-page letter right now I imagine, getting a lot of head nodding. All right, good. Let me keep moving.

I really appreciate, oh my gosh, the stuff that's coming out of this I think is amazing. Okay, I brought up this one we're going to go to next. Here it is.

Brian Keith V: It's not as big a deal, Eric, and please don't construe this to be anything more than just a comment. Your suit and tie did throw me for a second there. Again, it was because it didn't say birthday party, said planning a party and I see this guy in a suit and tie and I'm seeing kids then I'm like wait a minute.

Barry Friedman:Wow.

Brian Keith V: This isn't corporate, oh okay it's a birthday magician, oh New York City birthday magician. Okay, I knew that if I type in the address or click on it. It's not that big of deal but ...

Barry Friedman:Man, that's a great call though and it creates a road bump. I didn't even pick it up, but yeah, now that I'm looking at it through that eyes, I've never seen a suit and tie at a birthday party.

Brian Keith V: Yeah, so adding the word planning a birthday party just makes it ultra, ultra clear.

Barry Friedman:Awesome, great stuff.

Brian Keith V: For what's that worth.

Barry Friedman:Good, let's jump over to Steve Bedwell and take a look at this one.

Brian Keith V: I love Steve, he's so freaking funny.

Barry Friedman:Well, then we're done with him. No, I'm kidding.

Brian Keith V: Yeah, it's kind of hard for me to be biased. I think he has what? I think he only has one DVD out in the market for magicians. I just love it. I love him. I think he's so funny.

Barry Friedman:Yeah.

Brian Keith V: I'm a student of comedy magic. It's one of those things I have every book and every DVD, every video. If the VHS got too old, it's been transferred to DVD man. I'm just ...

Barry Friedman:Too funny.

Brian Keith V: insatiable.

Barry Friedman:What do you like about the writing on this side? Pretend you don't know him.

Brian Keith V: Well, certainly the very first thing I'm going to do is push play.

Barry Friedman: Yeah, nice and big. The big call to action, yeah.

Brian Keith V: I'm not sure what this graphic to the right of the video is committed to your success Steve. I do like the signature. I don't know what the graphic is. That's certainly not clear. Need a motivational speaker? Leave next year's planning committee with the best kind of problem. Okay. Again, I had to puzzle it out. The puzzle is leave next year's planning committee with the best kind of problem, which is how to outdo the job that you did.

Barry Friedman: Right, he's got a testimonial there that supports it. I see you're painting a big distinction here Brian really and you've called it out right at the beginning. People have a lot going on in their brains and probably not time to puzzle.

Brian Keith V: Yeah, yeah, please don't. I don't get time for it man, I got ... yeah.

Barry Friedman: Doesn't that kill everything in our creative nature to just kind of have to take all the ... kill our darlings in a way.

Brian Keith V: Well, I kind of blame it on the institutional advertising that we've all grown up with throughout the years. Everybody thinks they have to do something clever like the car commercial did or like McDonald's did or like Coke did. We think we have to be clever or creative, no please, chuck it out the window.

We're talking about you making a freaking living here. We're not talking about Coke who has stock options that's just off the chart. They're going to make money whether you buy their damn product or not, whether their ad works or not more importantly.

You can't be like them. You can't even start to be like them, otherwise, you are wasting your money. This is massive to make me have to sit and puzzle it out on my head, need a motivational speaker? Leave next year's planning committee with the best kind of problem.

Okay, it only took me what? Eight seconds to puzzle it out, but why? Especially at the very beginning of your website, do you want to make me stop and scratch my head and go, "What the hell is this guy saying? Oh it's very clever, oh that's funny, oh that's entertaining.

No, just freaking give me the message man. Again, we're on the internet. I am going to be distracted sooner or later. I am going to get interrupted. My internet messenger will pop up, my email will bling at me, my iPhone would go up, my kids will walk in and tag on my shirt, "Come on daddy, come and play with me," or my grandkids.

Now I'm just saying, this is a world of distraction and to make me spend eight seconds to puzzle that clever bit of copy out is asking too much.

Barry Friedman: Man, thank you. Yeah, okay.

Brian Keith V: Okay, that's a great testimonial. You are much better off Steve making your headline. The big headline being, need a motivational speaker with this kind of impact ... that's your super head.

That's not a headline. That's smaller above the headline. Then, your headline is the freaking testimonial.

Every year, we try to bring in a better speaker than the year before. After Steve, I have no idea what we're going to do for next year. You could even use that. After Steve Bedwell I have no idea what we're going to do for next year.

Then, go with why? Because every year, we try to bring in a better speaker than the year before, it's going to be extremely tough to top this guy.

Barry Friedman: Man, I got a head to toe goosebump rush, man, when you were talking about that. I'm going to refresh this page Steve. I don't know if you do your own website but maybe it's already been updated. No, I'm kidding. Good stuff man. Wow, solid. Good. Yeah, then he goes on with some more support text but boy what I love that you just talked about that headline in another formatted quote the same way down here in the same color so we get used to seeing them in that color, fantastic.

Boy, just a ton of social proof and authority over here on the right with a list of logos and clients that runs the length of the page.

Brian Keith V: Yeah, that's really killer. I used to do that in my direct mail letters back when I was selling corporate magic. I used to put all the logos on the letter in full color.

Barry Friedman: Yeah, wonderful.

Brian Keith V: It's really costly to do that too.

Barry Friedman: Yeah. I don't think this is a set up responsive for websites but that maybe something you'll look at as you redo those headlines. It's not set up. It wouldn't play happy on a phone so something to think about but good stuff man.

My thought up here is having a seven-and-a-half minute video Steve just for what it's worth. If this could be a 30-second commercial, right here at the very top where we got a chance to watch the seven-and-a-half minute one, I'd love that. That is a lot of power in letting somebody finish a video especially at the top of a website like this where you have it set up.

Good stuff man, thank you so much for tossing that one up there. How are you feeling Brian, you got time for a few more, where's your energy?

Brian Keith V: I can go all day if you want me to.

Barry Friedman: Incredible. Michael, thank you. Somebody went through here and grab them all and put them in order for me and I so, so appreciate that. Let me grab on what came up here next. Good. Let's take a look at this one. This is Faith, she's up in Toronto. She does some private events, some high-end weddings, really, really concentrating in the high-end private events, public performance, jazz club, performing arts center, this kind of world.

Brian Keith V: Again, I kind of had the feeling Ray took some offense to my comments earlier. I don't mean any of this personally. I'm just speaking off the cuff, none of these is preplanned, preconceived and I'm just giving my professional opinion.

Barry Friedman:Awesome, yeah.

Brian Keith V: Don't take this personally but I don't give a shit who [Arvella's 01:14:32] music is. I don't know to pronounce it so that makes me feel uncomfortable. I don't know. I don't care. There's nothing about Arvella's music that makes me go, "Oh I'm in the right spot." Same a thing a boutique music agency, I'm not even sure what that means. I'm sorry.

Barry Friedman:Nope, fine. You know what Brian, don't stress your language. I don't think anyone is taking offense. I think this is a mirror that people would pray to look into. Let's ...

Brian Keith V: Thank you Ray. Faith says, "Bring it" so that's good.

Barry Friedman:Yeah, very good. There's right from Ms. Arvella's herself.

Brian Keith V: Yeah, I don't know what a boutique music agency is. Again, take this for what it's worth. I am not inside your industry.

Barry Friedman:Right, right.

Brian Keith V: If that's a term that your prospects used all the time and it's used in daily conversation. Yeah, you go right ahead, Music Girl.

Barry Friedman:Yeah, I agree.

Brian Keith V: Otherwise, it means nothing to me so the best in Toronto Private and Corporate Entertainment. I'm okay with that. This is my own opinion. I would rather come to your homepage and get a message that's for me. What I mean by that is you're saying the best in Toronto Private Entertainment and Corporate Entertainment too.

To me, I'd rather come to your homepage and have three options. Number one, are you looking for music for your private event such as a wedding, a banquet, [click here](#). If you're looking for music for a corporate event, [click here](#). Then from there you can target the message directly to me.

Again, this is a media of distraction. I want to click on the button that's going to narrow this message down so you're talking to me because I want to find out for my corporate event, for my wedding, for my private, whatever.

You see what I'm saying? Yeah, you're kind of doing that by having these little links up at the top of the page, I get it. Guess what? I'm not looking at the links at the top of your page when I get here. First of all, I'm confused. I don't know where to look. The logo means nothing to me, a boutique music means nothing to me.

The other headline that was on the other page Barry, that was at least, yeah, the best in Toronto at least they had something there that made me go, okay, I'm in the right place but the other stuff didn't.

Wedding, corporate, private, yeah you could argue that that lets me know I'm in the right place because I want for my wedding or I want for my corporate or I want from my ... well, I don't know what private is but I want my privates I guess, I don't know. Anyway, it's not clarifying as it could be.

Barry Friedman: Okay, yeah.

Brian Keith V: You could certainly argue that it is but I disagree. Again, I would rather see you come to this homepage and it says ... you can even be as anal to say, in order to serve you better, this sounds like something TNT would do. In order to serve you better, please select the choice that best describes who you are.

Barry Friedman: Yeah. Or even how can I serve you, corporate, wedding ... yeah.

Brian Keith V: Exactly. Then, have a targeted message specific to them.

Barry Friedman: I would argue that a private event includes a wedding and I would not confuse it with these two but just corporate or private would be wonderful.

Brian Keith V: Is that a video to the left of the ...

Barry Friedman: No, that's just a photo.

Brian Keith V: Oh okay.

Barry Friedman: I consider this a striking photo for creating an image of what a wedding could look like, the couple here and nice staging. I imagine this is a very high-end wedding and I know you performed one recently Faith and reported about it so yeah. Okay, cool.

All right, good, some intake there and that runs into what we had seen earlier is not making people think and not making us have to connect dots.

Where did we end up here? I skipped that one. Library balloon show, let me see what this is.

Brian Keith V: Will says, "Would offering private and corporate events separately weaken the offering for magicians?"

I'm not really sure what you mean by that. Would offering private and corporate events separately weaken the offering? I don't see how it could because you're talking more specifically to each prospect. A guy who has a private event has much different goal and desired end result than a meeting planner who's booking an event and is being judged by all his peers and his coworkers and his boss. A guy throwing a private event probably doesn't care nearly as much.

Obviously, he wants it to be fun, he wants it to be good, he wants it to be quality, et cetera, et cetera, et cetera.

He doesn't want to be embarrassed for sure but it's probably a lot less poignant to him to not be embarrassed. Will, I would say that I don't see how it could weaken the offering and why magicians would have anything to do with that, I'm not really sure.

Barry Friedman: Okay, cool. Let's jump into a man who has had a fun history but let's take a look at what comes up for you in this one as far as confusion in a distraction-based world. That's not me, by the way.

Brian Keith V: I am just, yeah. I only look at the URL, magicbarry.com. Okay, that doesn't tell me anything. Unique entertainment packages for any event, okay. Corporate entertainment in Charlotte for sales meeting award, team building, training system, training [inaudible 01:21:58], wedding rehearsals, holiday party, family and now all of a sudden, we're talking about family, we're talking about weddings whereas it's all been corporate up to that point. I'm not sure what to think. I'm not sure if I'm in the right place. That's for damn sure.

Barry Friedman: Right.

Brian Keith V: If I'm a corporate meeting planner, do I feel like I'm in the right place? Corporate game shows, okay. If I'm looking for a corporate game show, then I ... Yeah, okay. Or entertainment reviews, get a quote. Well, I'm not really interested in getting a quote right now unless Barry's found that 90% of the traffic that's coming to a site is only interested in getting a quote, like if the sales funnel has already lobbed them to that point.

Barry Friedman: I think this is the home page. I think this is where the world finds him. Yeah, I mean, we can just listen to Brian piece his way through this page and tell something's happening here that the back button would be begging to be hit right now.

Brian Keith V: Yeah, yeah, where's my distraction.

Barry Friedman: Right.

Brian Keith V: Distraction might be clicking on the frequently asked questions or contact. For sure, I'm not feeling like this is where I'm supposed to be.

Barry Friedman: Okay, yeah. The advice I would give to Barry just looking at this site is, the question I would ask is, are you clear on what you offer? Are you clear on the one thing that you want this website to offer? Is it about corporate game shows? If it's about corporate game shows, there's a whole bunch of stuff here that doesn't make sense. If it's about strolling magic, there's a whole bunch here that doesn't make sense.

Brian Keith V: Yeah, and it's like Allison pointed out, for any event, isn't that forbidden and I would absolutely agree with you. It's like the magician who has magic for all occasions on his business card. Well, you're for no occasions then.

Barry Friedman: Yeah, this is a line that I certainly talked about in my launch videos when you guys were first considering whether to play in this world was I begged you, if you have any occasion, those two words on your website, it has to come off instantly. Barry, my challenge to you would be to be very clear on what you want this website to offer, one thing you want this website to offer.

Brian Keith V: Yeah, you want to be the knowledgeable specialist who's coming in as an expert to solve the problem and right now you're telling me you're an expert at everything.

Barry Friedman: Yeah. Okay, let's call that one for words out right now. Barry, take that in as what you've learned from it.

Brian Keith V: That's funny, Barry says, I just paid an expert to build this site for me.

Barry Friedman: Oh, awesome.

Brian Keith V: I hear you. This is the most frustrating painful part of being a self-employed entrepreneur is you go through crap like this then somebody turns around and tells you it sucks and you just say, well, I just spent 12 grand getting it done and now you're telling me I have to go through the hassle of redoing it either finding somebody else or upping my fees with this dude, it's such a pain in the butt.

Barry Friedman: I hear you. Just from a design element, I mean I don't know who the person was that you paid, the "expert," but were they in marketing, we're they in web design, two very different worlds. Hey, layout wise, I like the colors, I like the background, I like the imagery. There's a lot of white space. From a designer angle, I'd say, hey, it plays. From a marketing angle, I mean, you just heard what happens from a seven-figure copywriter. He's lost beyond words, doesn't know what to do so very different world.

Okay. I hear it, Barry, and I hear there're some regret in that and all that. Let's bring that up. I'm going to get on with you, we'll talk about that. Allison put a great point, man. I love quote, I love money. You guys have seen how I deal with money. I love that to be the very last thing in the conversation. I like money to be a line item after they've already decided we're going to have the Rospyni Brothers here, let's just figure out what it takes.

I don't want quote to come into an early conversation. Wonderful. Let me get back to my list. We're going to get a little bit faster. I think we're starting to do a little bit of repeating so I want to just help as many people as we can on this.

Brian Keith V: It may sound repetitive but these are universal principles and they apply across the board.

Barry Friedman: Yup, oh my god, they're huge.

Brian Keith V: It's not going to hurt for people to hear it again and again.

Barry Friedman: Not at all. Okay, here we go, Brian. This one's going to be a lot of fun for you.

Brian Keith V: You know what, I need to go take a quick potty break. Do you want any ...

Barry Friedman:No problem, man.

Brian Keith V: I'll be back.

Barry Friedman:He's only one man for ... In fact, let's just all stretch out a little bit. Oh man, let's just get up and shake our bodies, there's a lot happening on this call that can be taken very personally and it's what I wanted from this week. I don't want anything in this course to be theoretical or geez, if only. I wanted to get down to ground roots on this thing and we're getting to do it with live examples. For some of the alumni that are on the call, let me just say it live, I put in the message. I really want to handle as many of the new members as we can here and take everything in. Just like Brian just said, it's great to hear this stuff again.

How can you apply what you're hearing into your own website, your own business? Can you easily look at Magic Barry that was just up and say his mind is doing the exact same thing? Let's do that and I have them all listed in order here. Thank you, Michael, I appreciate that and we'll keep digging in.

Michael, did you have one on here? Yeah, you had one on here. It's really magic, I want to get on. There's Brian back, thank you so much, man.

Brian Keith V: You maybe a copywriting machine but isn't it nice to know you're still human?

Barry Friedman:Right, exactly. He's so ...

Brian Keith V: Still got to go pee.

Barry Friedman:He still has to relieve himself. Perfect, man.

This is Allison, she was who I introduced to Eric as earlier, really playing in the high-end birthday party market, getting rid of the \$255 gigs, not interested in that market anymore and playing bigger. Let's look at what happens here.

Brian Keith V: Good for you. Gosh, I would ... If I had energy, Barry, I think I honestly would love to do high-end birthday parties, I love kids so much. I used to do birthday parties for a living. It's how I made my full-time living for three-and-a-half years. It just sounds really, really fun to me but I just don't know if I have the energy for it.

Brian Keith V: This is a different world, man.

Barry Friedman:Yeah. That guy who turned around and looked you in the eyes has changed your life forever.

Brian Keith V: Yeah. The amazing magical birthday party expert, I really like that for some reason. What I don't like about it, Allison, is the ... and I get why you're doing it but it's just hard to read. It's damn hard to read. I can see why you're making it feel a little circus, I would call it. I can see why you're doing that but ...

Barry Friedman:I want to see what happens when a mom looks at this on a phone. She's having to do this.

Brian Keith V: Yeah, but that's not copywriting.

Barry Friedman: No, that's not copywriting design tip, yeah.

Brian Keith V: Quit doing that, quit it.

Barry Friedman: Quit doing that.

Brian Keith V: We're talking copywriting here, you jerk, but I really like the words, the amazing magical birthday party expert. That tells me bam, I'm in the right spot, this is exactly where I need to be. All the colors are fun, this is right where I need to be. I love it. The only thing ...

Barry Friedman: Look at that nice ...

Brian Keith V: Go ahead.

Barry Friedman: ... got a nice quote right there at the top too.

Brian Keith V: Yeah, I like that quote. It's not very obvious. Have you got it highlighted, Barry?

Barry Friedman: I don't, I was just checking. That's actually how it's laid out. I would play with that a little differently.

Brian Keith V: Yeah, I'd definitely change that, that's hard to read like that.

Barry Friedman: In fact, I clicked on it and it went to Yelp.

Brian Keith V: Okay. I'm going to hop on the soapbox for a second here. I don't know what Yelp is. I may sound naïve. I do know what YouTube is. I think it's a mistake to host your videos with YouTube. I could be wrong. Again, I don't know jack about internet marketing or SEO or whatever, but I think it's a mistake, and hear me out, to host your videos with YouTube because I have the option that says, view this on YouTube or @youtube.com. Well, guess what, if I clicked on that, if a prospect clicks on that, it takes him to YouTube. Yeah, they're still going to watch your video but you have just invited distraction away from your website.

Even this drives me crazy. Even if you don't click away and watch the video on YouTube, the moment the video is done, YouTube populates the video player on your website with six or nine different videos that are options that I can click on and watch, but I'm on your website. I'm here to find out about you, not to get distracted into the world of YouTube videos.

I think it's a massive mistake to do something like YouTube hosting a video there and having it be able to click away from your site and that's what it looked like. This Yelp thing was with the testimonial. I don't know. Again, I'm not an expert on that, I don't claim to be. I think it's a horrible idea because again, this is a media that is full of distractions and now you're inviting distractions.

Barry Friedman: Got you, great point. Way better to grab I think the idea of clicking on Robin Williams' quote here and then taking us to Yelp is that the person will be focused enough to say, holy cow, I got lost in here. Can you instead grab some of these contents, some of these five-star reviews even in screen shots?

Brian Keith V: Well, look, there's ads for Amazon shit.

Barry Friedman: Yeah, there's stuff that my son was looking up a scooter yesterday so here I'm seeing my ...

Brian Keith V: Yeah. It's like, come on.

Barry Friedman: These are wonderful. I mean, these are great reviews, they are five star reviews, going back, showing history of your business but it's not continuing the conversation. I completely see what you're doing there.

Summarize, Allison, here great colors, nice headline, Brian likes, I think it speaks to ... let me get this back to 100%.

Brian Keith V: The [inaudible 01:33:57] is really great, I think that's wonderful that you have that first of all and then that you show it off and put it right up front. I think that's brilliant, Allison.

Barry Friedman: Good, great. Okay, very good. Fun photography of course. Let me copy this one and look that over to one other site here. Let's see, maybe that had too much in it, sorry about that. I guess that ends here. Oh, this is a whole opt-in thing. I'm not sure why I got there. Let's just head to this site. This is the root of the domain here.

Wow. Robert, I wonder if this is working. I'm typing your domain and something weird is coming up. I'm going Mellow B music, getting rid of all of these, just going to that and it's taking me to this app. Oh wow, okay, let me try it here, products. I know this is your store, I remember you sent me this. Robert, if you put in your link, I'll go to that. Right now, I'm going to just go back to this list so put in your link, I'll grab it next. Let me just take a look at a couple more here. Michael made that nice list for me and this was at the bottom of here are the remaining in the order. Great conferences, we covered all these. Brilliant, it's really magic. Oh okay. Let's do, yes, here we are.

Brian Keith V: Shawn is asking to repeat the comments about YouTube. I just don't like hosting videos via YouTube because if you're on my website watching my video, once the video ends, it gives me six to nine different other videos I can click on and watch. Guess what? That distracts me from reading your webpage or watching your videos on your webpage and buying your product so it's a distraction.

Barry Friedman: To be fair, you can disable that but still, that was a long time ago that YouTube was necessary to do that but don't implant videos from YouTube on your website. You can use a Vimeo PRO account. You can host them on Amazon S3. Most WordPress sites will just play them without anything. The days of needing YouTube to post your videos has long passed and you should leave that in the past.

Library balloons, okay. Let's take a look at another current member here in the program and let's see what happens here.

Brian Keith V: Yeah, like Amazon S3 too.

Barry Friedman: All right, a lot of white space up here that should be used in a different way, I imagine.

Brian Keith V: Oh jeepers, that's an actual webpage?

Barry Friedman: We're not taking any of those personally, Dean, but yeah, he just said that's an actual webpage.

Brian Keith V: Scroll down. Is there no copy?

Barry Friedman: There's no copy, no. There's just corporate clean customized.

Brian Keith V: Corporate company clean customized.

Barry Friedman: Let me make this a little smaller, maybe we're ... No, that's the 100% size right there.

Brian Keith V: Well, I think ...

Barry Friedman: Is that the only copy. It's this little phone number here.

Brian Keith V: It's pretty obvious that this needs ...

Barry Friedman: Yeah, some work needs to be done here.

Brian Keith V: I do like the idea of stressing the clean content of the comedians. I do think that's important to a lot of corporations.

Barry Friedman: All of them.

Brian Keith V: I have an idea. It's something to think about, Dean. I wouldn't run with it without researching it but I have an idea. Adam Christing is a dear friend of mine. He owns Clean Comedians.

Barry Friedman: Oh yeah, we know him, sure.

Brian Keith V: Do you? Anyway, my idea is I wanted to encourage him to take the next step in the Clean Comedian concept and call it, for example, Clean Christian Comedians and embrace, take it to that degree, I guess, would be the way to say that. I think there would be a whole niche following that would be very, very on board with that and maybe someone's already done it.

Anyway, Dean, it's just an idea, like I say. I'm throwing it up against the wall. You can research it if you want to embrace it.

Barry Friedman: Dean, do that in here that the pages are loading correctly but it says the copy is your company period, happy. There is something else there that's not loading now. Good to see it. I worry

about, one thing that jumps out of me is someone who's very hip and tuned in to this world. This is clearly a comedy club and you're talking about corporate. Here's a guy with an improv t-shirt, clearly a waiter, this just has the look of a comedy club. Something in the way of congruency that I would look at here.

Brian Keith V: Oh yeah, that's a really good point.

Barry Friedman:Okay.

Brian Keith V: I did not notice that at all, Dean, just for whatever it's worth.

Barry Friedman:See, I didn't notice Eric in a birthday suit at the birthday party. We're double teaming here. Let's bring up, this is Robert who I tried to get at before, thanks for putting a good link in here. I guess, Robert, this is something you would be sending someone to directly because your website alone went to the store. This is probably something you'd be sending buyers to directly.

What happens here when a buyer lands at this site?

Brian Keith V: Okay, again, I'm going to assume the role that I'm a corporate booker.

Barry Friedman:I think, Robert, just to be fair here, is definitely playing a different market. There's a couple of members, Nathan is in this group as well and he is really more in the performing arts market to the public concerts. Let's speak to that as looking at this, maybe this is someone who's a promoter for festivals in performing art centers.

Brian Keith V: Okay. I'll do my best because I'm not really familiar with who those people are and what's important to them.

Barry Friedman:Yeah, I know, I get you now.

Brian Keith V: I'm sure the quality entertainment would be the first. Mel Bay Music, unless that name is known in the industry and recognized, it doesn't really do anything for me. Again, I'm not in the industry. If it has weight then by all means use that logo and say Mel Bay Music presents Robert Michaels, although I think it's a horrible headline. It's really not acting as a headline, the next line would be more your headline. It's more the header for the website. The video I'm assuming is awesome.

Barry Friedman:It really is, actually.

Brian Keith V: Okay.

Barry Friedman:You can imagine the music but ...

Brian Keith V: Spanish guitar, right?

Barry Friedman:Definitely takes the viewer through the experience, looks powerful as heck.

Brian Keith V: Awesome. Is it Spanish guitar?

Barry Friedman:Not sure, he'd have to answer it. Let's see, I can play a little.

Brian Keith V: Must be, there are Spanish dancers. Okay, that's great. The video is going to do the mother lode of the selling here anyway.

Barry Friedman:Yeah, the video does the heavy lifting for sure.

Brian Keith V: I might change this. Robert Michaels is a world music artist. Again, I don't know what that means exactly and unless your prospect knows exactly what you're saying there, I think it's a bad thing. I would rather you say, watch the damn video to see if I'm good enough for your event because you're going to love it.

Barry Friedman:I love that.

Brian Keith V: Always say something about hey, watch the video. What's important here is that they watch the video. There's other stuff down here, Robert's Italian roots have inspired him to produce a new exciting engaging show called ... Yeah, I don't care. I might care if I'm that guy though so I can't really say that. Oh there we go, Juno Award winner, okay, if that means something to your prospect, then go ahead and say that. That's great as long as it does. Again, I think it's exactly what you need. However, I'm not seeing a way to get in touch with you. I'm assuming the end of the video has that on there.

Barry Friedman:There's probably some more down here. Yeah, click here for booking and more information.

Brian Keith V: Why is that buried at the bottom of the page for crying out loud?

Barry Friedman:Then, that just brought up my thing to write you an email which is a little bizarre, okay. Wait. Did it leave this page? Let me go back. Oh, did I lose it when I did that? I'm not sure.

Brian Keith V: That's it, that's a mistake. He needs to fix that.

Barry Friedman:Yeah, I think that took me to a screen to write you an email and then when I said I don't want to write you an email, I closed it and everything went away.

Brian Keith V: You're gone, you're over.

Barry Friedman:Right and I'm right here.

Brian Keith V: Who is that [inaudible 01:44:39] again? Oh, the phone is ringing, never mind.

Barry Friedman:Yes, exact ... Oh my gosh, and the beautiful opportunities and the lives you can touch with your music that fall out the window when that phone rings.

Brian Keith V: It's gone. You can't do that.

Barry Friedman: Right. I care enough to bring it back but yeah.

Brian Keith V: Underneath the video after your headline that sells them on watching the video, I would put the link that says click here for booking information and actually, put booking information, don't send them an email or make them, force them to send you an email and it's closing down your website at the same time. Hey, there's other videos here, there's testimonials to read, why would you want to push them away from your website?

Barry Friedman: Yeah, these are great testimonials actually. These are really ...

Brian Keith V: Yeah, they should be up high on the page. Besides a great performance, all of that is meaningless to me, it can go way down on the page. Click here for bookings and then your testimonials. Okay, to reorganize it, you've got your video, you've got your headline, selling them on watching the video and then you've got three reasons why you need to have Robert's killer show at your festival or Dillo. Then, boom to boom to boom, which can include Robert's Italian roots, that copy and then go right to testimonials and then cut all this other educational outreach stuff.

Put it way down at the bottom if you're still going to have it. Did I put the click here for a bid, I want that to be after the headline that pitches them on watching the video.

Barry Friedman: Okay. Yeah, that was right under here, that's right under the video here.

Brian Keith V: You could put it under the testimonials as well.

Barry Friedman: Sure, sure. Yeah, I mean the testimonials are strong, the video is strong. I'd love to see a picture of you with your Juno Award, that's the Canadian version of the Grammy's, that's a big thing. How nice would that be to see a picture of you with that?

Yeah, man, there's no reason you shouldn't be working and there's no reason this website would sell you. Unless you're into some incredible relationship marketing which is something I certainly have talked to this group about this isn't doing any favors right now. I'd like to see that come to a different place. I think the suggestions Brian just gave are a perfect wireframe to begin that with.

Okay. Woo, man, this is crazy. Let me just see if there's one or two more from the new group and then I have a couple that I really would like you to put up. Brian, thank you, man. So many comments in here. That's Africa hot. I don't even know what that one was talking about but let me find that next one here we're going to look at. Gosh, there's a place where Michael listed the. Oh, okay. Here it is. Here are the remaining in the list, I think we nailed these, yeah, okay. This is the one I really want to get at. This is a guy who's doing really well right now in our group and updating his world. Yeah, let's take a peek at this one, see what happens.

I'm not doing that moving by the way, Brian, so don't yell at me to stop it, I know you didn't want to.

Brian Keith V: Yeah, that's really distracting. What's making it distracting though is that the copy and the button are sliding off as well. I think that's what's ... Anyway, I ...

Barry Friedman: Ah, I see what you're saying, yeah.

Brian Keith V: I definitely don't like it. I definitely don't care for it myself but that's just my ...

Barry Friedman: I love this picture right here and I don't know if there's a way to freeze it. Can I click on that little icon to freeze it? This picture tells a story. Yes, the headline of the contact button over it. That picture tells a story to me where ... This one tells a story too, it's a different story and this one doesn't tell a story to me. This is just a ... Yeah, this could go.

Brian Keith V: Yeah.

Barry Friedman: Okay.

Brian Keith V: Again, some of the same ...

Barry Friedman: Yup, we've covered some of this stuff, yeah.

Brian Keith V: Doing the same challenges here, you're trying to sell everyone. I would do the three option thing again, probably or the two options. Click here if you're looking just to make your corporate event magical, meaningful, whatever. I don't care if you're looking for entertainment for your blah, blah, blah. Again, I'm not even understanding it clear on what ... Are you close up magician? Apparently, you do some stage work because of your stage pictures I've seen.

Barry Friedman: That's a nice video in fact. There with the people smiling in the freezes, I like that. Yeah, great. In Dubai, shows you're international, London, at a Hoodlum Convention in London, that's awesome. Oh, street magic, I got you, that's great, that's awesome.

Brian Keith V: Fun.

Barry Friedman: Impromptu, right. Let's just see if the ultimate crime is committed here at the end. I know Michael ... Oh! But see, he didn't off the thing so this is what Brian was talking about. We're offered 12 other places to go at the end of this.

Brian Keith V: Distraction city.

Barry Friedman: Yeah, all the way of looking at somebody's TEDx Talk to watching someone 10 most brilliant. Yeah, so there's exactly what Brian was talking about. There's 12 options to leave your world. I know, Michael, that will be fixed by the end of this call, we'll get in there but anyway, yeah, a bit of confusion here. Doing some great relationship marketing and still making changes in your career and booking good gigs and there's places to go on this. I like this kind of parallax website where there's I think photography tells a brilliant story, it has nice photographs, some good testimonials here and option. Is that to view more testimonials? Does that take us somewhere else?

Yes, so this takes us to a page that's dedicated to testimonials. Well done. I like this and you have a little icon I guess that this is a corporate maybe with a tie and you have some nice little design elements here that are great. Oh, and I think it looks like you've done what we were talking about, Allison. You've actually grabbed these outside ratings from a Yelp or something like that and brought these into your own design which is great. I mean, I see all these nice star ratings here, unless you've just done that.

Company barbeque, birthday party with a little cake, yeah, so there're some nice elements happening here, definitely.

Brian Keith V: Yeah.

Barry Friedman: Design-wise, yeah, and copy, you can still tell a story man, you can still tell a story. All right, Brian, I feel like, man, I'm over two hours, never really gone ... Well, we've got a tad over two hours but I just want to put one or two more up here and then I'm going to open the door up at the end for some folks to talk. Here's one more I'd like to just take a peek at, maybe we can grab one other two. What do you see here?

Brian Keith V: I'm assuming it's for corporate but I don't know which one. I assume that ... Again, if it is for corporate entertainment, it works. You don't actually have to say you're a corporate event for me to feel like I'm in the right spot because again, I'm doing a critique here essentially but assuming I'm a corporate person and I come here, then yeah, it's fine. Create unforgettable experience. Okay. I have the same challenge as a magician. I say that but I'm not trying to book myself. I have this weird fantasy buried that someday I'm going to book myself again.

For whatever it's worth, in the fantasy website copy that I've written for myself, the headline is always something like this, create an unforgettable experience at your next event. It's always that but then I always critique myself and I say, yeah, but that doesn't ... Anybody could slack that up on their website and say that, anybody. The Raspyni Brothers, that's a perfect headline for the Raspyni Brothers, that's a perfect headline for Ray to use.

Barry Friedman: Right, for anyone, right. Yeah.

Brian Keith V: That's my problem with it, it's perfect and it doesn't say anything about why you are the man to make it happen. It works for me, David, but on some level, it really freaking bugs me. Maybe by playing the video, you answer the question by showing me your personality and whatnot. I don't know, I'm torn there.

Barry Friedman: Okay, yeah. Great point though just about the genericness of it.

Brian Keith V: Here's some credentializing, I love this, it's great, television appearances, this great huge, vast audience.

Barry Friedman: Quick and easy website, right. There's the bottom. I mean, this is basically just easy to get through.

Brian Keith V: Yeah, lots of great logos along the bottom establishing credibility. Now, click on services for me there, Barry, I'm just curious.

Barry Friedman: We have to do one thing here though. We can't just pick. We got to go to the end and see if he's ...

Brian Keith V: Made the big mistake.

Barry Friedman: Let's see, or does he have it turned off. Hey, he turned it off, all right so good. At least we're not introduced to 12 TED Talks we could have watched services. Let's just dig into that for a second. Corporate event and trade show attraction, we got two choices there.

Brian Keith V: Okay.

Barry Friedman: Great.

Brian Keith V: That's great. Great.

Barry Friedman: Okay.

Brian Keith V: Perfect for, that's brilliant, testimonials, couple of packages, he's introducing packages there. Good, this is really good. Yeah, very, very good. Logos to establish credibility, check availability, forum, that's great.

Barry Friedman: Phone number [crosstalk 01:56:29], big fan of phone numbers.

Brian Keith V: One of a kind experience ... Again, the copy, it works, it's fine but you could take your name out and put some other dude's name in there and it works just as well. That's to me the problem. How you overcome that is, man, I would really have to do some thinking about that but really, that's your problem, David, is I could plug my name instead of yours and my website is done. Because that's how generic and unspecific it is in regards to the specialness that you bring to the occasion, this entertainment event. Does that make sense, Barry?

Barry Friedman: Yeah, I mean, that's an excellent litmus test as well.

Brian Keith V: Other than the genericness of it, I think you have a brilliant flow. I like that the home page is really kind of all about establishing credibility with the video, the logos, I believe there were testimonials there. The one thing I didn't like about the homepage was that I had to come up to services in order to find out more. I'm wondering, I don't know, people are used to those menus, they're used to having to dig. I'm kind of torn. I almost think it'd be better off having two options down lower on the page that say, corporate trade shows, corporate entertainment, I don't know.

Barry Friedman: A good example of a responsive site here, although we're not doing web design as Brian has punched out, but yeah, here's what happens when it gets down to phone size. We just get these buttons. Yeah, good stuff, real responsively built.

Okay, one more I have to dig, I lost this guy's website a little earlier and he's one of the members of the current group and I want to give some time to dig into this. This site I know for sure that Will is well aware and needs redesigning. I believe he's actively talking to someone. I mean, let's just take this back to 1990s, this would have been on top of the world but there's nothing here.

Brian Keith V: Is that saying tea magic or team magic?

Barry Friedman: Tea magic, team ... Well, yeah. Good question actually.

Brian Keith V: I'm assuming it says team.

Barry Friedman: Yup, team magic, right. Just using the M twice, yeah, I get that.

Brian Keith V: That's confusing to me, especially since the domain name has two Ms in it. Anyway, actually, design-wise, it may take you back to the '90s but I think it's actually assuming the prospect knows where they're going, why they're going here.

Barry Friedman: Okay, let's bump inside here so I bumped inside to the overview here and we get something here where we can at least start looking at.

Brian Keith V: Yeah. Assuming the prospect knows why they're coming here, that was a pretty good idea. I don't know. The sorting isn't really happening, I don't know. Overview. Welcome to Team Magic, brand new, highly participatory and dynamic team building experience. Wow, how ... finally, okay. Team building program is topical as it is engaging. Okay, all right, this is some decent stuff. I just mail though. This is just ... Again, I'm not your prospect but I just now figured out what this is about.

Barry Friedman: Yeah, you just got it, okay.

Brian Keith V: It's team building and that is the word team magic. Again, I'm not your prospect so maybe they know when they come here it's about team building. Oh okay, that's fine but still holy cat.

Barry Friedman: Yup, I got you. I'm right there with you. Okay, good. Then, we're on the overview page and we have to come down here to the bottom and navigate for somewhere else but we'll just bump through these quick corporate organizational programs, yeah.

Brian Keith V: This is good, Barry, because this is a new problem. This is something we haven't addressed before, it's this. This copy is very erudite and very college level English teacher written. Today's unpredictable business environment demands positive highly motivated teams that gel together quickly and exploit new techno and I'm running out of breath and I can't even ... Holy shit.

Barry Friedman: Yeah, I got you.

Brian Keith V: Simmer it down, talk to me like I'm a human. Maybe you'll argue, I get this all the time, "Well, my audience is different, my audience is sophisticated." "Yeah, well, guess what? [Dimwit 02:02:32], they're human. You want to write at a fifth grade level or less to ...

Barry Friedman:Wow, hear that? Fifth grade level or less.

Brian Keith V: I guarantee, you go through my 50 pages of copy that I just finished, it's a fifth grade reading level or less. Just ...

Barry Friedman:Okay, yeah.

Brian Keith V: ... tap you on.

Barry Friedman:Yeah. Today's unpredictable business environment demands, yeah, that's a tough opening there. Okay, yeah, there's stuff to do here that we're not going to solve on this call, you guys. This is a time ...

Brian Keith V: The way to figure that out Barry is you read your copy out loud and if you run out of breath, you know you got a problem.

Barry Friedman:Yeah, yeah. I see some people with frozen screens, it will be fine on the replay, you guys. Sorry about that, haven't run into that and we're shooting out of here with a high speed. Anyway, let's just see, "Can Brian suggest a website builder so we can see their work?" Oh yeah, Brian is not talking about website building, he's talking about copy. I will have some resources for you for copy. I mean, if everything you've learned today isn't a ton or everything you've seen today, how do you put it into use, Brian has some resources that I will pass your way even if they're just like 101 things. We'll figure out a way and the truth is it's another thing to add on your plate which I don't want to do it at you guys right now.

I want you to be able to work. Is copywriting something you should outsource? To someone whose copy you love, heck yes. If it's something you have to invest in one time or find somebody who's an intern, a college student studying whatever it is, get resourceful. Yeah, you have to do something else besides planning to write it yourself. I take it today's unpredictable business environment demands positive highly motivated teams that gel together quickly to exploit new technology, create world class products, deliver winning presentations, that entire sentence was probably not written by someone who studied psychology of copywriting.

Brian Keith V: Yeah.

Barry Friedman:Okay, guys.

Brian Keith V: A really quick way to hammer copy out if you just need some copy is push record on your iPhone and pretend like you're talking to a prospect and sit down with a list of questions that that prospect would ask you and then answer those questions and what you'll end up with is a recording that's very conversational because it is a conversation. It's you talking with a "prospect" and then just get it transcribed and use that as your starting point for your copy. This is ...

Barry Friedman:Man, that's ...

Brian Keith V: That way, it's very conversational, it's very human, very down to earth.

Barry Friedman:Wow, you guys take that in? Isn't that incredible? Just tape record and start talking about what you do. I've heard some people on my interviews for this program talking about what they did and it was just beautiful.

Brian Keith V: Yeah, it works magic. It's actually a super secret, highly effective way to write your own copy and never have to hire a guy like me.

Barry Friedman:Yeah, okay.

Brian Keith V: That's why I keep it super secret.

Barry Friedman:Exactly, it's all hidden. Well, you guys ... Yeah, so people are coming back in, don't know ... Okay, it will be in the replay. Brian just gave a huge gem and I'll just repeat it because I don't know where people came back. It looks like something's frozen them in technology. He said to talk to people about what you do, record it, have that transcribed and use that as a starting point for your copy. Oh no, what was the secret? Jeremy is awake. I saw your comment at 2:30 in the morning somewhere I think in Singapore or something, so funny.

A lot of great topics in here, forward to this part of the conversation. Yeah, you guys so much and Brian from the bottom of my heart, I want to thank you for everything you did here. Did we miss anybody's site here? You were frozen for 15 minutes. Wow, that's amazing. I don't know why that happened. Did we miss somebody's site here? We covered Will's site, his sales program site, his team magic site, and I think I covered everybody else. If not, I will make up with you in some other way.

Brian, I want to thank you from the bottom of my heart for the generous amount of time you've given this group. It's unbelievable. I'm only glad I'm not getting a bill for it.

Brian Keith V: I've had a blast. I've actually really enjoyed it.

Barry Friedman:Good, thank you.

Brian Keith V: I don't have anything to sell but if anybody would like to ,who didn't get their website reviewed on this call, if you would like me to, you can email me and give me your contact info and I'll get in touch with you. Give me your website and I'll be happy to spend 5 or 10 minutes on the phone with you and go over the copy.

Barry Friedman:Wow, holy cow.

Brian Keith V: I don't mind doing that.

Barry Friedman:Okay, all right. Thank you so much, man. Before you dig yourself into a hole, I know you're a busy guy, don't beat him up for anything like that but if you put something out and you hear something back from him, wonderful. Michael, we did go into truly magic extensively. I'm trusting that it's on the replay. If not, I will get on and summarize with you. Yes, sorry, you guys, blocked out and some music clip. No idea why that happened. Thank you, thank you so much.

Brian, I'm going to turn you lose. So thankful for you, man. We will open up the phone lines here a little bit in our conversation just to cover what we're doing in our group. Yeah, there's the comments floating in, man, so thank you so much.

Brian Keith V: Well, let them know I'm sincere. If you're ready for it or when you're ready for it, I'm happy to review that copy for anybody in your group. I really care about you, Barry, and I want to take care of you and I want to take care of your people. Happy to do it, really, happy to do it.

Barry Friedman: Thank you so much, man. I appreciate it. All right, I'm going to turn off your camera, man. You're welcome to hang out but you probably got other stuff to do so thank you so much.

Brian Keith V: All right.

Barry Friedman: You can sit back if you'd like, I appreciate your help, man. Thank you.

Brian Keith V: All right, well, see you.

All right, did I tell you that was amazing? Did you light up? Are you shaking a little bit? Did you have to take a break? I hope you did because a whole lot was coming out of there and it was really fun to just hear Brian's brain ticking and the gears engaging. Let's connect a couple of dots of copywriting in your business and how it can work.

What do you think someone's first thought is when they come to your website? I know we talked about this just know but Brian talked about the headline. Could you write 50 headlines? Could you write 100 headlines, 200? What could you write? You heard the numbers Brian writes when he starts brainstorming and it's an insane amount of work. Really, what it gives us a chance to do is take the visual imagery of our website, know what the prospect is thinking, what they're feeling, the fears they have, their core conflict, and we actually get to present a headline that can boom, right in the middle of that, interfere with it, jump into their thought pattern and say, "Psst! I know what's bugging you. I know what's scaring you and here's an answer right here."

I've walked in your shoes and I'm going to connect with these words. What I can do with the emotions you're having right now? That's a radical paradigm shift from writing on your website that I've won these awards and I enjoy this kind of work and all that. A whole different game, don't think that they are thinking about you at all, that they understand your world. That's our job and as Brian pointed out, the headline gets them to the subhead which gets them to the body of the text and it's your job to just keep that conversation so engaged for them, so about them that they have no choice but to keep on going and follow through with the call to action that you give.

All right, you guys, listen to Brian Keith Voiles again. I'll put his interview extractive from the entire module down below because it's another one you should carry with you.

Okay, you guys, let's talk about the 80-20 principle in your business. We're going to talk about the 20% of your clients, of the activities you do, of what part of your business, what 20% of your business gives you 80% of your results. Every business has one, it's given. In fact, in today's world, it's probably closer to 90-10. In my business, it was getting up to 95-5 in Raspyni brothers. It was that much. It was 5% of my database that was giving me 95% of my results.

That's where I focused my attention, on those people and on those activities that really blew it out. There's a lot in this course and that's by design, all right. I go a little nuts in this thing. I know you can always come back and watch the modules. We have all sorts of forms of support. At this point in the course, you have enough tools to create a brand new reality. Given, we could stop now, you have enough tools to create a brand new reality and I'm not stopping, we're delivering a whole lot more to you.

What 20% of what you know right now, of what you've gotten from this course would give you an 80% upgrade in your business. Think about that. What 20% of what you've learned so far in ShowBiz Blueprint would give your business an 80% upgrade? Yes, continue to take in the rest, no pressure. It's not going anywhere, don't have any other guilt or the shame that I'm falling behind or this but get clear on what's the 20% that will change everything, at least to 80% in your business? There's a lot that you could be pinning that to.

I don't want to say what it probably is, I want you to come up with that but I want you to hold it, I want you to dedicate to it. Dedicate your actions and your time to it and I'd love you to stop by our Facebook group. In fact, pause this thing right now, pause this thing right now, we should see a whole bunch of new posts from people saying, the 20% that I've gotten from ShowBiz Blueprint so far that can change 80% of my business is and fill that in. Maybe a couple of things but do it now.

All right, back from Facebook, do Facebook feel the sudden influx of traffic, did the service slow down? I really hope you took me up on that. Every time I give you a challenge like that, it's to stop you dead in your tracks, stop the lizard brain from staying that's not what I'm going to do, that's not for me, he's not talking to me, I can pretend I didn't see it, any of that stuff. It's to stop that dead in its tracks and instead, where you've always gone a slight left, we're going to make a hard right and we're going to actually take the action.

I can't wait to read what the 20% are for you and chances are, we'll dig into whatever that is a little more deeply on Tuesday. I want to tell you one other thing before I end this module. You are here for a reason, you came into this for a reason, you talked yourself into doing it, you did the application, you talked to me, we had an interview stating your accountability groups, you've shown up for the modules. Continue to trust yourself in the face of everything Brian talked about today, in the face of everything Sam talked about in the last module, Larry Benet talked about.

We have all these that Carrie Ann talked about, all of these were opportunities for you to say I'm not enough, I'm not worthy, I'm not ready. This is for someone else. I'm going to ask you to continue to trust yourself the same way you did when you came into this program. Because right now, I can tell you, there's stuff happening in the brain and you can't go back. You can't go back to sleep, it's not possible at this point. I'm removing that from you. I'm inviting you to double down your efforts in here, show up even bigger than you have before, take a risk and darn, dare yourself to be bold in your conversations, in your emails, in your phone calls and on stage.

I challenge you to double down and be more bold in how you talk about the value that you can bring to your market. That's module 6, you guys, and I will see you for module 7 and I'll see you on Tuesday before that. So long.